

NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

To:

Alder King Planning Consultants
Pembroke House
15 Pembroke Road
Bristol
BS8 3BA

On Behalf Of:

Wildstone Estates Limited
Fifty Paddington
50 Eastbourne Terrace
W2 6LG

PART 1 - Particulars of Application

Application Number: 72996

Date of Registration: 08/04/2026

Proposal:

Free standing internally illuminated
advertisement digital display unit

Location:

Shell Petrol Station, Middleton Road,
Manchester, M8 4LY

PART 2 - Particulars of Decision

Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **GRANTED** for the carrying out of the development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:-

Standard Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to -
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for standard conditions: In the interests of amenity and in accordance with the

requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Specific Conditions (If Applicable):

- 1 This consent relates to the following plans:

Drawing no. 26633/PA/01: Location Plan;
Drawing no. 26633/PA/03: Proposed Site Plan;
Drawing no. 26633/PA/04: Proposed Site Plan,
Drawing no. 26633/PA/05: Existing & Proposed Elevations;
Drawing no. 26699/PA/06: Specification; and,
Drawing no. 26633/PA/07: CGI Before and After.

Except as provided for by other conditions to this permission, the development shall be carried out in complete accordance with the approved drawings.

Reason. For the avoidance of doubt and to ensure a satisfactory standard of development in accordance with the policies contained within the Bury Local Plan, the Greater Manchester Places for Everyone Plan and the National Planning Policy Framework.

- 2 The development hereby approved shall not be commenced unless and until full, dimensioned details of the position of the proposed installation relative to the limits of the adopted highway along with a method statement/traffic management plan for the erection of the digital LED screen immediately adjacent to the B6213 Tottington Road, incorporating appropriate traffic management arrangements, pedestrian protection measures and retention of adequate pedestrian facilities/access arrangements on the Tottington Road footway that abuts the site, has been submitted to and approved by the Local Planning Authority. The details and measures subsequently approved shall be implemented to the satisfaction of the Local Planning Authority and maintained for the duration of the works that affect the adjacent adopted highway.

Reason. In the interests of pedestrian and road safety pursuant to Bury Unitary Development Plan Policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

- 3 Prior to the commencement of development, the advertisements, posters and signage displayed on the fencing and within the area of the grassed verge located within the red edge location plan shall be removed from site and shall thereafter be permanently maintained free of any advertisements, posters and signage.

Reason. In the interests of visual amenity pursuant to Bury Unitary development Plan policies EN1/2 - Townscape and Built Design and EN1/9 - Advertisements.

- 4 The LED screen displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.

Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

- 5 The sequencing of messages relating to the same product is prohibited.

Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

- 6 The interval between successive displays shall be 0.1 seconds or less.

Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

- 7 The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 8 The luminance of the advertisement hereby permitted shall comply with the levels and recommendations set out in the Institute of Lighting Professionals publication "The Brightness of Illuminated Advertisements" (PLG05 2015) or any document amending or superseding that report. The level of luminance of the advertisement shall be controlled by light sensors that measure ambient light levels and automatically control the perceived brightness to within these limits. The luminance of the LED screen display shall not exceed 300cd/m2 during twilight and night hours.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 9 The LED screen displays shall only show two dimensional static images for the lifetime of the development, shall contain no moving images, strobe lighting effects, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 10 The illumination of the LED screen displays shall not at any time be intermittent.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 11 A mechanism shall be in place so that if the LED screens break down, they default to a black screen to avoid any flashing error messages or pixilation.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

The following policies of the Bury Unitary Development Plan were considered relevant:

S1/5	S1/5 - Neighbourhood Centres and Local Shops
S4/4	S4/4 - Car Showrooms, Car Sales Areas and Petrol Filling Stations
EN1/7	EN1/7 - Throughroutes and Gateways
EN1	EN1 - Built Environment
EN1/9	EN1/9 - Advertisements

This permission relates only to that required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and does not include any consent or approval under any other enactment or under the Building Regulations. Any other consent or approval which is necessary must be obtained from the appropriate authority.

Applicant Plan Numbers:

NOTES TO APPLICANT

Not Applicable

Signed:

A handwritten signature in black ink, appearing to read "Joe Kahan", written over a dotted line.

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On behalf of the Council

Date of Decision: 02/06/2026