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31 March 2020

Planning Department
Manchester City Council
PO Box 532
Manchester
M60 2LA

Dear Sir/Madam

Re: Town and Country Planning (Control of Advertisements) (England) Regulations 2007 – Consent to Display Advertisements at Lidl, Unit 2A, Cheetham Hill Retail Park, Elizabeth Street, Manchester, M8 8BB.

Rapleys LLP (Rapleys) are instructed to submit a planning application on behalf of Lidl Great Britain Limited (Lidl), which seekd consent to display advertisements at the above site.

This application has been submitted via the Planning Portal (Ref. PP-08611718) dated 31st March 2020. This letter, in conjunction with the enclosed application form, plans and the requisite planning fee of £132.00 comprise the applicant's advertisement consent planning application package.

Site and Surroundings

The application site is located at Unit 2A, Cheetham Hill Retail Park. The retail park is bound to the north by Queens Road (A6010), Elizabeth Street to the south west and Cheetham Hill Road to the south west.

The Proposal

Details of the proposed signage scheme are set out in the table below and on the accompany plans.

No. of signs	Dimensions	Description	Illumination Details
1	2220x1700x70	Poster Display Unit	Internally
1	2500x2500	Canopy Signage	Internally 580 CD/M2
1	1500x825	Double Sided Parking Sign	LED Spotlighting

The poster display unit will be mounted to the floor near the store entrance. The unit will be aluminium and will be illuminated with a single fluorescent tube.

The double sided parking sign will be located to the north of the Retail park entrance off Elizabeth Street. The parking sign will be aluminium and illuminated with LED spotlighting.

RAPLEYS LLP IS REGISTERED AS A LIMITED LIABILITY PARTNERSHIP IN ENGLAND AND WALES

REGISTRATION NO: OC308311

REGISTERED OFFICE:
FALCON ROAD, HINCHINGBROOKE BUSINESS PARK, HUNTINGDON PE29 6FG

REGULATED BY RICS

The canopy sign will be affixed to the store building above the main store entrance. The sign will be made of an aluminium duel case with welded inner steel frame, decorated with the Lidl logo in blue, red and yellow.

National and Local Planning Policy

National

The Government published the National Planning Policy Framework (NPPF) in February 2019 and sets out the purpose of the planning system of achieving sustainable development via three overarching objectives; economic, social and environmental.

Paragraph 11 of the NPPF requires Local Planning Authorities to apply a presumption in favour of sustainable development during decision-making. This means that authorities should approve development proposals that comply to relevant policies without delay. Where there is an absence of relevant development plan policies or if the policies are out-of-date, planning permission should be granted unless: "(i) the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or (ii) any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole."

In achieving well-designed places, paragraph 132 of the NPPF explains that poorly sited and designed advertisements can affect the quality and character of places. Advertisements should therefore be "operated in a way which is simple, efficient and effective." In line with the provisions of the Advertisement Regulations, it confirms that advertisements should be subject to control only in the interests of 'amenity' and 'public safety', taking account of cumulative impacts.

Local

The adopted Development Plan for Manchester City Council comprises the Core Strategy which was adopted in July 2012. The relevant policies are outlined below:

Policy DM1 (Development Management) states that all proposals for new development should have regard to the criteria listed in the policy. This includes:

- Appropriate siting, layout, scale, form, massing, materials and detail; and
- Impact on the surrounding area in terms of design, scale and appearance as well as character.

Policy EN1 (Design Principles and Strategic Character Area) requires all new development in Manchester to follow the seven principles of urban design identified in the NPPF and have regard to the strategic character area in which the development is located.

Assessment

The proposals are for 3 signs; one of which is a canopy sign that will be located on the building above the main entrance. The poster display unit, located near to the main entrance, is small in scale and provides product information to attract customers as they enter the store. The parking sign is also small in scale and provides advice for customers as they near the site, it is proposed for safety and ease of access reasons.

The proposed signage scheme will be designed to a high-quality specification in terms of materials and design. The high quality illumination proposed will ensure that the proposed signage scheme will not compromise public safety by causing an obstruction or distraction from the surrounding road network. The development is therefore considered to be in line with local and national policy, and wholly in keeping with the site's setting and location

Conclusion

After consideration of relevant national and local planning policies, it is considered that this application advertisement consent is policy compliant and is therefore acceptable in planning terms. There is therefore a compelling case for the granting of permission without delay.

We trust that the enclosed details are sufficient to enable you to validate the application and look forward to receiving your confirmation in due course. Rapleys will be pleased to address any matters raised through the consultation process.

Please contact the undersigned in the first instance should you require any further information.

Yours Faithfully,



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