

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141908/AO/2025

Date registered valid: 15 January 2025

Proposal: Installation of 2no. internally illuminated logo signs, internally illuminated totem sign, externally illuminated 2no. large billboards and 1no. small billboard

Address: Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

Ward(s): Rusholme Ward

Applicant: Lidl Great Britain Limited

Agent (if any): Mr Jake Challinor-Smith, Rapleys LLP

Case officer: Steven McCoombe
Tel: 0161 234 4607
Email: steven.mccoombe@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 19 February 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 24 January 2025

Standard consultations:

Printed: 21 January 2025 Expired: 11 February 2025

Neighbour notifications

Printed: 21 January 2025 Expired: 11 February 2025

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

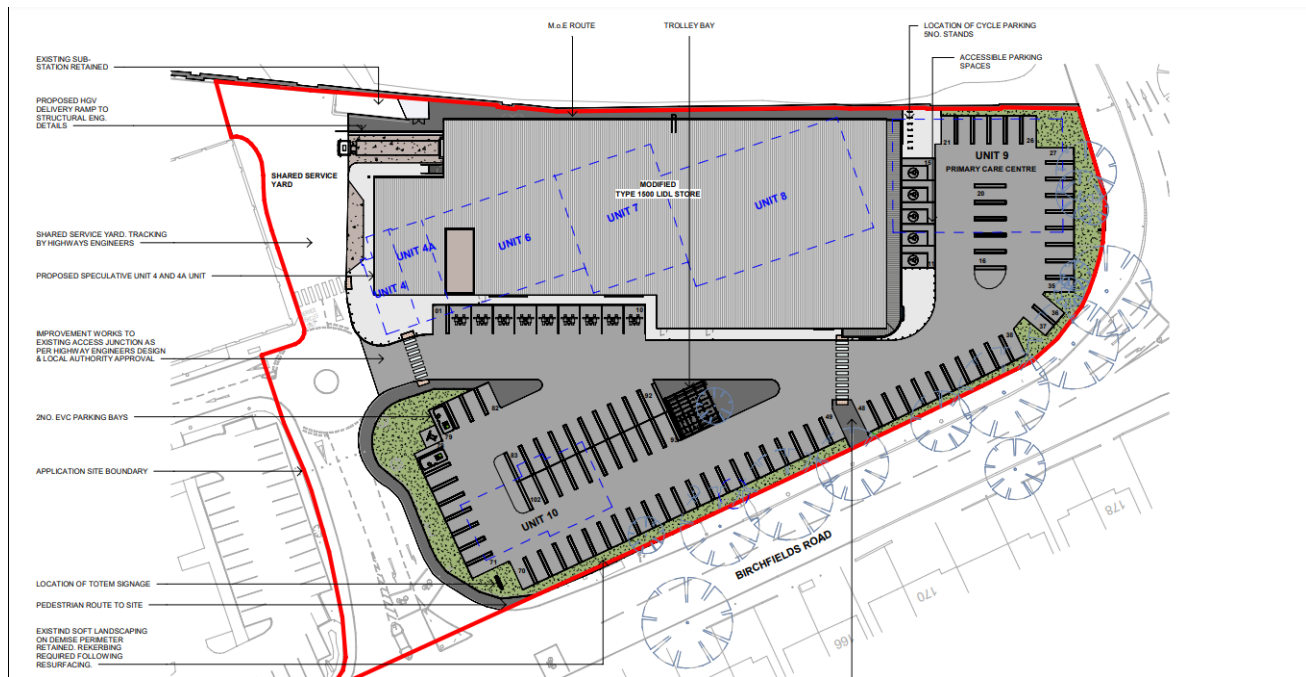
Environmental Statement: Not required

Description of site/building and surroundings

The application site relates to a proposed Lidl store following the granting of planning permission for the erection of a new foodstore (Use Class E) and 1no. retail unit (Use Class E) and 1no. hot food delivery unit (sui generis) with associated car parking and landscaping, on 26 July 2024.

The site, which is now a development site, forms part of Fallowfield Retail Park, an out of centre retail park comprising a number of single storey units and one unit which is presently used as the medical centre. A number of units, including a unit previously situated towards the front of the retail park have recently been demolished to make way for the development. To the west, the retail park is a surface level, communal car park.

The host retail park is bounded by Birchfields Road to the west, Birchfields Primary school to the north, Moseley Road to the south and functioning railway lines to the east. Opposite the site on the other side of Birchfields Road are two storey, residential dwellinghouses.



Proposed store layout

The site is enclosed by a timber rail and soft landscaping, with vehicular access gained via a signalised junction off Birchfields Road.

The northern part of a site currently used for wider car parking provision and was previously earmarked for a HS2 ventilation shaft. This area is still subject to a safeguarding direction.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of development

Advertisement consent is sought for the installation of 2no. internally illuminated logo signs, internally illuminated totem sign, externally illuminated 2no. large billboards and 1no. small billboard.



Image showing proposed store signage and billboards (Extract from submitted drawings)

The logo signs will be affixed to the building on the south-west corner of the building. The sign will be an aluminium single sided lightbox internally illuminated. The totem sign will be located in the north-west corner of the site. The totem will be constructed with aluminium panels, and the logo will be an acrylic lightbox. The 2no. large wall mounted billboards will be mounted onto the building on the western elevation. The billboards will be constructed from powder coated aluminium and be externally illuminated. The small wall mounted billboard will be mounted onto the building on the western elevation. The billboards will be constructed from powder coated aluminium and be externally illuminated.

The proposals are for 6no. signs. The billboards and logo sign are proposed to be attached to the store building. The totem sign will be located in the north-west corner of the site, adjacent to the site access.

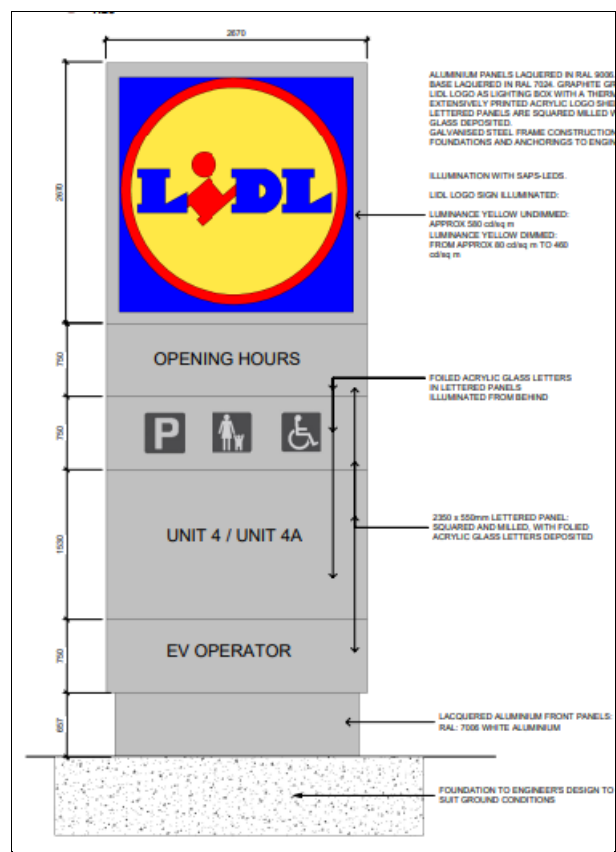


Image showing proposed totem signage (Extract from submitted drawings)

Consultations & Notification Responses

Local Residents/Occupiers – 1 objection has been received from a neighbouring residential occupier. It is appreciated that Lidl need to have signage, however this must be balanced against the loss of amenity and the damage caused by light pollution to residents living opposite.

It is considered that the proposed signs are obtrusive, and Lidl should only be granted permission for smaller less obtrusive signs. The signs should only be illuminated during trading hours and switching off when the store is closed.

It stated that there is no justification for billboard signs and that they are unnecessary, unacceptable and would cause significant light pollution and disturbance to people who live opposite the development and will add to light pollution in the area.

Highway Services - The proposed totem sign would be located to the north-west corner of the site on land and appears to not impact the vehicle parking arrangement and pedestrian movement. The proposed 2no. large wall mounted billboards and 1no. small wall mounted

billboard would be located along the western elevation and appears to not impact pedestrian movement around the site. It is understood that the proposed billboards will accommodate poster advertising and is to be externally illuminated.

Sufficient headroom clearance is noted for the proposed logo signs and is accepted. The proposed luminance of the proposed 2no. logo sign, 1no. totem sign, 2no. large wall mounted billboard and 1no. small wall mounted billboard is noted as 580cd/m², which is considered to be in line with the 600cd/m² maximum stated by the Lighting Engineers with Institute of Lighting Professionals.

Issues

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by saved policies DC15 and E3.3 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy, as well as guidance contained within the National Planning Policy Framework (NPPF).

Paragraph 141 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, considering cumulative impacts.

Issues

Visual Amenity and Public Safety

The proposed signs represent modern, relatively un-intrusive design, which would be located within the setting of supermarket and wider out of town retail park, following its granting of planning permission.

It is considered that due to the position, design and means of illumination of the proposed signage, coupled with the commercial context of the backdrop, there would not be any significant undue impact upon either visual amenity or public safety - the only relevant considerations for such proposals.

Whilst the signage will be visible from residential properties outside the bounds of the site, a short distance opposite, it is not believed they would result in a strident or intrusive impact to visual amenity and would blend into the design and colouration of the proposed building and the emerging commercial backdrop.

The site is an established retail location and until recently a Burger King 'drive thru' restaurant, including signage was located adjacent to the proposed totem sign. Given the historic context, it is not considered that the signage would be unduly strident or present a significant material impact. A condition is included to control levels of illumination which would ensure no adverse light spillage.

No issues are raised from a public safety perspective.

Given the above, it is considered that the proposal accords with Town and Country Planning (Control of Advertisements) Regulations 2007, as well as the relevant, aforementioned Development Plan policy and guidance.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing referenced 7397-SMR-00-ZZ-DR-A-2019-A3-C1, received by the City Council as Local Planning Authority on 15 January 2025 and drawings referenced 7397-SMR-00-ZZ-DR-A-2107-S3-P7 and 7397-SMR-00-XX-DR-A-2003-A3-P8, received by the City Council as Local Planning Authority on 13 February 2025.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

3) 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.

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.

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.

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.

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.

4) The signage hereby approved shall be selected and installed so to not exceed 600cd/m², so to control glare and overspill onto nearby properties.

Reason - To safeguard the amenity nearby properties, pursuant to saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies DM1 and SP1 of the Manchester Core Strategy and the National Planning Policy Framework (NPPF).

Appendix 1 – List of consultees & neighbours notified

Highway Services

High Speed Two (HS2) Limited

174 Birchfields Road, Manchester, M14 6PE

132 Birchfields Road, Manchester, M14 6PE

Aaa (uk) Ltd, 244 - 250 Moseley Road, Manchester, M14 6PD

The Car Centre, 227 Moseley Road, Manchester, M14 6PD

244 - 250 Moseley Road, Manchester, M14 6PD

Unit F, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

Birchfields Primary School, Lytham Road, Manchester, M14 6PL

162 Birchfields Road, Manchester, M14 6PE

156 Birchfields Road, Manchester, M14 6PE

150 Birchfields Road, Manchester, M14 6PE

144 Birchfields Road, Manchester, M14 6PE

138 Birchfields Road, Manchester, M14 6PE

Unit G, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

Unit C, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

Unit E, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

Sainsbury's, Unit A, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6PP

Hawthorn Medical Centre, Unit K, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

Unit J, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

172 Birchfields Road, Manchester, M14 6PE

158 Birchfields Road, Manchester, M14 6PE

148 Birchfields Road, Manchester, M14 6PE

Unit H, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

142 Birchfields Road, Manchester, M14 6PE

Unit D, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

Unit B, Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS

134 Birchfields Road, Manchester, M14 6PE

164 Birchfields Road, Manchester, M14 6PE

154 Birchfields Road, Manchester, M14 6PE

168 Birchfields Road, Manchester, M14 6PE

140 Birchfields Road, Manchester, M14 6PE

136 Birchfields Road, Manchester, M14 6PE

160 Birchfields Road, Manchester, M14 6PE

152 Birchfields Road, Manchester, M14 6PE

178 Birchfields Road, Manchester, M14 6PE

176 Birchfields Road, Manchester, M14 6PE

170 Birchfields Road, Manchester, M14 6PE

146 Birchfields Road, Manchester, M14 6PE

166 Birchfields Road, Manchester, M14 6PE

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH AREA