

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

Our ref: 20-00934
Date: 15 January 2025

Dear Sir/Madam,

Re: Town and Country Planning (Control of Advertisements) (England) Regulations 2007 – Consent to Display Advertisements at Fallowfield Shopping Centre, Birchfields Road, Manchester, M14 6FS.

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

This application has been submitted via the Planning Portal (Ref: PP-13697074) dated 15th January 2025. This letter, in conjunction with the enclosed application form, plans and the requisite planning fee of £165 comprise the applicant’s advertisement consent planning application package.

Site and Surroundings

The site is approximately 0.94ha and is located along Birchfields Road. The site is bound by the remainder of Fallowfield Retail Park to the north, a railway line to the east, Moseley Road to the south and Birchfields Road to the west. Vehicular access to the site is taken from Birchfields Road.

The surrounding area contains a mix of uses. Residential properties are located to the east and south. Birchfields Primary School and MEA Central School are located to the north, and the Armitage Sports Centre is located to the west.

The Proposal

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

No. of Signs	Dimensions (mm)	Description	Illumination Details
2	2500x2500	Logo Sign	Internally
1	2670x7107	Totem Sign	Internally
2	6300x3250	Large Wall Mounted Billboard	Externally
1	3245x1640	Small Wall Mounted Billboard	Externally

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.

National and Local Planning Policy

National Planning Policy

The Government published the National Planning Policy Framework (NPPF) in December 2023 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 with relevant policies without delay. Where relevant development plan policies are absent 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 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.

Local Planning Policy

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 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, and is proposed to allow for a degree of attraction to the Lidl store.

The proposed signage scheme has been 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 national and local policy, and wholly in keeping with the site's setting and location.

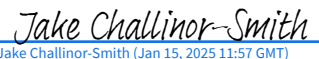
Conclusion

After consideration of relevant national and local planning policies, it is considered that this application for 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,


Jake Challinor-Smith (Jan 15, 2025 11:57 GMT)

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