

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

Our ref: 22-00685
Date: 10 February 2023

Dear Sir/Madam,

Re: Town and Country Planning (Control of Advertisements) (England) Regulations 2007 – Consent to Display Advertisements at 550 Mauldeth Road West, Chorlton, M21 7AA

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-11915268) dated 10th February 2023. 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 site is approximately 0.7ha and is located to the north of Mauldeth Road West and east of Nell Lane. The site is bound by Mauldeth Road West to the south east, Nell Lane to the south west, Chorlton High School to the north and Mauldeth House office building and associated car park, and Hough End Hall 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	Description	Illumination Details
1	2500x2500	Logo Sign	Internally
1	2100x3360	Flagpole Sign	Internally
1	1700x1170	Poster Display Unit	Internally
2	1050x700	Directional Sign	Externally
3	6300x3148	Billboard Signage	Internally

Rapleys – York House York Street Manchester M2 3BB

T: 0370 777 6292 E: info@rapleys.com www.rapleys.com @rapleys [linkedin/twitter](#)

Rapleys LLP is registered as a limited liability partnership in England and Wales. Registration No: OC308311
Registered Office: Unit 3a The Incubator The Boulevard, Enterprise Campus, Alconbury Weald, Huntingdon. PE28 4XA Regulated by RICS

The logo sign will be affixed to the building on the glazed south west elevation of the building fronting the customer car park. The sign will be an aluminium single sided lightbox internally illuminated with white fluorescent tubes.

The flagpole sign will be located in the south west corner of the site near to the junction of Nell Lane and Mauldeth Road West. The frame of the proposed flagpole will be made of galvanised steel with aluminium panels which will be anchored to the ground via a concrete based in accordance with the Structural Engineers design.

The Poster Display Unit will be mounted to the floor adjacent to the trolley bay in the customer car park near to the store entrance. The unit will stainless steel and internally illuminated.

The 2no. directional signs will be located near to the vehicular access to the customer car park.

The 3no. billboards will be mounted onto the store building fronting the south east elevation on Mauldeth Road West.

National and Local Planning Policy

National Planning Policy

The Government published the National Planning Policy Framework (NPPF) in July 2021 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 136 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 8no. signs. The billboards and logo sign are proposed to be attached to the store building. The poster display unit is small in scale and provides product information to attract customers as they enter the store. The flagpole sign will be located by the entrance to the store car park and is proposed to allow for a degree of attraction to the Lidl store and to aid direction for customers travelling around the surrounding area.

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 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 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,


J Ambrus (Feb 10, 2023 15:37 GMT)

Joshua Ambrus
MPLAN MRTPI
Senior Planner
joshua.ambrus@rapleys.com
07467 955284