

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Applicant

Lidl Great Britain Limited
C/o Agent

Agent (if used)

Mr Jake Challinor-Smith
Rapleys LLP
York House
York Street
Manchester
M2 3BB

Part 1 – Particulars of the application

Proposal: Advertisement Consent for illuminated 2x logo sign, 1x flagpole sign, 1x large billboard, 1x small billboard, 1x poster display unit

Location: Lidl Food Store, 263 Wilmslow Road, Manchester, M14 5LN

Date of application: 16 December 2025

Application number: 144785/AO/2025

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part 1 are **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

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:

Drawings referenced P401 (Location Plan), P500/A (Signage Site Plan), P501/A (Signage Elevations), P502 (Proposed Flagpole Signage), P503 (Proposed Small Billboard Signage), P504 (Proposed Large Billboard Signage), P505 (Proposed Poster Display Unit) and P506 (Proposed Corporate Bubble Signage), received by the City Council as Local Planning Authority on 16 December 2025.

Reason - To ensure the signage is implemented in accordance with the submitted details, 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).

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 not to exceed 300 cd/m² during non-daylight hours / inclement weather or exceed 600 cd /m² during daylight hours.

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.

Informatives

There are no informatives attached to this decision.

Date: 20 January 2026

Signed:



Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.