

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144064/AO/2025

Date registered valid: 24 September 2025

Proposal: Installation of internally illuminated 2no. logo signs, 1 totem sign, 1 poster display unit and externally illuminated 1 large wall mounted billboard, 1 small wall mounted billboard

Address: 440 Hollinwood Avenue, Manchester, M40 0AE

Ward(s): Moston 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: 28 October 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Standard consultations:

Printed: 7 October 2025 Expired: 28 October 2025

Neighbour notifications

Printed: 7 October 2025 Expired: 28 October 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 foodstore following the recent granting of planning permission for the erection of a new foodstore (Use Class E) – Ref: 142670/FO/2025, which allowed for the erection of a single storey retail foodstore together with car parking, landscaping and ancillary development.

The proposed store would be situated to the north of the site, with car parking to the front. Vehicular access would be taken from an existing access off Hollinwood Avenue.

The site as existing remains undeveloped and relates to large, single-storey warehouse buildings, previously occupied by Barr soft drinks, but now vacant.

In terms of the immediate surroundings, the application site is situated within an area that is mixed use character, including a children's' day nurse which bounds the site to the west and a parade of local shops and commercial uses, including a veterinary practice to the south along the opposite side of Hollinwood Avenue. The closest retail centre is Hollinwood Avenue/Greengate local centre which lies immediately to the opposite side of Hollinwood Avenue.

The wider area, including to the northern and eastern boundaries of the site, along South Crescent and St. Margaret's Road respectively, is predominantly residential in nature and mainly comprises two-storey, semi-detached dwellinghouses. A short distance to the east lies Moston railway station.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of development

Advertisement consent is sought for the installation of various signage associated with the approved Lidl food store and comprises 2 x internally illuminated logo signs (2500mm x 2500mm), 1 x internally illuminated totem sign (5980mm x 2100mm), 1 small billboard sign (3245mm x 1640mm), 1 x large billboard sign (6300mm x 3250mm) and 1 x poster display unit (1170mm x 1700mm).

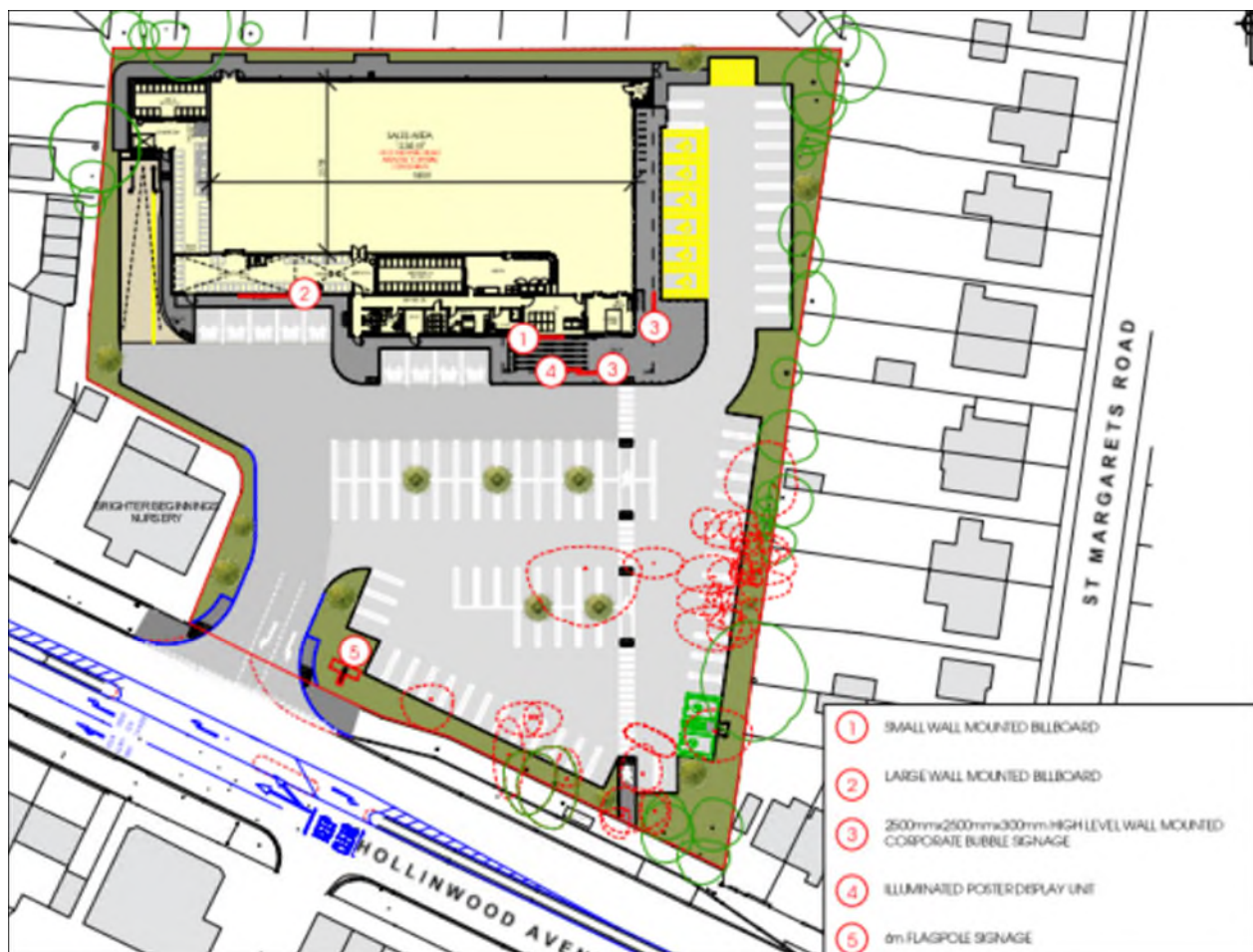
The proposed logo signs would be installed on the south-east corner of the building. Each sign would consist of a single-sided aluminium lightbox with internal illumination.

A totem sign would be 6 metres high and positioned along the southern boundary of the site, near the site entrance fronting Hollinwood Avenue. It would be constructed using aluminium panels, featuring an acrylic lightbox displaying the logo.

A large billboard would be mounted on the south-facing elevation of the building, constructed of powder-coated aluminium and externally illuminated.

A smaller billboard would be installed near the store entrance on the south elevation, again constructed of powder-coated aluminium and externally illuminated.

The poster display unit would be placed in front of the trolley bay and constructed from stainless steel.



Proposed signage layout

Policy

The following Development Plan policies are considered relevant for the consideration of this application:

Core Strategy policies

Policy SP1 (Spatial Principles) - refers to the key spatial principles which will guide the strategic development of Manchester together with core development principles. It is stated that developments in all parts of the city should create well designed places which enhance or create character, make a positive contribution to the health, safety and well-being of residents, consider the needs of all members of the community and protect and enhance the built environment. Further, development should seek to minimise emissions, ensure the efficient use of natural resources, reuse previously developed land wherever possible, improve access to jobs, services and open space and provide good access to sustainable transport provision.

Policy DM1 (Development Management) states that new development should have regard to more specific issues for which more detailed guidance may be given within supplementary planning documents. Issues include: the appropriate siting and appearance of development, the impact upon the surrounding area, the effects on amenity, accessibility, community safety and crime prevention, health, the adequacy of internal accommodation and amenity space and refuse storage/collection.

Policy EN1 (Design Principles and Strategic Character Areas) - All development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the city should be fully realised, particularly on major radial and orbital road and rail routes.

Saved UDP policies

Policy DC15 (Advertisements, hoardings and posters) - requires that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of a number of matters in assessing these interests: The main matters to be considered in the context of this application are:

- The general location of the proposed advertisements and the effect of visual amenity.
- The number of advertisements in the locality and their cumulative effect on visual amenity.

Policy E3.3 (Environmental Improvement and Protection) - refers to the Council looking to upgrade the appearance of the city's major radial routes.

Places for Everyone Greater Manchester Joint Development Plan (March 2024)

Policy JP-P1 (Sustainable Places) - seeks to raise the quality of all places in a way that is sustainable in the long-term, to enhance the wellbeing for residents, as well as making Greater Manchester more attractive to potential visitors and investors.

National Planning Policy Framework

The central theme to the revised NPPF is to achieve sustainable development. The Government states that there are three dimensions to sustainable development: an economic role, a social role and an environmental role.

Section 4 (Decision Making) provides guidance on the decision-making process and mirrors legislation in stating that planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise.

Section 12 (Achieving Well Designed Places) provides guidance on achieving well designed places to ensure new development functions well and adds to the overall quality of the area.

Paragraph 141 states that 'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'.

Planning Practice Guidance - The Government produced a suite of documents to act as a live resource which set out advice and best practice on a wide range of planning issues following a detailed review of planning policy guidance as a way of streamlining policy.

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Highways Services - The proposal is for 6 signs, none of which would project over the nearby adopted highway network. As such, a Projection over License would not be required.

The nearest sign to the highway is the totem sign which has a maximum luminance of 440cd/m². This level of luminance is within the MCC recommended maximum of 600cd/m².

In summary, it is not considered that there would be any adverse impacts for either drivers or pedestrians on Hollinwood Avenue.

Environmental Health – Conditions are recommended in relation to external lighting and maximum illuminance levels.

Issues

Visual Amenity and Public Safety

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, along with the National Planning Policy Framework (NPPF) and national Planning Practice Guidance (PPG), decisions regarding advertisements must be based solely on considerations of amenity and public safety.

This principle is embedded within the City Council's Development Plan policies, including saved policy DC15 of the Unitary Development Plan, and policies DM1 and SP1 of the Manchester Core Strategy, which aim to guide the placement of advertisements with careful attention to their impact on visual amenity and the character of the surrounding area. Additionally, saved policy E3.3 seeks to enhance the appearance of the city's major radial routes, while policy JP-P1 of Places for Everyone supports the protection of sustainable environments.

These policies are key material considerations in the assessment of advertisement applications. National guidance, specifically paragraph 141 of the NPPF, highlights that “the quality and character of places can suffer when advertisements are poorly sited and designed.”

In this instance, the proposed signage features a modern and relatively unobtrusive design, situated within the context of a retail foodstore replacing a former warehouse.

Given their location, design, method and levels of illumination and considering the mixed character of the immediate surroundings, the signage is not expected to cause any significant harm to visual amenity or public safety - these being the only relevant factors in such assessments. A condition is included to ensure the illuminance levels do not cause light overspill onto nearby properties.

Whilst the proposed signage would be visible from nearby residential properties, it is not considered to be overly prominent or intrusive. The design and colour scheme are expected to integrate well with the proposed building and the evolving commercial setting.

Overall, the signage is not considered to be excessively bold or to have a materially adverse impact on visual amenity. A condition is imposed to regulate illumination levels, ensuring no harmful light spillage occurs.

No concerns have been identified in relation to public safety.

In light of the above, the proposal is considered to comply with the Town and Country Planning (Control of Advertisements) Regulations 2007, as well as the relevant Development Plan policies and national 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:

Drawings referenced P401/A (location plan), P500 (proposed signage site plan), P501 (proposed signage elevations), P502 (proposed 6m flagpole signage), P503 (proposed poster display unit), P504 (proposed small billboard signage), P505 (proposed large billboard signage), P505 (proposed corporate bubble signage), received by the City Council as Local Planning Authority on 24 September 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Mining Remediation Authority

Flat Above, 393 Hollinwood Avenue, Manchester, M40 0JQ
389 Hollinwood Avenue, Manchester, M40 0JQ
391 Hollinwood Avenue, Manchester, M40 0JQ
2 Greengate East, Manchester, M40 0JL
444A Hollinwood Avenue, Manchester, M40 0JH
Warehouse Adjacent 442, Hollinwood Avenue, Manchester, M40 0JH
401A Hollinwood Avenue, Manchester, M40 0JQ
27 St Margarets Road, Manchester, M40 0JF
9 Glossop Terrace, Manchester, M40 0LA
23 St Margarets Road, Manchester, M40 0JF
21 St Margarets Road, Manchester, M40 0JF
15 St Margarets Road, Manchester, M40 0JF
9 St Margarets Road, Manchester, M40 0JF
1 St Margarets Road, Manchester, M40 0JF
381 - 383 Hollinwood Avenue, Manchester, M40 0JQ
397 Hollinwood Avenue, Manchester, M40 0JQ
385 Hollinwood Avenue, Manchester, M40 0JQ
406 Hollinwood Avenue, Manchester, M40 0JH
413 Hollinwood Avenue, Manchester, M40 0JQ
393 Hollinwood Avenue, Manchester, M40 0JQ
20 Southerly Crescent, Manchester, M40 0JN
16 Southerly Crescent, Manchester, M40 0JN
12 Greengate East, Manchester, M40 0JL
448 Hollinwood Avenue, Manchester, M40 0JH
7 Glossop Terrace, Manchester, M40 0LA
4 Greengate East, Manchester, M40 0JL
442 Hollinwood Avenue, Manchester, M40 0JH
Glossop Terrace, Hollinwood Avenue, Manchester, M40 0LA
407 Hollinwood Avenue, Manchester, M40 0JQ
397A Hollinwood Avenue, Manchester, M40 0JQ
First Floor Flat, 389 - 391 Hollinwood Avenue, Manchester, M40 0JQ
19 St Margarets Road, Manchester, M40 0JF
13 St Margarets Road, Manchester, M40 0JF
11 St Margarets Road, Manchester, M40 0JF
5 St Margarets Road, Manchester, M40 0JF
3 St Margarets Road, Manchester, M40 0JF
408 Hollinwood Avenue, Manchester, M40 0JH
404 Hollinwood Avenue, Manchester, M40 0JH
402 Hollinwood Avenue, Manchester, M40 0JH
419 Hollinwood Avenue, Manchester, M40 0JQ
417 Hollinwood Avenue, Manchester, M40 0JQ
30 Southerly Crescent, Manchester, M40 0JN
25 St Margarets Road, Manchester, M40 0JF
17 St Margarets Road, Manchester, M40 0JF
7 St Margarets Road, Manchester, M40 0JF
377 Hollinwood Avenue, Manchester, M40 0JQ
2A Greengate East, Manchester, M40 0JL
11 Glossop Terrace, Manchester, M40 0LA
411 Hollinwood Avenue, Manchester, M40 0JQ
375 Hollinwood Avenue, Manchester, M40 0JQ

24 Southerly Crescent, Manchester, M40 0JN
22 Southerly Crescent, Manchester, M40 0JN
18 Southerly Crescent, Manchester, M40 0JN
14 Southerly Crescent, Manchester, M40 0JN
415 Hollinwood Avenue, Manchester, M40 0JQ
36 Southerly Crescent, Manchester, M40 0JN
34 Southerly Crescent, Manchester, M40 0JN
32 Southerly Crescent, Manchester, M40 0JN
28 Southerly Crescent, Manchester, M40 0JN
26 Southerly Crescent, Manchester, M40 0JN
4A Greengate East, Manchester, M40 0JL
395 Hollinwood Avenue, Manchester, M40 0JQ
387 Hollinwood Avenue, Manchester, M40 0JQ
Ladbroke's, 401 Hollinwood Avenue, Manchester, M40 0JQ
399 Hollinwood Avenue, Manchester, M40 0JQ
444 Hollinwood Avenue, Manchester, M40 0JH
6 Greengate East, Manchester, M40 0JL
454 Hollinwood Avenue, Manchester, M40 0JH
409 Hollinwood Avenue, Manchester, M40 0JQ
8 Greengate East, Manchester, M40 0JL
10 Greengate East, Manchester, M40 0JL

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development High Risk - Name: DEVELOPMENT_HIGH_RISK_AREA
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: NORTH AREA