RAPLEYS

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

Our ref: JCS/22-00685
Date: 28 May 2026

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-14969208) dated 28th May 2026. This letter, in conjunction with the enclosed application form, plans and the requisite planning application fee of £174 comprise the applicant's advertisement consent planning application package.

We enclose the following documents relevant to the planning application:

- Completed Planning Application Forms;
- Application Covering Letter (this letter) dated 28th May 2026;
- Site Location Plan drawing no. P400;
- Existing Site Plan drawing no. P401;
- Existing Sign Details drawing no. P404;
- Proposed Site Plan drawing no. P402; and
- Totem Sign Details drawing no. P403.

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, the associated car park and Hough End Hall to the west. The existing vehicular access is taken from Nell Lane.

The site has planning permission for the erection of a Lidl foodstore with associated car parking and landscaping.

The surrounding area contains a mix of uses. Beyond Mauldeth Road West to the east of the site, the area is predominantly residential in character. Chorlton Park is located to the south of the site beyond Nell Lane. The immediate surroundings of the site include Mauldeth House office building, the Grade II* Listed Hough End Hall, and Chorlton High School.

The Proposal

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

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

No. of Signs	Dimensions (mm)	Description	Illumination Details
1	1850 x 4850	Totem Sign	Internally illuminated

The proposed totem sign will be located in the southern corner of the site, adjacent to the access off Mauldeth Road West.

The sign will be located in the same position, and with the same dimensions, as the existing totem sign in the same location.

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 Development Plan for Manchester City Council comprises the following:

- Core Strategy (2012);
- Places for Everyone (2024);
- Greater Manchester Joint Waste Development Plan Document (DPD) (2012); and
- Greater Manchester Joint Minerals Development Plan Document (2013).

The Greater Manchester Joint Minerals and Waste DPDs are not considered to be of relevance to this application.

The relevant policies are outlined below.

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 in located.

Policy EN3 (Heritage) states that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains.

Policy DM1 (Development Management) states that all proposals for new development should have regard to:

- Appropriate siting, layout, scale, form, massing, materials and detail;
- Impact on the surrounding area in terms of design, scale and appearance as well as character;
- Effects on amenity including privacy, light, noise, air quality and litter;
- Accessibility by sustainable modes of transport and for disabled people;
- Community safety and crime prevention;
- Vehicular access and car parking;
- Ecology, flood risk and drainage; and
- Refuse storage and collection.

Planning Assessment

The proposal is for 1no. sign, located in the southern corner of the site.

The sign would match the exact location and dimensions of the existing totem sign, approved under Application Ref. 050851/AO/SOUTH2/96. The proposed sign would therefore not result in a material change to the visual amenity of the surrounding area.

The proposal is therefore considered to not have an adverse impact in terms of visual amenity, by virtue of the proposal's siting, scale, design, appearance or layout.

The proposal will also have no impact upon the views of the Grade II* listed Hough End Hall from the surrounding area, and will not impact upon the character of the listed building.

The proposed illumination will be high-quality, ensuring that the proposed signage will not compromise public safety by causing an obstruction or distraction from the surrounding road network.

On this basis, it is considered that the proposal is compliant with policies EN1, EN3, and DM1, as well as the overarching principles outlined in the NPPF and Places for Everyone.

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 information is sufficient to enable you to validate the application and we look forward to receiving your confirmation in due course. Rapleys will be pleased to address any matters raised through the consultation process.

Please contact us should you require any further information.

Yours faithfully,

Rapleys LLP
Rapleys LLP (May 28, 2026 16:28:15 GMT+1)

Rapleys LLP