Our Ref: A097129
Date: 18th March 2016

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

Submission via the Planning Portal

Dear Sir/Madam,

SAINSBURY'S SUPERMARKETS LTD

SAINSBURY'S SUPERMARKET, HEATON PARK, HEATON PARK ROAD, MANCHESTER, M9 0QS PLANNING AND ADVERTISEMENT CONSENT APPLICATIONS FOR THE ERECTION OF A NEW CLASS A1 CONCESSION POD WITHIN THE EXISTING CAR PARK

Please find enclosed, on behalf of the applicant, Sainsbury's Supermarkets Ltd, a full planning and an advertisement consent application for the construction of a new concession pod and associated signage within the south-western area of the car park at the existing Sainsbury's store at Heaton Park, Manchester.

The Application Site

The application site is located within the car park of the existing Sainsbury's Supermarket, located at Heaton Park in Manchester. The site is situated within the south-western area of the car park, on hardstanding that currently comprises seven parking spaces.

The Proposals

The planning application proposes the installation of a small concession pod for Kings Barbers Club. The concession pod, measuring 16.6sqm is proposed within the south-western area of the car park on hardstanding that currently comprises seven parking spaces. The proposal will result in the loss of the seven existing parking spaces, however, one additional disabled space will be gained, resulting in the overall loss of six parking spaces. The pod will comprise a customer service counter, waiting area and three chairs for barber service and hair care.

The concession pod will provide the opportunity for Sainsbury's customers to have their hair cut as part of their shop at the store. The complementary facility will improve the choice of services on offer, helping to provide a range of facilities for existing customers.

Concessions are an established part of the retail offer at food stores across the UK. The small scale and nature of the proposal will ensure its customer base is drawn predominately from existing users of the Sainsbury's store.

Advertisement consent is also sought for the associated signage for the concession pod. Signage sought as part of these proposals is as follows:

- 3 non-illuminated wall mounted Kings Barbers Club signs on front and side elevations.

Full details of the location, size, colour and materials of the proposed advertisements can be found on the submitted drawings and within the submitted application form.

Planning Considerations

The proposed concession pod is a complimentary use to the existing Sainsbury's store, providing barber services and hair care.

The location, scale, and design of the proposed concession pod ensure that there will be no adverse harm to the visual amenity or the character of the commercial area. The pod is located in a well established commercial area and will be viewed in the context of a food store and large surface level car park. The loss of 6 no. car parking spaces will not materially harm the operation or demands of the car park, nor will it give rise to any highways impact or safety concerns. Accordingly, it is considered that the proposal is acceptable and appropriate in planning terms.

In line with the guidance contained in the NPPF, the proposed advertisements should be considered in the interests of amenity and public safety. In relation to amenity, the size, nature and design of the proposed signs are consistent with the scale and function of the proposed unit and its commercial surroundings. The advertisements would not have any appreciable impact on the proposed unit or the existing Sainsbury's store building and surroundings. Furthermore, in light of their location there will be no material harm in terms of highway or public safety. Accordingly, the advertisements are in accordance with national policy guidance.

The Application Submission

Accordingly, please find enclosed the following:

- Completed Application Form; and
- The following plans/drawings:

  <u>Planning Application</u>
  - Site Location Plan (Drawing No. 11665 HEATON PARK-PL01)
  - Existing Site Plan (Drawing No. 11665 HEATON PARK-PL02)

- Proposed Site Plan (Drawing No. 11665 HEATON PARK-PL03)
- Existing and Proposed Detail Plans (Drawing No. 11665 HEATON PARK-PL04)
- Proposed Elevations and Details (Drawing No. 11665 HEATON PARK-PL05)

<u>Advertisement Consent Application</u>

- Site Location Plan (Drawing No. 11665 HEATON PARK-PL01)
- Proposed Elevations and Details (Drawing No. 11665 HEATON PARK-PL05)

Conclusions

The proposals involve the erection of a concession pod within the demise of the existing Sainsbury's store. Given the complementary nature of the proposed pod and its size, scale and location it is considered that the proposal is in accordance with relevant planning policy.

The proposed advertisements are considered to be acceptable in terms of visual amenity and highways safety and are in accordance with the guidance contained in the NPPF.

We look forward to receiving your acknowledgement of the applications in due course and will contact you shortly to discuss your progress in registering them. Please do not hesitate to contact us should you have any queries in the meantime.

Yours Faithfully,



Matthew Grant
Town Planner

For and on behalf of WYG