Proposed Advertisements and Shopfront Alterations
Sainsbury's Local, Deansgate, Manchester
Supporting Statement

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1. Introduction

1.1. This Statement supports an application by Sainsbury's Supermarkets Ltd for replacement signage at their existing Sainsbury's Local store at Deansgate, Manchester, M3 2GQ.

1.2. The replacement signage at the store is sought as part of Sainsbury's wider refurbishment programme to update the branding at its existing stores.

Proposed Advertisements

1.3. Express advertisement consent is sought for the following:

- Two replacement internally illuminated fascia signs comprising letters fixed to aluminium box section framework reading *"Sainsbury's Local"*;
- Replacement internally illuminated projecting sign reading *"Sainsbury's Local"*; and
- Externally applied vinyl setting out store name, entrance and opening times.

1.4. The proposed signage is generally a replacement of the existing. The design is consistent with Sainsbury's new branding.

1.5. The only difference between the existing and proposed fascia signs is the colour. The only differences between the existing and proposed projecting sign are the colour, lettering and the use of internal illumination. The proposed externally applied vinyl is new, however replaces an internally applied frosted vinyl.

Deemed Consent

1.6. The application submission includes a drawing which shows the proposed refurbishment scheme (drawing ref. DNGG04-EE Rev.1). This includes signage which benefit from deemed advertisement consent in accordance with Schedule 3, Part 1 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (The Regulations). The signage comprises an internally applied vinyl setting out in-store concessions, which is to be located adjacent to the entrance. The sign falls under Class 12 of The Regulations.

1.7. This drawing is submitted for informative purposes only and is not included in this application. The signs have deemed consent and unless the LPA indicate otherwise, are considered acceptable.

Site Context

1.8. The Sainsbury's Local is located on the junction of Deansgate and Bridge Street in an established commercial area. The store is 'in centre' in retail terms, located within the City Centre Primary Shopping Area as identified on the adopted Proposals Map.

1.9. The store is located within a four storey building. The store occupies five bays of the ground floor.

1.10. The shopfront currently features two internally illuminated fascia signs and one externally illuminated projecting sign (located between two bays). The shopfront also features frosted vinyls to conceal views into the store (see Photographs submitted with this application (ref: Page 2.5-2.6 Photos Rev. 1)).

1.11. The store is located within Parsonage Gardens Conservation Area; however the building itself is not listed.

1.12. Given the commercial setting and location within an identified centre, signage is commonplace in the area. In any case, the proposal is mostly a replacement of the existing with minor changes to update the store in line with Sainsbury's current branding.

Planning History

1.13. The current signage was installed following the grant of express advertisement consent on 29 September 2006 for *'Installation of 1 no. externally illuminated projecting sign, 2 no. internally illuminated individual letter fascia signs and various vinyls applied behind glazing and to internal partition walls'* (LPA ref. 076985/AO/2005/C1).

1.14. The proposal was deemed appropriate in relation to UDP policies DC18.1 and DC14.

1.15. Internally illuminated projecting signs are commonplace in the conservation area including signage on Slug And Lettuce, 62-66 Deansgate, granted in November 2013 (LPA ref. 103058/AO/2013/C1).

2. Policy

National Planning Policy Framework ('The Framework')

2.1. On 27 March 2012 the Government published their National Planning Policy Framework, which replaced all the previous Planning Policy Guidance and Planning Policy Statements, as well as a number of 'Chief Planning Officers' letters and Government Circulars.

2.2. The overarching objective of the Framework is to deliver growth in order to aid the economic recovery of the Country by ensuring that decisions delivering sustainable economic development can take place immediately and without unnecessary delay.

Sustainable Development

2.3. The Framework notes that the planning system should contribute to the achievement of sustainable development.

2.4. The document defines the three dimensions of sustainable development, namely economic, social and environmental roles, which are mutually dependant. Paragraph 8 recognises that *"economic growth can secure higher social and environmental standards".*

2.5. Paragraph 9 states that:

> *"Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):*
>
> - *Replacing poor design with better design."*

2.6. The proposed advertisements seek to upgrade and modernise the existing store.

The Development Plan and the 'Presumption in Favour' of Sustainable Development

2.7. The Framework contains a 'presumption in favour' of sustainable development, requiring this 'golden thread' to run through both plan making and decision taking.

2.8. The development plan remains the starting point for decision making and development that accords with an up to date Local Plan should be approved. Paragraph 14 of the Framework states that in regard to decision taking, the 'presumption in favour" means:

> *"Approving development proposals that accord with the development plan without delay; and*
>
> *Where the development plan is absent, silent or relevant policies are out of date, granting permission unless:*
>
> *i. 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; or*
>
> *ii. Specific polices in this Framework indicate development should be restricted."*

2.9. Paragraphs 214-215 of the Framework states that for 12 months following the publication of the Framework decision makers may continue to give full weight to relevant policies adopted

since 2004, in accordance with the Planning and Compulsory Purchase Act 2004.

2.10. After the 12 month period (which expired on 29 March 2013) weight should be given the relevant policies in existing plans only according to their degree of consistency with the Framework.

Core Principles

2.11. The Framework contains a number of Core Principles, at paragraph 17, which underpin decision taking. Core Principle 4 states:

> *"Always seek to ensure high quality design and a good standard of amenity for all existing and future occupants of land and buildings."*

2.12. In relation to decision making, there is a strong emphasis on expediency and positive consideration on schemes, with paragraph 187 stating:

> *"Local Planning Authorities should look for solutions rather than problem, and decision takers at every level should seek to approve applications for sustainable development where possible. Local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area."*

Design

2.13. The Government attaches great importance to the design of the built environment, as set out at Section 7 of the Framework. Paragraph 57 states:

> *"It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings"*

2.14. However, in relation to decision making, LPAs should not be overly restrictive, as set out at paragraph 60:

> *"Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles"*

Advertisements

2.15. Paragraph 67 of the Framework sets out guidance in relation to advertisements. It states:

> *"Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local authority's detailed assessment. Advertisement should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."*

Development Plan

2.16. The Development Plan for Manchester comprises the Core Strategy (2012) and the saved policies of the UDP (1995).

2.17. The store is located within Manchester City Centre and the Primary Shopping Area as identified on the Proposals Map.

2.18. There are no policies relating to advertisements in the adopted Core Strategy.

2.19. UDP Policy DC14 applies to shopfronts and advertisements. Policy DC14.1 states:

> *"In determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located."*

2.20. With regard to advertisements, UDP Policy DC14.5 states:

> *"The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:*
>
> *A. In the interests of amenity,*
>
> *a. signs should not normally be positioned other than at fascia level;*
>
> *b. signs should respect the architectural form of buildings and shop frontages;*
>
> *c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows;*
>
> *d. projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted;*
>
> *e. the Council will normally permit only one projecting box sign for each shop unit. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs;*
>
> *f. fixed canopies mounted above fascia level or which obscure the fascia or shopfront will not normally be permitted, unless within a structural opening;*
>
> *g. long canopies which ignore the architectural form of frontages will not normally be permitted.*
>
> *B. In the interests of public safety,*
>
> *h. any sign which is detrimental to the safety of pedestrians or motorists will be refused;*
>
> *i. all canopies, blinds and awnings should provide a minimum clearance of 2.3 metres above the footpath."*

2.21. As set out at paragraph 60 of the Framework, planning policies should not attempt to impose architectural styles. Paragraph 67 also states that control over outdoor advertisements should be efficient, effective and simple and only advertisements which have an appreciable impact on a building or surroundings should be subject to detailed assessment. Policy 14.5 is out of date and overly prescriptive and should therefore be afforded less weight in

assessing this application.

2.22. UDP Policy DC18.1 states the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including:

> *i) "the relationship of new structures to neighbouring buildings and spaces; and*
>
> *iv) the effect of signs and advertisements".*

2.23. Core Strategy Policy CC9 states development in Manchester City Centre should preserve or enhance the heritage assets.

Parsonage Gardens Conservation Area

2.24. There is no conservation area appraisal or statement for the Parsonage Gardens Conservation Area; however, the Council website provides information regarding the significance of the area and opportunities for enhancement.

2.25. The website draws reference to the commercial character of the conservation area on Deansgate. It also comments on the variety of building types in the area.

2.26. The website does not comment upon the building itself but states *"shop signs and canopies are generally additions to the original design, and care should be taken to ensure that they do not conceal or compete with the architectural details of buildings"*.

3. Planning Analysis

Amenity

3.1. The proposed advertisements have been designed having regard to the saved UDP, Core Strategy and paragraph 67 of the Framework.

3.2. The Framework requires advertisements to be subject to control only in the interests of visual amenity and public safety.

3.3. Control over advertisements should be efficient, effective and simple in concept and operations. Detailed assessments are only required where there will be an appreciable impact on a building or surroundings.

3.4. The proposed replacement fascia signs and projecting sign are of the same scale and location on the shopfront. The only difference between the existing and proposed fascia signs is the colour. The only differences between the existing and proposed projecting sign are the colour, lettering and the use of internal illumination. The proposed externally applied vinyl is new, however replaces an internally applied frosted vinyl.

3.5. The changes to the colour and lettering of the fascia signs and projecting sign will have no appreciable impact on visual amenity. The proposal seeks to update the appearance of the store in line with Sainsbury's current branding.

3.6. The proposed method of internal illumination of the projecting sign will have little impact compared to the existing external illumination. This method of illumination is commonplace in the area and acceptable within the conservation area setting, including at Slug and Lettuce (LPA ref. 103058/AO/2013/C1).

3.7. The proposed vinyl at ground floor level is to be applied externally as Sainsbury's will be unable to apply the replacement vinyls internally without taking out the glazing. The proposed vinyl will have no impact on the character of the area or existing visual amenity as it will replace an existing internally applied frosted vinyl which benefits from deemed consent. The vinyl is necessary to conceal the warehouse in the store.

3.8. The proposed signage is entirely appropriate in relation to the commercial character and appearance of the building and wider streetscene. This is an improvement in design terms by refreshing the branding in line with Sainsbury's current brand, thereby enhancing the city centre. The proposed scheme is an improvement by opening up views into the store. The proposals are consistent with the criteria set out in Policy DC14.5.

3.9. Overall, the visual amenity of the area will not be affected and the advertisements therefore accord with UDP Policy DC14.1 of the saved UDP and the Framework.

Heritage

3.10. Given the small scale differences between the existing and proposed signage, the proposals will preserve the character of the conservation area. Indeed, the refreshing of the store and use of current branding is an enhancement to the conservation area. The signage will not harm the conservation area and therefore accords with UDP Policy DC18.1.

Illumination – Lighting Assessment

3.11. The proposed signage will use static illumination which is the same as that currently used on the shop facia sign.

3.12. The maximum illumination level will be 300cd/m and only the lettering will be illuminated as opposed to a beam. Details are provided on the submitted 'Proposed External Elevations' plan (drawing reference: 4097G04-EE Rev.1).

3.13. It is appropriate in relation to the surrounding commercial environment. There are no moving parts in the proposed signage and luminance levels will be limited. This will therefore have no impact on amenity.

Public Safety

3.14. The proposed signage will replace existing signage and therefore the proposal will not create any hazards. Such signage is appropriate in the commercial setting and would therefore have no adverse impact on public and highway safety.

3.15. The scale of the signage and lettering has been designed to allow for easy identification of the store, whilst minimising any impacts on road users.

3.16. The illuminated signage is designed to ensure no glare or dazzle and will not cause confusion with traffic signs and signals.

3.17. The proposals will therefore have no impact in safety terms and therefore accord with Policy UDP Policy DC14.5 and paragraph 67 of the Framework.

4. Conclusions

4.1. The proposed signage is required in order to update the branding and appearance at the existing store. These works form part of Sainsbury's wider store refurbishment programme which ensures the store's branding is consistent with other Sainsbury's Local stores.

4.2. The proposed adverts are largely the same as those already in situ and seek to update and modernise the store.

4.3. The advertisements will make a positive contribution to the character of the local area, being instantly recognisable of a national retailer, and effectively highlighting key details such as opening hours without detracting from the city centre's contemporary design.

4.4. The store is located in an existing commercial area of and the proposed advertisements are entirely appropriate within this area.

4.5. The proposal will have no appreciable impact on the visual amenity of the surrounding area, nor will it affect pedestrian and highway safety.

4.6. The proposals will not harm the character or appearance of the conservation area and are an enhancement by way of improved design and opening up views into the store,

4.7. As such the adverts are compliant with the Development Plan and the Framework.

4.8. In summary, there are no material considerations to warrant refusing advertisement consent for the proposed signage.