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

MANCHESTER CITY COUNCIL

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

Advertisement Consent

Applicant

Sainsbury's Supermarkets Ltd
33 Holborn
London
EC1N 2HT

Agent (if used)

Alder King Planning Consultants
Pembroke House
15 Pembroke Road
Bristol
BS8 3BA

Part 1 – Particulars of the application

Proposal: Installation 2no. internally illuminated projecting sign.

Location: Aytoun Building, Aytoun Street, Manchester, M1 3GH

Date of application: 13 June 2025

Application number: 143205/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) 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.

2) The 2no. internally illuminated projecting signs hereby approved shall be carried out in accordance with the Site Location Plan & Block Plan (PL-A-2001) received by the City Council as Local Planning Authority on 13/06/2025, and the following drawings received by the City Council as Local Planning Authority on 24/07/2025:

PL-A-2002 REV B
PL-A-2003 REV B

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1, CC1, CC9, EN1, EN3 and DM1 of the Core Strategy, saved policies DC14 and DC18 of the Unitary Development Plan, Policies JP-P1, JP-P2 and JP-Strat2 of PfE, as well as being in line with guidance contained within Sections 12 and 16 of the NPPF, the Council's Shopfront and Signage Design Guide and the 'Commercial Signage Guide' and 'Kampus Manchester Commercial Units Sign Zoning Block C, E & F' signage strategies approved in application CDN/24/0095.

3) The maximum luminance of the signage shall not exceed 300 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, and DM1 of the Manchester Core Strategy and saved policy DC14 of the Unitary Development Plan for the City of Manchester.

Informatives

For the avoidance of doubt, a projecting sign that extends greater than 350mm over the adopted highway requires the applicant to apply for a projection over license. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

Applicant is required to discuss and agree licensing, hoarding scaffolding, skips with MCC's Highways Licensing Team.

Applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team.

Date: 31 July 2025

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.