GM/100683

1 May 2025

Manchester City Council
Planning
Manchester
M60 2LA

Dear Sir/Madam

SAINSBURY'S SUPERMARKETS LTD
340 DEANSGATE, MANCHESTER, M34LY
APPLICATION FOR ADVERTISEMENT CONSENT

Introduction

On behalf of our client, Sainsbury's Supermarkets Ltd, we are applying for advertisement consent for 2no signs on the frontage of 340 Deansgate to facilitate the occupation of the ground floor unit as a Sainsbury's Local convenience store.

The Site

No. 340 Deansgate is a 6-storey office building that faces onto Deansgate. The character of the surroundings is primarily commercial, with a mix of retail uses, being a city centre location. Deansgate is one of the main routes through the city. The building was constructed following the grant of planning permission for the redevelopment of the Site in 2004 (ref: 073403/FO/2004/C3). The unit has only been occupied as an office.

There are dwellings on the upper floors of the surrounding buildings, albeit the host building is solely within Class E use. The front of the building, where the proposed advertisements would be placed, face onto Deansgate.

The site is also identified as being within the Castlefield Conservation Area, on its eastern edge. The conservation area is focused on the Roman fort from which it derives its name.

The host building is not nationally or locally listed. There is a mix of listed assets within proximity of the site, with the closest being the Castlefield Information Centre to the north, which is Grade II listed. The proposed advertisements would not be seen from these listed buildings.

/Cont'd...

Alder King LLP is a Limited Liability Partnership registered in England and Wales No. OC306796. Registered Office Pembroke House, 15 Pembroke Road, Bristol BS8 3BA. A list of Members is available at the registered office.

1 May 2025
Manchester City Council

The Proposal

Advertisement consent is sought for two Sainsbury's Local signs. One being a sensitively designed fascia sign of individual lettering mounted on metal railings. A similar, consented, sign is attached to the Sainsbury's Local at Old Mill Street, Islington Wharf, Manchester, see photo 1 below.



Photo1: Old Mill Street, Manchester.

The second sign is a projecting sign which is of a similar design but smaller than the sign recently allowed at appeal on the Sainsbury's Local store on Oldham Street, also in a conservation area (Appeal Ref: APP/B4215/Z/24/3352421).

In relation to the (larger) projecting sign allowed for Oldham Street, the Inspector commented at paragraph 9 that:

The rectangular, double sided projecting sign constructed in aluminium is also internally illuminated. It is positioned on the face of the building some 2.4m above ground level, has a horizontal format and extends some 0.95m from the face of the building. No fixings are visible. I have noted the Council's concern relating to the depth of the sign which, at some 100mm deep, is not insubstantial. However, the sign does not appear dominant or discordant and its contemporary appearance reflects the character of the building…

Whilst 340 Deansgate is also on the edge of a conservation area, the frontage of the building faces a very commercial context, being directly opposite the very modern Hilton Hotel building. Notwithstanding this commercial context, the proposed adverts have been designed to be sensitive in nature, adopting minimal proportions. In particular, the fascia sign is considerably smaller than the natural 'fascia board' above the shop window which might ordinarily be expected to accommodate a full-size fascia sign across its width.

Application Submission

The application for advertisement consists of the following:

- Completed application forms.
- Drawings:
    - Site Location and Block Plan (drawing no. PL-A-2001 V2)

/Cont'd...

1 May 2025
Manchester City Council

- Proposed Signage Detail (drawing no. PL-A-2007 V1)

The application fee has been paid to Manchester City Council via the Planning Portal. We trust that the Council will be able to grant advertisement consent expediently. Should you require any further information in the meantime, please do not hesitate to contact us.

Yours faithfully
For ALDER KING LLP

[redacted]

GARY MORRIS
Partner

E-mail: [redacted]
Direct dial: [redacted]
Enc(s) as above