MANCHESTER CITY COUNCIL

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.
- 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 of 1no. internally illuminated fascia sign, no.3 vinyl signs and 1no. internally illuminated projecting sign.

Location: 340 Deansgate, Manchester, M3 4LY

Date of application: 16 May 2025

Application number: 142853/AO/2025

Part 2 – Particulars of decision (a)

Manchester City Council gives notice that the **following element(s)** of the application referred to in Part 1 Proposal:

The installation of the following is hereby approved:
- 1no. internally illuminated fascia sign (SL)
- No.3 external vinyl signs (VG)

has/have been **granted** consent 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 development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawing: PL-A-2007 Rev 3 (SL sign)
Drawing: PL-A-2007 Rev 3 (VG signs)

Received by the City Council, as Local Planning Authority, on the 26 June 2025

Drawing: PL-A-2008 Rev 1 (SL)

Received by the City Council, as Local Planning Authority, on the 16 May 2025

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

3) 3) Lighting from illuminated signage shall be selected and installed so to not exceed 300cd/m2.

Reason - The preserve the amenity of nearby properties and users of the highway, purusant to policies DM1, SP1 and DC14.

Part 2 – Particulars of decision (b)

Manchester City Council gives notice that the **following element(s)** of the application referred to in Part 1 Proposal:

The installation of the following is hereby refused:
o 1no. internally illuminated projection sign (PS)

has/have been **refused** consent in accordance with the application and plans submitted for the reason(s).

Reason(s) for decision

1) The proposed internally illuminated projecting sign proposal, due to its depth, would appear unduly bulky and obtrusive its appearance. This would have an unduly harmful impact on the character and appearance of the shop front and the surrounding area. The projecting sign is therefore contrary to the to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1 and DM1 of the Manchester Core Strategy (2012), saved policy DC14 of the Unitary Development Plan for the City of Manchester, policy JP-P2 of Places for Everyone, Shopfront and Signage Design Guide (2024) and the NPPF.

Informatives

The projecting sign will extend over the adopted highway, it will therefore require a projection over license. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk

The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

Date: 9 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.