

JT/GM/99218

13 May 2024



Manchester City Council
Planning
Manchester
M60 2LA

Dear Sir/Madam

SAINSBURY'S SUPERMARKETS LTD
80 OLDHAM STREET, MANCHESTER, M4 1LE
APPLICATION FOR PLANNING PERMISSION AND ADVERTISEMENT CONSENT FOR
SHOPFRONT ALTERATIONS AND VARIOUS ASSOCIATED SIGNAGE
PLANNING PORTAL REFERENCE: PP-12813413

Introduction

Alder King Planning Consultants, on behalf of Sainsbury's Supermarkets Ltd, have been instructed to submit an application for planning permission for changes to the northwest and southeast elevations of 80 Oldham Street. Alder King Planning Consultants has also been instructed to submit an application for advertisement consent for the various signs on the western elevation. The advertisements and elevation changes are proposed to facilitate the occupation of part of the ground floor of the building as a Sainsbury's Local.

This application is being submitted alongside several other applications related to the renovation of the unit. This includes new plant on the roof and the discharge of two conditions on the original planning permission. The new plant on the roof is not being applied for as part of this application.

The Site

The host building is located on the southeastern side of Oldham Street. The site consists of a recently built apartment building with commercial spaces on the ground floor. The building fronts Oldham Street, with Spear Street located to the rear of the building. Warwick Street and Houldsworth Street run along the sides of the building, connecting Oldham Street and Spear Street.

The site is surrounded by a mix of large-scale residential apartment blocks with commercial uses on the ground floors. The immediate area also includes offices, creative industries, restaurants, and other town centre uses. The buildings around are a mix of heights and ages. Ground floor uses along Oldham Street are primarily retail with residential on the upper levels.

The entrance for the dwellings above the unit is located on the corner of Oldham Street and Warwick Street, with a bus stop being located directly in front of the entrance.

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At the rear of the building along Spear Street at ground level, there is currently a substation for the building and a fire escape exit for the dwellings on the upper floors.

The site is designated within the Stevenson Square Conservation Area, within the City Centre boundary, and the regional centre boundary.

The Proposal

Planning permission is sought for changes to the northwest and southeast elevations of the building to allow for it to be occupied as a Sainsbury's Local. On the front elevation facing Oldham Street, this includes the insertion of a new main sliding door and an Automatic Teller Machine (ATM) alongside the new entrance. At the rear of the building, facing Spear Street, a new Fire escape door will be inserted alongside the existing fire escape door.

All of the new doors and surrounding glazing will use bronze anodised window frames and flashings to comply with condition 15 of planning permission 131730/JO/2021.

Advertisement consent is sought for new signage associated with the store on the northwest elevation. The signage consists of 1 no. protecting sign, 1 no. fascia sign, and 1 no. ATM surround sign. Full details of the advertisements can be found in the attached drawings.

Policy

Manchester's Core Strategy 2012 to 2027 was adopted on 11 July 2012 and is the key document in the Manchester Development Plan, along with the saved policies from the Unitary Development Plan for the City of Manchester (1995).

Manchester Core Strategy

Policy DM 1 states that all development should be appropriate in terms of siting, layout, scale, massing, materials, and design. Development should also have regard to the local character of the surrounding area and not impact on the surrounding amenity, including on noise levels.

Policy SP 1 states that all development in all parts of the city should make positive contributions to the area, make a positive contribution to the health of residents, and protect and enhance the built environment.

Policy CC 9 states that the design of new buildings will need to be of the highest standard in terms of appearance and function, with particular attention given to the city centre's context and character. Developments should preserve or enhance the heritage assets of the centre, including listed buildings and conservation areas.

Policy EN 1 states that all development within Manchester is expected to follow the seven principles of urban design. Opportunities for good design should be integrated into new developments.

Policy EN 3 relates to heritage and states that developments will be encouraged to take advantage of the distinct historic features of the area. New development must preserve or enhance the historic environment of the historic environment. The importance of the character, setting, and accessibility of the historic environment should be acknowledged in developments.

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Unitary Development Plan (UPD) for the City of Manchester

14.1 Shop Fronts and Related Signs (DC14.1 to DC14.3) relates to shopfronts with the Council seeking to ensure that proposals for shopfronts and signs are in keeping with the character of the building and adjoining buildings. Shopfronts should allow full access for people whose mobility is impaired. Externally mounted security grilles or shutters will not normally be permitted if they are of solid construction.

14.5 Shop Fronts and Related Signs (DC14.5) states that advertisement regulations require that applications for shop signs only be considered in the interest of amenity and public safety. Signs should be positioned at fascia level, respect the form of the building, where projecting signs are present they should line up with the associated fascia board.

18. Conservation Areas (DC18.1) states that the Council will seek to preserve and enhance the character of its designated conservation areas. Particular consideration will be given to major changes in the appearance of buildings, existing features, and the effect of advertisements. Development proposals within conservation areas will only be granted where it can be shown that there will be no harm to the appearance or the character of the area.

National Planning Policy Framework (2023) (NPPF)

The NPPF states the need for good design in creating high-quality sustainable buildings and places. Decision-making should be based on promoting the potential of sites while creating high-quality developments that promote a high standard of amenity for those around them.

When proposals may impact the significance of a designated heritage asset, great weight should be given to the asset's conservation. Proposals which result in substantial harm will be resisted by the planning authority unless a clear and convincing justification is given.

Planning Considerations

The proposed works have been designed to be appropriate to their location, with the changes allowing for the occupation of this part of the ground floor as a Sainsbury's Local. The changes are minor compared to the overall scale of the building, with the proposed location of the new door already being glazed. The proposed new fire door at the rear is required for the unit to be operated safely and allow for a new emergency exit at the rear. The new doors/glazing on both the front and rear elevations will use bronze anodised window frames and flashings to match the existing elevation of the building. This aligns the development with Policies DM1, SP 1, CC 9, EN 1 of the Manchester Core Strategy, Policy 14 of the UDP, and the NPPF.

The changes are limited to the front and rear elevations of the building. They are very minor and, in maintaining a consistent appearance with the existing building, will not impact the character or appearance of the conservation area. The site is within the Stevenson Square Conservation Area with Oldham Street also being designated as within the city centre boundary and the regional centre boundary. Oldham Street has a wide mix of different retail units on the ground level, with the building having been approved to have one single retail unit on the ground floor. The physical changes will facilitate access to the building by two separate operators, albeit a separate amendment to condition 30 of planning permission 131730/JO/2021 is currently being sought on behalf of the owner of the building to enable sub-division of the unit. Adopting a consistent design language as the existing

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building, the proposed changes accord with Policy EN 3 of the Manchester Core Strategy, Policy 18 of the UPD, and the NPPF.

The proposed signage is all related to the proposed use of the unit as a Sainsbury's local. Careful consideration has been given to the design, scale and illumination of the proposed signs so that they accord with the submitted (but yet to be approved) sign strategy, submitted pursuant to condition 29 of planning permission 131730/JO/2021, and also the building's location within the Stevenson Square Conservation Area. Rather than a traditional fascia board, Sainsbury's proposes individual acrylic letters mounted on aluminium box section framework which will be connected to the ceiling. The fascia board will be located within the primary signage zone on the Oldham Street elevation. Within the signage strategy, the primary signage zone is located at the top of the glazing level around the building to preserve visual uniformity. An example of individual letter signage being implemented can be seen in **Figure 1** below, showing the Sainsbury's Local on Old Mill Street Islington Wharf.

Figure 1: Sainsbury's Local Old Mill Street.



On the Oldham Street elevation, the signage strategy states that all of the signage should be located in the primary or secondary signage zones, with signage on the Oldham Street elevation allowed to be externally located. The proposed projecting sign is located within the secondary signage zone and has been designed to maintain visual coherence on the building. In line with the signage strategy only one projecting sign is proposed and will be illuminated below the recommended maximum levels set out within the strategy, at 144 candelas per m2. All of the proposed signage is therefore in alignment with the proposed signage strategy.

The signage will not be out of character in this commercial setting and will not have an impact on the character of the conservation area. The signage has been designed to align with the approved signage strategy relating to the building. The signage will be within the approved signage zones on the primary elevation of the building and will be illuminated within the approved level. This aligns the development with Policies 14.1, 14.5, and 18 of the UDP.

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Application Submission

The planning application consists of the following:

- Completed application forms.
- Planning Heritage Statement
- Drawings:
 - Site Location Plan (drawing no. PL-A-1001)
 - Existing and Proposed Site Plans (drawing no. PL-A-1002)
 - Existing and Proposed Elevations (drawing no. PL-A-1007)
 - Proposed Signage Details (drawing no. PL-A-1006)

The application fee of £458 (£293 for planning permission + £165 for advertisement consent) has been paid to Manchester City Council via the Planning Portal. We trust that the Council will be able to grant planning permission expediently. Should you require any further information in the meantime, please do not hesitate to contact us.

Yours faithfully
for ALDER KING LLP

A handwritten signature in blue ink that reads 'J.J. Tarpy'.

JAMES TARPY
Senior Planner

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Enc(s)	as above