

Our Ref: JT/GM/96646

5 December 2022



Manchester City Council
Town Hall Extension
Albert Square
Manchester
M60 2LA

Dear Sir/Madam

SAINSBURY'S SUPERMARKET LIMITED
SAINSBURY'S, HEATON RETAIL PARK, HEATON PARK ROAD, MANCHESTER, M9 0QS
ADVERTISEMENT CONSENT APPLICATION FOR 5 NO. NEW FLEX FACE SIGNS
PLANNING PORTAL REF: PP-11729300

Introduction

Please find enclosed an application for advertisement consent to display new signs on the south elevation of Sainsbury's foodstore located at Heaton Park Road, Manchester. The new signs are proposed in relation to the conversion of the existing Sainsbury's store café to a new Restaurant Hub offer.

The Proposal

The proposed flex signs will be located on the southern elevations of the Sainsbury's store. The adverts will primarily face the store car park. The full details of the signs can be found in the attached drawings submitted with this application.

The new flex signs will be statically illuminated. All of the signs are directly related to the uses on the premises. The signs have been designed to be in keeping with the rest of the signage on the building and around the car park. The signage has been arranged to be close to the existing Home Bargains high-level sign.

The site

The foodstore is located in northern Manchester to the south of the M60. The store is accessed via Heaton Park Road to the south. The surroundings of the store are residential, with the store being separated from its surroundings by a belt of trees which surround the store. The closest dwellings to the store are located to the east on Southwood Drive.

The Sainsbury's car park is located to the south of the main store and stretches to Heaton Park Road. The Sainsbury's Petrol Station is located to the south of the main store building. To the north and the west of the store is the River Irk.

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There is a variety of illuminated and non-illuminated signage already on the main store building. This includes the large Sainsbury's sky sign and the Home Bargains sign. There are also other smaller illuminated signs along this front elevation.

The site is not within a conservation area or the context of one. The site is not located near any locally or nationally designated buildings.

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The local planning policy for Manchester comes from the Manchester Core Strategy Development Plan Document 2012-2027 (212). The core strategy saved several policies from the superseded unitary development plan. Policy DC14 of the Saved Unitary Development Plan Policies relates to shopfronts and related signs and Policy DC15 relates to advertisements. Policy DC14 states that signs should only be considered in terms of amenity and public safety, with signs respecting the architectural form of the building. Policy DC15 states that advertisements should be in scale with the locality and relate well to their location. Advertisements should not be obtrusive or intrude into residential neighbourhoods.

Planning considerations

This application seeks to erect new signs relating to the new restaurant offer at the Heaton Park Sainsbury's foodstore. The new signage consists of new flex face signs on the southern elevation of the main store. The Town and County Planning (Control of Advertisements) (England) Regulations state that advertisement consent applications should only be considered in terms of their impacts on public safety and amenity. Both of these are considered below.

Amenity

In terms of amenity, the proposed advertisements are in keeping with the style of the existing advertisements in the immediate vicinity and the adverts which are already in place at Sainsbury's foodstore. The proposed flex signs are of a similar scale to the existing adverts on the building and so will assimilate well. There are large illuminated advertisements already in place on the foodstore's south elevation which are larger than the proposed signs. The signs will occupy a small percentage of the overall elevation and will not be overly dominant or clutter the surroundings.

The signs will face out to the south along with the other signage on this elevation. The scale of the signs means they will not be highly visible from far away and will only be seen within the context of the existing foodstore. The signs are of such a small scale that their introduction will not alter the existing area and so will not impact the surrounding character of the area given that they can only be seen from within the car park.

The scale of the signs is entirely appropriate for their surroundings as they fit into their setting. The flex signs will be illuminated to be less than 300cd/m² which will make the signs viable but not overly dominant on the elevation.

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Public safety

The proposed advertisements flex signs will only be seen by those travelling around the store car park. Owing to the small scale, the proposed flex signs will not have any impact on the public safety of those driving on the nearby roads.

Under these circumstances, the new signs would not constitute a distraction to anyone exercising a reasonable standard of care on the highway. The flex signs will be statically illuminated and will not have any special effects which may increase their visual prominence.

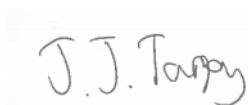
Application Summary

To complete the application, please find attached the following documentation:

- Completed application form;
- The following drawing and plans:
 - Site Location Plan
 - Sign Location Plan
 - Existing Elevations
 - Proposed Elevations
 - Signage details

Additionally, we will arrange payment to Manchester City Council for the sum of £132, being the requisite application fee. Should you have any queries about any of the attached information, 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
Town Planner

E-mail: planning.consultancy@alderking.com
Direct dial: 0117 317 1104
Ens(s) as above