

Our Ref: 100638/FW/GM

8th December 2025



Manchester City Council
Planning
Manchester
M60 2LA

Dear Sir/Madam

**340 DEANS_GATE, MANCHESTER M3 4LY
APPLICATION FOR ADVERTISEMENT CONSENT FOR PROJECTING SIGN**

On behalf of our client, Sainsbury's Supermarkets Ltd, we are applying for advertisement consent for 1no projecting sign at 340 Deansgate to replace the one that has been installed.

This advertisement consent application follows the part approval, part refusal, of advertisement consent application ref: 142853/AO/2025. One internally illuminated fascia sign and three external vinyl signs were approved as part of the original application for advertisement consent, however, consent for the projecting sign was refused. Following the refusal of advertisement consent, appeal ref: APP/B4215/H/25/3370701 was submitted and was dismissed.

Application Proposal

The proposal is for the installation of an internally illuminated double-sided projecting sign on the front elevation of the ground floor retail unit. The dimensions of the proposed projected sign are 500mm (h) x 500mm (w) x 40mm (d) and the sign will be 3m above ground level.

Planning Considerations

The original advertisement consent application (ref: 142853/AO/2025) for the site included a proposed projecting sign however this was refused due to the depth of the sign (100mm) which was considered "unduly bulky and obtrusive its appearance". The proposed design of this submission is much slimmer and would not harm the character and appearance of the shop front and the surrounding area and should be considered acceptable.

The proposed projecting sign is similar to the approved projecting signage from application ref: 143205/AO/2025 on Chorlton St, which was approved on 31st July 2025. 2no of internally illuminated double-sided projecting signs were approved with dimensions of 500mm (w) x 500mm (h) x 50mm (d). Ultimately, a sign of 40mm thick was able to be manufactured, and that is what has been installed on that site. The projecting sign being submitted with this application is slimmer than the two that were approved on Chorlton St, but the same as the one that has been installed. Whilst we accept this is 10mm wider than the design guide suggests, the sign cannot physically be made any thinner because of the internal lighting electronics.

Application Submission

The application comprises the following documents:

- Completed planning application form and certificates
- Application Drawings:
 - Site Location and Block Plan (drwg no. XA-DNSG_XXXX-CHQ-Z07-00-PL-A-2001 V3)
 - Proposed Projecting Sign Details (drwg no. XA-DNSG_XXXX-CHQ-Z07-00-PL-A-2009)

The application fee of £168 has been paid to the local planning authority via the Planning Portal.

Conclusions

Considering the content of the application submission, we trust that the Council will be able to grant advertisement consent for this policy-compliant development, without delay.

Yours faithfully
For ALDER KING LLP

FRANK WALSH
Planner

