APPEAL STATEMENT OF CASE

340 DEANSGATE
MANCHESTER
M3 4LY

Sainsbury's Supermarkets Ltd
August 2025

FW/GM/100683

APPEAL STATEMENT OF CASE

340 DEANSGATE
MANCHESTER
M3 4LY

Date: August 2025

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1.0 Introduction

1.1 The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.

1.2 The appeal is made by Sainsbury's Supermarkets Limited (the Appellant) against the decision of Manchester City Council (the Council) not to grant advertisement consent. The application (ref: 142853/AO/2025), dated 16th May 2025, was refused, in part, under delegated powers on 9th July 2025. The Local Planning Authority approved a fascia sign but refused the proposed projecting sign on the grounds of its perceived impact on amenity.

1.3 The decision notice is attached to this submission in **Appendix A**.

1.4 The officer's report is attached to this submission in **Appendix B**.

1.5 The full reason for refusal as listed on the decision notice is as follows:

> *"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."*

2.0 Site and Surroundings

Site Description

2.1 The host building is located on the western side of Deansgate (A56). The building consists of offices with commercial spaces on the ground floor. The building fronts Deansgate, with Southern Street located to the rear of the building. Bridgewater Street and Liverpool Road run along the sides of the building, connecting Deansgate and Southern Street.

2.2 The appeal site is surrounded by a mix of large-scale residential apartment and hotel 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 Deansgate are primarily retail/food and beverage with residential on the upper levels.

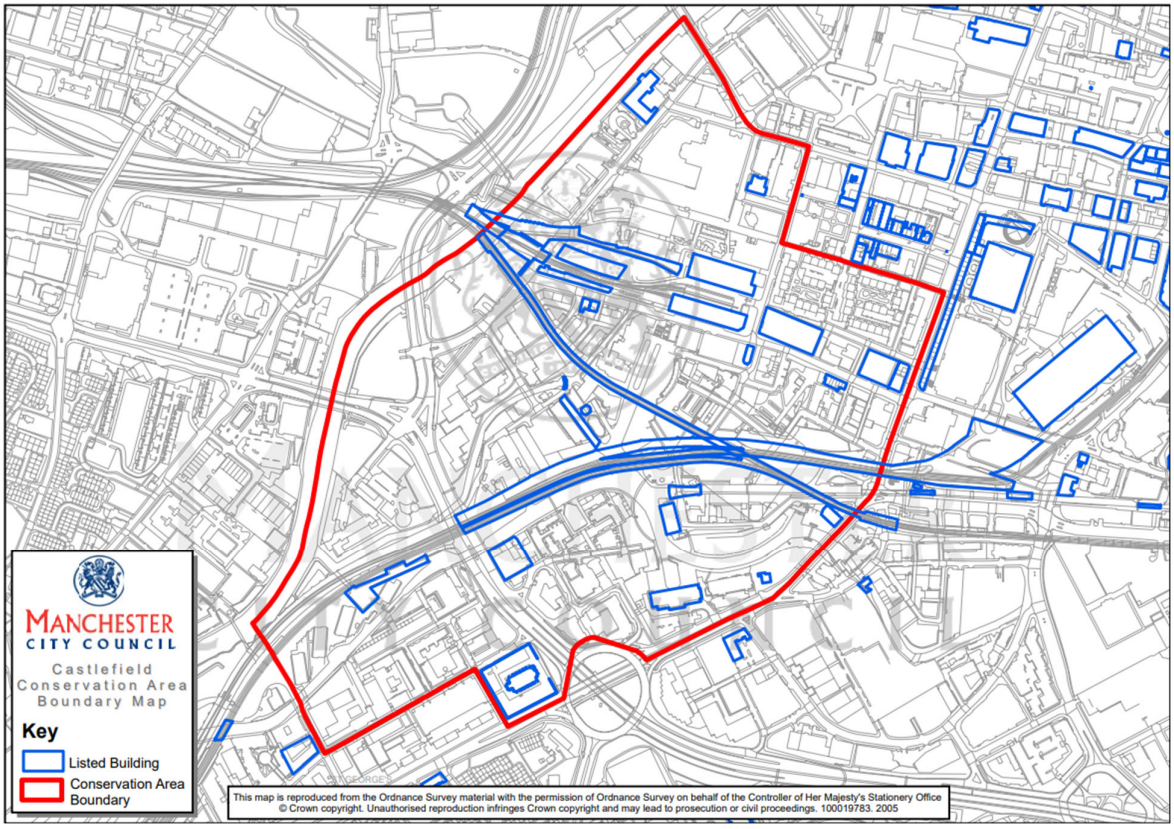
2.3 The entrance for the offices above the unit is located on the front elevation on Deansgate, the neighbouring property to the south of the appeal site.

2.4 At the rear of the building along Southern Street at ground level, there is an entrance to underground car parking and a fire exit for the offices at 340 Deansgate. The store's service entrance for loading and unloading is also on Southern Street.

2.5 The appeal site is within the Castlefield Conservation Area, within the City Centre boundary, and the regional centre boundary.

2.6 **Figure 1** shows a map of the conservation area.

Figure 1: Map of Castlefield Conservation Area



2.7 **Figure 2** below shows a view of the site.

Figure 2: View of the Site



2.8 The surroundings of the site contain a mix of advertisements, with many being illuminated. The various retail units on both sides of Deansgate feature of mix of different styles of fascia and projecting signs. **Figures 3 and 4** below show views along Deansgate.

Figure 3: View Along Deansgate (A56) (Google Maps)



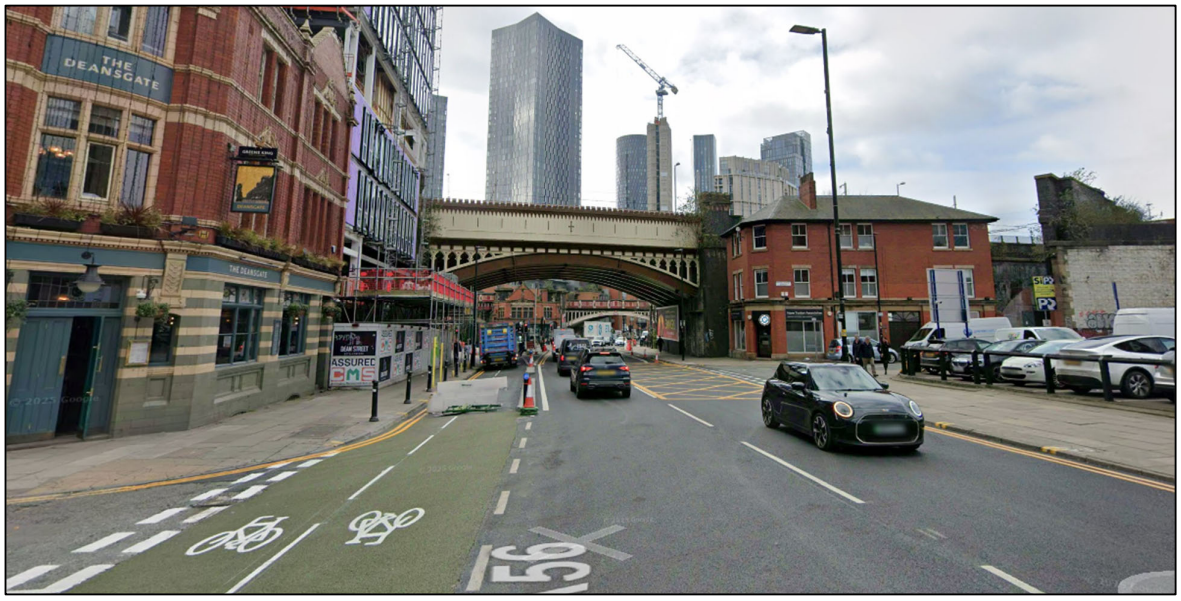


Figure 4: View Along Deansgate (A56) (Google Maps)



Planning History

2.9 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.

2.10 Other planning history on the site was for "Installation of 4 no. new external louvres to the rear elevation of 340 Deansgate, in association with the installation of a new ventilation system to increase airflow at the first and second floors." (ref: 139599/FO/2024), approved on June 2024 and for "Elevational alterations for the installation of louvres." (ref: 142015/FO/2025), approved April 2025, to facilitate occupation of the ground floor as a Sainsbury's Local.

2.11 Three discharge of conditions applications were approved recently:

- On 27th May 2025 conditions 3 and 4 relating to materials and plant noise respectively attached to application 141498/FO/2024 were discharged (ref: CDN/25/0213).
- On 12th June 2025 condition 4 relating to the front sliding door attached to application 142015/FO/2025 was discharged (CDN/25/0414).
- On 29th July 2025 conditions 3 and 5 relating to louvres and rear door relating to application 142015/FO/2025 respectively were discharged (CDN/25/0616).

3.0 Appeal Proposal

3.1 The proposal seeks advertisement consent for the new signage associated with the occupation of the unit as a Sainsbury's Local convenience store. The signage will be located on the eastern (front) elevation of the building facing onto Deansgate (A56).

3.2 Advertisement consent was granted, by means of a split decision, for the installation of the Sainsbury's Local fascia sign. The advertisement, subject of this appeal, consists of 1 no. projecting sign.

3.3 The proposed projecting sign would be located adjacent to the entrance of the new convenience store. The sign would be coloured orange with white text and would be made from aluminium. The sign would be illuminated to 144 Canelas/m².

3.4 Full details of the proposed signage can be seen in the drawings which were attached to the original application.

3.5 The photograph below is of an identical projecting sign, recently allowed at appeal, on the Sainsbury's Local at Oldham Street, Manchester. Similar to the appeal sign, this is also attached to a modern building within a conservation area.



4.0 Planning Legislation and Policy

4.1 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.

4.2 The National Planning Policy Framework 2023 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. Following Paragraph 141 of the NPPF, advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. The National Planning Practice Guidance (NPPG) describes the approach of advert consent as a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

4.3 Paragraph 212 says that 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.

4.4 National Planning Practice Guidance states that "In practice, "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement".

4.5 The council cited the following policies that the proposal was contrary to:

- Policy SP1 and DM1 of the Manchester Core Strategy (CS) (2012)
- Saved Policies DC14 of the Unitary Development Plan for the City of Manchester (UDP) (1995)
- Policy JP-P2 of the Places for Everyone Joint Development Plan (2024)

4.6 Below is a summary of the relevant policies from the CS, UDP and the Places for Everyone Joint Development Plan:

Core Strategy

4.7 Policy DM 1 Development Management - All development should be appropriate in terms of siting, layout, scale, massing, materials, and design. Development should also have regard for the local character of the surrounding area and not impact the surrounding amenity, including noise levels.

4.8 SP 1 Spatial Principles - 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.

4.9 Policy EN 1 Design Principles and Strategic Character Areas - All development within Manchester is expected to follow the seven principles of urban design. Opportunities for good design should be integrated into new developments.

4.10 Policy EN 3 Heritage - 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.

4.11 Policy CC 9 Design and Heritage - 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.

Unitary Development Plan

4.12 Policy DC14 Shop fronts and related signs – Advertisements should only be controlled concerning amenity and public safety. Advertisements should respect the architectural form of the building and where no obvious fascia level exists, signs above the shopfront should be in keeping with the scale of the frontage.

4.13 Policy DC15 Advertisements, Hoardings, and Posters – The council will take account of the following when assessing advertisements: the character of the building, the scale relative to the locality, how much they intrude on the surrounding area, and if they would impact public safety.

4.14 Policy DC18 Conservation Areas – The Council will seek to preserve and enhance the character of its designated conservation areas. The effect of signs and advertisements will be considered with particular care within conservation areas.

Places for Everyone Joint Development Plan

4.15 Policy JP-P1 Sustainable Places – All development, wherever appropropate, should respect and acknowledges the character and identity of the locality in terms of design, siting, size, scale and materials used, it should also be durable and functional.

4.16 Policy JP-P2 Heritage – Integrating the conservation and enhancement of heritage assets and their settings, whilst delivering positive benefits that sustain and enhance the historic environment as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing

4.17 The council also refers to the Shopfront and Signage Design Guide (2024). Below is the relevant guidance outlined in the supplementary planning document:

4.18 Signage – New advertisements must be sensitively designed and well-integrated into an elevation and the wider streetscene in design, proportion and position and should relate well to its overall composition, character, scale and architectural features. In most contexts, it should be the minimal required to identify the premises, in size, number and impact. New signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- have a max. depth of 30mm;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

5.0 Grounds for Appeal

5.1 This section of the appeal statement sets out the grounds for this appeal concerning the proposed installation of the proposed projecting sign on the eastern elevation of Deansgate associated with the new Sainsbury's Local store, following the part refusal of the application for advertisement consent 142853/AO/2025.

5.2 As previously set out above, proposals for advertisement consent should only be considered in terms of visual amenity and public safety. This proposal was refused based on its impact on amenity and impact on the conservation area which is addressed below. For completeness, the public safety merits of the proposal are also set out to fully demonstrate the acceptability of the signage.

Amenity

5.3 The application was refused on the ground of amenity with the refusal reason stating:

> *"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."*

5.4 It is clear from the above, and from the discussions with the officer during the application, that officer's sole issue with the projecting sign is its depth. The sign is 100mm deep (thick) whereas officers wanted the sign to be no more than 30mm thick, referencing a general depth included in their Shopfront and Signage Design Guide, which covers the entirety of MCC's administrative area.

5.5 Policy DM 1 of the CS requires all development to be appropriate in terms of siting, layout, scale, massing, and design. Development must also have regard for the local character, with Policy EN 1 expecting proposals to follow the principles of urban design with opportunities for good design being integrated. Policy SP 1 requires all development to make a positive contribution to the area and protect the built environment.

5.6 The officer considered that the proposed advertisement would be harmful to the appearance of the building by its design, position, appearance, and location. They also considered that the proposed advertisements would be detrimental to the visual appearance of the Castlefield Conservation Area.

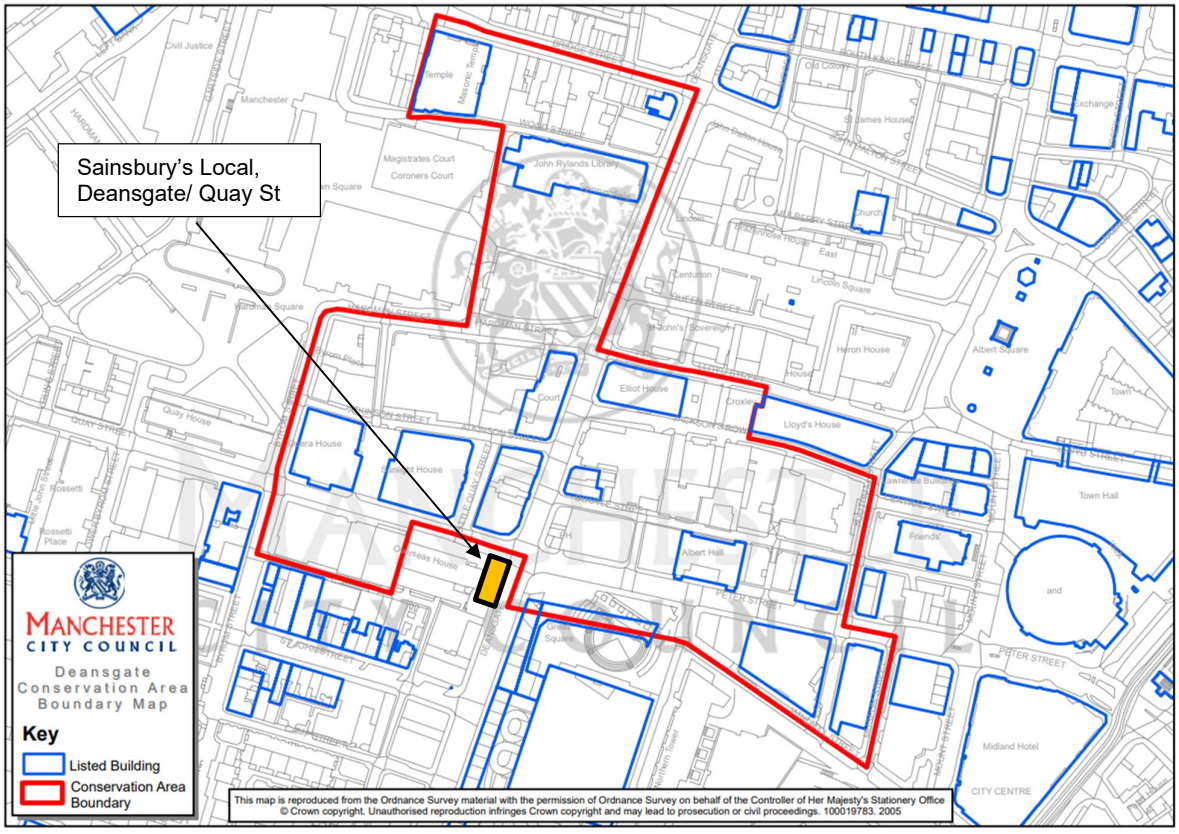
5.7 Within their report, the officer states that because of the proposed depth of the projecting sign is "considered to be harmful to the street scene, nearby listed heritage assets" as it is "unsympathetic" with "the sense of place and existing character of the Castlefield Conservation Area".

5.8 We would contest these points as careful consideration has gone into the design and scale of the proposed projecting sign. The projecting sign would appear similar to one that was approved and is also situated along Deansgate (ref: 116194/AO/2017). The front (north) and side (east) elevations of this Sainsbury's Local, as shown in **Figure 5**, both face the Deansgate Conservation Area, from where the photograph is taken. **Figure 6** shows the site shown in Figure 5 in the context of the conservation area boundary.

Figure 5: Sainsbury's Local, Deansgate/Quay St, Manchester



Figure 6: Map showing Sainsbury's Local, Deansgate/Quay St in relation to Deansgate Conservation Area



5.9 We would also draw the Inspector's attention to a very similar appeal case for a Sainsbury's Local situated on Oldham Street (ref: 140006/AO/2024). In this case, a projecting sign was refused on 7th August 2024 as it was also 100mm in depth as it was deemed by the case officer to be "visually harmful feature in the street-scene within the Stevenson Square Conservation Area, to the detriment of the heritage value of immediate area". The advertisements were subsequently allowed at appeal (APP/B4215/Z/24/3352421). The Inspector for this appeal granted advertisement consent on 7th February 2025 and in relation to the proposed depth of that projecting sign stated that "*the sign does not appear dominant or discordant and its contemporary appearance reflects the character of the building".* We believe that the same consideration should be apply to the 340 Deansgate appeal as the cases are nearly identical. Both sites are relatively modern buildings in conservation areas. It is relevant to note that the Inspector's decision for Oldham Street (APP/B4215/Z/24/3352421) post-dated the Council's publication of their Shopfront and Signage Design Guide (2024).

5.10 UDP Policy DC14 requires advertisements to respect the architectural form of the building and be in keeping with the shopfront in terms of scale. Since the building was permitted with commercial premises at ground floor, it must be expected that ground floor uses will take on a commercial appearance. Indeed, active ground floor uses are exactly what a city-centre needs, and it would be unrealistic to think that these could exist without corresponding advertising and commercial activity. Policy DC15 states that advertisements should relate well to the character of the building and not intrude on the surrounding area. The appellant contends that the projecting sign is small scale and entirely appropriate to the commercial building on which it is proposed. There will be no detrimental change in the visual quality of the overall building, with the significant elements of the design being maintained

5.11 In refusing advertisement consent, the officer referred to the Shopfront and Design Guide (2024) as a reference for the depth of signs. However, this guidance (which does not form policy) is very general and proports to relate to *all types of signs*. It is not specifically written to refer to projecting signs.

5.12 The officer provided two examples of recently approved applications for projecting signs in their officer's report (refs: 138215/AO/2023 and 139587/AO/2024), however 138215/AO/2023 (for Tesco) is not an internally illuminated sign. It is therefore a poor reference. We consider that the example we have provided, which is an identical advertisement to that proposed, granted on appeal this year, is a more relevant example. Whilst officer's second example is internally illuminated, it is exceptionally bright, and sited in close proximity to a projecting sign on the adjacent unit which is at least 100mm thick – see photo below. Again, we do not think that the example provided (139587/AO/2024) would be suitable for the appeal site as the level of illumination would be considerably more harmful than the additional 7cm of depth.



5.13 The proposed projecting sign would not appear out of place within this busy commercial setting, with this design of sign being used successfully across the country in city centres, including historic environments. There are numerous examples of existing projecting signs along Deansgate which are as thick, if not thicker, than the proposed sign. We do not consider that 100mm is excessively thick, particularly given the need to incorporate internal equipment to facilitate the illumination. A sign of this size will not intrude onto the street scene and will form part of the visual character of this active retail area.

5.14 Given the above, the proposed signage is high quality, appropriate for this commercial location, and would not impact on the qualities of the host building. The proposed signage is therefore in alignment with Policy DC14 and DC15 of the UDP, and Policy DM 1, EN 1, and SP 1 of the CS.

Heritage

5.15 The appeal site is located on the eastern edge of the conservation area and faces onto the opposite side of Deansgate, which is not covered by the Castlefield Conservation Area. The majority of the significance of the conservation area comes from the areas to the west of the appeal site. The site would not be seen as a gateway or significant view within the conservation area. Indeed, the sign cannot be seen at all from the particularly sensitive parts of the Conservation Area.

5.16 The host building is of a modern design and its surroundings contain a mix of styles and existing advertisements. The officer has already approved the proposed internally illuminated fascia sign and no.3 vinyl signs as part of the same decision as the refusal of the proposed projected sign (ref: 142853/AO/2025) and with this being considered, the appearance of the projecting sign would not be harmful to the character of the area. Given this context, the proposed advertisements would not have a material impact on this part of the conservation area.

5.17 Within their report, the officer offers no particular heritage concerns with the proposed signage except that because the site is within the conservation area the signs are considered to be poor quality. As set out within the amenity section above, the signage is not poor quality and would not be harmful to the character of the area. Since it causes no material harm, the proposal preserves the character and appearance of the conservation area. As such, the proposed advertisement is in alignment with EDP Policy DC18 and CS Policies EN 3 and CC 9.

Public Safety

5.18 The application was not refused on public safety grounds. No concerns were raised by either MCC Highways Service or Environmental Health. The officer states that the proposed level of illumination would prevent any potential impact on drivers. The officer concluded that there "are no public safety concerns that would warrant a refusal.".

5.19 The proposed signage is therefore in alignment with Policy DC14 and DC 15 of the UDP.

6.0 Conclusion

6.1 Following Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, advertisements should only be controlled where they are harmful to amenity or public safety.

6.2 This appeal proposal is seeking advertisement consent for 1no. projecting sign as part of the occupation of this unit as a Sainsbury's Local.

6.3 As demonstrated through this statement, the proposed signage will not be detrimental to the surrounding amenity or public safety, aligning the development with local and national policy.

6.4 To this end, it is respectfully requested that the appeal be allowed, and advertisement consent be granted for the proposed signage.

Appendix A: Decision Notice

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.

Appendix B: Officer's Report

MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	142853/AO/2025
Date registered valid:	16 May 2025
Proposal:	Installation of 1no. internally illuminated fascia sign and 1no. internally illuminated projecting sign.
Address:	340 Deansgate, Manchester, M3 4LY
Ward(s):	Deansgate Ward
Applicant:	Sainsbury's Supermarkets Ltd
Agent (if any):	Alder King Planning Consultants
Case officer:	Lea Joseph Tel: 0161 227 3644 Email: lea.joseph@manchester.gov.uk
Recommendation:	Approve and Refuse
Date of recommendation:	**07 July 2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 30 May 2025

Standard consultations:
Printed: 28 May 2025 Expired: 18 June 2025

Neighbour notifications
Printed: 28 May 2025 Expired: 18 June 2025

Site notice
No site notice has been produced

Press advert
No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Castlefield Conservation Area 1979

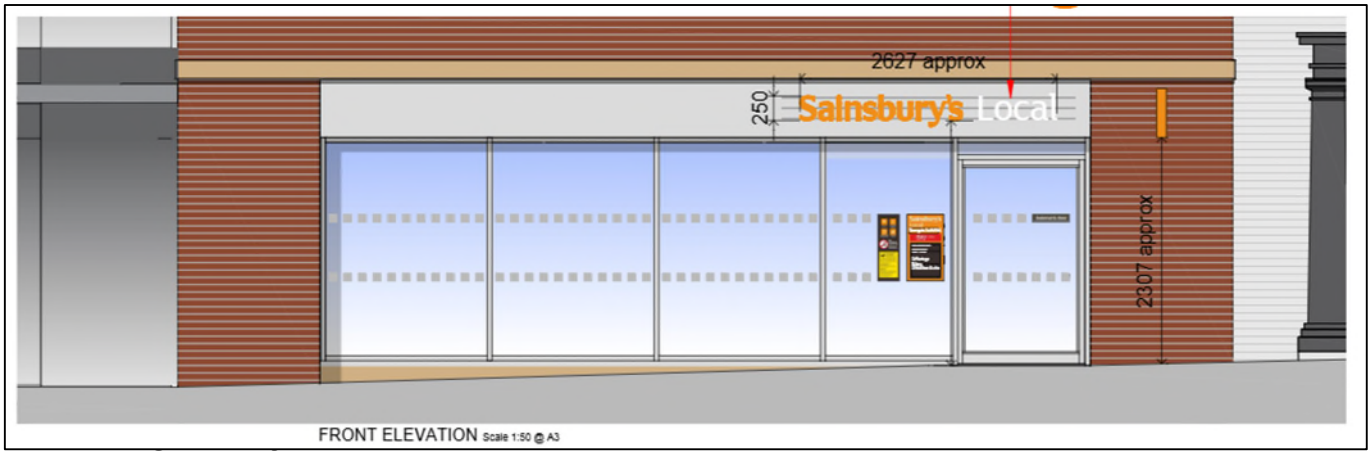
Tree Preservation Order: Not applicable

Description of area
The proposal is located within the Castlefield Conservation Area. Designated in 1979 the Castlefield Area encompasses some of Manchester's richest heritage. This includes the Roman Fort Mamucium, which was reconstructed in its original location and is located at 106 Duke Street. Multiple major Roman Roads, crossing Duke Street, Rice Street, and Liverpool Road are nearby. These archaeological features, represent the first definite record of human settlement in Manchester. Castlefield constitutes the location of Britian's first canal in 1761. The Conservation Area also comprises the Great Northern Warehouse completed in 1899. Castlefield's heritage assets and character can, in essence, be seen as a microcosm of Manchester's rich history, from the Roman Period to the period of mass-industrialisation through to the new developments of the contemporary era.

Description of site
The application relates to the part-six, part-four storey contemporary office building at 340 Deansgate. The application pertains to a commercial use on the ground floor. The ground floor site is connected to the redbrick, four-storey portion of the building. It features a grey fascia and glazing, located in a recess on the façade.

Description of development

The proposal consists of four signs and window manifestations. These include a fascia sign, of Sainsbury's acrylic lettering with illumination (SL). The sign would be mounted on a metal railing and colour matched to the existing fascia. The proposed projecting signage (PS) with consist of an internally illuminated rectangular sign, with fret cut lettering in the Sainsbury's orange and white. The projecting sign would be sited in line with the fascia and fixed directly to the brick façade of the building. External vinyl signs are also proposed (VG).



073403/FO/2004/C3 | Erection of new six storey building (plus 2 levels of basement car parking) for use as B1 (office) following demolition of existing building. (Approved December 2004.)

139599/FO/2024 | Installation of 4 no. new external louvres to the rear elevation of 340 Deansgate, in association with the installation of a new ventilation system to increase airflow at the first and second floors. (Approved June 2024.)

142015/FO/2025 | Elevational alterations for the installation of louvres. (Approved April 2025.)

Consultations & Notification Responses

Publicity
Letters have also been sent out to local businesses and residents. No representations have been received.

Environmental Health – No objection. Proposed illuminance would meet standards to preserve amenity.

Highway Services – No objections. Noted that future highways projects may impact design. A projecting over license would be required for the projecting sign.

Policy

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a)the provisions of the development plan, so far as they are material; and

(b)any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a)factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b)factors relevant to public safety include—

(i)the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii)whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii)whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The following policies are relevant to consideration of this application within the development plan:

Manchester Core Strategy 2012 to 2027

- DM1 – Development Management
- SP1 – Spatial Principles

Saved Unitary Development Plan Policy

- DC14 – Shopfronts and Related Signs
- DC18 – Conservation Areas

Places for Everyone Joint Development Plan Document (Adopted March 2024)

- JP-P1 Sustainable Places
- JP-P2 – Heritage

Other Material Considerations

Shopfront and Signage Design Guide (2024)

National Planning Policy Framework (2019)

- Chapter 12: Achieving well-designed places
- Chapter 16: Conserving and enhancing the heritage environment

Paragraph 141 states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Issues

The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Amenity

The fascia sign proposal (SL), including the mounting, colour matching and fixings, is in line with the Shopfront and Signage Design Guide. The proposal preserves the underlying fascia with the inclusion of a railing for the signage to be mounted on, pursuant to policy JP-P1. Further, the signage would colour match the railing to the existing fascia.

The proposed external vinyl signage (VG) takes precedence from the fascia sign in their appearance, it is not considered to be overly intrusive and there is similar signage within the street scene, it is therefore considered acceptable. Thus, these elements of the proposal would be unobtrusive in the landscape and therefore would preserve the existing character and heritage of the conservation area meeting policies JP-P2, DC18, DM1 and the National Planning Policy Framework Chapter 16.

The width of the projection sign (PS) constitutes an unsympathetic proposal, that fails to consider the sense of place and existing character of the Castlefield Conservation Area in its scale. The proposal is therefore, considered to be harmful to the street scene, nearby listed heritage assets, and the Conservation Area pursuant to policies DC18, JP-P2, and the National Planning Policy Framework.

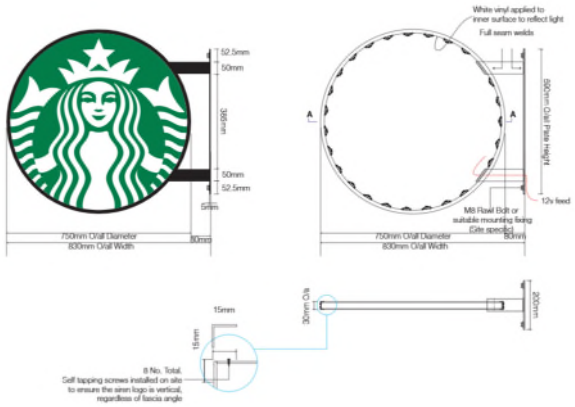
In Chapter 12 of the National Planning Policy Framework, the importance of aesthetic quality and attractiveness is highlighted. In Para. 139 the document states that 'significant weight' should be given to 'development which reflects local design policies and government guidance on design'. The Shopfronts and Signage Design Guide sets out measurements (30mm depth), and guidance for design of projecting signage. As such, the projecting sign would fail to adhere to the design code. The selection of a bulky sign (PS) does not harmonise with the existing permitted shopfronts in the area. As such it considered to be harmful to the heritage setting, and sense of place in the Conservation Area. Appended to this application are multiple examples of projecting signage within the City Centre area that meet the Design Guide standards for projecting sign depth.

Policy JP-P1 states that development should ‘respect and acknowledge’ the character of a setting with design, siting, scale and materials. The Shopfront and Signage Design Guide stipulates that new signage should “reuse existing fixings or be otherwise affixed to mortar”. As there are no existing signage fixings, in assessing the proposal, the Local Planning Authority suggested that the projecting sign be fixed to the motor of the building façade rather than the brick. The applicant refused these less intrusive fixings, stating that the weight of the projecting sign could not be supported if it were affixed to the mortar. This demonstrates the proposal’s lack of consideration of sustainability and long-term visual amenity, as a slimline sign would carry less weight and therefore could be affixed to the mortar, thereby lessening the long-term harm to the Conservation Area that penetrations in the brick work would cause. The scale and the siting of the design therefore would not meet the requirements of policy JP-P1 nor the Shopfront and Signage Design Guide.

The 30mm maximum supported in the City Centre as per the shop front guide. Below are two examples of recently approved internally illuminated 30mm projecting signs at Tesco (138215/AO/2023) and Starbucks (139587/AO/2024) in the City Centre, demonstrating a clear position on the part of the City Council.



Sign approved under app. ref. 138215/AO/2023



Sign approved under app ref.139587/AO/2024

Public Safety

The proposed illumination of 196 candelas/m² is considered to pose no safety risks to nearby residential uses or at street level. There are no other public safety concerns for the application.

Conclusion

The fascia sign (SL) and vinyl (VG) proposals constitute considered designs that are unobtrusive, with a minimal impact on the site and setting. They are therefore considered acceptable.

The projecting sign fails to consider planning policy in its scale and siting as such fails to meet policy and should be refused.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality

Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations
This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved polices of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approved and Refused

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

Reason for recommendation to refuse

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.

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

Condition(s) to be attached to decision for approval

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.
The development hereby approved shall be carried out in accordance with the following drawings and documents:

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) 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, pursuant to policies DM1, SP1 and DC14.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 4403, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4202, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 9, 11 Liverpool Road, Manchester, M3 4NS
Flat 3, 11 Liverpool Road, Manchester, M3 4NS
Fourth Floor, 340 Deansgate, Manchester, M3 4LY
Flat 4006, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4004, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3803, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3304, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3105, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2807, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2806, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3907, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3903, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3810, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3601, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3511, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3409, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3208, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3010, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3005, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2909, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2802, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2710, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2709, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2706, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2703, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2504, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4407, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4205, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4204, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4108, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4106, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4102, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 6, 11 Liverpool Road, Manchester, M3 4NS
Fifth Floor, 340 Deansgate, Manchester, M3 4LY
Flat 4008, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4005, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3704, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3507, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3303, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 2701, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2606, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2605, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2602, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3910, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3808, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3805, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3411, Beetham Tower, 301 Deansgate, Manchester, M3 4LU

Flat 3407, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3205, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3202, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3201, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 2510, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4406, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4404, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4303, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4101, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 8, 11 Liverpool Road, Manchester, M3 4NS
Flat 5, 11 Liverpool Road, Manchester, M3 4NS
Flat 3802, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3801, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3710, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3707, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3506, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3301, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3108, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3106, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2906, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2903, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2811, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2809, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2611, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4001, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3909, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3908, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3904, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3809, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3404, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3402, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3308, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3206, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 2911, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2705, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2511, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2506, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4607, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4604, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4601, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4206, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4109, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4103, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Third Floor, 340 Deansgate, Manchester, M3 4LY
Sainsbury's, Ground Floor, 340 Deansgate, Manchester, M3 4LY
Flat 3505, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3504, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3211, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3210, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3103, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4307, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4306, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3804, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3609, Beetham Tower, 301 Deansgate, Manchester, M3 4LU

Flat 3608, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3605, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3503, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3501, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3209, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3009, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3007, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3006, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3003, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3002, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2711, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2502, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2501, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4606, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4507, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4405, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4301, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4201, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
332 - 334 Deansgate, Manchester, M3 4LY
1 Southern Street, Manchester, M3 4NJ
Flat 2, 11 Liverpool Road, Manchester, M3 4NS
Flat 1, 11 Liverpool Road, Manchester, M3 4NS
Flat 4009, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4003, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3708, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3306, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3305, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3109, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2904, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2808, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2805, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2604, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3901, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3701, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3603, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3408, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3401, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3309, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 2908, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2907, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2803, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2801, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2708, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2707, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2505, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Penthouse, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4605, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4501, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4203, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4107, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4105, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 7, 11 Liverpool Road, Manchester, M3 4NS
Second Floor, 340 Deansgate, Manchester, M3 4LY
Flat 4007, Beetham Tower, 301 Deansgate, Manchester, M3 4LX

Flat 3705, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3509, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3508, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3302, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3101, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2901, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2609, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4401, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4305, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3905, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3807, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3806, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3410, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3406, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3207, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3204, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3203, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3111, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2508, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2507, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4506, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4505, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4304, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4302, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4104, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4010, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Maguires Solicitors, Deansgate, Manchester, M3 4LY
Flat 4, 11 Liverpool Road, Manchester, M3 4NS
First Floor, 340 Deansgate, Manchester, M3 4LY
Flat 3711, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3706, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3510, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3107, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2810, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2610, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2607, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3906, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3902, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3703, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3610, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3405, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3403, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3307, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 2509, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4602, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4504, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4503, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4207, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 4110, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3709, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3110, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2905, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2902, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2702, Beetham Tower, 301 Deansgate, Manchester, M3 4LT

Flat 2608, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2603, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2601, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 4002, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
Flat 3702, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3611, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3607, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3606, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3604, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3502, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3311, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3310, Beetham Tower, 301 Deansgate, Manchester, M3 4LU
Flat 3011, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3008, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3004, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 3001, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2910, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2804, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2704, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Flat 2503, Beetham Tower, 301 Deansgate, Manchester, M3 4LT
Hilton Manchester, 303 Deansgate, Manchester, M3 4LQ
Flat 4603, Beetham Tower, 301 Deansgate, Manchester, M3 4LX
The Orchid Suite, Beetham Tower, 301 Deansgate, Manchester, M3 4LX

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Castlefield Conservation Area 1979
Area Team Boundary - Name: CENTRAL

Appendix 3 – Deansgate Signage Montage



200 Deansgate – Flat Iron



300 Deansgate – Crown Barbers



326-330 Deansgate – Instituto Cervantes



Assortment of signage Liverpool Road



198 Deansgate - Pieminister



184 Deansgate – Rosa's Thai



133 Deansgate – Café Nero



109 Deansgate - Post Office



103 Deansgate - Cinnabon



2 King Street - Clarendon



1 King Street – Hobbs



91 Deansgate –Waterstones







Various signs at Great Northern Warehouse – 225-293 Deansgate

alder king
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