

21 August 2025

Delivered via Planning Portal

Jennifer Atkinson
Manchester City Council
Planning and Building Control
Manchester City Council
Level 6, Town Hall Extension
St Peter's Square
Manchester
M2 5HD

Our ref: IQSM3015

Dear Jennifer

**DISCHARGE OF PLANNING CONDITION 32 (SIGNAGE STRATEGY) PURSUANT TO PLANNING PERMISSION
REFERENCE 136874/FO/2023 ECHO STREET, MANCHESTER, M1 3QJ**

On behalf of iQ Student Accommodation ('iQ' / 'the Applicant'), I am pleased to enclose an application to discharge Condition 32 (Signage Strategy) pursuant to the above referenced planning permission.

This application has been submitted via the Planning Portal (ref. PP-14267562) and comprises electronic copies of the following documents:

- Application Form
- This Covering Letter
- Echo Street External Signage Version 1, prepared by xsign

The requisite planning application fee of £298.00 has been paid directly to Manchester City Council ('MCC') via the Planning Portal.

Background

As you are aware, in May 2023, full planning permission was granted for the erection of 3 interlinked towers ranging from 27, 21 and 16 storeys together with intermediary link buildings (15 and 11 storeys) to form Purpose Built Student Accommodation (Sui Generis) with associated amenity space and external landscaping and other associated works (LPA ref. 136874/FO/2023). The permission includes a number of conditions to be discharged. This application relates solely to the discharge of Condition 32 (Signage Strategy). A summary of information is provided below.

Condition 32: Signage Strategy

Condition 32 states:

Level 5
Transmission
6 Atherton Street
Manchester, M3 3GS
T 0161 233 7676 turley.co.uk

Prior to the first occupations of the development hereby approved a signage strategy for the entire building shall be submitted for approval in writing by the City Council, as Local Planning Authority.

The approved strategy shall then be implemented and used to inform any future advertisement applications for the building.

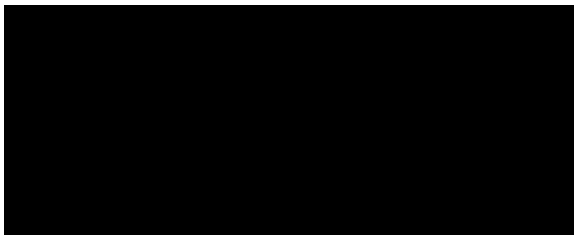
The submitted document, Echo Street External Signage Version 1, prepared by xsign, provides a full signage strategy for the external element of the development at Echo Street. The document includes a text description, plans and a CGI of each of the 5 sign types. It is considered that the submitted document provides the requisite detail to discharge Condition 32 of the above planning permission.

A separate application for advertisement consent will follow this submission.

Conclusion

In reviewing the information detailed above, we trust you have all the information you require to validate this application and approve the details associated with Condition 32 (Signage Strategy) to planning permission 136874/FO/2023.

Yours sincerely



Will Hannah

Planner

