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

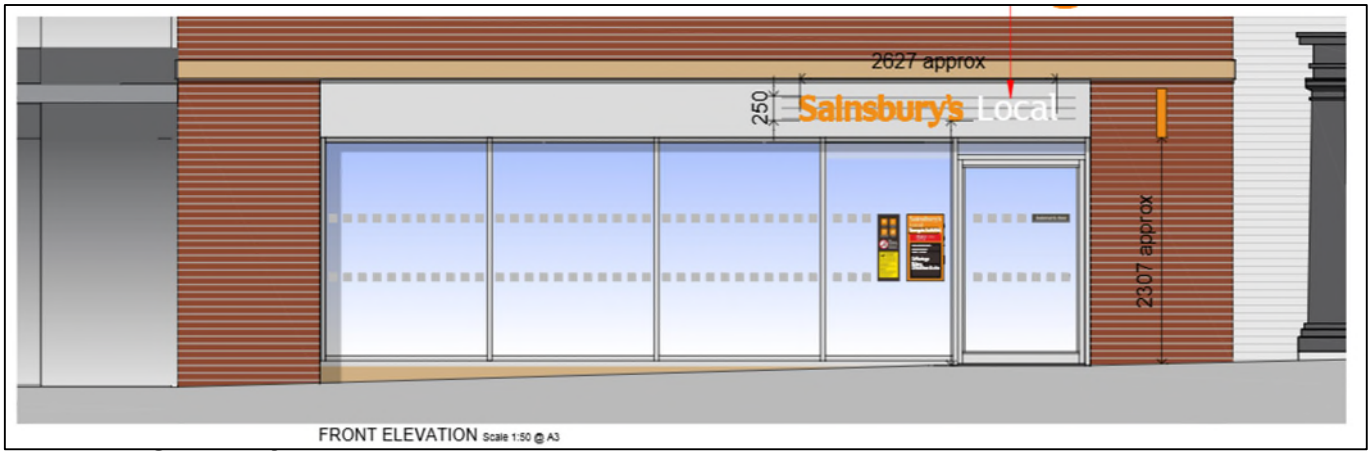
Tree Preservation Order: Not applicable

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.

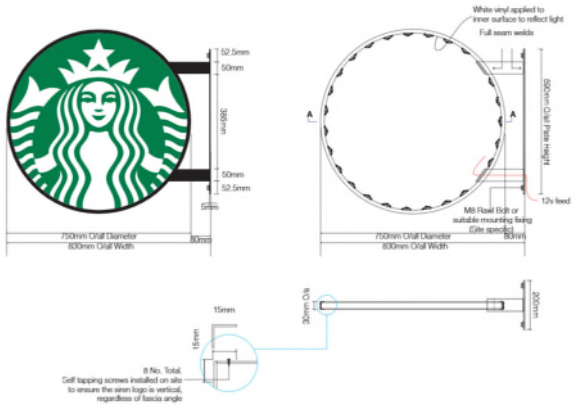
In Chapter 12 of the National Planning Policy Framework, the importance of aesthetic quality and attractiveness is highlighted. In Para. 139 the document states that 'significant weight' should be given to 'development which reflects local design policies and government guidance on design'. The Shopfronts 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