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Dear Lucy,

Application for consent to display advertisements at Land at Deansgate South, Manchester

Please find enclosed an application seeking consent to display advertisements at Land at Deansgate South, Manchester. This application has been submitted by Cushman & Wakefield on behalf of Fusion Manchester Devco Ltd via the Planning Portal (ref. PP-14415111).

Application Content

Together with this detailed covering letter, this application is supported by the following documents:

- Completed application form;
- This covering letter;
- Signage detail document;
- Drawings:
 - Site Location Plan (prepared on the Planning Portal)
 - 20269-SK128-P-01-External Signage Proposal
 - 20269-SK180-P-01-Entrance Signage Proposal

Background and Context

Planning permission was granted in May 2022 (ref: 129406/FO/2021) at the site for the erection of a 28 storey purpose built student accommodation building (sui generis).

The building is under construction and due to be completed in summer 2026.

The building signage has now been confirmed and hence this application seeks consent for the advertisements.

Whilst the proposed ground floor advertisement is sited internally, it will be illuminated and within 1m of external glazing through which it will be visible from outside the building. Whilst it is considered that this advertisement would be granted deemed consent by Class 12 of Schedule 3 of the regulations, as it exceeds the limitations under Class I of Schedule 2 and thus could be subject to a discontinuance notice if ever considered a nuisance, consent is sought for the avoidance of doubt.

The externally-mounted, high-level advertisement was subject to pre-application discussions with the case officer in August 2025 whereby it was confirmed as acceptable.

Proposed Development

This application seeks consent to display two advertisements.

The first of the advertisements comprises individually mounted letters at the top of the south elevation of the building.

The second advertisement is, as earlier referred to, an illuminated sign to be located internally at the principal entrance on the ground floor, albeit visible externally.

Both adverts will be neutral in colour and will be back lit with a maximum illumination output of no more than 600 cd/m, operated via PIR outside of daylight hours.

Details of the advertisements are listed in the table below:

Type	Width (m)	Height (m)	Height above ground floor FFL (m)	Max letter height (cm)	Projection (m)	Materials	Text colour and background	Illuminated?
Upper Level Fascia Sign	1.042	9.0	79.47	104.2	0.1	Built up individual lettering.	Neutral colour Hex: #e3ed9	Yes Maximum 600 cd/m
Ground Floor Entrance Sign	1.418	0.905	3.27	50	0 (internal)	Built up individual lettering on an aluminium support tray.	Letters in a neutral colour- Hex: #e3ed9 Support tray in RAL 7016.	Yes Maximum 600 cd/m

Planning Policy

The adopted development plan comprises, the 'saved' policies of the Manchester Unitary Development Plan (1995), the Manchester Core Strategy (2012) and the Places for Everyone Plan (2024). The National Planning Policy Framework (2024) and Planning Practice Guidance are material considerations in the determination of this application.

The key policies and guidance are summarised below:

- Unitary Development Plan, Policy DC15 sets out that the regulations require applications for advertisements to consider only the interests of amenity and public safety. Key criteria include being in scale with the locality and relating properly to the site; being unobtrusive; and not being injurious to public safety or adversely affecting the flow of traffic by reason of its position, size or design.
- NPPF, paragraph 141 reiterates that advertisements should be subject to control only in the interests of amenity and public safety. It recognises that the quality and character of places can suffer when advertisements are poorly sited and designed.

- PPG, Advertisements sets out when different forms of consent are required for advertisements, and the key considerations to be had in determining applications. It advises that advertisements for a trade or business sign and advertisements not on the skyline are less likely to create road safety issues as well as those which don't obstruct or impair sight-lines or a road-user's view and illuminated signs which don't result in glare or dazzle or distract road-users. PPG goes on to explain that in assessing amenity (usually understood as visual amenity), the LPA should consider the local characteristics of the neighbourhood and whether the advertisement is in scale and keeping with this.

Planning Assessment

The proposed advertisement consent is sought by Fusion as part of their occupation of the building for student accommodation and the signs are required for wayfinding purposes.

The adverts are not considered excessive with regards to appearance or scale and the proposal will not have a significant visual impact to the character and appearance of nearby listed buildings and the nearby Castlefield Conservation Area. It is considered that the proposals are sensitively designed and respect the setting, character and appearance of the conservation area.

The proposal is therefore considered to be compliant with Policy DC15 of the UDP, the NPPF and PPG.

Conclusion

I look forward to receiving confirmation of this application's validation, however if there are any queries or you require any further information to assist in your assessment of the application, please do not hesitate to contact me.

Yours sincerely



Claire Walker MRTPI MRICS

Partner, Cushman & Wakefield Planning