

12 December 2025

Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA
FAO Jennifer Atkinson

Dear Jennifer,

325-327 Deansgate, Manchester – Advertisement Consent Application for the Installation of New External Signage

Please find enclosed an application (the “Application”) submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereafter referred to as the ‘Advertising Regulations’). This Application is submitted by Jedi Deansgate Ltd (the “Applicant”).

The Application is for Advertisement Consent to install 5no. external signage to 325 Deansgate, Manchester City Centre (the “Proposed Advertisements”). Further details are provided under “Proposed Advertisements” section of this Letter.

The Site

The Site (hereby referred to as ‘325 Deansgate’) is located in Manchester City Centre and is bounded by Trafford Street and the Deansgate public house to the north, Century Street to the east, Whitworth Street West and the Deansgate-Castlefield Metrolink stair and lift core to the south, and Deansgate and the Deansgate public house to the west.

Background

On 26 June 2020, Planning Permission was granted for 325 Deansgate development (ref: 125804/FO/2019), this has been subject to various amendments with a Minor-Material Amendment approved on 22 January 2024 (ref: 139059/JO/2024). This is the operative consent.

An application to discharge the Signage Strategy Conditions (38 and 39) to 139059/JO/2024 is submitted concurrently.

A further amendment application is to be submitted shortly for internal, external and landscape changes.

Pre-Application Consultation

This Application is submitted following pre-application engagement with the Local Planning Authority's planning officer via email, Teams Meetings and in person site visit on 13 October 2025 where the scope and format of this Application have been agreed in-principle.

Proposed Advertisements

The Application seeks permission for 5no. external signage ("Hampton by Hilton" building signs) at 325 Deansgate, Manchester. 4 of the Proposed Advertisements will be illuminated.

The Proposed Advertisements are affixed onto 325 Deansgate façades facing onto Trafford Street (north façade), Century Street (east façade), Whitworth Street (south façade) and Deansgate (west façade). Please refer to approved Elevation Drawings pack of the Site submitted in support of this Application for reference (Drawing Ref: 11709_HBHManchester_251203).

Details of the Proposed Advertisements are included within Table 1 below.

Table 1 Details of the Proposed Advertisements

Criteria	Detail
Trafford Street (north façade of the Site)	
The dimensions of the proposed advertisements (h x w x d)	3942 x 9748 x 150 mm
Maximum height from ground to the base of the advertisements	59930mm
Maximum projection from building / structure	400mm – low point in cladding to face of letters.
The maximum height of any individual symbols and letters	2664mm

Criteria	Detail
The colour of the text and background	Black letter returns. White by day, red by night illuminated faces. Powder coated aluminium background to match black terracotta cladding.
Material of the proposed sign	Fabricated aluminium backtrays and framework, with opal acrylic face and red vinyl applied to second face.
Internal / External Illumination	Internal
Illumination levels (cd/ m ²)	450 cd/m ²
Static or intermittent illumination?	Static
Century St (east façade of the Site)	
The dimensions of the proposed advertisements (h x w x d)	2600 x 6439 x 150mm
Maximum height from ground to the base of the advertisements	68880 mm
Maximum projection from building / structure	580mm – low point in cladding to face of letters.
The maximum height of any individual symbols and letters	1759 mm
The colour of the text and background	Black letter returns. White by day, red by night illuminated faces. Powder coated aluminium background to match white terracotta cladding.
Material of the proposed sign	Aluminium rim and return letters. Opal acrylic faces. Mild steel brackets. Mild steel rails.
Internal / External Illumination	Internal

Criteria	Detail
Illumination levels (cd/ m ²)	450 cd/ m ²
Static or intermittent illumination?	Static
Whitworth St (south façade of the Site)	
The dimensions of the proposed advertisements (h x w x d)	2500 x 1009 x 76 mm
Maximum height from ground to the base of the advertisements	13600 mm
Maximum projection from building / structure	0 mm – flush to wall.
The maximum height of any individual symbols and letters	907mm
The colour of the text and background	Black letter returns. White faces. Brick slip background.
Material of the proposed sign	Aluminium rimless letters, opal acrylic faces, foamex backtrays.
Internal / External Illumination	Internal
Illumination levels (cd/ m ²)	450 cd/m ²
Static or intermittent illumination?	Static
Deansgate High Level (west façade of the Site) W.04	
The dimensions of the proposed advertisements (h x w x d)	2600 x 6439 x mm x 150mm

Criteria	Detail
Maximum height from ground to the base of the advertisements	68880 mm
Maximum projection from building / structure	580 mm – low point in cladding to face of letters.
The maximum height of any individual symbols and letters	1759 mm
The colour of the text and background	Black letter returns. White by day, red by night illuminated faces. Powder coated aluminium background to match white terracotta cladding.
Material of the proposed sign	Aluminium rim and return letters. Opal acrylic faces. Mild steel brackets. Mild steel rails.
Internal / External Illumination	Internal
Illumination levels (cd/ m ²)	450 cd/m ²
Static or intermittent illumination?	Static
Deansgate Brand Plaque (west façade of the site)	
The dimensions of the proposed advertisements (h x w x d)	300 x 188 x 6mm
Maximum height from ground to the base of the advertisements	1600 mm
Maximum projection from building / structure	6 mm

Criteria	Detail
The maximum height of any individual symbols and letters	63mm
The colour of the text and background	Black lettering with silver background
Material of the proposed sign	Etched stainless steel infilled in Ral 9005 Matt Black
Internal / External Illumination	N/A
Illumination levels (cd/ m ²)	N/A
Static or intermittent illumination?	N/A

Planning Policy Considerations

This Section sets out the key legislative requirements, local planning policies and material considerations for the Proposed Advertisements.

Legislative Requirements

Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires all advertisements to be installed subject to the following conditions:

- No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
- No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
- Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and

- If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Compliance with Legislative Requirements

The Proposed Advertisements meet the five standard conditions as set out under Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as the Applicant owns the building on which the Proposed Advertisements are installed. The Proposed Advertisements have been designed to be complementary to the building and cohesive with the properties within the Deansgate area.

The Proposed Advertisements have been positioned to avoid obscuring or hindering the interpretation of any official road sign. Their placement ensures clear visibility of all existing official signage and will not compromise the safe use of any transport mode or cause a distraction to road users. The Proposed Advertisements will be maintained in a condition which does not impair the visual amenity of the Site.

The height of Proposed Advertisements will be well above the height of pedestrians, therefore not impacting upon public safety. In addition, the proposed illumination to the Proposed Advertisements will help with legibility during evenings, enhancing public safety. Illuminated signs will be illuminated at a level of 450 cd/m² which is suitable for the functional requirements of building identification.

In light of the above, it is considered that the proposed signs will not have an adverse impact on amenity or safety and are therefore in line with legislative requirements.

Relevant Planning Policy Documents and Material Considerations

- National Planning Policy Framework (NPPF) (2024, with minor updates introduced in February 2025)
- Manchester Core Strategy (2012) and addendum (2024)
- Saved policies of the Unitary Development Plan (UDP) (2006)

Relevant Policies

Paragraph 141 of the NPPF notes the importance of quality and design of advertisements in affecting the quality and character of places, emphasising on the impact of advertisements on amenity and public safety.

Manchester Core Strategy Policy DM1 'Development Management' states that development proposals should have regard to appropriate siting, layout, scale, form, massing, materials and details, considering the surrounding context, character of the area and impact of the proposals.

Manchester Core Strategy Policy SP1 'Spatial Principles' states that development in all parts of the City should make a positive contribution to neighbourhoods through the

creation of well-designed places that enhance or create character whilst protecting the built environment.

UDP saved Policy DC15 'Advertisements, Hoardings and Posters' states that applications for advertisement consent should have consideration for the safety and amenity of the public. Proposals should not harm the character or architectural features of a building and should be in scale with the locality and relevant building. Proposed advertisements should be unobtrusive and should not adversely affect traffic flow or public safety.

Compliance with Planning Policy and Guidance

The principle of the proposed advertisements has been agreed with the Local Planning Authority (LPA). The signage for the Hampton by Hilton hotel has been designed to complement the architectural quality of the building and its location within Deansgate. Its scale and contemporary design are proportionate to the new 22-storey hotel and align with the vibrant, modern character and evolving architectural landscape of the area. Robust and durable materials have been selected to ensure the sustained good condition of the advertisements as long as they remain in situ.

The proposed advertisements do not sit in a conservation area, or an area of special advertisement control, nor do they directly impact upon the listed arches.

As noted above, the proposed advertisements are positioned and designed to ensure they do not impact the safety and amenity of our public or transport operatives.

As such, the proposed advertisements are in full accordance with relevant legislation, planning policies, and material considerations, as outlined in this application.

Summary

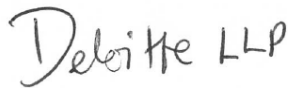
In addition to this Covering Letter, the Application also comprises the following supporting information:

- Application Form prepared by Deloitte.
- Detailed Design Drawings and Elevations (Ref: 11709_HBHManchester_251203) prepared by Lakeside Signs
- North Elevation Drawing (Ref: N.01 - Rev 15.10.25 - Hampton Manchester) prepared by Lakeside Signs
- West and East Elevation Drawing (Ref: W.04 E.01 - rev bracket postions 02.12.25) prepared by Lakeside Signs

This Application is submitted via the Planning Portal under reference: PP-14433819. The requisite fee of £168.00 (including £85.00 service fee) has been paid through Planning Portal.

We would be grateful if you could notify us of validation of the Application and please do not hesitate to contact my colleagues Niall Alcock (0161 455 6787 / nalcock@deloitte.co.uk), Rachel Poole (0161 455 6272/ rpoole@deloitte.co.uk) or Lottie Hales (07345 029777 / lohales@deloitte.co.uk).

Yours sincerely

A handwritten signature in black ink that reads "Deloitte LLP". The signature is written in a cursive, slightly stylized font.

For Deloitte LLP