Euan Kellie PROPERTY SOLUTIONS

Neo
9 Charlotte Street
Manchester
M1 4ET

www.euankellie.co.uk

Development Management
Manchester City Council
Floor 6 Town Hall Extension
Albert Square
Manchester
M60 2LA

Our Ref: EKPS/260105/KP

Submitted via the Planning Portal
(Reference PP-15003472)

17 June 2026

For the attention of Jack Naven

Dear Sir or Madam,

Application for Advertisement Consent: 125 Deansgate, Manchester, M3 2BY

On behalf of our client, JMW Solicitors LLP ("the Applicant"), I am pleased to confirm the submission of an application for advertisement consent for:

> ***"The erection of illuminated external facia signage at 125 Deansgate"***

The application was submitted today via the Planning Portal (PP-15003472)).

Supporting Plans and Documents

The application comprises:

- Application Form and Relevant Fee
- Site Location Plan
- Proposed Signage Details prepared by lustalux

Site Location

The application site ("the Site") comprises 125 Deansgate, Manchester. 125 Deansgate is a 11-storey office building and this application seeks Advertisement Consent for new facia signage to sit above the main entrance to the building, which is located on Deansgate.

Deansgate is a vibrant route at the heart of the city centre's commercial core which has a range of different commercial buildings fronting onto it, including some historic properties.

The Proposed Development

This application proposes a single illuminated external facia sign comprising the Applicant's logo. Details of the signage are provided within the accompanying Proposed Signage Details produced by lustalux.

Euan Kellie Property Solutions is the trading name of Euan Kellie Property Solutions Limited.
Registered Company Number: 08510332. VAT Number: 166 1177 09.

Regulated by RICS

In summary, this application seeks advertisement consent for an illuminated acrylic facia sign depicted the 'JMW' logo to be located above the main entrance (located on Deansgate) to the office building known as 125 Deansgate.

Relevant Planning Applications

Manchester City Council ("MCC") granted planning permission for 125 Deansgate under planning permission ref. 110078/FO/2015/C1 which was subsequently amended by permission ref. 114232/JO/2016.

Condition 19 of the planning permission ref. 114232/JO/2016 requires submission of a signage strategy. This condition was subsequently discharged under application ref. CDN/20/0027, however, the approved proposals were very specific rather than approving an agreed signage strategy. With this in mind, and following consultation with MCC Planning Officer Jack Naven, it has been agreed that an application for Advertisement Consent should be submitted for the currently proposed signage, notwithstanding it follows the principles of that which has been previously agreed under application ref. CDN/20/0027.

The signage approved under application ref. CDB/20/0027 is attached as an appendix to this letter.

Relevant Policy Considerations

Manchester's Development Plan comprises of the Manchester Core Strategy adopted in 2012 and Places for Everyone adopted in 2024.

Relevant policies of the adopted Manchester Core Strategy include:

- **Policy CC 9** requires the design of new buildings to be of the highest standard in terms of appearance and function, and any new development in the City Centre to preserve or enhance designated heritage assets, including listed buildings and conservation area.

- **Policy DM 1** requires all new development to have regard for surrounding areas in terms of the design, scale and appearance, effects on amenity (i.e. light, noise and road safety), existing environmental conditions, accessibility and built heritage.

- **Policy EN 1** expects new development to take opportunities to enhance the overall image of the City.

- **Policy EN 3** encourages new developments to complement and take advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

- **Policy SP 1** requires new development to enhance or create character, protect and enhance the built and natural environment, minimise emissions and ensure efficient use of natural resources.

Relevant policies of the adopted 'Places for Everyone' sub-regional plan include:

- **Policy JP-P1** requires development, where appropriate, to conserve and enhance the historic environment, respect the character and identity of the locality in terms of design, siting, size, scale and materials used, and be visually stimulating and high-quality in design, including the use of durable, robust materials that weather well and are easily maintained.

- **Policy JP-P2** requires the positive management of heritage, and particular consideration to be given to the protection of the significance of key elements of the historic environment which contribute to Greater Manchester's distinctive identity and sense of place.

In addition to the above, **Paragraph 141** of the National Planning Policy Framework ("NPPF") confirms that the quality and character of places can suffer when advertisements are poorly located and designed. It also confirms that signage should be simple, efficient and effective, and subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

MCC's 'Shopfront and Signage Design Guide' also states, in relation to fascia signage:

> ***"Fascia signage should align with the existing shopfront features and sit within the shopfront frame (i.e. pilasters). It should not obscure or conceal the shopfront windows and any architectural detailing.***
>
> ***New fascia signage in the form of individually cut letters and traditional signwriting would generally be acceptable in all circumstances.***
>
> ***Overtly reflective acrylic boards and aluminium panels, gloss vinyl, PVC cladding or similar would not be considered acceptable for new fascia signage."***

Section 12 of MCC's 'Guide to Development' which provides guidance in relation to the 'City Centre' states the following in relation to 'Development Quality':

> ***"building fronts and associated signage"... "are all elements which influence the visual appearance of the City Centre, and their detailed design will be important in enhancing the quality of the environment."***

Planning Policy Appraisal

Given the limited scope and nature of the proposed signage, the assessment against local and national planning policy and material considerations is limited.

Visual Amenity and Good Design

The proposed signage is similar in nature, scale and appearance to the current 'Spaces' signage which is located on the building. It is a suitable size for its context and is located above the revolving door. It is therefore considered appropriate in the commercial nature of the Site and wider setting.

The proposed signage is of a high quality, has regard for the surrounding environment, will enhance the overall image of the building, will complement and enhance the design of the building, in line with relevant Development Plan policies and the Guide to Development.

The proposed signage is considered to be simple, effective and efficient, and therefore compliant with the requirements of the NPPF (Para. 141).

The proposed signage also comprises individual letters which will not obstruct the building frontage, in line with MCC's Shopfront and Signage Design Guide'.

Public Safety

The proposed location of the signage is arranged so not to be to the detriment of public safety. It will not cause obstruction nor distraction.

The illumination of the signage is typically limited to a low level (maximum 202 cd/m2) and therefore will not pose a public safety threat.

Summary

To conclude, the proposed fascia signage is intended to form an advertisement on a business premises and to promote safety and efficient ease of movement for pedestrians visiting the office building. The proposed signage, which is typical of other professional businesses, is considered wholly appropriate and suitable at the proposed site and location and is not deemed to constitute clutter or be to the detriment of amenity nor public safety.

As a result, the proposals are compliant with the Development Plan, specifically Core Strategy Policies C9, DM1, EN1, EN3, SP1, Places for Everyone Policies JP-S1, JP-S2, JP-P1, JP-P2 and Paragraph 141 of the NPPF.

We would be grateful if you could confirm receipt of this advertisement consent application and confirm in writing that it has been successfully registered and validated.

Kind Regards.



Enc. Application for Advertisement Consent
Appendix 1 – Currently approved 'Spaces' signage

CLIENT:

IWG Group

PROJECT:

Spaces

SITE REFERENCE:

Deansgate, Manchester M3 2LH

PRODUCT TYPE / DOCUMENT TITLE:

Signage

GRAPHIC *International*

Sign and Graphic Solutions Made Simple

DESIGN REGISTER

Our design information is issued as a multi-page document. Each document has a unique number and each drawing or page a sequential number of that. Individual drawing/pages within a document have a revision status marked by a letter and a red rev' cloud on the drawing. Each document issue is marked by a number, the table below provides a history of this document.

ISSUE :	DATE :	DESIGNER :	CHECKED :	APPROVED :	DESIGN STATUS :	SUMMARY OF ISSUE :
A	29/04/19	DB	DB		For Approval	Drawing first issued

RISK ELEMENTS

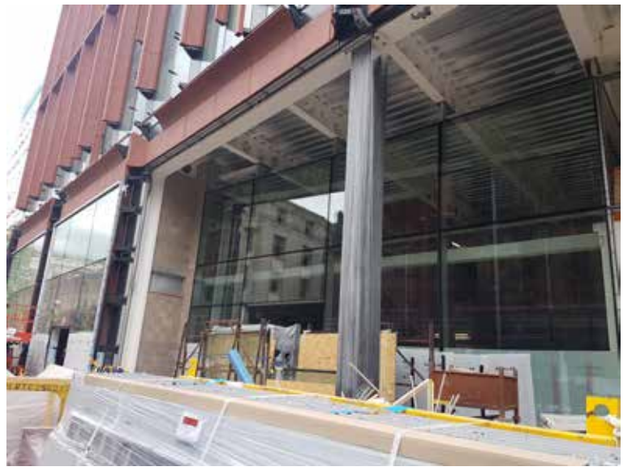
During design development risks are identified on drawings/pages using a bold red dashed box. This could be information or detail yet to be confirmed leading to risk in proceeding or ones that remain in the design but highlighted to reduce risk to construction, safety, health or the environment. The table below shows numbered risk and how these have been managed.

RISK No :	DESCRIPTION OF RISK:	RESOLUTION AGREED:

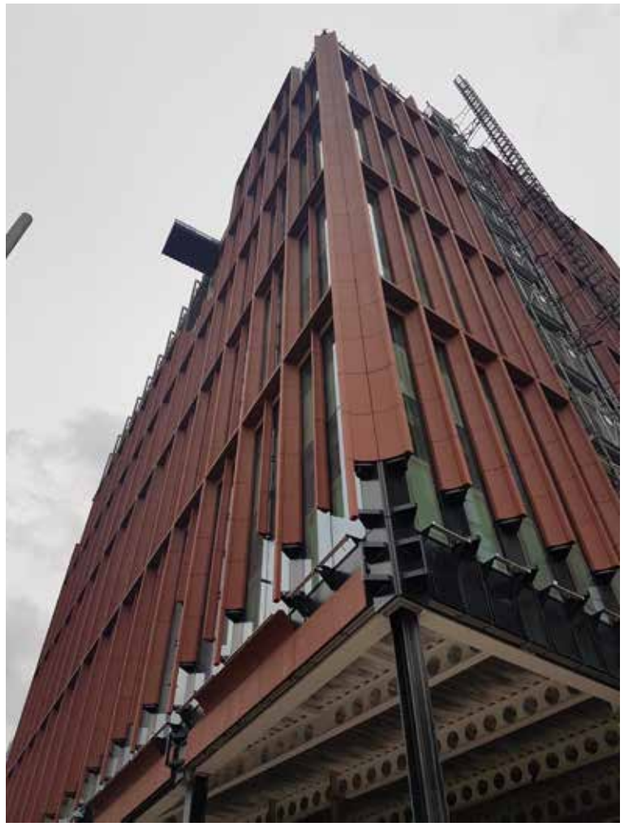
GRAPHIC International
Sign and Graphic Solutions Made Simple

Date:	Description:	Designer:	Scale:	Dwg No:
29/04/2019	Signage	Daniel Blake William Boddy Joe Gaffney	NTS @ A3	REG-SP-DGM-0001

This drawing and the designs depicted are the property of Graphic International and may not be reproduced or amended except by written permission.
No liability will be accepted for amendments made by other persons.













CGI Drawing

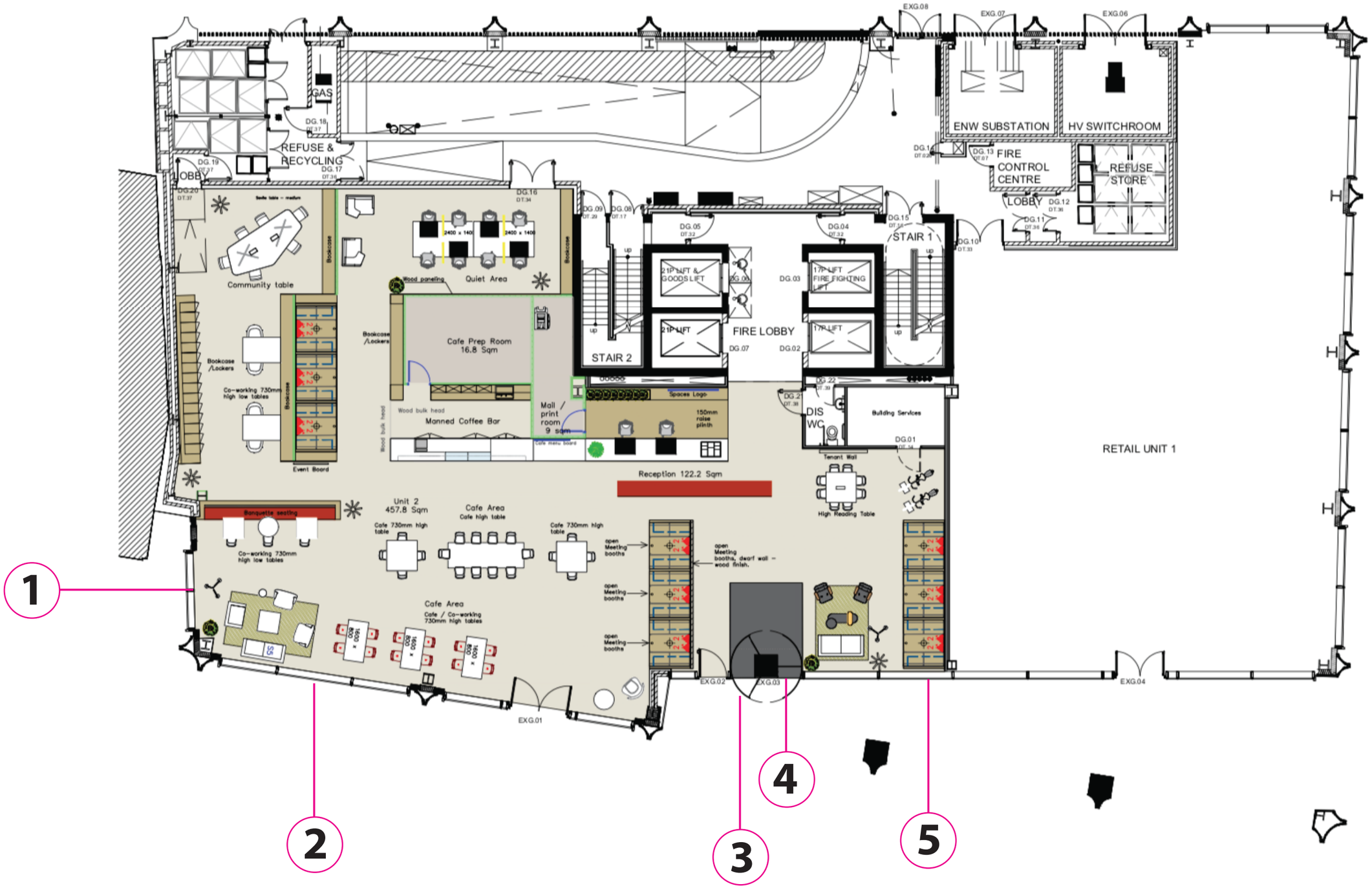
Building Exterior

Deansgate Manchester is currently under construction and as such we have been unable to conduct a full site survey to ascertain the best areas for signage, we have based this document on the available information presented to us from Wagstaff.

GRAPHIC International
Sign and Graphic Solutions Made Simple

Date:	Description:	Designer:	Scale:	Dwg No:
29/04/2019	Signage	Daniel Blake William Boddy Joe Gaffney	NTS @ A3	REG-SP-DGM-0002

This drawing and the designs depicted are the property of Graphic International and may not be reproduced or amended except by written permission.
No liability will be accepted for amendments made by other persons.

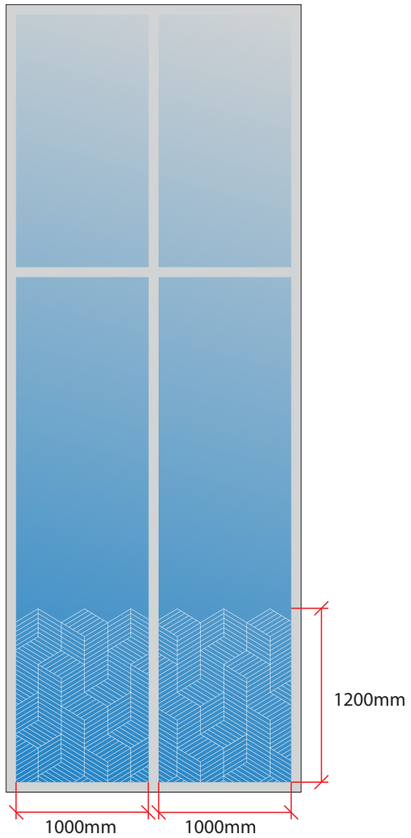


GRAPHIC International
Sign and Graphic Solutions Made Simple

Date:	Description:	Designer:	Scale:	Dwg No:
29/04/2019	Signage	Daniel Blake William Boddy Joe Gaffney	NTS @ A3	REG-SP-DGM-0003

This drawing and the designs depicted are the property of Graphic International and may not be reproduced or amended except by written permission.
No liability will be accepted for amendments made by other persons.

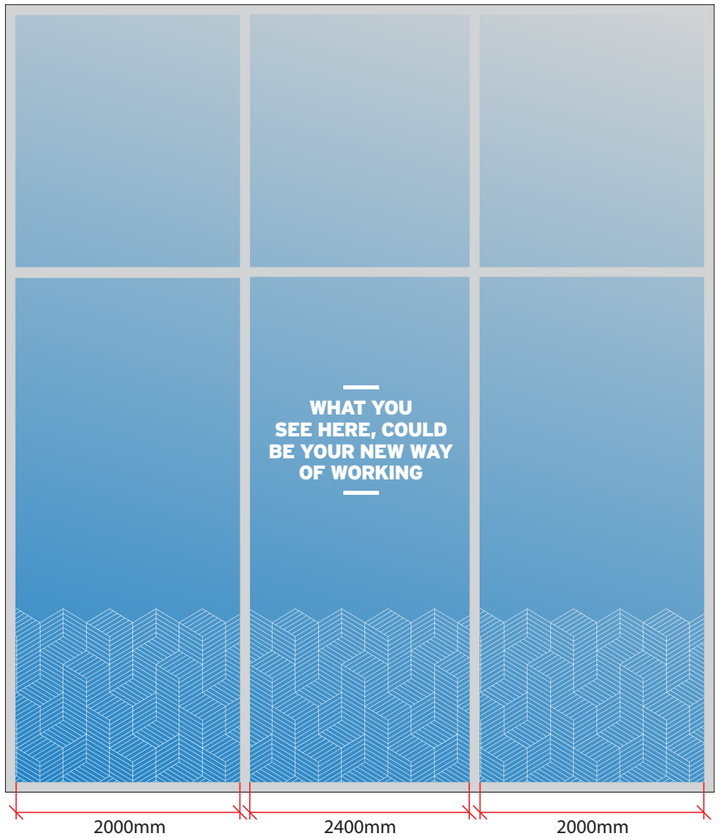
1



Window Graphics

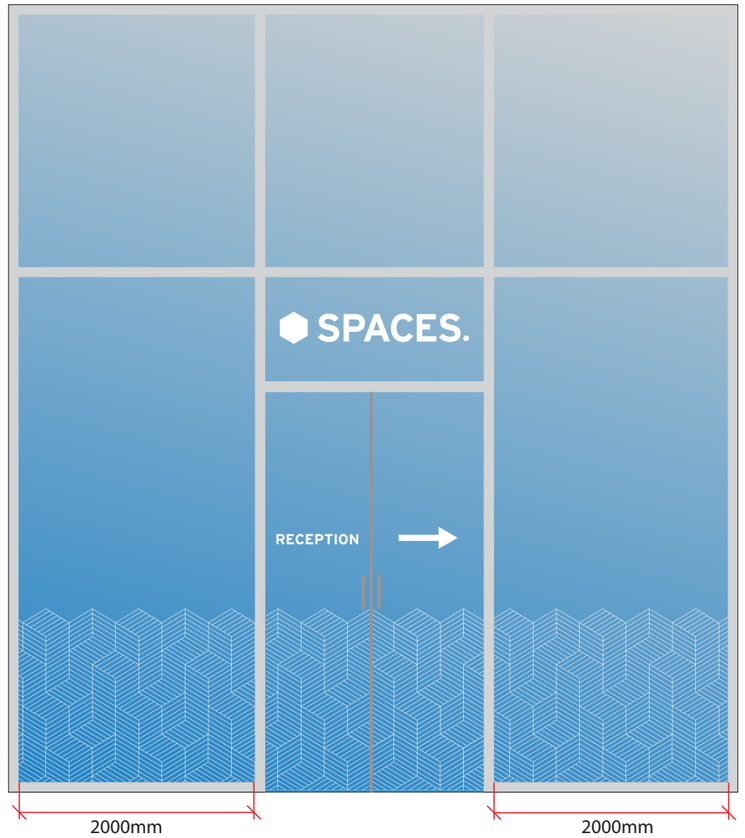
CAD Cut white Spaces pattern
to be applied internally across
glazing at 1200mm from
finished floor level.
All sizes estimated due to building
still being under construction.

2



Window Graphics

CAD Cut white Spaces pattern
to be applied internally across
glazing at 1200mm from
finished floor level, Quote to be
reverse cut from matching white
and also applied internally.
All sizes estimated due to building
still being under construction.



Door Graphics

CAD Cut white Spaces pattern
to be applied internally across
doors at 1200mm from
finished floor level, Logo and
reception lettering to be
reverse cut from matching white
and also applied internally.
All sizes estimated due to building
still being under construction.

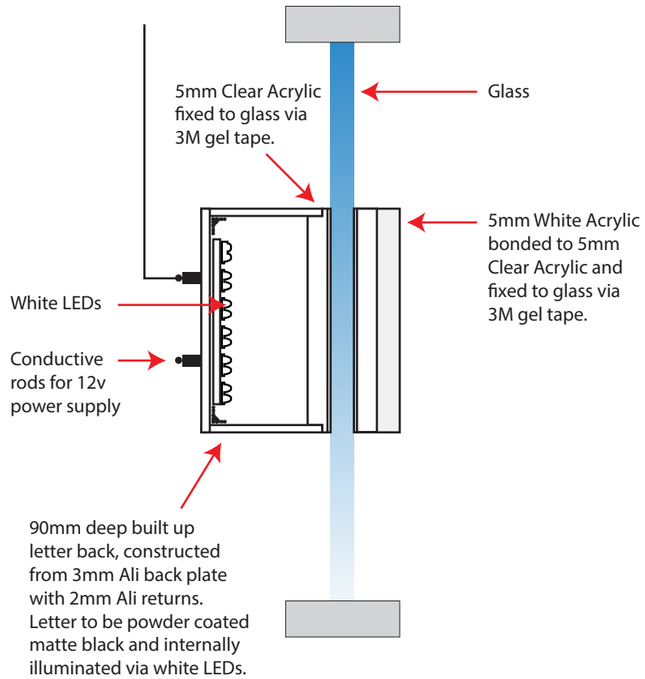
GRAPHIC International
Sign and Graphic Solutions Made Simple

Date:	Description:	Designer:	Scale:	Dwg No:
29/04/2019	Signage	Daniel Blake William Boddy Joe Gaffney	NTS @ A3	REG-SP-DGM-0004

This drawing and the designs depicted are the property of Graphic International and may not be reproduced or amended except by written permission.
No liability will be accepted for amendments made by other persons.

3





Reverse of lettering



Main Entrance Lettering

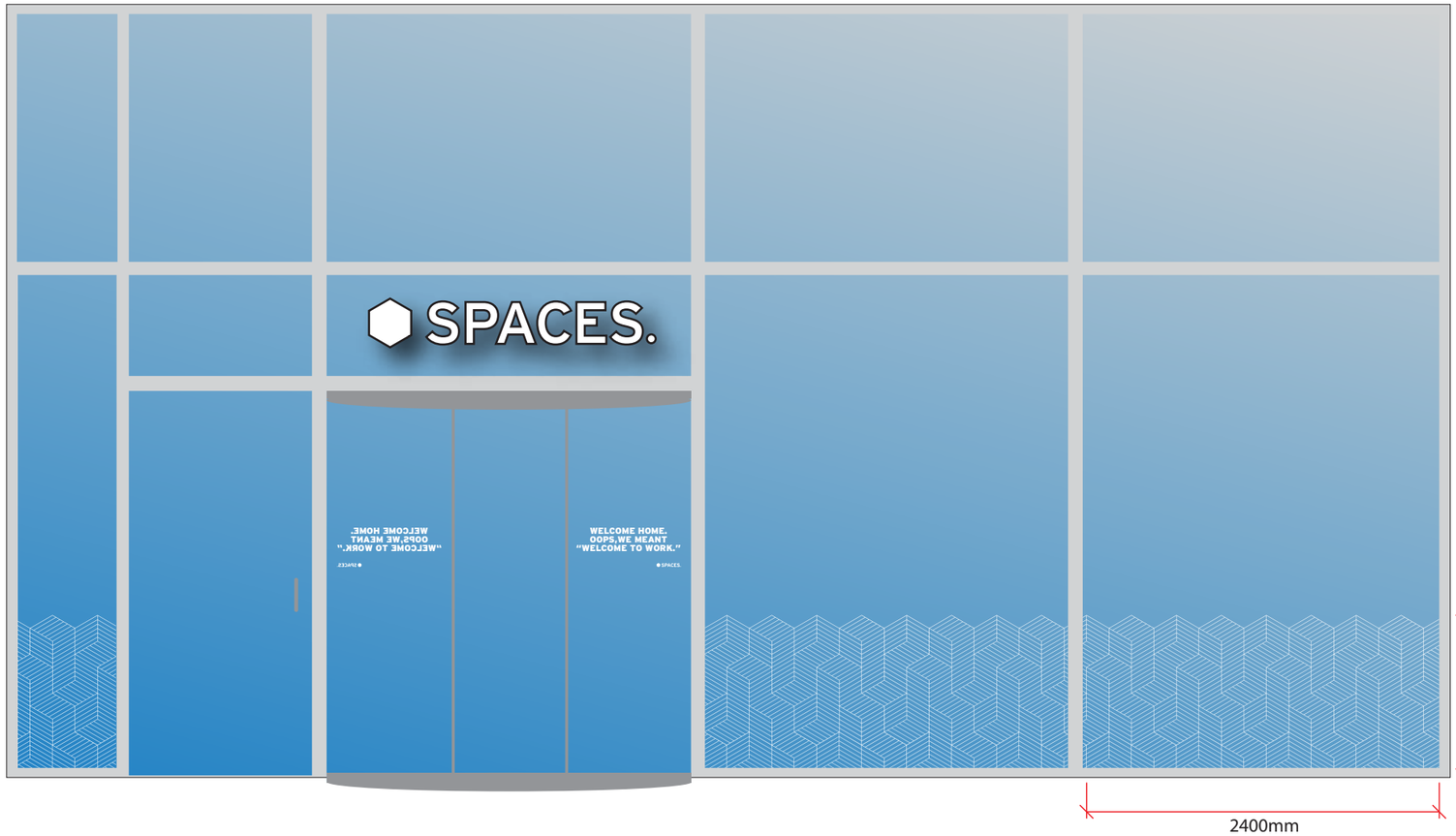
SPACES Logo to be fitted in glazing panel above revolving door, est size 2440mm wide. Letters to be built-up through glass style with 90mm deep rear housing, fixed to glass via 5mm clear acrylic carrier panel and 3M gel tape. Face letters to be manufactured from 5mm White acrylic chemically bonded to 5mm Clear acrylic, router cut and polished for clean effect.
Overall logo size est: 1880mm x 320mm

GRAPHIC International
Sign and Graphic Solutions Made Simple

Date:	Description:	Designer:	Scale:	Dwg No:
29/04/2019	Signage	Daniel Blake William Boddy Joe Gaffney	NTS @ A3	REG-SP-DGM-0005

This drawing and the designs depicted are the property of Graphic International and may not be reproduced or amended except by written permission.
No liability will be accepted for amendments made by other persons.

5



Window Graphics

CAD Cut white Spaces pattern
to be applied internally across
glazing at 1200mm from
finished floor level.
All sizes estimated due to building
still being under construction.

4

Revolving Door Graphics

Quotes to be CAD cut in reverse
White vinyl and applied internally.
All sizes estimated due to building
still being under construction.

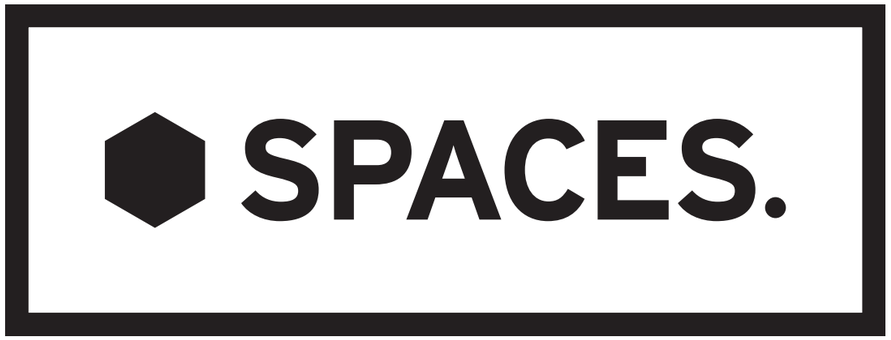


GRAPHIC International
Sign and Graphic Solutions Made Simple

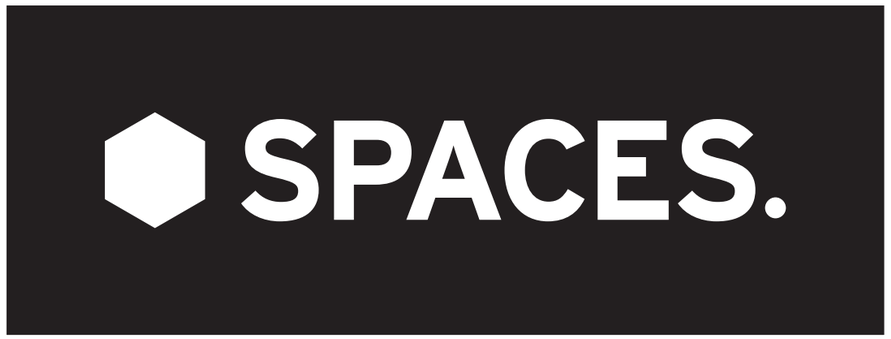
Date:	Description:	Designer:	Scale:	Dwg No:
29/04/2019	Signage	Daniel Blake William Boddy Joe Gaffney	NTS @ A3	REG-SP-DGM-0006

This drawing and the designs depicted are the property of Graphic International and may not be reproduced or amended except by written permission.
No liability will be accepted for amendments made by other persons.

Acrylic panel - Version A



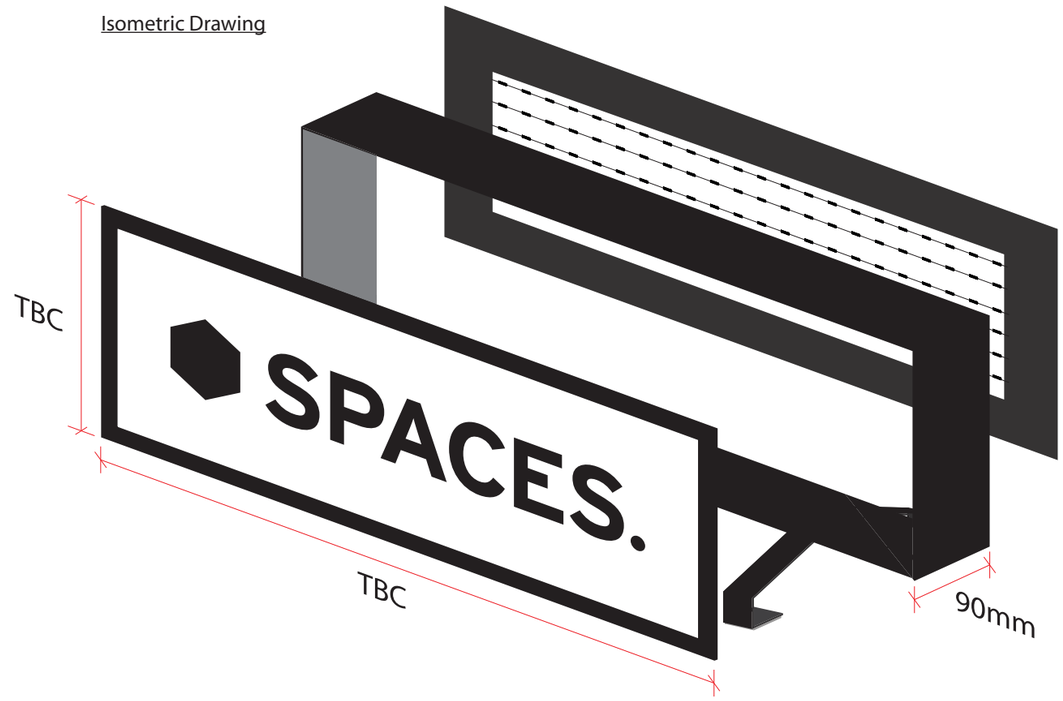
Acrylic panel - Version B



Rear box



Isometric Drawing



Front View



Light Boxes

Frame constructed from Black aluminium extrusion with 5mm acrylic front panel and 3mm ACM back panel, feet to be constructed from 3mm powder coated aluminium with anti slip rubber to bottom.
These could also be hanging from M5 chain and clips or M5 drop rod depending on building construction.

We have identified a number of locations suitable for either 1000mm or 2000mm light boxes to be used, however due to the building still beign under construction a full survey will be required to confirm placement and manufacture.

GRAPHIC International
Sign and Graphic Solutions Made Simple

Date:	Description:	Designer:	Scale:	Dwg No:
29/04/2019	Signage	Daniel Blake William Boddy Joe Gaffney	NTS @ A3	REG-SP-DGM-0007

This drawing and the designs depicted are the property of Graphic International and may not be reproduced or amended except by written permission.
No liability will be accepted for amendments made by other persons.