

Planning

Growth & Development

Delegated officer report for planning application

Application no. 144725/AO/2025

Date registered valid: 7 January 2026

Proposal: Installation of 2no. internally illuminated projecting signs, 1no. internally illuminated high level fascia sign and 1no. internally illuminated individual letter sign.

Address: Novotel Manchester Centre Hotel, 21 Dickinson Street, Manchester, M1 4LX

Ward(s): Deansgate Ward

Applicant: Ms Antonia Externbrink a&o Hotels

Agent (if any): Mr Lewis Shorter Odysea Signs Limited

Case officer: Lea Joseph
Tel: 0161 227 3644
Email: lea.joseph@manchester.gov.uk

Recommendation: **Approve**

Date of recommendation: **02 February 2026**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 16 January 2026

Standard consultations:

Printed: 13 January 2026 Expired: 3 February 2026

Neighbour notifications

Printed: 13 January 2026 Expired: 3 February 2026

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

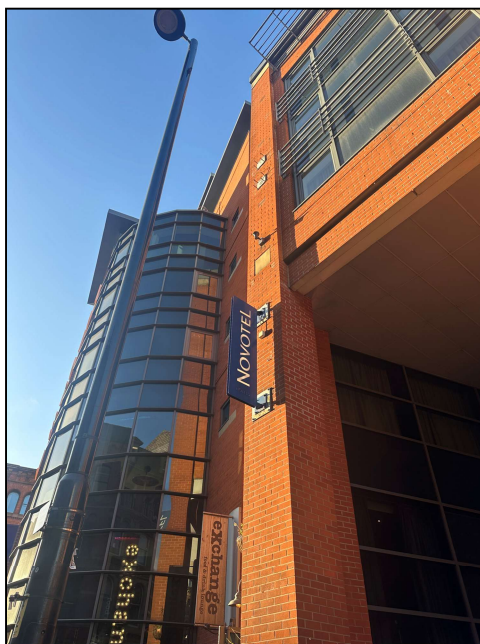
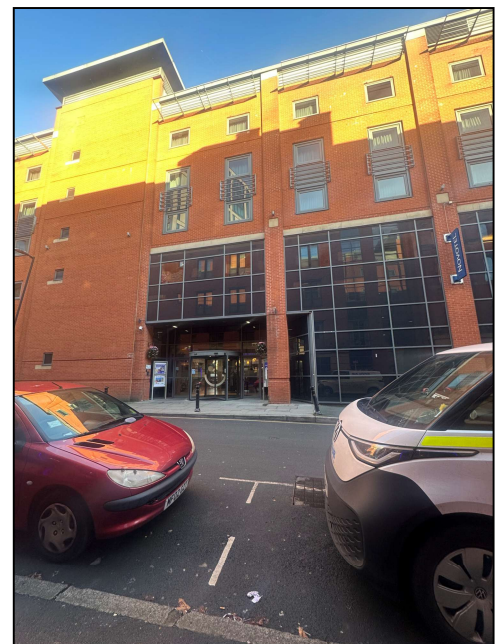
Listed building: Not applicable

Conservation area: George Street Conservation Area 1985

Tree Preservation Order:



The application site forms one unit along a mixed-use block. Which is bookend by the application site to the west and the Ibis, also recently purchased by the applicant, to the east. The building is a 2000s red brick structure of four storeys. The building wraps around three blocks and is bounded by St James St, Portland Street and Dickinson Street. Faulkner Street runs through the partially enclosed courtyard on the site. The application site sits on the corner of Portland Street, with a glazed entrance at Dickinson Street.



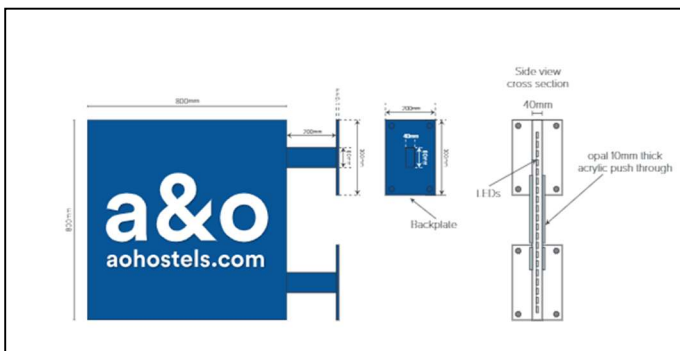
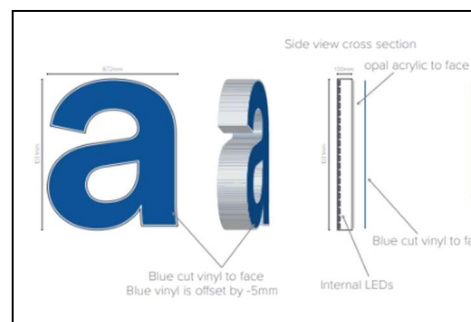
From left to right: Faulkner Street, existing projecting sign on Dickinson Street, Dickinson Street entrance.

Description of area

The area is characterised by modern buildings and varying Class E uses including hotels, offices, bars and restaurants. Portland Street channels pedestrians, cyclists and vehicles moving between highly active areas of the City Centre such as Market Street, Piccadilly, Piccadilly Gardens, Princess Street, Chorlton Street and Sackville Street. The area has a vibrant character and is composed of largely modern buildings. Chorlton Coach Station, Piccadilly Gardens tram stops and bus stop, and Piccadilly Train Station are all in close proximity to the site. Chinatown borders the site and contributes to the area's overall sense of place. The area is covered by the George Stret Conservation Area. Nearby listed buildings include 32 Dickinson Street (Grade II), no.110-114 Portland Street (Grade II), GII no.113-119 Portland Street (Grade II), no.109 and 111 Portland Street (Grade II).

Description of development

Advertisement consent is sought for the installation of no.2 internally illuminated individual letter signs and no.1 internally illuminated projecting sign.



Planning History

090511/AO/2009/C2 | Installation of 2no. replacement projecting signs and 1 no. individual letter sign. Approved Feb 2010.

Consultations & Notification Responses

Publicity

Letters have also been sent out to local businesses and residents. No representations have been received.

Highway Services – No objections. Sufficient headroom clearance on fascia signs, no expected negative impact on adjacent highways. Projection Over License will be required for 1no. proposed sign.

Environmental Health – No objections. Illuminated signage should be installed in accordance with the illuminations levels stated in the application form.

Policy

Town and Country Planning (Control of Advertisements) 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:

Saved Unitary Development Plan Policy

DC14 Shopfronts and Related Signs

DC18 Conservation Areas

Manchester Core Strategy (2012-2027)

SP1 Spatial Principles

DM1 Development Management

CC9 Design and Heritage

Places for Everyone Joint Development Plan (2024-2039)

JP-P2 Heritage

Other Material Considerations:

National Planning Policy Framework (2019)

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.

Draft National Planning Policy Framework (NPPF) (2025)

The government has published a consultation National Planning Policy Framework which is intended to improve housebuilding rates through a clearer, more predictable and faster policy basis for decision and plan making.

Whilst this is a draft NPPF for consultation it is considered that the development proposals are in accordance with the general thrust of policy contained within it. As set out in the printed report no adverse impacts have been identified through consideration of the application proposals that would outweigh a positive decision in this instance.

Issues

Visual Amenity and Impact on the Character of the Historic Environment



Policy DC14 and the Shopfront and Signage Design Guide require that proposed advertisements respect the architectural features and overall appearance of the application site and the wider character of the area. The proposed individual letter takes precedence from the existing in its locations. The proposed 1no. projecting is located at the entrance, thereby creating a more visually cohesive frontage on Dickinson Street than the existing. The overall signage is not considered to be excessive; the proposed siting is considered to be harmful to the appearance of the application site nor to the wider streetscape. This area has a commercial character, as such the proposed signage would not be out of place in the area.

Policy DM1 states that materials form a consideration in all development proposals. The Shopfront and Signage Design Guide emphasises use of individual letter signage and either high-quality modern materials or traditional materials in proposals of new shopfronts and signage. The proposed signage would be composed of stainless steel and acrylic. As such the proposed materiality is considered to be acceptable.

Policy DM1 and the Shopfront and Signage Design Guide require that proposed advertisements are commensurate in scale to their proposed locations. The proposed signage at the Portland Street and Faulkner Street elevations would measure 3.45m by 2m. The proposed projecting sign would measure 0.8m by 0.8m. As such the proposed signage scale is considered to be acceptable.

Attention must be given to the George Street Conservation area, where the signage would be located. Policy DC18 requires that the impact of signage and advertisements on the character and amenity of the Conservation Area be taken into consideration. Policies CC9 and JP-P2 require that development proposals impacting the heritage environment seek to 'conserve and enhance' their settings.

The site is located within the George Street Conservation Area; the area's historic environment is composed of historic institutional buildings such as the City Art Gallery and Owens College Medical School, as well as former textile warehouses. Chinatown is also within the area, as such the historic environment is varied.

Hotel uses are common throughout the area, particularly on Portland Street. By virtue of the area's commercial nature, the proposed advertisements are not considered to be harmful to the

character or appearance of the conservation and are therefore acceptable pursuant to policies JP-P2 and DC18.

Public Safety

The proposed illumination level of 500cd/m² is not expected to pose any risks to public safety and is therefore acceptable pursuant to policy DM1.

Conclusion

The proposed development is sited and designed, it's appearance would be unobtrusive in the street scene and in character with the surrounding area. The signage would not negatively impact the Conservation Areas character. The proposal is therefore acceptable pursuant to the Shopfront and Signage Design Guide, Manchester Core Strategy policies DM1, SP1 and CC9, Places for Everyone Policy JP-P2, and Unitary Development Plan policies DC18 and DC14.

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 policies 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: Approve

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.

2. The development hereby approved shall be carried out in accordance with the following drawings and documents, received by Manchester City Council as the Local Planning Authority on 27 January 2026:

- Drawing Pack: Signage (Items 1,2,3) Prepared by Odysea Signs

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 and saved policies DC14 and DC18.

3. The maximum luminance of the signage shall not exceed 500 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14.1, and DC18.1, of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 42, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 11, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 33, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 43, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
32 Princess Street, Manchester, M1 4LB
Apartment 8, 30 Princess Street, Manchester, M1 4DA
Apartment 20, 30 Princess Street, Manchester, M1 4DA
Second Floor, 113 - 115 Portland Street, Manchester, M1 6DW
Second Floor 212, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Second Floor, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Second Floor 208, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Third Floor, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
First Floor 106, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Flat 34, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 10, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 31, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 15, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 30, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 18, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 26, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Apartment 14, 30 Princess Street, Manchester, M1 4DA
Apartment 17, 30 Princess Street, Manchester, M1 4DA
Apartment 29, 30 Princess Street, Manchester, M1 4DA
Apartment 23, 30 Princess Street, Manchester, M1 4DA
Apartment 4, 30 Princess Street, Manchester, M1 4DA
109 - 111 Portland Street, Manchester, M1 6DN
Suite 4B Fourth Floor, 113 - 115 Portland Street, Manchester, M1 6DW
Fourth Floor Suite 4C, 113 - 115 Portland Street, Manchester, M1 6DW
Second Floor 214, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
First Floor 1B, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
THE LOANS SUPERMARKET LIMITED, First Floor 107, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
First Floor 105, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Second Floor 206, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Second Floor 205, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Flat 6, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 41, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 1, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 25, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 12, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 46, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Apartment 28, 30 Princess Street, Manchester, M1 4DA
Apartment 15, 30 Princess Street, Manchester, M1 4DA
Apartment 10, 30 Princess Street, Manchester, M1 4DA
Basement, 28 - 32 Princess Street, Manchester, M1 4LB
Apartment 25, 30 Princess Street, Manchester, M1 4DA
Apartment 18, 30 Princess Street, Manchester, M1 4DA
Third Floor 302, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Ground Floor Left, 113 - 115 Portland Street, Manchester, M1 6DW

First Floor Office 102, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
OAK TREE THERAPY, Third Floor 306, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
First Floor 112, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Second Floor 207, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Third Floor 305, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Flat 22, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 38, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 3, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 20, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 16, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
63 George Street, Manchester, M1 4NS
28 - 32 Princess Street, Manchester, M1 4LB
Apartment 26, 30 Princess Street, Manchester, M1 4DA
Apartment 30, 30 Princess Street, Manchester, M1 4DA
Apartment 9, 30 Princess Street, Manchester, M1 4DA
Apartment 22, 30 Princess Street, Manchester, M1 4DA
Fourth Floor, Canton House, 34 Princess Street, Manchester, M1 4JY
Basement And Sub Basement, 111 Portland Street, Manchester, M1 6DN
First Floor 101, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Second Floor Room 209, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Third Floor 304, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
First Floor, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Fourth Floor 4A, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Flat 17, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 27, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 35, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 32, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 44, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 21, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 13, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 40, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Apartment 3, 26 Princess Street, Manchester, M1 4LB
Serviced Apartment 1, 26 Princess Street, Manchester, M1 4LB
Apartment 6, 30 Princess Street, Manchester, M1 4DA
Third Floor, 113 - 115 Portland Street, Manchester, M1 6DW
Fourth Floor 4C, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
OPERATIONS ABROAD WORLDWIDE, Third Floor 301, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Second Floor 212A, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Second Floor Office 211, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Fourth Floor 4B, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Frankies Toasties, 98A Portland Street, Manchester, M1 2GX
Flat 8, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 36, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 5, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 2, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 24, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 19, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Apartment 12, 30 Princess Street, Manchester, M1 4DA
Apartment 7, 30 Princess Street, Manchester, M1 4DA
Apartment 24, 30 Princess Street, Manchester, M1 4DA
Basement And Ground Floor, 113 - 115 Portland Street, Manchester, M1 6DW
Fifth Floor, Gainsborough House, 109 Portland Street, Manchester, M1 6DN

First Floor 1C, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Second Floor Room 210, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Third Floor 308, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Swadesh Restaurant, 98 Portland Street, Manchester, M1 4GX
Flat 39, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 28, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 4, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 47, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 29, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Apartment 32, 30 Princess Street, Manchester, M1 4DA
Apartment 21, 30 Princess Street, Manchester, M1 4DA
Apartment 2, 26 Princess Street, Manchester, M1 4LB
Apartment 16, 30 Princess Street, Manchester, M1 4DA
106 Portland Street, Manchester, M1 4RJ
111 Portland Street, Manchester, M1 6DN
First Floor, 113 - 115 Portland Street, Manchester, M1 6DW
117 - 119 Portland Street, Manchester, M1 6ED
Third Floor 307, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
Ibis Hotel, 96 Portland Street, Manchester, M1 4GX
Flat 37, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 7, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 23, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 9, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Dickinson House, 20 Dickinson Street, Manchester, M1 4LF
Apartment 19, 30 Princess Street, Manchester, M1 4DA
Apartment 27, 30 Princess Street, Manchester, M1 4DA
Apartment 11, 30 Princess Street, Manchester, M1 4DA
Apartment 5, 30 Princess Street, Manchester, M1 4DA
Apartment 31, 30 Princess Street, Manchester, M1 4DA
Canton House, 34 Princess Street, Manchester, M1 4JY
Fourth Floor Right, 113 - 115 Portland Street, Manchester, M1 6DW
Third Floor 303, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
First Floor 108, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
First Floor 111, Gainsborough House, 109 Portland Street, Manchester, M1 6DN
96 Portland Street, Manchester, M1 2GX
Exchange Food & Drink Lounge, 102 Portland Street, Manchester, M1 4GX
Flat 45, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 14, Tuscany House, 19 Dickinson Street, Manchester, M1 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 - George Street Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL