MANCHESTER CITY COUNCIL
Planning
Telephone: 0161 234 4516
planning@manchester.gov.uk
PO Box 532 Town Hall
Manchester M60 2LA

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number: 21

Suffix:

Property Name: Novotel Manchester Centre Hotel

Address Line 1: Dickinson Street

Address Line 2:

Address Line 3: Manchester

Town/city: Manchester

Postcode: M1 4LX

Description of site location must be completed if postcode is not known:

Easting (x): 384068

Northing (y): 397856

Description:

Applicant Details

Name/Company

Title

Ms

First name

Antonia

Surname

Externbrink

Company Name

a&o Hostels

Address

Address line 1

21 Novotel Manchester Centre Hotel Dickinson Street

Address line 2

Address line 3

Town/City

Manchester

County

Manchester

Country

United Kingdom

Postcode

M1 4LX

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Agent Details

Name/Company

Title

Mr

First name

Lewis

Surname

Shorter

Company Name

Odysea Signs Limited

Address

Address line 1

15-17 Middle Street

Address line 2

Address line 3

Town/City

Brighton

County

East Sussex

Country

United Kingdom

Postcode

BN11AL

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

To replace the existing signage at the NOVOTEL Hotel with new updated branding for a&o this will consist off -

Remove the Built up illuminated lettering on the curved wall area which says NOVOTEL to an illuminated flexface sign which will be white with a blue face and white writing.

Remove the NOVOTEL from the entrance and replace with like for like built up illuminated letters which say a&o, the letters will be white with a blue face.

Remove the 2no projection signs and replace for like for like signage which will be in blue with white vinyl applied to either side.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Fascia Sign

Height:
8.5 metres

Width:
0.83 metres

Depth:
0.2 metres

What is the height from the ground to the base of the advertisement?:
8 metres

What is the maximum projection of the advertisement from the face of the building?:
0.2 metres

What is the maximum height of any of the individual letters and symbols?:
60 centimetres

What materials will the advertisement be made of?:
The Flexface sign will be made from an aluminium box section and the face of the sign will be made from a PVC banner material which will be stretched around the aluminium box to ensure a seamless finish.

The colour of text and background:
White text with blue background

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
500 cd/m^2

Will the illumination be static or intermittent?:
Intermittent

Advertisement Type:
Fascia Sign

Height:
8.5 metres

Width:
0.83 metres

Depth:
0.2 metres

What is the height from the ground to the base of the advertisement?:
8 metres

What is the maximum projection of the advertisement from the face of the building?:
0.2 metres

What is the maximum height of any of the individual letters and symbols?:
0.6 centimetres

What materials will the advertisement be made of?:
The Flexface sign will be made from an aluminium box section and the face of the sign will be made from a PVC banner material which will be stretched around the aluminium box to ensure a seamless finish.

The colour of text and background:
White text with blue background

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:
500 cd/m^2

Will the illumination be static or intermittent?:
Intermittent

Advertisement Type:
Projecting or Hanging Sign

Height:
3 metres

Width:
0.8 metres

Depth:
0.15 metres

What is the height from the ground to the base of the advertisement?:
6 metres

What is the maximum projection of the advertisement from the face of the building?:
0.8 metres

What is the maximum height of any of the individual letters and symbols?:
50 centimetres

What materials will the advertisement be made of?:
Steel inner frame and aluminium panels either side

The colour of text and background:
White text with blue background

Will the advertisement be illuminated?:

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

◯ Yes
⊘ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

⊘ Yes
◯ No
◯ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

We have drawings we can send across to show where the new signage will be installed including existing signage, it will be replacing like for like.

Will the proposed advertisement(s) project over a footpath or other public highway?

⊘ Yes
◯ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

15/01/2026

To Date

15/01/2031

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

◯ Yes
⊘ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

⊘ Yes
◯ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

⊘ The agent
◯ The applicant
◯ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

◯ Yes
⊘ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

⊘ Yes
◯ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

◯ Yes
⊘ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.
I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☑ I / We agree to the outlined declaration

Signed

Lewis Shorter

Date

09/12/2025