MANCHESTER CITY COUNCIL
Planning
Telephone: 0161 234 4516
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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

Suffix

Property Name

Diamond Lodge Hotel

Address Line 1

Hyde Road

Address Line 2

Address Line 3

Manchester

Town/city

Manchester

Postcode

M18 7BA

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

Easting (x)

387932

Northing (y)

396230

Description

Applicant Details

Name/Company

Title

Mr

First name

Paul

Surname

Williams

Company Name

B & B Hotels

Address

Address line 1

Diamond Lodge Hotel Hyde Road

Address line 2

Address line 3

Town/City

Manchester

County

Manchester

Country

Postcode

M18 7BA

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Jackson

Surname

Harris

Company Name

Lakeside Signs Limited

Address

Address line 1

Unit 40 Atlantic Business Park

Address line 2

Hayes Road

Address line 3

Sully

Town/City

Penarth

County

Country

GB

Postcode

CF64 5AB

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of 3 high level illuminated signs, x1 illuminated porch sign and reclad existing illuminated totem sign

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

Advertisement Type:
Fascia Sign

Height:
1.8 metres

Width:
1.8 metres

Depth:
0.12 metres

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

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

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

What materials will the advertisement be made of?:
Aluminium panels with fret cut logo with opal acrylic

The colour of text and background:
Sign 1 (x3) - black/green background with white text

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
450 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Fascia Sign

Height:
0.85 metres

Width:
2.6 metres

Depth:
0.06 metres

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

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

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

What materials will the advertisement be made of?:
Aluminium panel with fret cut logo and opal acrylic letters

The colour of text and background:
Sign 2 - black background with green text

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:

450 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
5.4 metres

Width:
2.3 metres

Depth:
0.2 metres

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

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

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

What materials will the advertisement be made of?:
Aluminium panels cloaking existing framework with acrylic face to top section

The colour of text and background:
Sign 3 - black white background with white & green text

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
450 cd/m^2

Will the illumination be static or intermittent?:
Static

Please describe each of the 'Other type(s)' of advertising proposed

Reclad exiting freestanding totem sign

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

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

◯ Yes
⊘ No

Advertisement(s) Period

Advertisement(s) Period

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

From Date

28/04/2026

To Date

27/04/2030

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

Jackson Harris

Date

03/06/2026

Amendments Summary

Added first name and company name to applicant details