MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	131262/AO/2021
Date registered valid:	5 August 2021
Proposal:	Advertisements to ATM
Address:	260 Wilmslow Road, Manchester, M14 6JR
Ward(s):	Fallowfield Ward
Applicant:	Ms Jan Clark Notemachine UK Ltd Russell House, Elvicta Business park, Crickhowell, NP8 1DF
Agent (if any):	
Case officer:	Dave Morris Tel: 0161 600 7924 Email: dave.morris@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**28.09.2021**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 8 September 2021

Standard consultations:
Printed: 13 August 2021 Expired: 3 September 2021

Neighbour notifications
Printed: 13 August 2021 Expired: 3 September 2021

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

This application relates to a wall mounted ATM in the Wilmslow Road elevation of a large commercial unit. The ATM is installed in a coloured panel replacing a display window.

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of area

The property is located on the west side of Wilmslow Road close to its junction with Wilbraham Road within Fallowfield District Centre.

Description of development

Consent is sought to retain the existing advertisements on an ATM.



Consultations & Notification Responses

Local residents/businesses.

No representations received.

Highways

The illuminated panel associated with the ATM features static internal illumination. The luminance level is confirmed as 100cd/m2 which is acceptable and within MCC guidelines.

Policy

Core Strategy

The relevant Core Strategy policy is DM1 which seeks to protect the amenity of an area from the adverse impact of development.

Unitary Development Plan

The relevant saved UDP policy is DC14 which sets down the criteria to be considered in determining application for shop fronts and related signage.

Issues

Principle

Applications for advertisements can only be considered in terms of their impact on Highways safety and amenity.

Highway Safety

Highways have indicated that the lighting levels are within acceptable levels. It is therefore considered that within this district centre location the advertisements will not impact upon highway safety.

Amenity

The proposed sign are quite low key and the building itself contains relatively few signs other than the usual fascia signs. On balance it is considered that the proposed advertisements will not constitute clutter and harm the amenity of the area.

Conclusion

The advertisements raise no issues in terms of highway safety or amenity and are therefore acceptable.

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 polices 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

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to issues arising from the consideration of this application.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

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:
T020343_AI received 5 August 2021
NM-GA-F1-8 received 5 August 2021
Design and Access Statement received 5 August 2021

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Room B Flat 38, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 33, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 27, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 19, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 17, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 9, 5A Wilbraham Road, Manchester, M14 6JS
Flat 6, 5A Wilbraham Road, Manchester, M14 6JS
Flat 4, 5A Wilbraham Road, Manchester, M14 6JS
Flat 43, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 35, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 28, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 36, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 26, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 16, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 48, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 42, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 37, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 36, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 32, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 31, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 26, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 23, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 10, 5A Wilbraham Road, Manchester, M14 6JS
Flat 8, 5A Wilbraham Road, Manchester, M14 6JS
Flat 34, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 32, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 29, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 23, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 49, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 43, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 35, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 30, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 26, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 22, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 22, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 20, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 19, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 16, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 15, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room D Flat 14, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room C Flat 14, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 14, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 5, 5A Wilbraham Road, Manchester, M14 6JS
Flat 45, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 31, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 22, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 47, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 46, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 41, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 46, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Room B Flat 45, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 45, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 44, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 40, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room C Flat 38, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 35, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 34, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 32, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 29, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room D Flat 26, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room C Flat 26, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 1, 5A Wilbraham Road, Manchester, M14 6JS
Flat 25, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 44, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 30, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 39, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 24, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 21, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 43, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 34, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 24, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 21, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 21, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 20, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room D Flat 13, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 13, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 33, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 39, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 37, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 18, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 33, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 31, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 28, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 3, 5A Wilbraham Road, Manchester, M14 6JS
Flat 38, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 49, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 42, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 19, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
14 Boland Drive, Manchester, M14 6DS
Room A Flat 14, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room C Flat 13, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 44, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 37, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 23, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 47, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat Above, 5 - 7 Wilbraham Road, Manchester, M14 6JS
Flat 7, 5A Wilbraham Road, Manchester, M14 6JS
Flat 2, 5A Wilbraham Road, Manchester, M14 6JS
Flat 48, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 20, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 17, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 15, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 40, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 14, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Flat 27, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
258 Wilmslow Road, Manchester, M14 6JR
5B Wilbraham Road, Manchester, M14 6JS
10 Boland Drive, Manchester, M14 6DS
12 Boland Drive, Manchester, M14 6DS
Flat 11, 5A Wilbraham Road, Manchester, M14 6JS
5D Wilbraham Road, Manchester, M14 6JS
Ladybarn House, Wilmslow Road, Manchester, M14 6ND
5C Wilbraham Road, Manchester, M14 6JS
5 - 7 Wilbraham Road, Manchester, M14 6JS
Units 1 To 3, Ladybarn House, Wilmslow Road, Manchester, M14 6ND
Unit 5, Ladybarn House, Wilmslow Road, Manchester, M14 6ND
Unit 6, Ladybarn House, Wilmslow Road, Manchester, M14 6ND
Unit 4, Ladybarn House, Wilmslow Road, Manchester, M14 6ND
Flat 12, 5A Wilbraham Road, Manchester, M14 6JS
Room B Flat 47, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 38, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 29, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 25, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 25, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 18, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 17, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 13, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Flat 13, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room B Flat 49, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 46, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room A Flat 41, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND
Room D Flat 38, Ladybarn House, 2 Moseley Road, Manchester, M14 6ND

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH