

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142855/AO/2025

Date registered valid: 2 May 2025

Proposal: Advertisement consent for the display of internally illuminated ATM Collar signs

Address: 695 - 699 Wilmslow Road, Manchester, M20 6NW

Ward(s): Didsbury East Ward

Applicant: Natwest Group

Agent (if any): Mrs Leah Purvis, Harcroft Consulting Limited

Case officer: Jake Walther
Tel: 0161 234 1632
Email: jake.walther@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 23/06/2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 21/05/2025

Standard consultations:

Printed: 15 May 2025 Expired: 6 June 2025

Neighbour notifications

Printed: 15 May 2025 Expired: 6 June 2025

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/area

The application relates to an existing bank on Wilmslow Road in Didsbury District Centre. The building is a two-storey commercial building finished in red brick with an existing NatWest bank on the ground floor. The area is commercial, in the centre of the Didsbury District Centre.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of development

The applicant is seeking permission for the installation of internally illuminated ATM collar signs.

Consultations & Notification Responses

MCC Highways - The proposed ATM is building mounted and flush with the existing external façade to 52mm, and therefore a Projection Over License not required.

The forecourt area within the vicinity of the ATM is sufficiently wide so that any queuing for the machine can be accommodated without inconveniencing passing pedestrians on the adjacent footway.

Due to the location within the district centre and planned works replacing existing units, it is anticipated that the ATM works will not cause a significant increase to the level of vehicular trips on the surrounding highway. It is expected that many of the ATM users would arrive on-foot, by sustainable modes or park on-street on the surrounding roads.

Cash-in-transit vehicles are expected to service the proposed ATMs as existing, utilising the limited waiting bay to the site frontage.

The illuminated panel associated with the ATM features static internal illumination. The applicant proposed luminance of such signage is stated as 150cd/m², in line with the MCC and Institute of Lighting Professionals 600cd/m² maximum which Highways notes and accepts in principle.

The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk

The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to: highwaynetworkmanagement@manchester.gov.uk

Neighbouring residents / business, as per appendix 1 – No comments or objections received.

Policy

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) - The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:

- Policy DC14.1 – Shops and Related Signs

The Manchester Core Strategy - Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on the 11th of July 2012:

- Policy DM1 - Development Management
- Policy SP1 - Spatial Principles

The National Planning Policy Framework (NPPF, 2024)

- Chapter 7 - Ensuring the Vitality of Town Centres
- Chapter 12 - Achieving Well-Designed Places

Places for Everyone - is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.

- Policy JP-P1: Sustainable Places

Principle

The principal of replacing existing ATM collars with updated ones for an existing bank is acceptable in principle, given these ATMs have been in place with advertisement collars since 1996 (049718/AO/SOUTH1/96) and has featured some form of advertisement around it since its installation.

Visual Amenity

The proposed collar signs are a similar size and position to the existing collar signs, albeit with a new colour palate as part of branding updates to the existing bank. In addition to the new-collar signs. The signage is to be internally illuminated, at 150cd/m², below the recommended maximum of 600cd/m².

Considering the characteristics of the signage, the proposal is not considered to harm the visual amenity of the area as it is relatively standard in design and scale and is in an acceptable position in regard to its distance and relationship Wilmslow Road. The proposed advertisements are therefore considered to have a minimal detrimental impact upon the street scene and visual amenity, particularly given that it would be in-keeping with the existing commercial character of Didsbury District Centre.

Public Safety

The proposed signage is sited a reasonable distance away from the public highway and footpath. It would have static illuminance levels of 150cd/m² in line with Highways' guidance. On this basis, it is considered that the proposal will not harm public safety in and around the site.

Conclusion

Given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual amenity and public safety in accordance with saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies SP1 and DM1 of the Manchester Core Strategy, and chapters 7 and 12 of the National Planning Policy Framework.

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 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 maximum luminance level of the advertisement hereby approved shall not exceed 150cd/m² during non-daylight hours/inclement weather.

Reason - In the interests of pedestrian and highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to saved policy DC15 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

- 3) The development hereby approved shall be carried out in accordance with the following documents:

- Drawing – Location Plan – 02 May 2025
- Drawing – Existing and Proposed Plans and Elevations – 02 May 2025 – Ref: NWSSTP24-P2-010269-EXT-M&S-Construction-001-01
- Application form – Received 02 May 2025 – Ref: PP13975900

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC1 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Costa Coffee, 691 Wilmslow Road, Manchester, M20 6RE
David Pluck, 693 Wilmslow Road, Manchester, M20 6RE
718 Wilmslow Road, Manchester, M20 2DW
720 Wilmslow Road, Manchester, M20 2DW
Santander, 712 - 716 Wilmslow Road, Manchester, M20 6DQ
Rear Flat Two, 1 Kings Lynn Close, Manchester, M20 6WD
Ultima Vitality, First Floor, 718 Wilmslow Road, Manchester, M20 2DW
Ground Floor, 718 Wilmslow Road, Manchester, M20 2DW
Second Floor, Barlow House, 708 - 716 Wilmslow Road, Manchester, M20 2DW
First Floor, Barlow House, 708 - 716 Wilmslow Road, Manchester, M20 2FW
Barlow House, 708 - 716 Wilmslow Road, Manchester, M20 2DW
701 Wilmslow Road, Manchester, M20 6RE
720A Wilmslow Road, Manchester, M20 2DW
1 Kings Lynn Close, Manchester, M20 6WD

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Area Team Boundary - Name: SOUTH AREA