

## Planning

## Growth & Development

### Delegated officer report for planning application

**Application no.** 141957/AO/2025  
**Date registered valid:** 3 February 2025  
**Proposal:** Panel signage to ATM  
**Address:** ATM, 280 Claremont Road, Manchester, M14 4NW  
**Ward(s):** Moss Side Ward

**Applicant:** Rachel Halls, NatWest  
**Agent (if any):** Mr Colin McCaffrey, Tate Stevenson Architects Ltd  
**Case officer:** Tracie Simpson  
Tel: 0161 234 4537  
Email: [tracie.simpson@manchester.gov.uk](mailto:tracie.simpson@manchester.gov.uk)

**Recommendation:** Approve  
**Date of recommendation:** 31<sup>st</sup> March 2025



## Application details

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:** 25 February 2025

**Standard consultations:**

Printed: 10 February 2025 Expired: 3 March 2025

**Neighbour notifications**

Printed: 10 February 2025 Expired: 3 March 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



**Listed building:** Not applicable

**Conservation area:** Not applicable

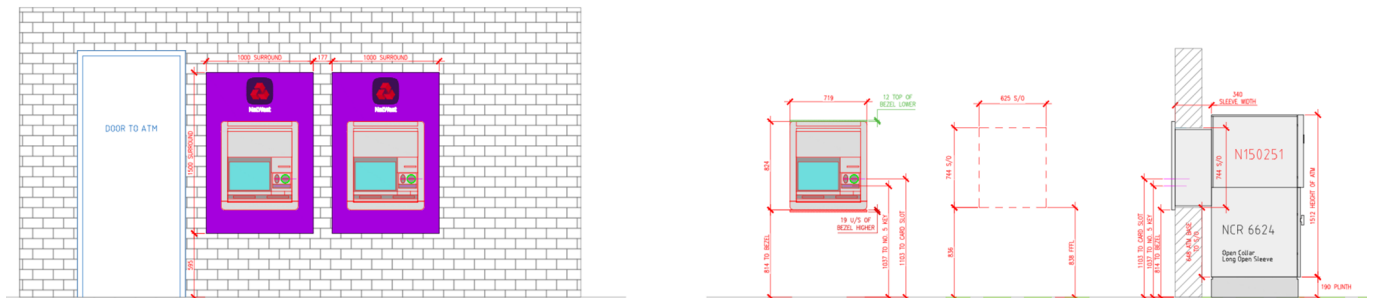
**Tree Preservation Order:** Not applicable

## Description of area

The site lies within a commercial parade which runs along Claremont Road with residential properties to the north and south of the site. A school is located opposite the site.

### Description of development

The applicant seeks permission for the installation of panel signage to ATMs located on elevation facing Claremont Road.



## **Consultations & Notification Responses**

**Highway Services** - HIGHWAYS RESPONSE - The proposal is for the installation of 2no. panel signage to ATM. It is also understood that there will be a replacement of the 2no. existing ATMs. Highways are generally accepting in-principle of the proposal.

The existing access door to the ATMs on the Claremont Road elevation is to be retained. There is no proposed projection, therefore a Projection Over License is not required.

No information is given at this stage on intended arrangements for the fit-out or storage of materials. This should be accommodated within the site, and it should be ensured that there will be no impact on the adjacent highway. It is noted that the wall thickness is to be reduced as required.

For avoidance of doubt, should there be any basement excavations proposed adjacent to the highway structural drawings and calculations for the temporary and permanent support works must be submitted for checking (for a fee) to MCC Bridges/Structures Section. The applicant is advised to contact [highways.structures@manchester.gov.uk](mailto:highways.structures@manchester.gov.uk).

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](mailto:highwaylicences@manchester.gov.uk)

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

## Policy and Issues

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

- o Unitary Development Plan (UDP) - The UDP has been superseded by the Core Strategy Development Plan.
- o Saved policy DC14 and in particular DC14.1 and DC14.5 deals with advertisements and signs related to all retail premises and to other commercial premises.
- o The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012.
- o Policy DM 1 - Development Management

- o Policy SP1 - Spatial Principles
- o Policy EN1 – Design Principles
- o The National Planning Policy Framework (NPPF)

For reasons to be outlined below, it is considered the proposal accords with the principles of this policy document.

#### Places for Everyone Plan (2022 - 2039)

We have assessed the proposal against the following policies of the Places for Everyone Plan.

JP-S1: Sustainable Development

JP-P1 Sustainable Places

This policy outlines how we aim to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy, and varied places.

We consider this proposal to accord with the principles of this policy.

For reasons to be outlined below, it is considered the proposal accords with the principles of this policy document.

#### Principle of the Proposal

The principle of the proposal is acceptable in that the applicant wishes to update the ATM's on the buildings elevation at the front. Notwithstanding this, consideration must be given to the proposed developments design and appearance, the proposal's impact upon existing levels of residential amenity and public safety.

#### History relating to 280 Claremont Road

**118088/FO/2017** - Recv: 05.12.2017 -Application Approved - 24.01.2018  
280 Claremont Road, Manchester, M14 4NW,  
Provision on shop front and entrance door to Unit 3 at 280 Claremont Road

**117445/FO/2017** - Recv: 04.09.2017 -Application Approved - 19.10.2017  
280-282 Claremont Road, Manchester, M14 4NW  
Installation of new shop front to Unit 3 facing Lloyd Street South

**113417/FU/2016** -Recv: 26.07.2016 -Application Approved - 23.09.2016  
280 Claremont Road, Manchester, M14 4NW  
Change of use of ground floor from Class A2 Financial and Professional Services to two retail Class A1 units and 1 cafe class A3 unit including the installation of new shop fronts.

**109000/FO/2015/S1** -Recv: 27.05.2015 -Application Approved - 10.07.2015  
280 Claremont Road, Moss Side, Manchester, M14 4NW  
Elevational alterations to install two automated telling machines (ATMs) and security door, following removal of existing ATM to Claremont Road elevation

**109001/AO/2015/S1** -Recv: 27.05.2015 -Application Approved - 10.07.2015  
280 Claremont Road, Moss Side, Manchester, M14 4NW  
Installation of illuminated collar signs to 2no. automated telling machines (ATMs)

**071313/FO/2004/S1** -Recv: 25.03.2004 -Application Refused - 02.08.2004  
Natwest Bank, 280 Claremont Road, Rusholme

Installation of automatic telling machine in Lloyd Street elevation and construction of new access ramp

**072218/FO/2004/S1** -Recv: 23.06.2004 -Application Approved - 28.07.2004

280 Claremont Road, Moss Side

External alterations consisting of replacement of tiles with slip bricks to match existing brickwork

**067671/FO/SOUTH1/03** -Recv: 03.04.2003 -Application Approved - 07.05.2003

280, Claremont Road,, Moss Side,

Installation of external lighting and regrading of footpath to form 1 in 12 gradient to main entrance

**066006/AO/SOUTH1/02** -Recv: 26.08.2002 -Application Approved - 01.10.2002

280, Claremont Road,, Moss Side,

Replacement of signage involving illuminated fascia strip, two illuminated projecting box signs, branch number plate, hours of business illuminated ATM signage and receipt bin

**044223/AO/CENTL1/93** -Recv: 09.09.1993 -Application Approved - 14.10.1993

National Westminster Bank Plc., 280 Claremont Road,, Moss Side,

2 projecting illuminated signs and two illuminated fascia signs

**052154/FO/CENTL1/97** -Recv: 28.05.1997 -Application Approved - 11.07.1997

280,Claremont Road,, Moss Side,

Installation of a new service till

**F/AD00105** -Recv: 14.03.1974 -Application Temporarily Approved - 20.05.1974

280/282 Claremont Road,, Moss Side.,

a) 2 illuminated single sided individual letter fascia name and trade signs on front and side elevations of bank, projecting over highway. b) 2 illuminated single sided individual letter fascia name and trade signs on front and side elevations of bank, pr

**043366/AO/CENTL1/93** -Recv: 15.04.1993 -Application Approved - 20.07.1993

280 CLAREMONT ROAD, MOSS SIDE, MANCHESTER,

One part-illuminated projecting sign

### **Visual Amenity**

This application is for the installation of panel signage around the existing ATM's on the front elevation facing Claremont Road.

The panels would measure 1.5m in height and 1.0m width around the ATM's. The bank logo would be centre and above the ATM. Due to the existing, commercial context of the immediate area, the commercial nature of other neighbouring operations and the relationship of the premises to the nearest residential properties, it is not believed the proposal would have a detrimental impact upon visual amenity within the existing street scene.

### **Design and appearance**

The ATM surround proposed is typical in terms of design and there will be no significant impact upon the character of the building or street scene associated with the development proposals.

Overall, the changes to the ATMs are considered to be acceptable in terms of location. It is not anticipated that the development, will impact upon the existing levels of residential amenity currently being enjoyed by occupants of adjoining properties or the surrounding area.

The signage is not considered to disrupt or harm the host buildings architecture. There are similar signs attached to commercial buildings within the area and given the buildings location the proposals are not considered to give rise to concerns with regards to the visual amenity of the area.

Materials are proposed Face Panel made of clear acrylic and the body of the panel to be aluminium. The text and background would be PMS 7678 satin. White lettering in a Gloss finish.

The signage is considered to comply with policies DM1, SP1 and EN1 of the Manchester Core Strategy.

### **Public Safety**

Comments have been received from Highways who have no objections to the proposal, however they state that as there have been no 'Fit out arrangements stated, or storage of materials. This should be accommodated within the site, and it should be ensured that there will be no impact on the adjacent highway. This has been attached as an informative for the applicants.

### **Conclusion**

Given the above, the overall appearance of the signage proposal is considered to be consistent with National Planning Policy Framework, in and the Core Strategy for the City of Manchester, in particular Policies DM1, SP1, EN1 and the Saved Policies contained within the Unitary Development Plan for Manchester in particular Policy 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

#### **Article 35 Declaration**

## **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:

Received on 21st January 2025 numbered 5560-WKS-00009-043 Proposed Elevations

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.

### **Informatives**

1) No information is given at this stage on intended arrangements for the fit-out or storage of materials. This should be accommodated within the site, and it should be ensured that there will be no impact on the adjacent highway. It is noted that the wall thickness is to be reduced as required. For avoidance of doubt, should there be any basement excavations proposed adjacent to the highway structural drawings and calculations for the temporary and permanent support works must be submitted for checking (for a fee) to MCC Bridges/Structures Section.

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### **Appendix 1 – List of consultees & neighbours notified**

Highway Services

1 Lloyd Street South, Manchester, M14 4EU  
282 Claremont Road, Manchester, M14 4EP  
278A Claremont Road, Manchester, M14 4TS  
278 Claremont Road, Manchester, M14 4TS  
284 Claremont Road, Manchester, M14 4EP  
Flat Above, 284 Claremont Road, Manchester, M14 4EP  
Rear Of, 280 Claremont Road, Manchester, M14 4NW  
3 Beveridge Street, Manchester, M14 7NN  
1 Beveridge Street, Manchester, M14 7NN  
280 Claremont Road, Manchester, M14 4EP

## **Appendix 2 – Planning constraints**

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4  
Susceptible to Surf Water Flood (Less) -  
Area Team Boundary - Name: SOUTH AREA