

Planning

Growth & Development

Delegated officer report for planning application

Application no. 143555/AO/2025
Date registered valid: 25 July 2025
Proposal: Illuminated ATM Fascia sign and non-illuminated surround sign
Address: 589 Stockport Road, Manchester, M13 0RX
Ward(s): Longsight Ward

Applicant: Ms Ann- Marie Porter, Euronet Worldwide
Agent (if any): Mr Desmond Ager, Des Ager Planning Consultant
Case officer: Ciara Gettinby
Tel: 0161 234 3048
Email: ciara.gettinby@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 12 September 2025



Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 10 September 2025

Standard consultations:

Printed: 6 August 2025 Expired: 28 August 2025

Neighbour notifications

Printed: 6 August 2025 Expired: 28 August 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/ Area

The site itself is located in the Longsight Ward of Manchester. The application refers to 589 Stockport Road, a hot food takeaway shop, Al- Aqsa (sui generis use.) The shop is located on the end terrace of a row of shops of a similar nature. The surrounding street consists of commercial use properties, including, takeaways, local grocers and supermarkets. The street is busy and is well used by pedestrians and vehicle traffic.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of development

The applicant is seeking planning permission for the installation of an illuminated ATM fascia sign and non-illuminated surround sign. This application is submitted in relation to an ATM installation (ref- 143554/FO/2025.)

Consultations & Notification Responses

Neighbours as per appendix 1- no comments or objections

Environmental health, no comments, *the proposed static illuminance levels are acceptable.*

Highways: *The illuminated panel associated with the ATM features static internal illumination. The applicant proposed luminance of such signage is stated as 100cd/m2 which, as such, is considered acceptable.*

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Unitary Development Plan (UDP)- The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance: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 DC15- Advertisements, hoardings and posters

The Manchester Core Strategy- Development Plan Document 2012-2027 (The Core Strategy) was adopted by the City Council on the 11th of July 2012, it is a key document for the local plan which provides a framework that planning applications are assessed against.

Policy DM1- Development Management

Policy SP1- Spatial Principles

Policy EN1- Design Principles and Strategic Character Areas

The National Planning Policy Framework (December 2024)- The Governments own planning policies for England and how they are expected to be applied.

-Chapter 8- Promoting healthy and safe communities

-Chapter 12- Achieving well-designed and beautiful places

Places for Everyone- 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 (Bolton, Bury, Rochdale, Oldham, Tameside, Stockport, Manchester, Trafford, Salford, Wigan) and took into effect and become part of the statutory development plan on March 21, 2024.

-S1 Sustainable Development

-S2- Carbon and Energy

-S5- Flood Risk and the Water Environment

Issues

Principle

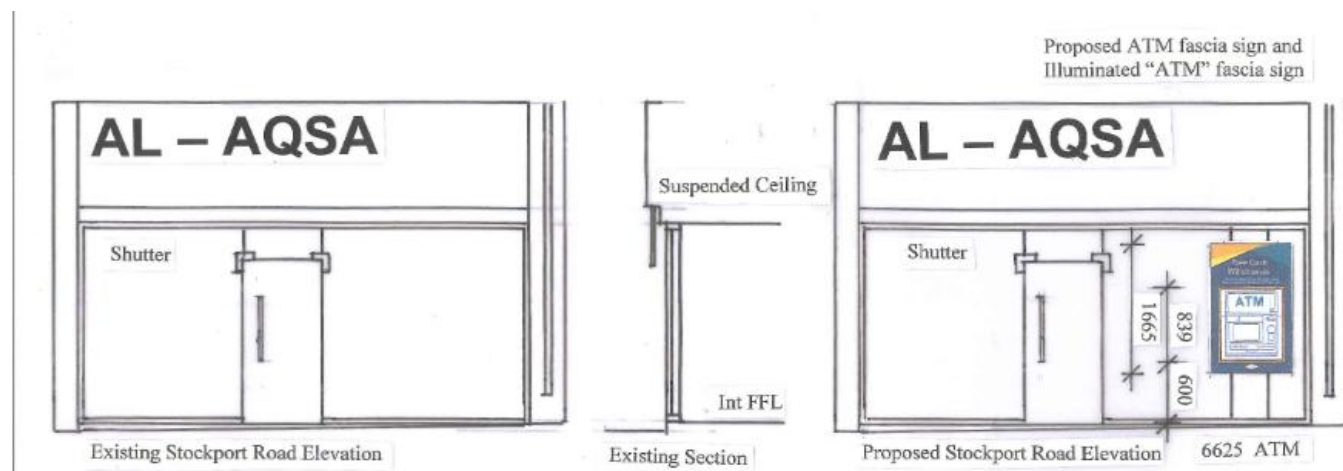
The principle of installing an illuminated ATM fascia sign and non-illuminated surround sign is acceptable, however consideration must be given to the proposals impact upon existing levels of visual and residential amenity.

Siting Scale and Massing

Two signs are proposed, one fascia sign and another illuminated 'ATM' fascia sign. The illuminated fascia sign which would read 'ATM' and is proposed to be 0.197m in height with a total height of 1.6m from ground to the base. The width would be 0.548m. This sign would face south onto the street. This sign is proposed to be illuminated internally at 100 cd/m² illuminance levels.

The non-illuminated sign which would read 'Free Cash Withdrawals' is also proposed to face south onto the street and measures, 1.665m in height with a height measurement of 0.339m from ground floor level to the base of the advertisement. The width would measure 1.05m and this sign is not proposed to be illuminated.

All signs are proposed to be made of aluminium and acrylic; the illuminated sign would have blue 'ATM' lettering on a white background. The non-illuminated sign would have white lettering of 'Free Cash Withdrawals' and Euronet Logo on a blue, yellow and purple background. Therefore, the overall siting scale and massing of the proposal is acceptable.



Visual Amenity

Considering the characteristics of the signage, combined with its clear relevance to the site, the proposal is not considered to harm visual amenity of the surrounding area. The signs are relatively standard in terms of design and scale and fits well within the street scene. The proposed signs are approximately 3.8m away from the public pathways and passers-by. The signs attached to the fascia would not harm the character of the building nor interfere with its proper use.

The signs are situated within a commercial area of Stockport Road and is therefore not considered to contribute negatively to the residential amenity of the area. The application would relate well to the surrounding area. The signs design correlate in design and proportion and is considered to have minimal detrimental impact upon the street scene and visual amenity of the area, thereby according with policies DM1 and EN1 of the Core Strategy, Policy DC15 of the UDP.

Although all signs would be visible from the public highway, the illuminated sign is not considered to cause substantial harm and is located at a reasonable distance from the public highway. Highways and Environmental Health have no objections to the scheme and therefore would not harm public safety in and around the site.

Conclusion

Given the above issues, it is considered that the advert is acceptable in terms of its impact upon visual and residential amenity and public safety in accordance with Policies SP1, DM1 and EN1 of the Core Strategy, policy DC15 of the UDP and Chapters 8 and 12 of the NPPF.

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

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application and the applicant has been determined in a timely manner, in accordance with the policies with the development plan.

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 documents:

Existing and Proposed Part Plan and Elevation, Proposed Section EN06052025
Location Plan
Drawing Proposed Signage Plan

Received on 25 July 2025

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

Environmental Health

Flat 8, 587A Stockport Road, Manchester, M13 0RX
Flat 7, 587A Stockport Road, Manchester, M13 0RX
591A Stockport Road, Manchester, M13 0RX
591 Stockport Road, Manchester, M13 0RX
Flat 6, 587A Stockport Road, Manchester, M13 0RX
Flat 5, 587A Stockport Road, Manchester, M13 0RX
Flat 4, 587A Stockport Road, Manchester, M13 0RX
Flat 3, 587A Stockport Road, Manchester, M13 0RX
Flat 2, 587A Stockport Road, Manchester, M13 0RX
Flat 1, 587A Stockport Road, Manchester, M13 0RX
587B Stockport Road, Manchester, M13 0RX
587C Stockport Road, Manchester, M13 0RX
591B Stockport Road, Manchester, M13 0RX
595E Stockport Road, Manchester, M13 0RX
593 Stockport Road, Manchester, M13 0RX
595B Stockport Road, Manchester, M13 0RX
595F Stockport Road, Manchester, M13 0RX
First Floor, 595C - 595D Stockport Road, Manchester, M13 0RX

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 3 (high risk) -
HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: NORTH AREA