

Planning

Growth & Development

Delegated officer report for planning application

Application no.	145213/AO/2026		
Date registered valid:	18 February 2026		
Proposal:	Proposal to install 1no. halo illuminated ATM surround sign.		
Address:	Tesco Express, 50 - 52 Deansgate, Manchester, M3 2FE		
Ward(s):	Deansgate		Ward
Applicant:	Mr Ben Train Tesco Plc		
Agent (if any):	Ms V Priyanka Tesco Business Solutions		
Case officer:	Lea		Joseph
	Tel: 0161 227		3644
	Email: lea.joseph@manchester.gov.uk		
Recommendation:	Approve		
Date of recommendation:	9 April 2026		

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 2 March 2026

Standard consultations:

Printed: 24 February 2026 Expired: 17 March 2026

Neighbour notifications

Printed: 24 February 2026 Expired: 17 March 2026

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: Parsonage Gardens Conservation Area 1985

Tree Preservation Order:

The application pertains to a ground floor use of a five-storey mixed use building. The site has a brutalist appearance, with a textured dark concrete façade. An overhanging bulkhead that provides coverage for the ground floor shops. The building is bounded by Deansgate and Blackfriars Street.

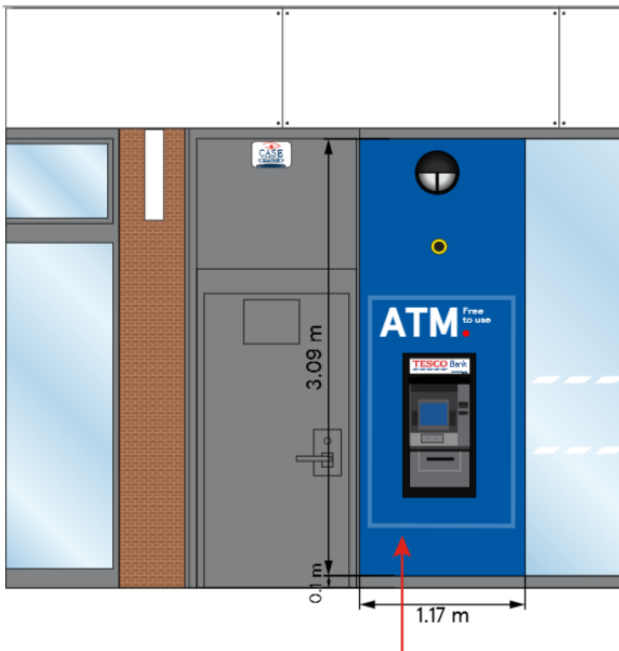
Description of area

The application site is situated on Deansgate a City Centre highway that experiences high concentrations of pedestrians and automobiles. The area has a largely commercial character with a concentration of Class E uses including bars, restaurants and cafes. Market Street, St Ann's Square are to the East while Parsonage Gardens, and the City of Salford, which are to the West.

The site is in close proximity to the River Irwell, the Grade II Haywards Building and the Grade II No. 98-116 Deansgate.

Description of development

Advertisement consent is sought for 1no. replacement ATM surround sign. To be halo illuminated. The advertisement will measure 3.09m in length and 1.17m in width. The text featured would measure 860mm.



Proposed advertisement surround



Existing advertisement surround

Planning History

091421/FO/2009/C1 | External alterations comprising the installation of a new shopfront. (Approved November 2009)

091422/FO/2009/C1 | Installation of an ATM and associated door. (Approved December 2009)

091423/AO/2009/N2 | Internally illuminated projecting sign and one internally illuminated fascia sign (Approved December 2009)

Consultations & Notification Responses

Publicity

Letters have been sent to surrounding residents and businesses; no representations have been received.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a) the provisions of the development plan, so far as they are material; and (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a)factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b)factors relevant to public safety include—

(i)the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii)whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii)whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The following policies are relevant to consideration of this application within the development plan:

Manchester Core Strategy (2012-2027)

DM1 Development Management

SP1 Spatial Principles

Saved Unitary Development Plan Policies

DC14 Shopfronts and Related Signs

Other Material Considerations:

National Planning Policy Framework (2024)

Chapter 12 Achieving well designed places

Issues

Visual Amenity

As is required by policy DM1 the proposed scale of the advertisement is not considered to be excessive for the elevation, nor would it detract from the appearance of the shopfront.

Chapter 12 of the National Planning Policy Framework requires that when assessing design quality Local Planning Authorities consider ‘will function well and add to the overall quality of the area’, ‘are visually attractive’ and ‘are sympathetic to local character and history, including the surrounding built environment and landscape setting’.

The proposed alteration is considered to be minimal, the siting, and materiality would remain identical to what was previously approved on the site.

The proposed sign is limited in scale and impact, as such it is considered to be an acceptable addition to the street scene that is in keeping with existing advertisements within the area, the development is therefore acceptable pursuant to policies DC14, DM1, and SP1

Vinyl wraps are not considered to be acceptable in most settings, but in this context a screen is required around the existing ATM unit. The advertisement presented is not considered to be overly dominant within the street scene or out of character with the surrounding area.

The scale of the advertisement text is restrained; the appearance of the vinyl is therefore largely as a screening measure rather than an advertisement. Given these details the proposal would be acceptable pursuant to the requirements of the Shopfront and Signage Design Guide.

In totality the proposed advertisement is considered to be a relative restrained addition to the application site that would not be harmful to the character of the wider building nor dominant within the street scene. As such the proposal is considered acceptable under Core Strategy policies SP1, and DM1, Saved Unitary Development Plan Policy DC14, the Shopfront and Signage Design Guide and Chapter 12 of the National Planning Policy Framework.

Public Safety

The proposed illumination would be controlled by a condition so as not to exceed 300cd/m2. Therefore, there are no public safety concerns associated with the proposal.

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

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 by the City Council as Local Planning Authority on 18 February 2026:

- Drawing: 02_6140_02E
- Drawing: 03_6140_03B
- Drawing: 02_6140_02D
- Drawing: 02_6140_02C_R1

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.

3) The maximum luminance of the signage shall not exceed 300 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

My Hair Transplant, Part Fourth Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Deansgate Surgery, Speakers House, 39 Deansgate, Manchester, M3 2BA
Rear Lower Ground Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
Fourth Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
43 Deansgate, Manchester, M3 2AY
Fifth Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
41 Deansgate, Manchester, M3 2AY
Fourth Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
Lower Ground Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
Third Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
Sixth Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Fifth Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Second Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Third Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Ground Floor And First Floor, 50 - 52 Deansgate, Manchester, M3 2FE
SPAR, 8 St Mary's Gate, Manchester, M1 1PX
48 Deansgate, Manchester, M3 2FE
Speakers House, 39 Deansgate, Manchester, M3 2BA
FLIGHT CENTRE, 2 - 8 St Mary's Gate, Manchester, M1 1PU
Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
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
Conservation Area - Parsonage Gardens Conservation Area 1985
Area Team Boundary - Name: CENTRAL