MANCHESTER CITY COUNCIL

Planning

Delegated Officer Report

Summary of application details

Application reference:	**PLA-2026-001296**
Application type:	**Consent to display an advertisement**
Proposal:	**Installation of two internally illuminated ATM surround signs**
Site address:	**Lloyds Bank Plc 42-46 Market Street Manchester M1 1PW**
Ward(s):	**Deansgate**
Date application valid:	**21/08/2026**
Applicant name:	**Zoe Hine**
Agent (if any):	**Dominic Husband**
Case officer:	**John Forth-Walker**
Recommendation:	**Approve**
Date of recommendation:	**23/09/2026**

Description of site, building and/or area

The Site is a four-storey building at the junction of Market Street and Pall Mall, with the Ground and First Floors in use as a branch of Lloyds Bank. The main entrance fronts onto Market Street. The commercial unit is fully glazed on both elevations. The upper storeys feature exposed brick on the east elevation, panelling on the south elevation, and regular windows across both elevations.

The Site is in one of Manchester's busiest commercial areas with high pedestrian flows. The area is characterised by a mix of commercial retail units.

Whilst situated within the Upper King Street Conservation Area, the building is a modern intervention with no historic value. There are no adjacent listed buildings.

Description of development

The proposal seeks advertisement consent for the installation of 2no. internally illuminated Automated Teller Machine (ATM) surround signs, on ATMs which have not yet been installed and require full planning permission. The application for the full planning permission is proceeding under application PLA-2026-001242.

The signs would have a height of 1.66 metres, width of 0.955 metres, and depth of 0.023 metres, with their bases 0.42 metres from the ground. The maximum height of any of the individual letters

and symbols on the signs is 0.06 metres. The signs would each involve a 5mm clear acrylic face, a 19mm black foamex internal body with Green Flexibright LED tubing surround, and a 2mm aluminium back panel.

Relevant planning history

143472/AO/2025 – Installation of 1no. internally illuminated individual letter sign, 1no. internally illuminated fascia panel, and 1no. internally illuminated projecting sign. Approved 21 October 2025.

143623/FO/2025 – Installation of 1no. new external ATM, relocation of 2no. existing ATMs and replacement of existing glazing. Approved 1 October 2025.

142220/AO/2025 – Installation of 3no. replacement signage around existing ATMs. Approved 23 April 2025.

142219/FO/2025 – Replacement of 3no. ATMs. Approved 23 April 2025.

117005/AO/2017 – Temporary graphic to external hoarding during construction phase. Approved 19 September 2017.

115656/AO/2017 – Installation of signage. Approved 10 May 2017.

103010/AO/2013/C1 - New internally illuminated fascia letters on glazing, new internally illuminated fascia logo (high level), 3no. backlit illuminated ATM collars and 1no internal marketing unit. Approved 6 September 2013.

103009/FO/2013/C1 – 3no. external ATM machines, film (green) to be applied to windows, frosted 'barcorded' film to be applied to window and AC units to be installed on roof. Approved 6 November 2013.

Consultation, notification and publicity responses

Publicity – Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received.

Highway Services – Requested informatives be added considering:

- requirements for licensing, hoarding / scaffolding, and skips;
- temporary pedestrian and traffic management; and
- access.

These have been attached to the decision as informatives.

Environmental Health – Recommended that a condition be attached for the signage not to exceed illuminance of 300cd/m^2. This has been added to the decision.

Relevant policies

The proposal has been considered under the following criteria:

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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.

Places for Everyone - Joint Development Plan Document (PfE), for nine of the 10 boroughs which make up Greater Manchester, adopted on 21st of March 2024:

- Policy JP-P1 - Sustainable Places
- Policy JP-P2 – Heritage
- Policy JP-Strat2: City Centre

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

- Policy SP1 - Spatial Principles
- Policy EN1 - Design Principles and Strategic Character Areas
- Policy EN3 - Heritage
- Policy CC9 - Design and Heritage
- Policy DM1 - Development Management

Unitary Development Plan for Manchester (UDP) (1995) - for the reasons outlined below, the following saved UDP Policies are of relevance to this application:

- Policy DC14 - Shop Fronts and Related Signs
- Policy DC18 - Conservation Areas

National Planning Policy Framework (NPPF) (2026)

- Chapter 14 - Achieving well-designed places
    - Policy DP3 - Key Principles for Well-Designed Places
- Chapter 20 - Conserving and enhancing the historic environment
    - Policy HE9 - Conservation Areas

Shopfront and Signage Design Guide (2024)

The Shopfront and Signage sets out the detailed guidance for shopfront alterations and the display of signage in Manchester.

The SPD states that new signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- be located below the first-floor cills, unless there is historic evidence of signage above;
- have a maximum depth of 30mm;
- not be in the form of internally illuminated lightbox signage;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 require that special consideration is given to the preservation of the significant fabric and setting of conservation areas.

Assessment

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety.

In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

Principle of the Proposal

The principle of the proposal is considered acceptable in this case.

This type of advertisement is considered necessary to easily identify the location of the ATMs.

Visual Amenity

The proposal is for 2no. internally illuminated ATM surround signs. These would both be sited appropriately to advertise the ATMs themselves, which serve a bespoke purpose distinct from that of the Lloyds branch as a whole.

As the unit currently includes three external ATMs with illuminated surround signs, the development would result in a beneficial change to the overall appearance of the building, reducing the level of advertising clutter on the building. This accords with the aim of the Shopfront and Signage Design Guide 6.2.7. Moreover, in line with Core Strategy Policies SP1 and EN1, the proposal would contribute to enhancement of visual amenity within the city centre.

Given the contemporary nature of the building, the proposed advertisements would not appear incongruous within the street scene, in keeping with UDP Policy DC 14.1, NPPF Policy DP3, and PfE Policies JP-P1 and JP-Strat2. The sizing of the advertisements is also appropriate to the ATMs. They would not dominate the building façade and would relate well to its overall composition and character, fitting with Section 6.3 of the Shopfront and Signage Guide and Core Strategy Policy DM1. In terms of Core Strategy Policy DM1, the proposal is also appropriate in terms of its design, scale, and appearance.

Given the reduction in advertising clutter, the proposal would be beneficial to the amenity of the Upper King Street Conservation Area. Referring to UDP Policy DC18, NPPF Policy HE9, PfE Policy JP-P2, and Core Strategy Policies CC9 and EN3, it is judged that the proposal would not harm the significance, character, or setting of the Conservation Area.

Taking all of the above into consideration, the proposal can therefore be supported on visual amenity grounds as it accords with PfE Policies JP-P1, JP-P2, and JP-Strat2; Core Strategy Policies SP1, DM1, EN1, EN3 and CC9; UDP Policies DC14 and DC18; the Shopfront and Signage Design Guide; and NPPF Policies DP3 and HE9.

Public Safety

Consistent with the Shopfront and Signage Guidance Section 6.3, the signage illuminance will not exceed 300cd/m^2. This is within an acceptable range to not cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been added to ensure that the proposed illuminance levels are controlled and complied with.

Highway Services has confirmed that 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.

All signage complies with headroom and carriageway clearance requirements. The projection is 0.023m, not requiring a Projection Over Licence as confirmed by Highway Services.

Overall, there are no public safety concerns with the proposed signage.

Conclusion

Given the above, the proposal is considered consistent with PfE Policies JP-P1, JP-P2, and JP-Strat2; Core Strategy Policies SP1, DM1, EN1, EN3 and CC9; UDP Policies DC14 and DC18; the Shopfront and Signage Design Guide; and NPPF Policies DP3 and HE9.

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 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.

Conditions attached to this decision

1) (a) 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.

   (b) No advertisement shall be sited or displayed so as to:
   i. endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
   ii. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
   iii. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

   (c) 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.

   (d) 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.

   (e) 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 21 August 2026:

- **159616A Lloyds Manchester – Issue 02**

   Reason - To ensure that the development is carried out in accordance with the approved plans pursuant Places for Everyone Policies JP-P1, Core Strategy Polices SP1 and DM1.

3) The maximum illuminance shall not exceed 300cd/m^2 at any one time.

   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, and Section 6.3 of the Shopfront and Signage Design Guide.

Informatives

1) 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

2) 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

3) Market Street has a Prohibition of Driving 24hr except loading/unloading 6am to 10.30am, contact should be made via https://forms.cloudpass.com/mcc auto-bollard-application-permit-allowable-hours for access.