South Tyneside Council

Reference:	260526
Location:	200 Ashley Road South Shields NE34 0PQ
Ward:	West Park
Description:	Retrospective application for installation of ATM machine
Recommendation:	Grant Permission No Conditions
Case Officer:	Evie Werndly
Case Officer Contact No.:	0191 4247176 or 07345020217

Description of the Site
This application relates to an end-terraced commercial property located in a mixed residential and commercial setting within South Shields.

The applicant property is attached to no.2 Nora Street, and 196-198 Ashley Road to the north-west, and is situated on the junction with Ashley Road and Nora Street.

Description of the Proposal
This application seeks retrospective full planning permission for the installation of an ATM, which was installed without planning permission on 16/07/2025.

The ATM has a height of 1.379m, width of 0.866m, and depth of 0.03m, and the base of the ATM is situated 0.592m above ground level.

The ATM is located within the side elevation of no.200 Ashley Road, meaning the ATM is situated opposite no.1 Nora Street.

A retrospective application for advertisement consent has been submitted for the installation of the internally illuminated surround sign to the ATM machine, under the application reference 260520.

Relevant Planning History
The planning history of the site is as follows:

Application 1
- Application Reference: ST/0918/93//AD
- Description: Proposed display of 2no. illuminated fascia signs & 1no. non- illuminated fascia sign.
- Decision: Grant Permission with Conditions
- Decision Date: 26.11.1993

Application 2
- Application Reference: ST/0917/93//DM
- Description: Retrospective application for new shop front and roller shutter installation
- Decision: Grant Permission with Conditions
- Decision Date: 16.12.1993

Application 3
- Application Reference: ST/0244/01//DM
- Description: Proposed additional door to shop frontage
- Decision: Refuse Permission
- Decision Date: 01.06.2001

Application 4
- Application Reference: ST/0467/02//DM
- Description: Resubmission of ST/244/02/DM for proposed additional door to shop frontage
- Decision: Grant Permission with Conditions
- Decision Date: 05.09.2002

Application 5
- Application Reference: ST/0567/03//DM
- Description: Proposed two storey rear extension to form lobby to ground floor and kitchen, bathroom and bedroom to first floor.
- Decision: Grant Permission with Conditions
- Decision Date: 14.07.2003

Application 6
- Application Reference: ST/0857/16/ADV
- Description: Retrospective advertisement consent to display 3no. hoardings
- Decision: Grant Permission with Conditions
- Decision Date: 30.03.2017

Summary of Consultation Responses
The following responses were received in response to the statutory consultation period which ended on 26/08/2026.

Community Safety Team
No specific community safety or crime and disorder concerns.

Environmental Health – Noise
I have reviewed the proposal and note the concerns raised regarding noise.

The installation and operation of an ATM would not ordinarily be expected to generate noise levels sufficient to adversely affect residential amenity. The machine itself is not considered a significant source of noise and any customer activity associated with its use is expected to be limited in scale, duration and frequency. I note that the application site is located on a heavily trafficked road, with a number of commercial premises in the vicinity with footfall expected into the evening. I also noted the audible tones from the pedestrian crossing in the vicinity.

Based on the information available, I have no objection to the proposal on noise grounds and do not consider that the development is likely to give rise to an unreasonable adverse impact on residential amenity.

Northumbria Police – Designing Out Crime Officer
From the information provided we request that the ATM has some form of CTTV coverage either from a new camera being installed or one of the nearby cameras being used to cover the ATM.

This is to ensure that the location has a good standard of security from being tampered with or customer vulnerability.

There are no issues with the application and there is low crime within the area.

Transport Development Officer (Highway Authority)
The details of the application have been examined and are considered acceptable; the Highway Authority therefore has no objection to the proposal.

Summary of Representations
3no. representations have been received in objection to the proposal. The issues raised are summarised as follows:

- Application states the address as 200 Ashley Road. An ATM has been installed for approximately 12 months at 2 Nora Street and should be moved to 200 Ashley Road.
- Use of ATM is noisy during the day and night, so unable to open window wide as the noise is repetitive.
- People parking anywhere to use the ATM.
- Object to ATM on Ashley Road as there is one on Nora Street which has no planning permission.

Officer Response to Representations
This planning application is retrospective, as the ATM was previously installed without planning permission on 16/07/2025. The ATM is situated within the side elevation of 200 Ashley Road, which is an end-terraced property, meaning that the ATM is situated opposite no.1 Nora Street. The Environmental Health team were not initially consulted on the application yet were consulted in response to the objections received regarding noise. The installation of the ATM does not generate noise levels sufficient to adversely affect residential amenity, particularly given the existing noise levels generated by the heavily trafficked road and commercial premises in the vicinity. The Council's Transport Development Officer also highlighted that no issues arise from the development regarding parking.

Relevant planning policy
Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that an application for planning permission must be determined in accordance with the adopted development plan, unless material considerations indicate otherwise.

The statutory development plan comprises the Council's adopted South Tyneside Local Plan 2023-2040. Relevant policies are listed below:

- Policy SP1: Presumption in favour of Sustainable Development
- Policy SP26: Delivering Sustainable Transport
- Policy 1: Promoting Healthy Communities
- Policy 47: Design Principles
- Policy 48: Shopfronts

The Local Development Framework (LDF) development plan documents also remain part of the development plan at the current time.

National planning policy is also a material consideration in determining this planning application. Relevant national policy comprises the National Planning Policy Framework (NPPF), National Planning Practice Guidance (NPPG), the National Design Guide and the National Model Design Code.

Assessment

The key issues in the assessment of this planning application are as follows:

- Visual Amenity
- Residential Amenity
- Highway Safety

Visual Amenity

Policy 47 of the Local Plan and LDF Policy DM1 (A) set out that all development, including extensions and alterations to existing buildings, shall provide for high-quality design that contributes positively to the character and visual amenity of the borough's townscapes, landscapes and seascapes.

The ATM has a height of 1.379m, width of 0.866m, and depth of 0.03m. The base of the ATM is situated 0.592m above ground level. As a result, the ATM is of an acceptable scale having regard to the existing property, with a shopfront which spans across both the front and side elevations of the property.

The materials used, glass reinforced plastic with white writing on a black and green background, is considered to be acceptable, as the shopfront hosts blue and white signage, so the ATM would not look out of place within this commercial setting.

Having regard to the above, the development is considered to have no significant harm to the visual amenity of neighbouring properties and is considered to be in accordance with Local Plan Policy 47 and LDF Policy DM1 (A).

Residential Amenity

Policy 47 of the Local Plan and LDF Policy DM1 (B) set out that all development safeguards residential amenity.

Given the nature of the development, no issues regarding overshadowing or loss of privacy arise. There are no windows of residential properties located in the side elevation which hosts the ATM, meaning no outlook into habitable rooms would occur by users of the ATM.

Having regard to noise, the Council's Environmental Health team have been consulted on the development in response to the representations received and raised no concerns. The ATM does not have an unacceptable impact on residential amenity in terms of noise, particularly in the context of the existing noise levels within the wider vicinity from the adjacent heavily trafficked road, footfall from the convenience store, and nearby pedestrian crossing. Moreover, the ATM machine is not a significant source of noise and is used for a short duration, so does not cause significant harm to residential amenity.

Having regard to safety, Northumbria Police's Designing Out Crime Officer has been consulted on the development. They requested that the ATM has some form of CCTV coverage either from a new camera being installed or one of the nearby cameras being used to cover the ATM. However, the plans submitted highlight that there are CCTV cameras on the same elevation as the ATM, and the Crime Officer indicated that there are no issues with the application as there is low crime within the area.

Having regard to outlook, the ATM is visible from residential properties to the south-west on Nora Street, and to the south-east on Ashley Road. However, given that the ATM is small in scale, and not out of character with the existing shopfront, an overbearing visual impact would not arise from the proposal.

Having regard to the above, the development is considered to have no significant harm to the visual amenity of neighbouring properties and is considered to be in accordance with Local Plan Policy 47 and LDF Policy DM1 (B).

Highway Safety

Policy SP26 of the Local Plan, LDF Policy DM1 (G) and SPD6 set out that to ensure the needs and impacts of private vehicles are met, new development proposals should i) Mitigate impacts on the strategic and/or local highway network arising from the development itself; ii) Implement appropriate road safety solutions where applicable; and, iii) Ensure that sufficient vehicle parking spaces will be provided in accordance with the Council's parking standards.

The Council's Transport Development Officer has been consulted on the development, and the details of the application are considered acceptable. Despite 1no. representation raising parking concerns, the customer activity associated with the use of an ATM is limited in scale, duration and frequency, and therefore does not have an adverse impact upon parking.

The ATM projects beyond the side elevation of the property by 0.03m, so the ATM would not impact users of the pedestrian footpath, which has a width of approximately 2.7m. Moreover, given the scale and siting of the ATM, it does not act as a distraction to passing motorists.

Having regard to the above, the development is considered to have no significant harm to the Highway safety of the area and is considered to be in accordance with Policy SP26, LDF Policy DM1 (G) and SPD6.

In deciding whether to grant planning permission the Council must have due regard to the 3 equality aims contained in Section 149 of the Equality Act 2010 (the public sector equality duty). A preliminary assessment of the potential equality impacts of any grant of planning permission in this case has been undertaken. There are no apparent equality impacts of the proposed development which give rise to the need to undertake a more detailed equality impact assessment.

The development has been assessed against the provisions of the Human Rights Act, and in particular Article 1 of the First Protocol and Article 8 of the Act itself. This Act gives further effect to the rights included in the European Convention on Human Rights. In arriving at this recommendation, due regard has been given to the applicant's reasonable development rights and expectations which have been balanced and weighed against the wider community interests, as expressed through third party interests / the Development Plan and Central Government Guidance.

Conclusion

Having regard for the above it is considered that the development results in no significant harm to the visual amenity, residential amenity, or highway safety of the area.

As a result, it is considered that the development complies with all relevant local and national planning policy and guidance. Consequently, this application is recommended for approval.

Recommendation

Grant Permission No Conditions.

List of plans etc. for standard note on decision

Plan Reference

- Existing and Proposed Plans Drg No. E029235 Rev.01 – received 23.07.2026
- 6625 STD PTU Small Illuminated Surround Sign Drg No. M0484 – received 23.07.2026

Case officer: Evie Werndly
Signed: E.Werndly
Date: 11.09.2026

Authorised Signatory: Seán Gallagher
Date: 11/09/2026