

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		14/06/2012	
		N/A / attached		<b>Consultation Expiry Date:</b>		16/05/2012	
<b>Officer</b>				<b>Application Number(s)</b>			
Fergus Freeney				1) 2012/1820/P 2) 2012/2049/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
216 Kilburn High Road London NW6 4JH				See decision notice			
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>				
<b>Proposal(s)</b>							
1) Retrospective application for the installation of an ATM to shop front at ground floor level (Class A1). 2) Installation of 1 x internally illuminated fascia sign and surround to cash machine on front elevation of shop (Class A1) (retrospective).							
<b>Recommendation(s):</b>		1) Grant planning permission 2) Grant Advertisement Consent					
<b>Application Type:</b>		Full Planning Permission					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	17	No. of responses	00	No. of objections	00
				No. electronic	00		
<b>Summary of consultation responses:</b>		Site notice: 25/04/2012 – 16/05/2012 No comments received.					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>		No CAACs or statutory local groups.					

## Site Description

The site is located on the east side of Kilburn High Road. It comprises a 4 storey terraced building with retail at ground floor level.

The site is not within a conservation area, nor is it a listed building.

## Relevant History

2010/2607/P - Retention of an ATM to the existing shop front (Class A1). *Approved 30/06/2012*

2010/2623/A - Display of internally illuminated signage associated with the retention of an ATM to an existing shop front (Class A1). *Approved 30/06/2012*

## Relevant policies

### LDF Core Strategy and Development Policies

CS5 – Managing the impact of growth and development

CS14 – Promoting high quality places and conserving our heritage

DP24 – Securing high quality design

DP25 – Conserving Camden's heritage

DP30 – Shopfronts

### Camden Planning Guidance 2011

## Assessment

**Proposal:** Permission is sought for the retention of an ATM at a shop (Class A1).

Permission for the retention of an ATM and illuminated signage in the same location was approved in 2010 (see planning history above) although the policy and guidance framework used to assess the previous applications has been superseded by the Local Development Framework and Camden Planning Guidance 2011 it has not changed significantly in relation to applications of this nature.

**Assessment:** The ground floor frontage consists of a largely glazed shopfront with central door and oversized fascia To the side is a separate entrance to the above residential properties. The ATM is located in the space between the central door to the shop and the side entrance to the upper floors.

The proposal is considered to be acceptable and complies with Camden Planning Guidance in that it is not an overly dominant feature of the shopfront, it has been positioned in an acceptable location and allows for a glazed element of the shopfront to be retained.

The illuminated display is minimal in size and appearance and provides illumination as recommended by the Council's Crime Prevention Officer. Furthermore, it has been mentioned in the Design and Access Statement that the ATM operator will expect the site owner to commit to installing a CCTV system for added protection. The Council would expect this to be an integral part of the ATM, however an informative will be added advising to applicant that planning permission may be required for stand alone CCTV cameras attached to the shopfront.

It is not considered that the ATM is positioned so that queuing will cause a problem to pedestrian flow on the High Street – the pavement is sufficiently wide at this point to accommodate users of the machine and pedestrians. The ATM is considered to be at an appropriate height (900mm at its lowest point) for users.

It is not considered that its retention would impact upon the amenity of surrounding neighbours; Kilburn Highroad is a busy thoroughfare with multiple examples of illuminated signage and businesses with long opening hours.

**Recommendation: 1) Grant Planning Permission; 2) Grant Advertisement Consent**

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