

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		14/04/2011	
		N/A / attached		<b>Consultation Expiry Date:</b>		22/03/11	
<b>Officer</b>				<b>Application Number(s)</b>			
Connie Petrou				2011/0868/P, 0873/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
17-19 Leather Lane London EC1N 7TE				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>							
A) Retention of Automated Teller Machine (ATM) to front elevation of shopfront. B) Display of internally illuminated signage around Automated Teller Machine (ATM).							
<b>Recommendation(s):</b>		A) Grant Planning Permission B) Grant Advertisement Consent					
<b>Application Type:</b>		A) Full Planning Permission B) Advertisement Consent					
<b>Conditions or Reasons for Refusal:</b>		Refer to Draft Decision Notice					
<b>Informatives:</b>							
<b>Consultations</b>							
<b>Adjoining Occupiers:</b>		No. notified	<b>18</b>	No. of responses	<b>00</b>	No. of objections	<b>00</b>
				No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>		-					
<b>CAAC/Local groups* comments:</b> *Please Specify		None					

## Site Description

The application site comprises a ground floor shop unit (Top Fitting) located on the west side of Leather Lane on the corner with Dorrington Street. The application building is recessed by about a metre from the building line of no. 21 Leather Lane. The general area includes a mix of commercial premises with some residential on the upper floors. A regular street market is held on Leather Lane.

The application site is located within Hatton Garden Conservation Area. The application site building is not identified as a shopfront of merit, nor a building which makes a positive contribution to the character and appearance of the conservation area.

## Relevant History

None relevant

## Relevant policies

### LDF Core Strategy and Development Policies

CS1 – Distribution of growth; 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; DP26 – Managing the impact of development on occupiers and neighbours; DP29 – Improving access; DP30 – Shopfronts

Hatton Garden Conservation Area Statement  
Camden Planning Guidance 2006

## Assessment

### Introduction

The proposal is for the retention of a standard ATM and receipt/litter bin, with internally illuminated signage located directly above (this latter element is proposed). The ATM has recently (09/02/2011) been installed and permission/consent is now sought to regularise the works. The ATM is located on the front elevation of the shopfront at ground floor level. The planning permission application is considered on primarily design and amenity grounds. The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### Design / Amenity

The shopfront is considered to be of little intrinsic value and the essential features of the shopfront framework have been retained. The ATM is located on one side of the shopfront (the east) and an adequate amount of shopfront space is considered to remain. As such, the ATM is not considered to dominate the frontage. The entry point to the shop unit is in a central location away from the proposed ATM, ensuring no queuing conflicts. The surrounding area includes a variety of shopfront designs and types. Thus the ATM is not considered to impinge on the character or appearance of the conservation area.

The advertisement sign, displaying "Cash", is appropriately located above the cash machine and is considered to be discreet. It is approximately 646 x 400mm in size and will be internally illuminated at a low static illuminance level of 100cd/m. This also minimises any amenity impact the signage may have on adjoining occupiers. In overall terms, the design, position, size and materials used for the ATM and signage are considered acceptable.

## **Safety & Access**

Concerns were raised by the Council's Crime Prevention Design Advisor with regard to lack of surveillance at the site due to the street market stalls immediately outside the premises. The building's setback is also considered a surveillance concern.

The presence of the street market is not considered to present an issue in safety terms due to the heavy footfall on Leather Lane in association with the market and other commercial uses in the area. The market is restricted to the road leaving plenty of pavement for pedestrian use. Despite the building set back, visibility from the south end of the Leather Lane is considered sufficient given the width of the road.

The ATM is easily accessible from the pavement for all groups, meeting DDA requirements.

### **Recommendation:**

Grant Planning Permission and Advertisement Consent.

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