

Delegated Report		Analysis sheet		Expiry Date:		30/09/2010	
		N/A / attached		Consultation Expiry Date:		A) 10/09/10 B) N/A	
Officer				Application Number(s)			
Jonathan Markwell				A) 2010/4209/P B) 2010/4211/A			
Application Address				Drawing Numbers			
5 Greville Street London EC1N 8PQ				Please see decision notice			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
A) Retention of Automated Teller Machine (ATM) to front elevation of shopfront. B) Continued display of internally illuminated signage above Automated Teller Machine (ATM).							
Recommendation(s):		A) Grant Planning Permission B) Grant Advertisement Consent					
Application Type:		A) Full Planning Permission B) Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers (PP only):		No. notified	14	No. of responses No. electronic	00 00	No. of objections	00
Summary of consultation responses:		A site notice was erected from 11/08/2010 in relation to the planning permission application. No responses have been received.					
CAAC/Local groups* comments: <small>*Please Specify</small>		None.					
Site Description							
<p>The application site comprises a ground floor shop unit (City News) located on the south side of Greville Street between the junctions of Hatton Garden (to the east) and Leather Lane (to the west). Recessed back above the ground floor shop unit are residential flats. The general area includes a mix of residential and commercial premises within Hatton Garden, London's pre-eminent jewellery sector area.</p> <p>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.</p>							
Relevant History							
None.							
Relevant policies							
Replacement Unitary Development Plan 2006 SD1 – Quality of life; SD6 – Amenity for occupiers and neighbours; B1 – General design principles; B3 – Alterations and extensions; B4 – Shopfronts, advertisements and signs; B7 – Conservation area Camden Planning Guidance 2006 Hatton Garden Conservation Area Statement							
LDF Core Strategy and Development Policies							

The Inspector's Report into the Camden Local Development Framework Core Strategy and Development Policies Development Plan documents ("DPD"s) was published on 13th September and found the policies in the DPDs to be sound. This means "considerable weight" can now be given to these LDF policies even though at this stage they have yet to be formally adopted by the Council. Where there is a conflict between UDP policies and these LDF policies the Planning Inspectorate would consider it reasonable to follow the latter. However prior to formal adoption UDP policies should still be taken into account as the Council's adopted Development Plan.

LDF Core Strategy

CS1 – Distribution of growth; CS5 – Managing the impact of growth and development; CS14 – Promoting high quality places and conserving our heritage

Development Policies

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

Assessment

Introduction

The proposal is for the retention of a standard ATM, with internally illuminated signage located directly above. The ATM has recently (28/07/2010) 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 west) 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 50cd/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

In terms of community safety, the position of the ATM is considered not to present any issues given its location within a busy location with heavy footfall (between Leather Lane market and Hatton Garden). The ATM is also easily accessible from the pavement for all groups, meeting DDA requirements.

Recommendation:

Grant Planning Permission and Advertisement Consent.

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