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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------|-----------|---------------------------------------|-----------|-------------------------------------|-----------|
| <b>Delegated Report</b>                                                                                                                                                            |  | <b>Analysis sheet</b>                                                                   |           | <b>Expiry Date:</b>                   |           | 25/05/2009                          |           |
|                                                                                                                                                                                    |  | N/A                                                                                     |           | <b>Consultation Expiry Date:</b>      |           | 24/04/2009                          |           |
| <b>Officer</b>                                                                                                                                                                     |  |                                                                                         |           | <b>Application Number(s)</b>          |           |                                     |           |
| Jennifer Walsh                                                                                                                                                                     |  |                                                                                         |           | a) 2009/1139/P<br>b) 2009/1140/A      |           |                                     |           |
| <b>Application Address</b>                                                                                                                                                         |  |                                                                                         |           | <b>Drawing Numbers</b>                |           |                                     |           |
| 38 Kingsway<br>London<br>WC2B 6EX                                                                                                                                                  |  |                                                                                         |           | Please refer to draft 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) Installation of an automated Teller Machine<br>b) Display of internally illuminated signage associated with an Automated Teller Machine (ATM) on existing shopfront (Class A1). |  |                                                                                         |           |                                       |           |                                     |           |
| <b>Recommendation(s):</b>                                                                                                                                                          |  | a) Grant Planning Permission<br>b) Grant Advertisement Consent                          |           |                                       |           |                                     |           |
| <b>Application Type:</b>                                                                                                                                                           |  | a) Full Planning Permission<br>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>00</b> | No. of responses                      | <b>00</b> | No. of objections                   | <b>00</b> |
|                                                                                                                                                                                    |  |                                                                                         |           | No. electronic                        | <b>00</b> |                                     |           |
| <b>Summary of consultation responses:</b>                                                                                                                                          |  | A site notice is displayed from 19/04/2009 – 30/04/2009. No response has been received. |           |                                       |           |                                     |           |
| <b>CAAC/Local groups comments:</b>                                                                                                                                                 |  | Kingsway CAAC responded with 'No Comments'.                                             |           |                                       |           |                                     |           |

## Site Description

The site is located on the northern side of Kingsway, close to the junction with Reminant Street and Great Queens Street. The application site comprises of a ground floor shop occupied by a newsagent called 'Metro Central'. This application relates solely to the installation of an ATM on the shopfront and associated signage above.

The building is not listed, but it is located within a Central London Frontage Area and the Kingsway Conservation Area.

## Relevant History

None relevant

## Relevant policies

### London Borough of Camden Replacement Unitary Development Plan 2006

S1/2 – Sustainable development

SD1 – Quality of life

SD6 – Amenity for occupiers and neighbours

B1 – General design principles

B4 – Shopfronts, advertisements and signs

B7 – Conservation Areas

### Camden Planning Guidance 2006

## Assessment

The proposal is for the installation of a standard ATM, with internally illuminated signage located directly above the cash dispensing machine. The ATM is located on the front elevation of the building, on the east side of the shopfront.

For clarification, 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. Advertisement consent is required for the internally illuminated signage above the ATM.

## Design

The scheme is considered to be acceptable in design terms. 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 central part of the shopfront and there an adequate amount of shopfront space remains. As such, the ATM is not considered to dominate the frontage. The entry point to the shop unit is on the other side of a pillar to the shopfront, ensuring no queuing conflicts are anticipated.

A laminate blue security backing panel is proposed to be fitted behind the cash machine replacing the existing glass unit. This arrangement is considered to be appropriate in the context of the shopfront. As such, the proposed works are considered to conform to Policy B4 of the UDP and associated guidance in CPG.

The advertisement sign, displaying "Cash", is appropriately located above the cash machine and is considered to be discreet in size. It is approximately 0.646m in width, 0.4m in height, 0.115m in depth and will be 1.689m above ground level. The sign will be illuminated by an 18 Watt Fluorescent tube. In overall terms, the design, position, size and materials used for the ATM and signage are considered acceptable.

## Amenity (Public Safety, Access)

In terms of community safety, the position of the ATM is not considered to present any issues given its location within a Central London Frontage area. In addition, it is set flush against the shopfront. The ATM will also be easily accessible from the pavement for all groups, meeting DDA requirements. As such, no amenity impacts are envisaged as a result of the proposed works.

## Recommendation

Grant Planning Permission / Grant Advertisement Consent.

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