

Delegated Report		Analysis sheet		Expiry Date:		13/09/2007	
		N/A		Consultation Expiry Date:		29/08/2007	
Officer				Application Number(s)			
Tania Skelli-Yaoz				2007/3020/P 2007/3022/A			
Application Address				Drawing Numbers			
30 Woburn Place London WC1H 0JR				See decision notices			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
(1) Installation of an automated teller machine (ATM) (2) Display of an Internally illuminated advertisement in connection with the installation of an automated teller machine (ATM)							
Recommendation(s):		(1) Grant planning permission (2) Grant advertisement consent					
Application Type:		Full Planning Permission Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notices					
Informatives:							
Consultations							
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00	
			No. electronic	00			
CAAC comments:		<u>Bloomsbury CAAC</u> : no objections.					
Site Description							
A ground floor unit used as Internet Café within a parade of mixed uses with a hotel on floors above. The parade is to the west side of Woburn Place close to the junction with Tavistock Place. The site lies within the Central London Area and the Bloomsbury Conservation Area, but not a Central London Frontage.							
Relevant History							
2005/5116 Retrospective application for a change of use of the ground floor from car rental office (sui generis) to internet cafe (Class A1) - granted 23/1/2006.							
Relevant policies							
SD6, B1, B4 (b), B7, SPG 2.8, 43.37-43.39							

Assessment

The proposed ATM is to be located on the main glazing section of the shop at a location to conform to disabled requirements. The proposed ATM is designed so it forms an integral part of the shopfront and does not protrude into the street, nor is above fascia level. It is therefore considered not to dominate the frontage and does not harm the character and appearance of the Bloomsbury Conservation Area.

Shutters shown of the proposed drawings have been confirmed as internal and existing behind the glazing. This is considered acceptable.

The proposed signage is to be internally illuminated and located right above the proposed ATM. The proposed signage is also considered discreet and proportionate to the ATM equipment, it is therefore considered not harmful to the character and appearance of the Bloomsbury conservation area.

It is therefore recommended to grant planning permission and advertisement consent.