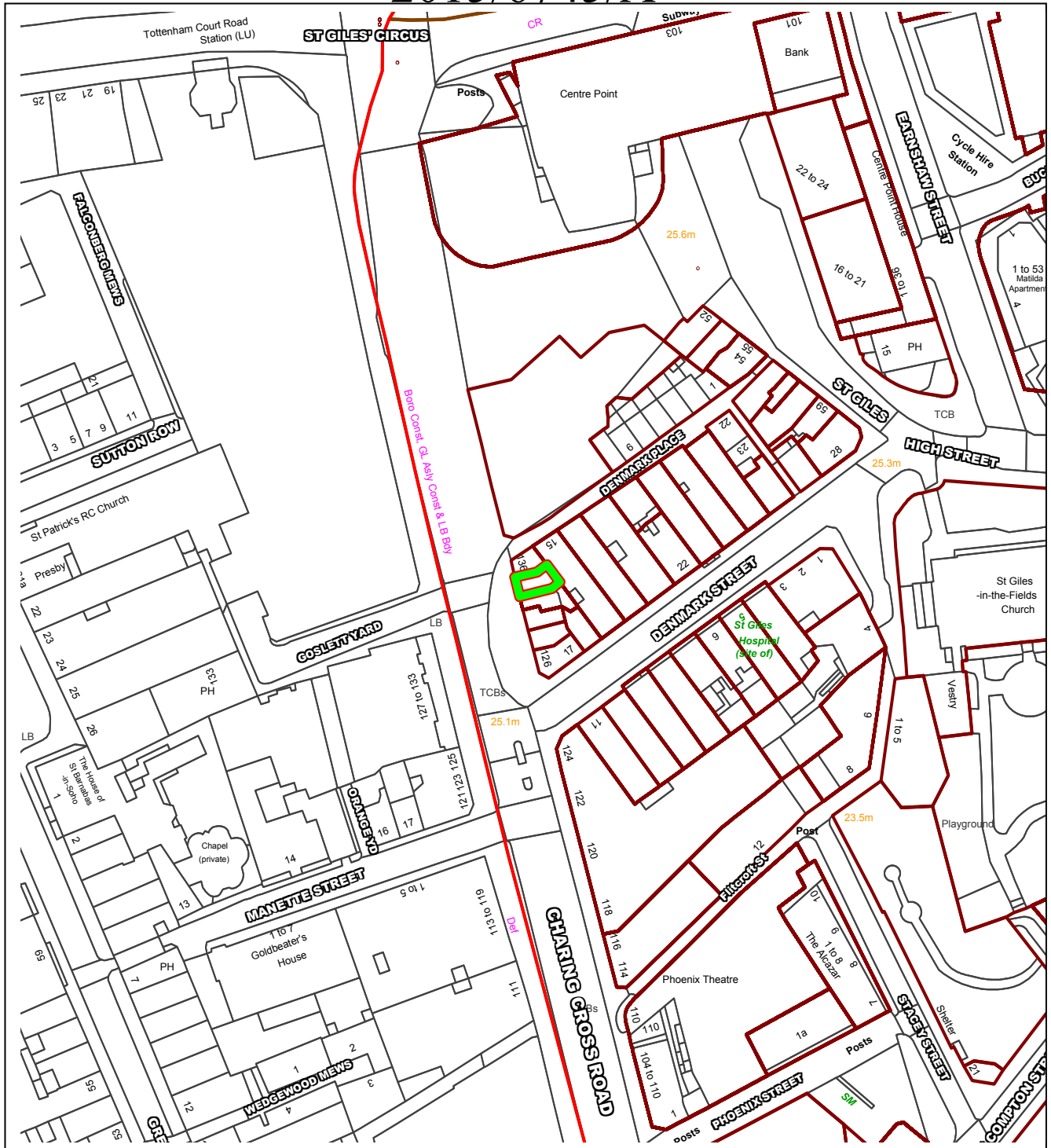


134 Charing Cross Road – 2015/6581/P & 2015/6745/A



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Site Photos of 134 Charing Cross Road



Location of ATM installed without permission.

Residential door to block of flats on upper floors.



Delegated Report		Analysis sheet	Expiry Date:	16/02/2016
(Members Briefing)		N/A / attached	Consultation Expiry Date:	08/02/2016
Officer			Application Number(s)	
Oluwaseyi Enirayetan			A: 2015/6581/P B: 2015/6745/A	
Application Address			Drawing Numbers	
134 Charing Cross Road London WC2H 0LA			Refer to Draft Decision Notice	
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
A: 2015/6581/P - Installation of an ATM machine fronting Charing Cross elevation (retrospective).				
B: 2015/6745/A - Display of non- internally illuminated atm surround (retrospective).				
Recommendation(s):	<ol style="list-style-type: none"> 1. Grant Planning Permission 2. Grant advertisement consent with warning of enforcement action 			
Application Type:	<ol style="list-style-type: none"> 1. Full Planning Permission 2. Advertisement Consent 			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	23	No. of responses	2	No. of objections	0
			No. Electronic	2		
Summary of consultation responses:	<p>Neighbours were consulted by letter, a site notice was placed outside the property on the 18th January 2016 for three weeks and a press notice was published on the 29th December 2015.</p> <p>Comments have also been received from Camden's Crime Prevention Design Advisor – Holborn Police regarding security issues on CCTV and pavement privacy area.</p> <p>Officer's response: The agent has submitted revised drawings to include CCTV and pavement privacy area which are acceptable.</p>					
CAAC/Local groups* comments: <small>*Please Specify</small>	<p><u>Convent Garden Community Association:</u></p> <p>The applicant installed an ATM in proximity to the doorway to a block of residential flats (Sheldon Mansions). CPG1, 7.38 says that cash machines are only likely to be acceptable provided they are positioned sensitively and not be located where queuing could cause problems and with minimal amount of display material. Given that the ATM is just a few metres from the front door to the flats, queuing, particularly at night, would have an impact on residential amenity.</p> <p>Officer Response: Please see amenity section below.</p>					

Site Description

The site comprises a single storey and basement shop unit with a 7 storey residential block of flats situated above. The shop is currently occupied, and lies within a group of buildings with commercial uses located on the ground floor and residential above.

This part of Charing Cross Road lies within the Central London Area within a designated Central London Frontage, located on the east side of Charing Cross Road.

The site is not listed but lies within the Denmark Street Conservation Area. Whilst the shop unit is not identified as a positive contributor, the mansion block situated above (Shaldon Mansions) located at nos.126-136 Charing Cross Road has been identified as making a positive contribution to the character and appearance of the Demark Street Conservation Area.

Relevant History

25/05/1965 – Permission granted for fascia sign (ref: CA/46/P1)

14/10/1972 – Permission granted for illuminated fascia (ref: CA/46/B)

10/08/1967- Permission granted for the installation of a new shopfront at No.134, Charing Cross Road, Camden. (ref: P13/6/3/4012)

13/12/2012 – Permission refused for Change of use from shop/internet cafe (Class A1) to Hot food Takeaway (Class A5) at basement and ground floors and installation of extract flue to rear elevation. (ref:2012/5441/P)

Relevant policies

NPPF 2012

London plan March 2015 (Consolidated with alterations since 2011)

LDF Core Strategy and Development Policies

Core strategy:

CS1 – Distribution of growth

CS5 - Managing the impact of growth and development

CS7 - Promoting Camden's centres and shops

CS14 – Promoting high quality places and conserving our heritage

CS17 – Making Camden a safer place

Development policies:

DP21 – Development connecting to the highway network

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

Camden Planning Guidance 1(CPG) 'Design' 2015

Camden Planning Guidance 6 (CPG) 'Amenity'

Denmark Street Conservation Area Appraisal and Management Statement 2010

Other Material Considerations

PPG19 Outdoor Advertisement Control

Assessment

1.0 Proposal:

1.1 Planning permission is sought for the retention of an Automated Teller Machine (ATM) installed within the eastern panel of shopfront and for non-illuminated sign above and around ATM to existing shop.

2.0 Assessment:

2.1 The proposal is considered to be acceptable and complies with Camden Planning Guidance. The guidance advises that ATMs should be:

- treated as an integral part of a building's design wherever possible;
- not be dominant in the shop display frontage in terms of size or materials;
- positioned sensitively and not be located where queuing could cause problems;
- with minimal amount of display material;
- located on the busiest elevation of a building to reduce the risk of robbery;
- fully accessible to people with disabilities in both location and detailed arrangement;

2.2 The ATM is relatively modest in size and considered sympathetically located within the framework of the shopfront, which is of little architectural or historic merit.

2.3 ATMs are considered to be potential generators of crime. Policy CS17 states that the council will expect development to incorporate design principles which contribute to community safety and security. The Metropolitan Police Crime Prevention Design Adviser has been consulted on the application and has raised some comments on security issues.

2.4 The applicant was informed and revisions were submitted into the design measures that will be incorporated to mitigate the security issues, such as CCTV and pavement privacy areas. The ATM would be positioned on the busy elevation so as to reduce the risk of robbery.

3 Advert

3.1 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.

Amenity

3.2 The original submission was for the display of internally illuminated signage located above cash dispensing machine and surrounds which is contrary with Camden planning guidance and national planning guidance in a conservation area. Although consultation is not required for advertisement applications, the CGCA objected to the illumination signs.

3.3. The applicant has agreed to non-illumination of the signs, followed by revised drawings submitted. Applicant will be given 3 months to change method of illumination to non-illumination of ATM surround and fascia above cash dispensing machine

3.4. The ATM will also be easily accessible from the pavement for all groups, meeting accessibility requirements

3.5 It is noted that the CGCA have objected to this installation due to the proximity to the doorway to residential block of flats. Camden Planning Guidance states that cash machines should not be

positioned where queuing could cause a problem. However, the cash machine has been in operation with no complaints and no objections have been received from residents of block of flats. The Council's Highways department also has no objections. On the above basis, it is not considered sufficient amenity impact to warrant grounds for refusal.

Public safety

3.6 The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

Recommendation:

- 1) Grant Planning Permission**
- 2) Grant advertisement consent with warning of Enforcement Action**

New Wave Installations
Hope Street
Rotherham
South Yorkshire (Met County)
S60 1LH

Application Ref: **2015/6745/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 3229

3 February 2016

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted and Warning of Enforcement Action

Address:
134 Charing Cross Road
London
WC2H 0LA

DECISION

Proposal:
Display of non- illuminated atm surround (retrospective).

Drawing Nos: Site location plan; Block plan; E015610 REV 05; Photos

Supporting document : Design & access statement

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Director of Culture & Environment



- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The permission hereby approved must be implemented and completed within 3 months of the date of the advertisement being granted.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 This consent solely relates to the advert located on the ATM and not to any other advert on site. I would remind you that advertisement consent is required for the illuminated fascia sign located on the front elevation.
- 2 ENFORCEMENT ACTION TO BE TAKEN

The Director of Culture and Environment will instruct the Director of Law and Environment to issue an Enforcement Notice alleging a breach of advertisement control in relation to the existing unauthorised illuminated ATM surround and

fascia, should it not be removed within 3 months of the date of this advertisement consent.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Director of Culture & Environment

DRAFT

DECISION

Carolyn Booth
New Wave Installations
Hope Street
Rotherham
South Yorkshire (Met County)
S60 1LH

Application Ref: **2015/6581/P**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 3229

3 February 2016

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
134 Charing Cross Road
London
WC2H 0LA

DECISION

Proposal:
Installation of an ATM machine fronting Charing Cross elevation (retrospective).

Drawing Nos: Site location plan; Block plan; E015610 REV 05; Photos
Supporting document : Design & access statement

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

Director of Culture & Environment



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location plan; Block plan; E015610 REV 05; Photos; Design & access statement

Reason:

For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP24 and DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 2 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

DRAFT

DECISION