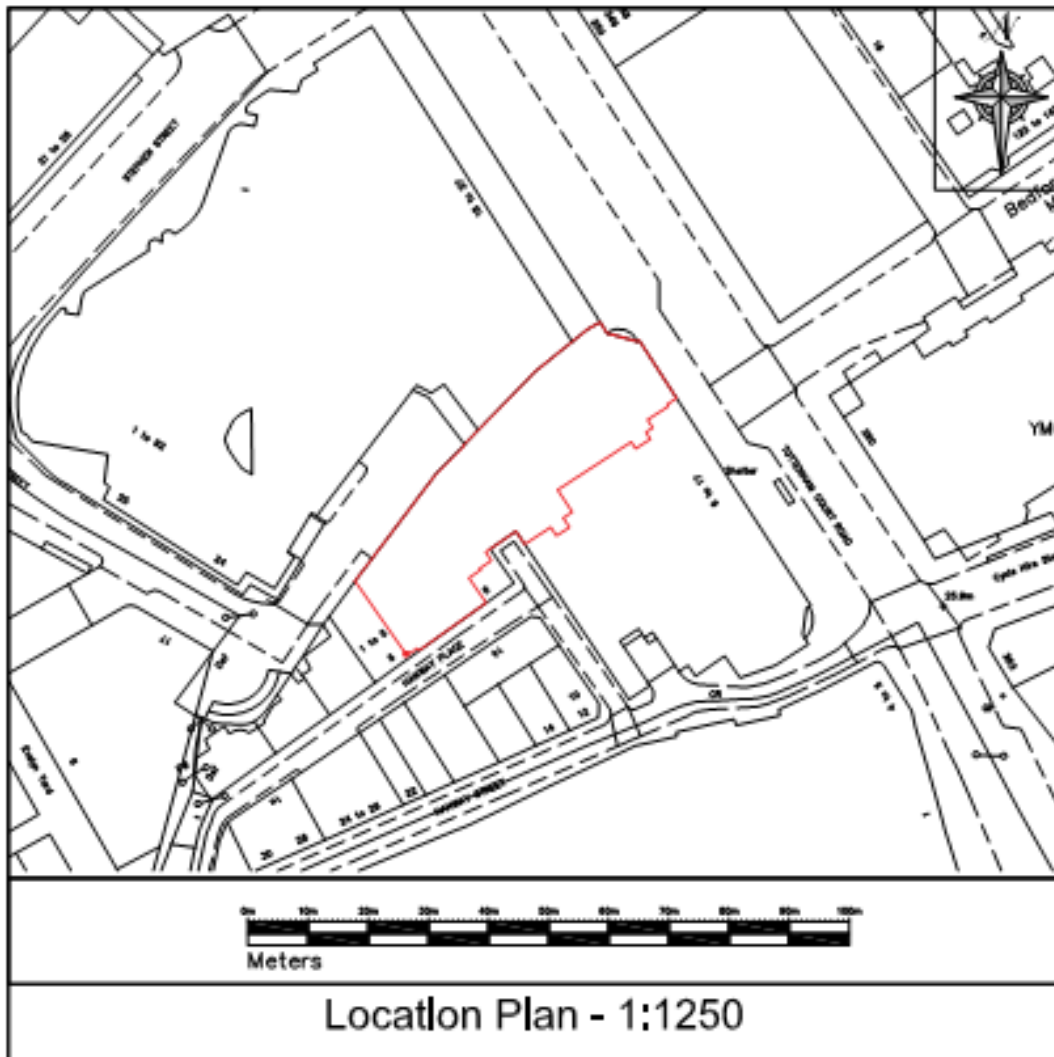


15-17 Tottenham Court Road 2016/3641/P & 2016/4908/A



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15-17 Tottenham Court Road



Front elevation of application site including existing ATM

| | | | | |
|---|----------------------------|---|---------------------------------------|-------------------|
| Delegated Report | | Analysis sheet | Expiry Date: | 25/08/2016 |
| | | N/A | Consultation Expiry Date: | 04/08/2016 |
| Officer | | | Application Number | |
| Anna Roe | | | A. 2016/3641/P B. 2016/4908/A | |
| Application Address | | | Drawing Numbers | |
| 15-17 Tottenham Court Road London W1T 1BJ | | | Please Refer to Draft Decision Notice | |
| PO 3/4 | Area Team Signature | C&UD | Authorised Officer Signature | |
| | | | | |
| Proposal | | | | |
| A. Installation of external ATM machine. B. Installation of non-illuminated ATM signs. | | | | |
| Recommendation: | | A. Grant Full 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: | No. notified | 00 | No. of responses | 01 | No. of objections | 00 |
| | | | No. Electronic | 00 | | |
| Consultation responses: | <p>Site Notice – 13/07/16 – 03/08/16 Newspaper advisement 14/07/16 – 04/08/16</p> <p>No neighbour consultation responses received.</p> | | | | | |
| CAAC comments: | <p>The Bloomsbury Association objected to the application on the following grounds:</p> <ol style="list-style-type: none"> 1. The ATM, by reason of its siting and design, would prevent natural surveillance and would be detrimental to the character and appearance of the host property and the area generally. 2. We are concerned about the appropriateness of the proposed ATM. It is not detrimental to the Bloomsbury or Hanway Street Conservation Areas but we see the installation of yet another ATM in this location as a further step towards what appears to be a common strategy by supermarkets to remove all active street frontages from their buildings. Together, the two machines in their opaque glass surrounds would present a hostile and unattractive frontage to Tottenham Court Road. Valuable 'active frontage' would be lost and the internal mechanism behind would further reduce the scope for surveillance. 3. This part of London is plagued by itinerant drug users, street dwellers and 'professional' beggars who target locations such as this. Crime and security are very real problems for both the residential and business communities. Active frontages are essential. <p><i>For officer's response:</i></p> <ol style="list-style-type: none"> 1. <i>The planned ATM would be located on the properties principle elevation on the busy Tottenham Court Road and would not prevent natural surveillance.</i> 2. <i>Given the scale of the proposed machine, the existing active frontage would be largely retained.</i> 3. <i>The Council's Designing Out Crime Officer has reviewed the application and does not consider it to be in a high crime area.</i> | | | | | |

Site Description

The application site is located towards the southern end of Tottenham Court Road, within a primary frontage of a Central London Frontage and is in the Hanway Street Conservation Area. The site also falls within the area covered by the Fitzrovia Area Action Plan.

The host building is a modern, three storey property with glazed frontage. The building comprises a mix of uses with commercial units at ground floor. Sainsbury's supermarket occupies the northern most unit.

There is an existing ATM machine located within the retail frontage, with frosted glass surround.

Relevant History

15-17 Tottenham Court Road

2012/1681/P - Installation of a cash machine (ATM) with two anti-ram bollards to shopfront of existing retail unit (Class A1). Granted 11/06/2012.

Relevant policies

National Planning Policy Framework 2016

The London Plan 2015

Camden LDF Core Strategy 2010

CS1 Distribution of growth

CS5 Managing the impact of growth and development

CS14 Promoting high quality places and conserving our heritage

CS17 Making Camden a safer place

Camden Development Policies 2010

DP24 Securing high quality design

DP25 Conserving Camden's heritage

DP26 Managing the impact of development on occupiers and neighbours

DP30 Shopfronts

Camden Planning Guidance

CPG1 Design 2015, Chapter 2, 7, 8, 9.

CPG6 Amenity 2013

Hanway Street Conservation Area Statement

Fitzrovia Area Action Plan, March 2014

Assessment

1. Proposal:

1.1 Planning permission is sought for the installation of an ATM machine. The machine would be located within the retail frontage on the principle elevation, adjacent to an existing ATM and would be identical in terms of size and design including choice of material.

1.2 The applicant also seeks advertisement consent for the installation of a non-illuminated ATM surround.

2. Assessment:

2.1 The principle considerations material to determining the application are as follows:

- Design - the impact of the proposal on the character of the host property as well as that of the wider area;
- Amenity - the impact of the proposal on the amenity of adjoining occupiers.
- Community Safety

3. Design

3.1 Policy CS14 aims to ensure the highest design standards for developments. Similarly, policy DP24 states that the Council will require all developments to be of the highest standard of design and respect the local character.

3.2 Camden Planning Guidance 1: Design (paragraph 7.38) makes specific reference to the design of ATM's. It states that "cash machines are only likely to be acceptable provided they are:

- treated as an integral part of a building's design wherever possible;
- not dominant in the shop display frontage in terms of size or materials; with minimal amount of display material".

This guidance builds on the policies specified in the LDF, namely CS9, CS14, DP24 and DP30.

3.3 The proposed ATM is of a relatively small scale and would not be dominant in the framework of the shopfront. Furthermore it would form an integral part of the principle elevation and would match the design and positioning of the existing ATM.

3.4 Overall, it is considered that the proposed ATM would be in keeping with the character and appearance of the host building and the surrounding area and there would be no harm caused to the character and appearance of the Conservation Area. The application is therefore considered to be acceptable in this regard.

3.5 Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

4. Neighbour amenity

4.1 Policy CS5 seeks to protect the amenity of Camden's residents by ensuring the impact of

development is fully considered. Similarly, Policy DP26 seeks to ensure that development protects the quality of life of occupiers.

4.2 With regard to the impact of the proposal upon highways safety (in the context of footpath width), the Council's Transport Department have reviewed the application and deem it to be acceptable.

4.3 The Camden Streetscape Design Manual states that "the minimum 'clear footway' width for a busy pedestrian street is 3 metres, though greater widths are usually required." Transport for London's (TfL) Pedestrian Comfort Guidance requires that "a minimum effective footway width of 3.3 metres should be provided for busy pedestrian routes." As the existing pedestrian 'clear' footway on Tottenham Court Road is in excess of 6 metres the proposal will satisfy the minimum effective footway widths as stated by both Camden's and TfL's guidance documents.

5. Community Safety

5.1 The Council's 'Designing-Out-Crime' Officer has also been consulted on the application. Given that the planned ATM would be located on the busiest elevation of the building, the Officer is satisfied that this would reduce the risks associated with this type of development. However they have requested additional security features including a mirrored surface which will be secured via condition.

6. Signage

6.1 The concurrent application is for non-illuminated signage and surround.

6.2 The Town and Country Planning (Control of Advertisements) Regulations 2007 states that in deciding whether or not to approve an application for advertisement consent, the local planning authority may only consider the issues of amenity and public safety. In doing so, the National Planning Policy Framework (NPPF) and the Camden LDF is relevant.

6.3 The NPPF states that poorly placed advertisement can have a negative impact on the appearance of the built environment. These policies are reflected in supplementary guidance CPG1 (Chapter 8). CPG1 states that advertisements should respect the character of the existing building, its surroundings and the fabric of the building.

6.4 The proposed signage is small in scale and would match the existing signage on the host property in terms of colour and design. As such, the proposed signage is considered to be in keeping with the character and appearance of the host building and commercial identity of the street in accordance with DP24 and DP30.

6.5 The proposal will not impact on any neighbouring amenity or create visual clutter. There are no highways safety issues envisaged from the proposed signage

Recommendation:

Grant Full Planning Permission and Advertisement Consent

The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing

panel on Monday 19th September 2016, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to www.camden.gov.uk and search for 'Members Briefing'.

Miss Nissa Shahid
Indigo Planning Ltd
Swan Court
Worple Road
Wimbledon
London
SW19 4JS

Application Ref: **2016/3641/P**
Please ask for: **Anna Roe**
Telephone: 020 7974 **1226**

7 September 2016

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
15-17 Tottenham Court Road
London
W1T 1BJ

DECISION

Proposal: Installation of external ATM machine.

Drawing Nos: Planning statement dated 29/06/16; 2020; 2020G04-ATM Rev1.

The Council has considered your application and decided to grant permission subject to the following conditions:

Conditions and Reasons:

- 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).

- 2 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.

Executive Director Supporting Communities



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.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Planning statement dated 29/06/16; 2020; 2020G04-ATM Rev1.

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

- 4 Before the use commences a mirrored surface should be fitted to the ATM. The use shall thereafter not be carried out other than in accordance with the approved scheme.

Reason: To safeguard the amenities of the adjoining premises and the area generally in accordance with the requirements of policies CS5 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policy DP26 of the London Borough of Camden Local Development Framework Development Policies.

Informatives:

- 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

Executive Director Supporting Communities

DRAFT

DECISION

**Regeneration and Planning
Development Management**
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Tel 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Indigo Planning Ltd
Swan Court
Worple Road
Wimbledon
London
SW19 4JS

Application Ref: **2016/4908/A**
Please ask for: **Anna Roe**
Telephone: 020 7974 **1226**

7 September 2016

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
15-17 Tottenham Court Road
London
W1T 1BJ

DECISION

Proposal: Installation of non-illuminated ATM signs.

Drawing Nos: Planning statement dated 29/06/16; 2020; 2020G04-ATM Rev1.

The Council has considered your application and decided to grant consent subject to the following conditions:

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.

- 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);

Executive Director Supporting Communities



- (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.

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

Executive Director Supporting Communities

DRAFT

DECISION