Camden

Notemachine UK Ltd
Ms Jan Clark
Russell House
Elvicta Business Park
Crickhowell
NP8 1DF

Application Ref: **2017/0335/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

6 March 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
**11 Chalk Farm Road
London
NW1 8AG**

Proposal:
Display of an internally illuminated ATM surround.

Drawing Nos: Site location plan; NM-01-2017-11- (1, 2); ATM face (ref: 6626 'Halo' Surround 'Free Cash' Branding; 66XX NoteMachine FC - Forming Front Face Appearance - 14/08/15; Design and 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.

Executive Director Supporting Communities

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.

Informative(s):

1   Reasons for granting consent.

The proposed signage is appropriate in size, design, location and type of illumination which would not harm visual amenity and character of the building or streetscene. Only the lettering and blue LED surround would be illuminated. The proposal will not impact on neighbour amenity in terms of light spill nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, policies DP24 and DP26 of the London Borough of Camden Local Development Framework Policies and policies D1 and D4 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with The
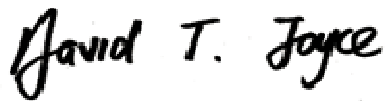
London Plan 2016 and the National Planning Policy Framework.

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

David Joyce
Executive Director Supporting Communities