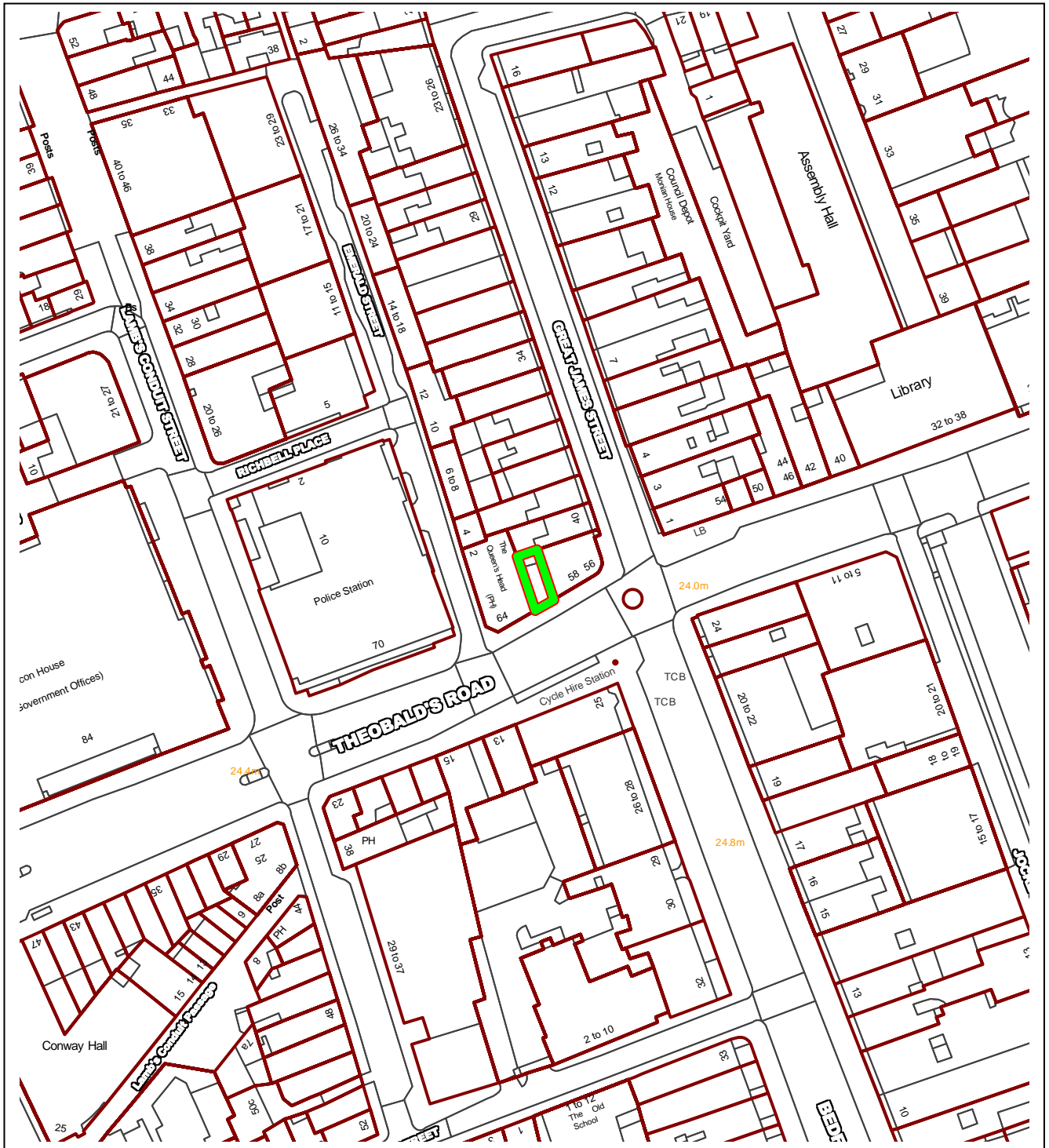


62 Theobald's Road, WC1X 8SF  
2017/5896/P & 2017/6569/A

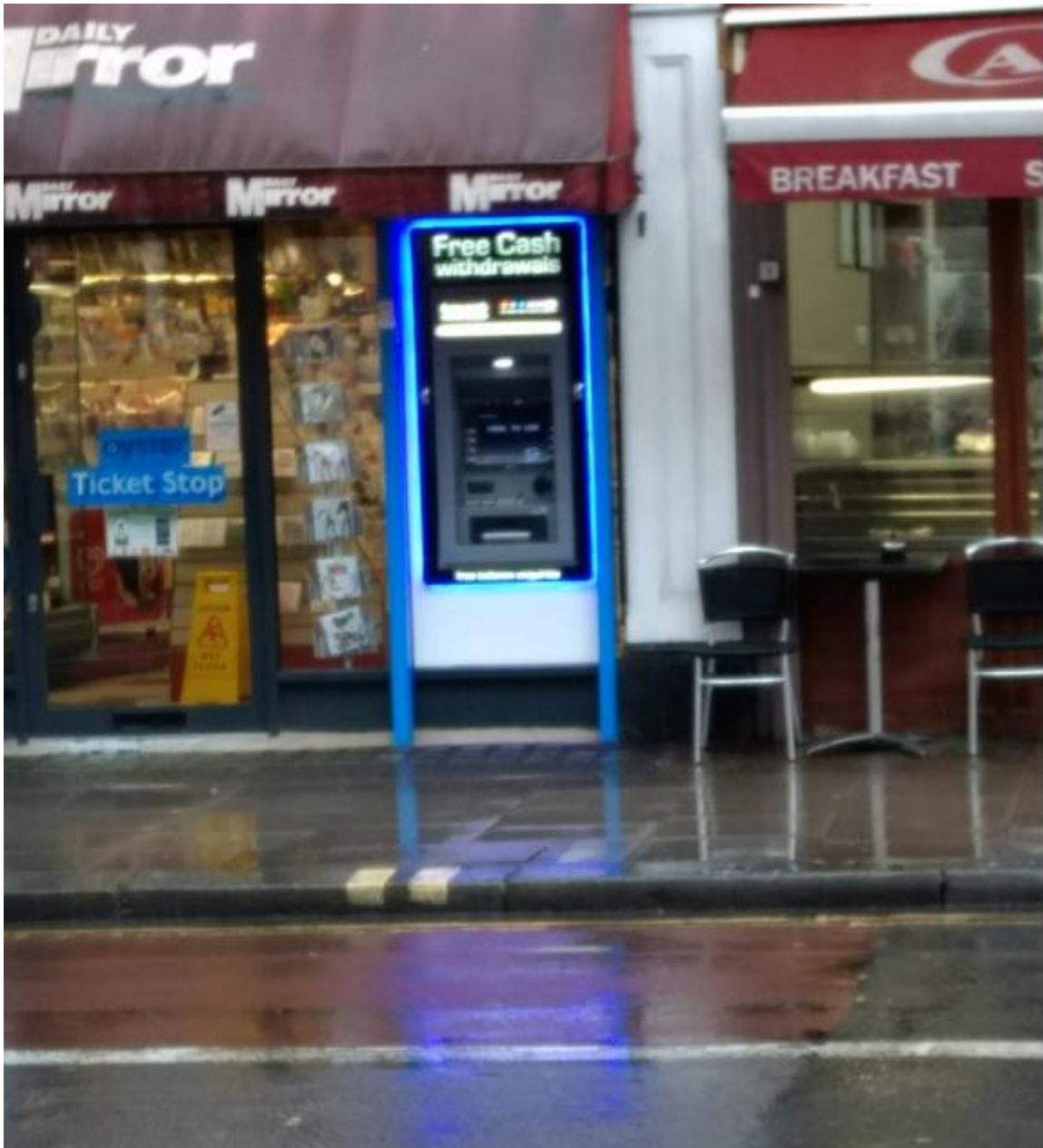


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## 62 Theobald's Road – Site Photographs January 2018



1. ATM as installed with illuminated surround



2. ATM as installed with illuminated surround



3. Street scene

<b>Delegated Report</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>		<b>15/12/2017</b>	
<b>(Members Briefing)</b>		N/A / attached		<b>Consultation Expiry Date:</b>		21/12/2017	
<b>Officer</b>				<b>Application Number(s)</b>			
Emily Whittredge				i) 2017/5896/P & ii) 2017/6569/A			
<b>Application Address</b>				<b>Drawing Numbers</b>			
62 Theobald's Road London WC1X 8SF				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>							
i) Installation of internally illuminated ATM with non-illuminated surround to shopfront (retrospective). ii) Display of non-illuminated ATM surround (retrospective).							
<b>Recommendation(s):</b>		i) Grant Planning Permission ii) Grant Advertisement Consent					
<b>Application Type:</b>		Full Planning Permission 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>		<b>Site Notice</b> 29/11/2017 to 20/12/2017 <b>Press Notice</b> 30/11/2017 to 21/12/2017  No comments received.					
<b>CAAC/Local groups comments:</b>		The Bloomsbury Conservation Area Advisory Committee raised objection to the proposal on the grounds of it being internally illuminated, stating that: <ul style="list-style-type: none"> <li>This visual clutter would conflict with the character of the building, indeed the whole terrace, at night particularly.</li> </ul> <i>Officer response: The proposal has been amended to omit the internal illumination of the surround. Details of the amendments are described in paragraph 1.2 below.</i>					

## Site Description

The application site comprises a mid-terrace four storey building on the north side of Theobald's Road. The property has a shop at ground floor level and forms part of a larger uniform block that includes commercial frontages at no. 60, and 56. The site adjoins a public house to the west.

The terrace is defined as a positive contributor to the conservation area, although the shopfront at the application site is not considered to be "of merit".

## Relevant History

**AD2321** - Display of an internally illuminated fascia sign measuring 3.886 metres x 1.219 metre. – **Refused 21/11/1983**

**14095** - Installation of a new shopfront and fascia board at No 62 Theobalds Road, Camden.- **Granted 24/08/1972**

## Relevant policies

### Camden Local Plan 2017

A1 (Managing the impact of development)

D1 (Design)

D2 (Heritage)

D4 (Advertisements)

### Camden Planning Guidance 2015/2011

CPG1 (Design) Chapter 4

CPG6 (Amenity) Chapter 7

### Bloomsbury Conservation Area Statement (2011)

### The London Plan (2016)

### National Planning Policy Framework (2012)

## Assessment

### 1.0 Proposal

1.1 The application seeks retrospective permission for the following:

- Installation of internally illuminated ATM with non-illuminated surround to shopfront

1.2 The proposal has been amended from the original submission, by the omission of the internal illumination from the ATM surround. This includes the internally illuminated white lettering “Free Cash Withdrawals” and “Free balance enquiries”, and the blue halo illumination to the external edge of the surround. The smaller lettering on the ATM body is proposed to be illuminated as white individual letters.

### 2.0 Assessment

#### 2.1 The main consideration in the assessment of these applications are:

- Design and impact on the character and appearance of the host property and the conservation area;
- Amenity
- Highway safety
- Crime and security

### 3.0 Design and impact on the conservation area

3.1 The Council’s design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within Local Plan Policy D1 are relevant to the application: development should consider the character, setting, and context. Policy D2 states that within conservation areas, the Council will only grant permission for development that preserves and, where appropriate, enhances its established character and appearance. Policy D4 stipulates that advertisements must preserve the character and amenity of the area and preserve or enhance conservation areas.

3.2 The existing shopfront is a modern installation with large panes of glass and aluminium framing. The proposed ATM is currently installed within the existing shopfront, replacing part of the glazing on the right hand side. The ATM is located above the level of the existing stall riser on the shopfront. The frontage is part of a wider commercial street scene with shopfronts of varying quality; most fascia signage is externally illuminated.

3.3 The shop is a newsagent, at which an ATM is not an uncommon feature. The ATM body itself is grey and black, and is not considered to appear prominent within the streetscene. Some internal illumination is integral to the ATM, including downlighting of the screen and keypad, and white illuminated letters above the screen. The illumination would not exceed 100 cd/m, which is below the maximum level recommended by the ILP for illuminated advertisements within urban areas.

3.4 The ATM surround, which frames the ATM unit, is the subject of the advertisement consent, and would be non-illuminated. The ATM has already been installed with internally illuminated lettering and blue halo illumination to the surround; however, the applicant confirmed that the illumination to the surround can be switched off. For the avoidance of doubt, a condition is proposed to be added to the decision notice to ensure that the surround is non-illuminated at all times.

3.5 Although internally illuminated signage is largely resisted within conservation areas, the proposal includes a small area of illumination at ground floor level, within a glazed shopfront that would appear internally illuminated for significant periods of time. Some illumination is characteristic of ATMs, and on balance, it is considered that the amount of illumination that is proposed would not detract from the existing character of the conservation area, and would not appear out of keeping

within the retail context.

#### **4.0 Amenity**

4.1 The ATM is located within a commercial frontage, and would be installed at ground level within the existing shopfront. The ATM would have limited illumination, within the levels recommended by the Institution of Lighting Professionals (ILP) and would therefore not impact the residential amenity of nearby occupants.

#### **5.0 Highway safety**

5.1 The Council's Transport team reviewed the proposal and raised no objections on the basis that the development is not considered to impact highway safety. The adjacent footway is approximately 3.5 metres wide and use of the ATM would not obstruct the flow of footway users.

5.2 The shopfront is not located directly adjacent to a pedestrian crossing, bus stop or other highway feature where groups of people are likely to congregate.

5.3 The proposed development is therefore acceptable in highways terms.

#### **6.0 Crime and security**

6.1 The Metropolitan Police were consulted on the proposal and was satisfied that the security and the prevention of crime had been considered and had been incorporated into the development. No objection was raised to the installation of the ATM in this location.

#### **7.0 Conclusion**

7.1 The proposed installation of an ATM is considered to have an acceptable impact on the Bloomsbury Conservation Area.

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Monday 29<sup>th</sup> January 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](http://www.camden.gov.uk) and search for 'Members Briefing'.***



Mrs Deborah Cashmore  
Notemachine uk ltd  
Russell House  
Elvicta Business Park  
Crickhowell  
NP8 1DF

Application Ref: **2017/5896/P**  
Please ask for: **Emily Whittredge**  
Telephone: 020 7974 **2362**

25 January 2018

**DRAFT**

Dear Sir/Madam

**DECISION**

Town and Country Planning Act 1990 (as amended)

**Full Planning Permission Granted**

Address:  
**62 Theobald's Road**  
**London**  
**WC1X 8SF**

**DECISION**

Proposal:  
Installation of internally illuminated ATM with non-illuminated surround to shopfront (retrospective).

Drawing Nos: NM-10-2017-18-1, NM-GA-6626 Rev A, NM-10-2017-18-2, First Draft Rev A, OS Location Plan.

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

Condition(s) and Reason(s):

- 1 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 D1 and D2 of the London Borough of Camden Local Plan 2017.

Executive Director Supporting Communities



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans NM-10-2017-18-1, NM-GA-6626 Rev A, NM-10-2017-18-2, First Draft Rev A, OS Location Plan.

Reason:

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

- 3 Notwithstanding the details shown on the drawings, nothing in this permission grants consent for halo lighting or illumination to the ATM surround.

Reason: To preserve the character and amenity of the area in accordance with Policies D2 and D4 of the Camden Local Plan 2017, and for the avoidance of doubt.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that 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, Judd St, Kings Cross, London NW1 2QS (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 Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website 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

Director of Regeneration and Planning

Notemachine uk ltd  
Russell House  
Elvicta Business Park  
Crickhowell  
NP8 1DF

Application Ref: **2017/6569/A**  
Please ask for: **Emily Whittredge**  
Telephone: 020 7974 **2362**

24 January 2018

# DRAFT

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**62 Theobald's Road**  
**London**  
**WC1X 8SF**

# DECISION

Proposal:

Display of non-illuminated ATM surround (retrospective).

Drawing Nos: NM-10-2017-18-1, NM-GA-6626 Rev A, NM-10-2017-18-2, First Draft Rev A, OS Location Plan

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.

- 2 No advertisement shall be sited or displayed so as to

Executive Director Supporting Communities



- (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 Notwithstanding the details shown on the drawings, nothing in this permission grants consent for halo lighting or illumination of the ATM surround.

Reason: To preserve the character and amenity of the area in accordance with Policies D2 and D4 of the Camden Local Plan 2017, and for the avoidance of doubt.

Informative(s):

1

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

**DRAFT**

**DECISION**