

124 West End Lane, NW6 1SA (2017/6580/P & 2017/6971/A)



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Site photos of 124 West End Lane, NW6 1SA



Shopfront with pavement context



Shopfront

Site photos of 124 West End Lane, NW6 1SA



Streetview

Delegated Report		Analysis sheet		Expiry Date:		A & B	
(Members Briefing)		N/A / attached		Consultation Expiry Date:		22/01/2018	
Officer				Application Number(s)			
Oluwaseyi Enirayetan				A: 2017/6580/P B: 2017/6971/A			
Application Address				Drawing Numbers			
124 West End Lane West LONDON NW6 1SA				Please refer to draft decision notice			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
A: Installation of an Automated Teller Machine (ATM) to shopfront.							
B: Display of an internally illuminated ATM surround							
Recommendation(s):		A. Grant 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. of responses	00	No. of objections	00
Summary of consultation responses:	<p>A site notice was displayed 12/01/2018, expired 31/01/2018.</p> <p>No comments were received from neighbouring residents.</p>					
Fortune Green & West Hampstead Neighbourhood forum	<p>The Fortune Green & West Hampstead Neighbourhood forum objected on the following grounds:</p> <ul style="list-style-type: none"> • Key component of the forum is to improve circulation on pavements in the West Hampstead Growth Area. Pavement is narrow and most congested and would increase congestion and increase the risk to pedestrians of being forced off the pavement. <p><i>Officers response:</i></p> <ul style="list-style-type: none"> • See paragraph 4.1 in the assessment below 					
Designing out Crime officer (Metropolitan Police)	<p>Objection & Comments received from the Council's designing out Crime officer at the metropolitan police are summarised as follows:</p> <ul style="list-style-type: none"> • Create issues surrounding crime and anti-social behaviour. • situated between the two (2) main transport links, becomes heavily congested • Narrowing of the pavement footpaths <p><i>Officers response:</i></p> <ul style="list-style-type: none"> • See paragraph 5.1 in the assessment below • See paragraph 4.1 in the assessment below • See paragraph 4.1 in the assessment below 					

Site Description

The site is an end of terrace building located on the corner junction of West End Lane and Blackburn Road. The application site relates to the ground floor retail unit. The site is not listed building nor is it within a conservation area. However, it is located within the Fortune Green & West Hampstead Neighbourhood Area.

Relevant History

Site Planning History:

TPD1804/32778 - Installation of a new shop front – **GRANTED 23/02/1965**

CA/112/P1 - Internally illuminated fascia sign 7'6" long by 4'11 1/2" deep having blue letters reading "KENSITAS" and black letters reading "FIRST FOR QUALITY AND FAMOUS GIFTS" on a white perspex background – **GRANTED 16/07/1965**.

CA112/AD1727 - The display of an internally-illuminated projecting box sign 2 feet 3 1/2 inches by 1 foot 7 inches by 7 inches on the left-hand pilaster of the shop front below the decorative capital.- **GRANTED 09/09/1981**

CA112/AD1641 - The display of an internally illuminated projecting box sign 2'3 1/2" x 1'7" x 7" on the left-hand pilaster of the shop front below the decorative capital. – **GRANTED 27/11/1981**

8980938 - The display of two externally illuminated fascia signs measuring 8'8" * 2 and 15'3" * 2 replacing existing non-illuminated signs as shown on drawing nos. 693/A and 3166.- **GRANTED 20/09/1989**

2009/2923/A - Installation of digital LED screen (1.8m x 9.4m) at fascia level on corner of West End Lane and Blackburn Road to display advertisements (changing every 7-10 seconds) – **REFUSED 06/10/2009**

2012/1009/P - Erection of two-storey rear extension at basement and ground floor level to create new retail unit (Class A1) with entrance door and display windows onto Blackburn Road. – **GRANTED 17/04/2012**

Relevant policies

Application A:

National Planning Policy Framework 2012

The London Plan 2016

Camden's Local Plan 2017

A1 – Managing the impact of development

C5 – Safety and security

C6 – Access for all

D1 – Design

D3 – Shopfronts

T1 - Prioritising walking, cycling and public transport

Camden Planning Guidance

CPG1 Design (2015),

CPG6 Amenity (2013)

Fortune Green and West Hampstead Neighbourhood Plan, September 2015 (Policies 2 and 9)

Application B:

National Planning Policy Framework 2012

The London Plan 2016

Camden's Local Plan 2017

D1 – Design

D4 – Advertisement

Camden Planning Guidance

CPG1 Design (2015),

CPG6 Amenity (2013)

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Assessment

1. The proposal

1.1. This application seeks planning permission for the following works:

- Installation of an Automated Teller Machine (ATM) to shopfront facing West End Lane. It would measure approximately 1.1m in height, 0.6m in width and located a minimum 0.7m above ground level.
- The display of an internally illuminated ATM surround. It would feature a blue surround and an illuminated blue and white ATM fascia sign with blue lettering out of a white background. The illumination would be static.

A: Planning Permission for installation of ATM

2. Assessment

2.1. The principal considerations material to determining this application are as follows:

- Design
- Highways
- Crime

3. Design

3.1. Policy D1 (Design) of the Camden Local plan states that the Council will require that all developments be of the highest standards of design and respects local context

3.2. Camden Planning Guidance (CPG1: 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".
- with minimal amount of display material

- positioned sensitively and not be located where queuing could cause problems;
- located on the busiest elevation of a building to reduce the risk of robbery
- fully accessible to disabled people in both location and detailed arrangement;

3.3. 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. The elevation faces onto the parade of shops and units and as such would not appear out of context. The ATM would not lead to a major change in the character of the façade due to the flat surface and its position within the frontage. Overall, the proportions of the shop front would remain unchanged, and there would be a suitable level of glazing, therefore complies with CPG1: Design, not appearing dominant in the shop display frontage in terms of size.

4. Highways

4.1. Within submitted comments, concerns have been raised on grounds of highway safety with potential for increased congestion, particularly at rush hour. The site is located in close proximity to busy train stations and there are existing street furniture such as pole and a bin close to the shop. Officers acknowledged that the pedestrian footfall would be high during rush hour; however, the ATM is not considered to significantly impact pedestrian flows. The Council's Transport Officers have been consulted and raised no objection stating 'The footway has a width of approximately 3m, and the site is not located directly adjacent to a bus stop or highways feature that result in pedestrians congregating, and is far enough away from the junction to enable clear passage for any passing pedestrian'. It is not considered that the ATM would cause harm to highway safety.

5. Crime

5.1. The Designing out Crime Officer has raised concerns on issues surrounding crime, anti-social behaviour, begging, and 'shoulder surfing'. Despite this concern, officers note that the ATM would be located on the busiest elevation of the building to reduce the risk of robbery in line with CPG1 Design. The ATM would not be positioned near any bus stop which can be a potential for robbery, and natural surveillance is known to deter crime as stated in the local plan. Also, the recommendations received from the police will be secured by conditions to address their concerns. These would include securing CCTV to reduce the risk of crime, safety mirrors to improve surveillance for the ATM users, pin shield to prevent physical observation of the users pin code, as well as the demarcation of a 'privacy zone' to improve crime prevention. Subject to these crime prevention measures, the installation is considered to remain in accordance with the requirements of policy C5.

B: Advertisement Consent

5.2. The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

5.3. The ATM surround would be internally illuminated. Whilst CPG1 Design discourages this, the signage is considered acceptable given that only the letters would be illuminated. As such the signage would not be overly prominent and would not detract from local amenity. A condition is recommended to ensure that the internal illumination remains static at all times (i.e. never flashing) to ensure that the signage remains visual recessive.

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

Public Safety

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

Recommendation : Grant permission and Grant 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 12th February 2018, 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'.

Mr Desmond Ager
Des Ager Planning Consultant
1 Turner Cottages 33
Charterhouse Road
Godalming
GU7 2AG

Application Ref: **2017/6580/P**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

7 February 2018

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**124 West End Lane West
LONDON
NW6 1SA**

DECISION

Proposal:

Installation of an Automated Teller Machine (ATM) to shopfront.

Drawing Nos: Site location; EN051117 Rev A (Proposed Elevation, Plan and Section); EN051117 Rev A (Existing Elevation, Plan and Section); EN Signage Rev A (ATM Elevation, ATM Section); Design & Access Statement; Photos.

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).

Executive Director Supporting Communities



- 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.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 of the London Borough of Camden Local Plan 2017.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location; EN051117 Rev A (Proposed Elevation, Plan and Section); EN051117 Rev A (Existing Elevation, Plan and Section); EN Signage Rev A (ATM Elevation, ATM Section); Design & Access Statement; Photos.

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

- 4 Prior to the first use of the ATM hereby approved, the following crime prevention measures shall be installed:

- a) Security CCTV camera to provide coverage for the ATM, with a minimum 28 day storage facility;
- b) A PCI standard PIN shield;
- c) A visibility mirror; and
- d) Painting of a privacy zone on the floor in front of the ATM

These crime prevention measures shall then be maintained and retained in perpetuity.

Reason: To safeguard the safety and security of users and reduce the fear of crime in accordance with the requirements of policy C4 of the London Borough of Camden Local Plan 2017.

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

DECISION

Des Ager Planning Consultant
1 Turner Cottages 33
Charterhouse Road
Godalming
GU7 2AG

Application Ref: **2017/6971/A**
Please ask for: **Oluwaseyi Enirayetan**
Telephone: 020 7974 **3229**

8 February 2018

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**124 West End Lane West
LONDON
NW6 1SA**

DECISION

Proposal:

Display of an internally illuminated ATM surround

Drawing Nos: Site location; EN051117 Rev A (Proposed Elevation, Plan and Section); EN051117 Rev A (Existing Elevation, Plan and Section); EN Signage Rev A (ATM Elevation, ATM Section); Design & Access Statement; Photos.

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.

- 6 The internally lit signage shall not be illuminated with flashing elements at any time.

Reason: To ensure that the advertisement does not have an adverse impact on neighbouring amenity nor be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, and in general accordance with policies A1 and D4 of the Camden Local Plan 2017

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:

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Yours faithfully

Director of Regeneration and Planning

DRAFT

DECISION