

Delegated Report		Analysis sheet	Expiry Date:	07/03/2018
		N/A	Consultation Expiry Date:	15/02/2018
Officer		Application Number(s)		
Matthias Gentet		1) 2018/0134/P 2) 2018/0212/A		
Application Address		Drawing Numbers		
56 Tavistock Place LONDON WC1H 9RG		Design and Access Statement; Site Location Plan; NM-GA-F1-A; Existing Front Elevation and Part Ground Floor Plan; Proposed Front Elevation and Part Ground Floor Plan.		
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature	
Proposal(s)				
1) Installation of an Automatic Teller Machine (ATM) to be installed through a white composite security to the left hand side of the shop entrance (Class A1). 2) Display of an internally illuminated Automatic Teller Machine (ATM) surround.				
Recommendation(s):	Refuse Planning Permission Refuse Advertisement Consent			
Application Type:	Full Planning Permission			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
Consultations						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:	<p>A Site Notice was displayed on 19/01/2018 and expired on 09/02/2018, a Press Advert was published on 25/01/2018 and expired on 15/02/2018 and Consultation Letters were sent out on 17/01/2018 and expired on 07/02/2018.</p> <p>No response were received.</p>					
Bloomsbury CAAC	Although the Bloomsbury CAAC were consulted, no response were provided.					
The Metropolitan Police	<p>A Comment from The Metropolitan Police were received, summarised as follow:</p> <ul style="list-style-type: none"> - The area is a bustling location with a number of tourist and student accommodation but the risk of anti-social behaviour is low; - The main crime type in the area is mobile phone snatches; - Recommended Minimum Standards: <ul style="list-style-type: none"> Natural Surveillance Mirrors CCTV Street Lighting Defensible space Bollards PIN Shields - Best Practice 'ATM Security Working Group' Guidelines <ul style="list-style-type: none"> Anchoring systems Alarm Systems Fogging Systems Tracking Systems Cash Degradation Systems Gas Attacks Other security measures <p>No objections to this ATM being installed</p>					

Site Description

The site address is a 3-storey plus basement and mansard roof end of terrace late 19th century property located on the southern side of Tavistock Place and on the corner of Kenton Street, with commercial units operating at basement and ground floor level. The upper floor are non-residential and would appear to be ancillary to the running of the commercial units.

The building is in the Bloomsbury Conservation Area but is not listed. However, it is marked as a Positive Contributor in the Bloomsbury Conservation Area Appraisal, with No54 (next door) being noted for its Shopfront of Merit.

Relevant History

Site History:

2006/2430/P – (refused on 22/08/2006) - The retention of the shop front of existing retail unit (Class A1).

Surrounding Sites History:

68 Marchmont Street

2010/1857/P – (refused on 07/06/2010 and appeal withdrawn) - Installation of a new shop front incorporating an Automated Teller Machine (ATM).

2010/1858/A – (refused on 07/06/2010) - Display of an internally illuminated sign attached to shopfront glazing above an Automated Teller Machine (ATM).

84 Marchmont Street

2016/0478/P – (refused with warning of enforcement action on 26/05/2016) - Installation of an ATM machine. [Retrospective];

2016/0511/A - (refused with warning of enforcement action on 26/05/2016) - Display of 2x internally illuminated ATM signs. [Retrospective]

Enforcement Site History:

EN17/0865 - Shop occupants have fitted external shutters without applying for planning permission [ongoing case]

EN17/0871 - New shutters have been erected to the front and side of the shop and a third one at basement level without planning consent [ongoing case]

EN18/0039 - Display of unauthorised illuminated projecting signs (2x) and fascia sign. (IPB) [ongoing case]

EN18/0040 - Unauthorised illuminated projecting sign and banner type projecting sign by side entrance, and an illuminated fascia sign set below the shopfront window and above a roller shutter box at basement level. (Laptop Repairs) [ongoing case]

Surrounding Sites Enforcement History:

68 Marchmont Street

EN14/0915 - Installation of a new internally illuminated box sign and lights around the ATM without consent/contrary to scheme previously granted approval. [case closed on 24/10/2014 – Breach ceased]

84 Marchmont Street

EN15/0956 - Unauthorised works to alter shopfront, it is no longer in accordance with 2011/5559/P. ATM also newly installed on shopfront. [case closed on 19/08/2016 – Breach ceased]

Relevant policies**Camden Local Plan 2017**

A1 – Managing the Impact on Development

D1 – Design

D2 – Heritage

D3 – Shopfronts

D4 - Advertisements

Camden Planning Guidance 2018 (as amended)

CPG – Advertisement 2018

CPG – Amenity - 2018

CPG1 – Design – Chap 2, 3, 7 & 9

National Planning Policy Framework 2012**The London Plan 2016****Bloomsbury Conservation Area Appraisal (April 2011)****Town and Country Planning (Control of Advertisements) (England) Regulations 2007****Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough**

1. Proposal and Background

1.1 Planning Permission and Advertisement Consent are being sought for the following:

- 1) Installation of an Automatic Teller Machine (ATM) to be installed through a white composite security to the left hand side of the shop entrance (Class A1).
- 2) Display of an internally illuminated Automatic Teller Machine (ATM) surround.

1.2 The premises is the subject to enforcement cases – reference: EN17/0865, EN17/0871, EN18/0039 & EN18/0040 [See Relevant History above], opened to address unauthorised works to the shopfront elevations (front and side) that include metal security roller shutters and roller shutter boxes and illuminated signs (to front and side elevations).

1.3 It must also be noted that the existing shopfront has been installed without the required planning permission and is therefore unauthorised. However, having been in place since at least June 2012 (more than 4 years), the shopfront would benefit from Permitted Development Right and its removal/replacement cannot be sought through the Enforcement channels.

1.4 The proposal has been assessed based on the details provided on the submitted drawings and against the current state of the shopfront that is to house the Automatic Teller Machine (ATM). Although the unauthorised works do not form part of the proposal, and thus are not being assessed, they are, however, to be taken in consideration when evaluating the development here proposed and its cumulative impact/effect on the surrounding buildings and area.

2. Assessment

2.1 The principle considerations in the determination of both applications are:

- Design and Heritage
- Amenity
- Public Safety (Transport, Anti-social Behaviour and Illumination)

3. Design and Heritage

Automatic Teller Machine (ATM)

3.1 The Automatic Teller Machine (ATM) is to be installed on the left hand glazing panel that forms part of the shopfront. The existing glass pane measures 1.4m in width by 2.3m in height. The glazing would be replaced by a white composite security panel and the ATM would be set within it, measuring approximately 0.8m in height by 0.7m in width, framed with an internally illuminated surround. Altogether, the ATM and its illuminated surround feature would measure 1.3m in height by 0.9m in width and would sit 0.7m above ground level and slightly off centre towards the shop entrance door. The distance between the keypad and the ground level would be approximately 0.9m.

3.2 The existing shopfront with fully glazed elevations in aluminium framing is unsympathetic to the more traditional neighbouring shopfronts and the elegant host building. The internally illuminated fascia, projecting sign on the right and externally illuminated projecting sign to the left (*Enforcement cases ref: EN18/0039 - See Relevant History above*), metal security roller shutter and associated roller shutter box (*Enforcement cases ref: EN17/0865 & EN17/0871 -*

See *Relevant History above*) are bulky, heavy in appearance and unattractive fixtures that are not only regrettable but also detrimental to the historical character of the host building. They, alone, have created a cluttered frontage that is far removed from what would be expected in such a sensitive location. The host building may not be listed but it is marked in the Bloomsbury Conservation Area Appraisal as a positive contributor along with No54 next door.

- 3.3 CPG1 (Design) states that *'Conservation area designation is a way to recognise the importance of the quality of an area as a whole, as well as giving some protection to individual buildings within it. Conservation areas are not designated to stop all future development or change but to ensure that change is managed to conserve the historic significance of the area as a whole. The Council will only permit development within conservation areas, and development affecting the setting of conservation areas, that preserves and enhances the character and appearance of the area.'*
- 3.4 CPG1 (Design) goes on to states that *'Cash machines (also known as cash points and ATMs) are only likely to be acceptable provided they are treated as an integral part of a building's design wherever possible and not dominant in the shop display frontage in terms of size or materials.'*
- 3.5 This is further supported by policy D1 of the Camden Local Plan that stipulate that *'Good design takes account of its surroundings and preserves what is distinctive and valued about the local area. Careful consideration of the characteristics of a site, features of local distinctiveness and the wider context is needed in order to achieve high quality development which integrates into its surroundings. Architectural features on existing buildings should be retained wherever possible, as their loss can harm the appearance of a building by eroding its detailing. The insensitive replacement of windows and doors can spoil the appearance of buildings and can be particularly damaging if the building forms part of a uniform group.'*
- 3.6 The unsympathetic alterations to the commercial frontage (mixture of designs of illuminated signs, metal shutters and shutter box, metal frame shopfront with large glazing expense) have produced an industrial looking frontage inserted into a traditional building and streetscape. Although the ATM is of a commonly found size and design, its addition, alongside the replacement of the glazing with an opaque composite panel, within an already 'over-crowded' shopfront would further erode any remaining qualities of the shopfront. Policy D2 of the Camden Local Plan 2017 states that *'The Council places great importance on preserving the historic environment. The Council has a **responsibility to have special regard to preserving listed buildings and must pay special attention to preserving or enhancing the character or appearance of conservation areas.**'* Its presence would therefore be detrimental to the character and appearance of the host building, the shopping parade and the conservation area, contrary to policies D1 and D2.

4. Amenity

ATM Internally Illuminated Surround

- 4.1 The internally illuminated surround would frame the ATM. It would measure 0.9m in width by 1.3m in height and would consist of a black plastic background with white lettings advertising the presence of the cash machine framed with a thin blue plastic surround. The design of the surround is not attractive and the chosen material is not traditional or contextual. However the impact of the surround on the character and appearance of the building is not such that it would be considered to be sufficiently detrimental to justify a refusal on that basis alone.
- 4.2 However, its illumination would introduce yet more illuminance within the commercial frontage, in particular as part of the shopfront itself. Illuminated signage are normally found at fascia level and include fascia and projecting signs. CPG1 (Design) states that *'signs are among the most prominent forms of advertising on buildings. However, signs that are unsympathetically*

designed can cause significant harm to the building and the local townscape. Signs should relate well to the character, scale and architectural features of the building and respect their local context. It is evident that the ATM with its illuminated advertising surround would be an incongruous feature adding yet another insensitive alteration to the already altered ground floor facade.

4.3 As such, the illuminated surround is detrimental to the character and appearance of the host and adjacent building, Conservation Area and streetscape.

5. Public Safety

Transport

5.1 The site is located on the south side of Tavistock Place, on the western corner of the junction with Kenton Street. The footway (including the private forecourt) on Tavistock Place in front of the site is approximately 3.8m wide which is sufficient for pedestrians to pass unhindered anyone using or waiting at the ATM.

Anti-social Behaviour

5.2 The Metropolitan Police has confirmed that 'The area is a bustling location with a number of tourist and student accommodation but the risk of anti-social behaviour is low. The main crime type in the area is mobile phone snatches as they suspects use Tavistock Place as a main escape route from the other high crime areas.'

Illumination

5.3 Policy D4 (Advertisements) of the Camden Local Plan 2017 states that advertisements will not be considered acceptable where they impact upon public safety.

5.4 The method of illumination of the ATM surround is commonly used and present no safety issues or concerns. The proposal is, on this point, considered acceptable.

6. Conclusion

6.1 The proposed Automatic Teller Machine and associated alterations to the shopfront, by virtue of its design, location, materials and method of illumination, would be an unsympathetic and incongruous feature in the shopfront that would be detrimental to the character and appearance of the host building, the shopping parade and the Conservation Area, contrary to policies A1, D1, D2, D3 and D4 of the Camden Local Plan 2017.

7. Recommendation

7.1 Refuse Planning Permission.

7.2 Refuse Advertisement Consent.