

Application ref: 2021/4666/A
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Cardtronics Service Solutions
Cardtronics Service Solutions
Hope Street
Rotherham
S60 1LH
England

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
78 Queen's Crescent
London
NW5 4EB

Proposal:
The retention of automated teller machine signage.

Drawing Nos: Site Location Plan; CSS 001; E023683 Rev02; NW0003; Photograph showing ATM Machine; 2 x photographs showing existing shopfront: Design and Access Statement by CardTronics Service Solutions

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
 - (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 The application involves the retention of an illuminated logo panel and illuminated surround sign incorporated within an existing ATM machine. The ATM machine is set within a glass panel in the shopfront and therefore the signs will not obscure any architectural features of the building and is considered to be acceptable in terms of visual amenity and does not detract from the character and appearance of this modern shopfront.

The signs are considered to be acceptable in terms of their size, design, location and method of illumination (statically illuminated), and will not be unduly obtrusive within the streetscene to the detriment of neighbouring occupiers.

Due to their location not being positioned near any traffic signals the signs would not be harmful to pedestrians or vehicular traffic. The area is well lit with natural surveillance in a commercial and residential mixed use area, and there is no evidence that the ATM would have a notable detrimental impact on public safety or crime.

As such, the proposal has no detrimental impact on amenity or public safety, and is in general accordance with policies C5, D1 and D4 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the NPPF 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer