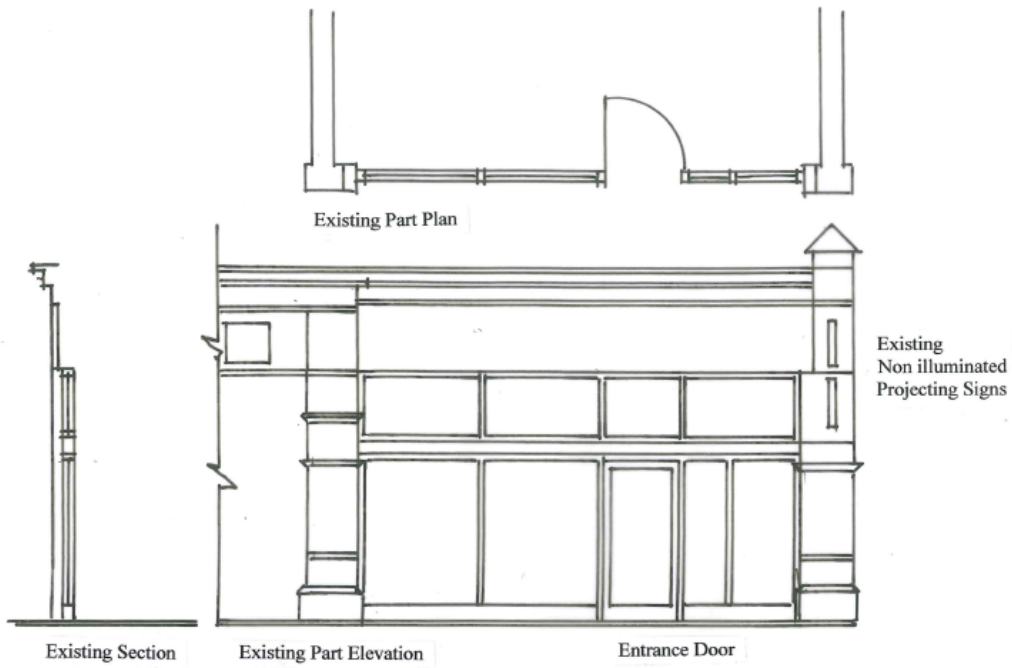


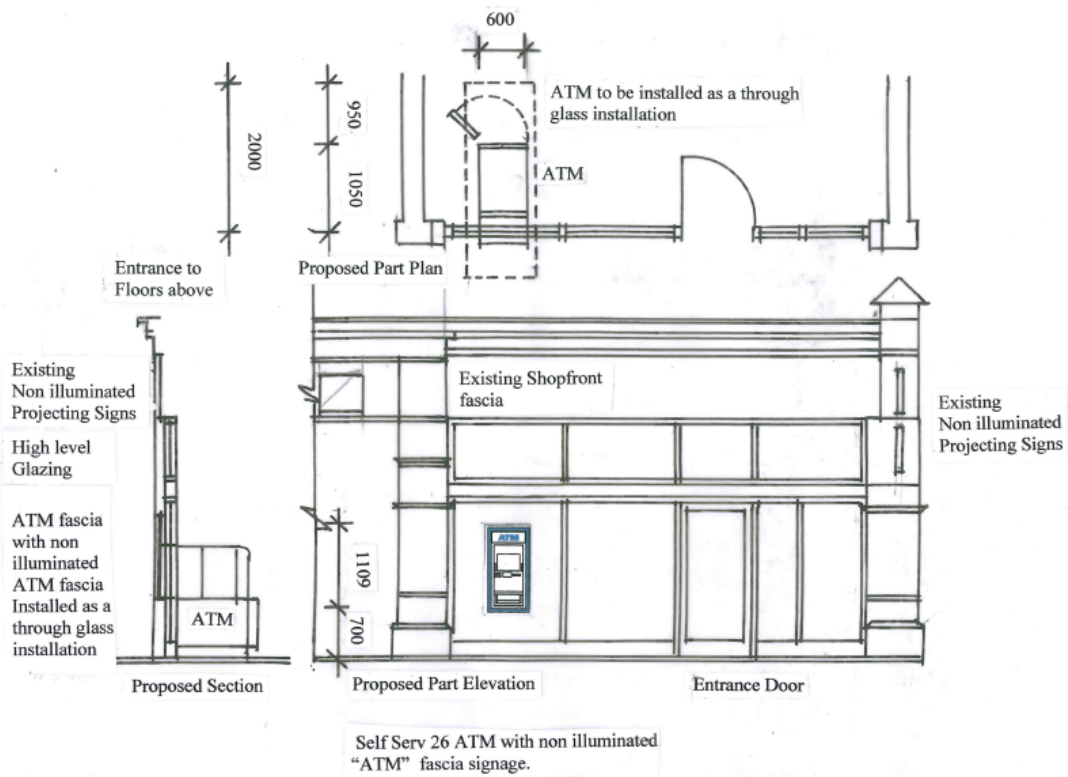
Location Plan - 100 Southampton Row (2022/3432/P)



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Existing front elevation



Proposed front elevation



Existing contemporary shopfront



Site situated in a busy commercial area with numerous ground floor commercial uses

Delegated Report		Analysis sheet		Expiry Date:		05/10/2022	
(Members Briefing)		N/A / attached		Consultation Expiry Date:		23/10/2022	
Officer				Application Number(s)			
Enya Fogarty				I. 2022/3432/P II. 2022/4072/A			
Application Address				Drawing Numbers			
100 Southampton Row WC1B 4BB				<i>See draft decision notice</i>			
PO 3/4		Area Team Signature		C&UD		Authorised Officer Signature	
Proposal(s)							
I. Installation of an Automated Teller Machine (ATM) to shopfront. II. Display of a non-illuminated ATM surround							
Recommendation:		Grant conditional planning permission Grant advertisement consent					
Application Type:		I. Full Planning Permission II. Advertisement Consent					
Conditions or Reasons for Refusal:		<i>Refer to Draft Decision Notice</i>					
Informatives:							
Consultations							
Summary of consultation:		A site notice(s) was displayed near to the site on the 15/07/2021 (consultation end date 08/08/2021). The development was also advertised in the local press on the 13/07/2021 (consultation end date 06/08/2021).					
Adjoining Occupiers:		No. of responses		01		No. of objections	
						00	
Summary of consultation responses:		No letters of objection received from any neighbouring occupiers					
Bloomsbury CAAC:		A letter of objection was received on behalf of the CAAC. Their objection comments can be summarised as follows: <ul style="list-style-type: none"> The installation of an ATM will harm the visual identity of the shop front and the application should be refused. <i>Officer's response:</i> Please see section 2.3 of the report					

Site Description

The site is located on the west side of Southampton Row in close proximity to the junction with Bloomsbury Place. The site comprises a retail unit on the ground floor and residential uses on the upper floors.

The site lies within the Bloomsbury Conservation Area (CA) and it is identified in the Bloomsbury Conservation Area Appraisal and Management Strategy (CAAMS) as making a positive contribution to the character and appearance of the conservation area.

Relevant History

The planning history for the application site can be summarised as follows:

2022/1354/P & 2022/2049/A - Installation of an ATM, external alterations to the shopfront and an illuminated fascia sign and proposed installation of a non-illuminated projecting sign to the shopfront. Withdrawn 05/07/2022

Both applications were withdrawn as the applicant was advised that the proposed illuminated signage was unacceptable. The application has since been revised and the illuminated signage has been removed within the current proposal.

Relevant policies

National Planning Policy Framework (2021)

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

The London Plan (2021)

Camden Local Plan (2017)

- A1 Managing the impact of development
- C5 Safety and security
- D1 Design
- D2 Heritage
- D3 Shopfronts
- D4 Advertisement

Camden Planning Guidance:

- CPG Amenity (2021)
- CPG Design (2021)

Bloomsbury Conservation Area Appraisal and Management Strategy (2011)

Assessment

1. The proposal

1.1 This application seeks planning permission and advertisement consent for the following works:

- Installation of an Automated Teller Machine (ATM) to shopfront facing Southampton Row. It would measure approximately 1.2m in height and 0.6m in width
- The display of a non-illuminated ATM surround. It would feature a blue surround and an ATM fascia sign with blue lettering on a white background.

2. Design

2.1. The Council's design policies are aimed at achieving the highest standard of design in all developments. The following considerations contained within policy D1 are relevant to the application: development should respect local context and character; comprise details and materials that are of high quality and complement the local character; and respond to natural features. Policy D2 'Heritage' states that in order to maintain the character of Camden's conservation areas, the Council will not permit development within conservation area that fails to preserve or enhance the character and appearance of that conservation area.

2.2. 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;*

2.3. The ATM is modest in size and sympathetically located within the framework of the shopfront which is of a contemporary glazed/aluminium design and is of little architectural or historic merit. The proposal would not harm the townscape or heritage value of the shopfront and there would be no harm to the visual amenity of the site or Conservation Area.

3. Amenity

3.1. The ATM surround/fascia would be non- illuminated which is in accordance with the Councils CPG Design. As such the signage and ATM would not be overly prominent and would not detract from visual amenity. Additionally, the ATM will be easily accessible from the pavement for all groups, meeting accessibility requirements. The development is thus considered to be in accordance with planning policies A1 of the Camden Local Plan 2017.

4. Crime

4.1. The Designing out Crime Officer has raised concerns related to potential crime, anti-social behaviour, begging and 'shoulder surfing'. However, the ATM would be positioned in an area of high natural surveillance which will deter crime as noted in the Local Plan and Design CPG. Nevertheless, an informative will be attached to any approval bringing the applicant's attention to several design and security measures generally advised by the Metropolitan Police to be helpful in reducing opportunities for crime and anti-social behaviour associated with ATM use and operation.

4.2. 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. In summary, the installation would not pose an undue threat of crime and it would comply with the requirements of policy C5.

5. Transport

5.1. The proposal would not involve any change to either pedestrian or vehicular safety. There would be

sufficient space on the footway for all users to safely access the ATM without causing any undue obstruction. Access for all would be available without impacting adversely on highway space or pedestrian movement.

6. Advertisement Consent

6.1. 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.

7. Amenity

7.1. The ATM surround would be non-illuminated and as such, and unlike the previously withdrawn application 2022/2049/A, it visually harm the appearance of the building and is considered to be acceptable in terms of its size, design, location and method of illumination.

8. Public Safety

8.1. The location of the signage is not considered harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns. The signage would not increase risks to security in the area.

9. Recommendation

9.1. Grant permission and 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 December 12th 2022, 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'.

Application ref: 2022/3432/P
Contact: Enya Fogarty
Tel: 020 7974 8964
Email: Enya.Fogarty@camden.gov.uk
Date: 6 December 2022

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk

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

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:

**100 Southampton Row
London
Camden
WC1B 4BB**

DECISION

Proposal:

Installation of an Automated Teller Machine (ATM) to shopfront

Drawing Nos: Location Plan; EN14022022E REV A; EN14022022P REV A; EN SIGNAGE REV A; Design and Access Statement dated 10/08/2022

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).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans;

Reason:

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

- 3 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.

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 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

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 must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 4 The applicant's attention is drawn to several design and security measures generally advised by the Metropolitan Police to be helpful in reducing opportunities for crime and anti-social behaviour associated with ATM use and operation. These include, a pin guard and privacy markings to protect user security and comfort, mirrored surfaces to aid surveillance for the user, an anchor system to hold the machine in place, a secured room for safe

maintenance and appropriate lighting.

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 about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

Yours faithfully

Chief Planning Officer

DRAFT

DECISION

Application ref: 2022/4072/A
Contact: Enya Fogarty
Tel: 020 7974 8964
Email: Enya.Fogarty@camden.gov.uk
Date: 6 December 2022

Development Management
Regeneration and Planning
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Phone: 020 7974 4444

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www.camden.gov.uk

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

DRAFT

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
100 Southampton Row
London
Camden
WC1B 4BB

DECISION

Proposal:

Display of a non-illuminated ATM surround

Drawing Nos: Location Plan; EN14022022E REV A; EN14022022P REV A; EN SIGNAGE REV A; Design and Access Statement dated 10/08/2022

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 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.

- 5 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.

Informative(s):

1

DECISION

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:

<https://www.gov.uk/appeal-householder-planning-decision>.

Yours faithfully

Chief Planning Officer

DRAFT

DECISION