



Appeal Decision

Site visit made on 17 September 2019

by Thomas Hatfield BA (Hons) MA MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 23rd October 2019

Appeal Ref: APP/U5930/H/19/3229112

5-6 The Broadway, Chingford, E4 9LQ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Ms Jan Clark of Notemachine UK Ltd against the decision of the Council of the London Borough of Waltham Forest.
 - The application Ref 183223, dated 11 September 2018, was refused by notice dated 3 May 2019.
 - The advertisement proposed is described as *"Integral illumination and screen to the ATM fascia, internally illuminated Free Cash Withdraws sign above the ATM, blue LED halo illumination to the surround"*.
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Decision

1. The appeal is allowed, and express consent is granted for the display of integral illumination and screen to the ATM fascia, internally illuminated Free Cash Withdrawals sign above the ATM, blue LED halo illumination to the surround, as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Reasons

2. The appeal proposal is for signage associated with an ATM and is retrospective in nature. The ATM to which it relates was also refused retrospective planning permission by the Council under application Ref 190802.
3. The Council's delegated report states that the size and prominence of the proposal is considered to have an acceptable effect on the surrounding area. In this regard, the proposal is of a colour and style that harmonises with the existing building and its surroundings, and it does not result in any harm to visual amenity. Moreover, the proposal does not jeopardise road/pedestrian safety in any way. However, the Council refused consent as the ATM itself did not benefit from permission and it therefore considered that the advertisement could not be approved.
4. Subsequently, planning application Ref 190802 was successfully appealed¹ and the ATM now benefits from planning permission. The Council's concerns in this regard therefore no longer apply. Accordingly, there is no basis on which to withhold consent from the current appeal proposal, which would not be detrimental to the interests of either amenity or public safety.

¹ APP/U5930/W/19/3228611

Conclusion

5. For the reasons given above I conclude that the appeal should be allowed.

Thomas Hatfield

INSPECTOR