



Appeal Decisions

Site visit made on 18 September 2023

by E Worley BA (Hons) Dip EP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 12.10.2023

Appeal A Ref: APP/U4610/W/23/3315242

63 Far Gosford Street, Coventry CV1 5DZ

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
 - The appeal is made by Cardtronics UK Ltd, trading as Cashzone against the decision of Coventry City Council.
 - The application Ref FUL/2022/2533, dated 15 September 2022, was refused by notice dated 30 November 2022.
 - The development proposed is an automated teller machine and non-illuminated signage.
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Appeal B Ref: APP/U4610/H/23/3315248

63 Far Gosford Street, Coventry CV1 5DZ

- 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 Cardtronics UK Ltd, trading as Cashzone against the decision of Coventry City Council.
 - The application Ref ADV/2022/2567, dated 15 September 2022, was refused by notice dated 30 November 2022.
 - The advertisement proposed is an automated teller machine and non-illuminated signage.
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Decision

1. Appeal A is allowed and planning permission is granted for an automated teller machine and non-illuminated signage at 63 Far Gosford Street, Coventry CV1 5DZ in accordance with the terms of the application, Ref FUL-2022-2533, dated 15 September 2022, and the plans submitted with it, subject to the following conditions:
 - 1) The development hereby permitted shall be carried out in accordance with the following approved plans: Dwg No. E024112 Location Plan, Dwg No. E024112 Block Plan, Dwg No. E024112 Rev 01 Proposed Automated Teller Machine (ATM) and Dwg No. NW0093A Rev 01 Cashzone Wincor 2050 Non-Illuminated Panel.
2. Appeal B is allowed and express consent is granted for the display of an automated teller machine and non-illuminated signage. 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.

Preliminary Matters

3. There are two appeals on the site, one against the refusal of planning permission and the other against the refusal of advertisement consent. They

are intrinsically linked and raise similar issues. To avoid repetition, while considering each on its own merits, I have dealt with both in a single decision letter.

4. There is only one application form and one description of development. In respect of both appeals the description of development in the banner heading is taken from the application form. However, whilst I note the application is a revised proposal and that the development has taken place, in both cases I have omitted the superfluous words that are not acts of development.
5. The automated teller machine (ATM) has been installed. However, at my site visit, I noted some minor differences between the submitted plans and the development that has been implemented, including the absence of security mirrors. For the avoidance of doubt, I have determined the appeal based on the submitted plans.

Main Issues

6. The main issues in respect of Appeal A are:
 - the effects of the development on the character and appearance of the area, including whether it preserves or enhances the Far Gosford Street Conservation Area; and
 - the effect of the development on levels of crime in the vicinity of the appeal site.
7. The main issue in respect of Appeal B is the effect of the proposed advertisement on the amenity of the area.

Reasons

Character and appearance

8. The appeal site forms part of a larger shop frontage situated at the end of a terraced row of buildings fronting Far Gosford Street. It has a commercial use at ground floor level and residential uses above, like others nearby.
9. The site lies within the Far Gosford Street Conservation Area (CA). The significance of the CA is derived in part from the layout of the terraced buildings along what was an important thoroughfare. The surrounding buildings are of a range of architectural styles and ages, including buildings of architectural merit. Several of the building facades include traditional architectural features such as recessed entrance doors, pilasters, and stallrisers which contribute positively to the significance of the CA as a designated heritage asset.
10. Notwithstanding the architectural qualities of the wider CA, the shop frontages in the immediate context of the appeal site vary in style and design. Whilst retaining some traditional detailing, many of the frontages have been subject to alterations of a modern design and materials, including roller shutter doors to shop windows and doorways. The existing shop frontage at the appeal site has a recessed entrance in the central part of the main building. The remainder of the frontage comprises a fascia sign and glazed casements of a mixture of sizes, some of which are covered in vinyl.

11. The ATM has been installed within an aperture to the side of the shop frontage which the appeal submissions indicate was a disused door. The ATM is modest in scale and has a non-illuminated logo. It is set within a laminate background, slightly recessed from the shop frontage, adjacent to the existing shop window. Whilst the development conceals the disused door, the arrangement, and proportions of the existing shop frontage, as well as the adjoining pilaster is largely retained. The overall appearance of the ATM and its relationship with the shopfront is therefore acceptable.
12. Accordingly, due to its siting, scale, and design, the ATM does not appear at odds with the host building and is not an anomalous feature in the street scene. It therefore does not harm the character and appearance of the area and preserves the character and appearance of the CA. In that regard it would accord with Policies DE1 and HE2 of the Coventry City Council Local Plan adopted 2017 (LP). The combined aims of which require development to respect and enhance its surroundings and positively contribute towards the local identity and character of an area and conserve and, where appropriate, enhance those aspects of the historic environment which are recognised as being of special significance, including Conservation Areas.
13. In relation to Appeal B, the Regulations require that decisions are made only in the interests of visual amenity and public safety, taking account of any material factors. This is reflected in the National Planning Policy Framework and the Planning Practice Guidance which sets out that advertisements should be subject to control only in the interests of amenity and public safety. The advertisement is the same as the development to which Appeal A relates. For the same reasons set out above in relation to the effects of the development on the character and appearance of the area, the advertisement would not harm visual amenity.
14. In accordance with the Regulations, I have considered the provisions of the development plan so far as they are material, although they have not been decisive. Whilst Policies DE1 and HE2 of the LP referred to above do not relate directly to advertisements, they seek to protect the visual amenity and historic significance of the area. The proposed advertisement would not conflict with these policies.

Crime

15. The appeal site fronts Far Gosford Street, which at the time of my site visit was moderately trafficked by pedestrians and motor vehicles. Moreover, the site also benefits from good levels of natural surveillance from windows in nearby buildings which overlook the ATM, as well as the presence of a CCTV camera directly above the ATM. The appellant indicates there are several mandatory standards which apply to the installation, including the position of the ATM, visibility, lighting, building structure and anchoring of the ATM. The proposal also includes additional security measures including a privacy zone and security mirrors.
16. I note concerns expressed regarding the levels of crime in the area and acknowledge that ATMs are known to be targets for crime. However, having regard to the above considerations, the siting and design of the ATM does not appear to be intrinsically unsuitable in terms of increasing opportunities for crime in the locality. Moreover, there is no substantive evidence pertaining to reported incidents of crime in the area to suggest that either this ATM, which

was installed in July 2021, or nearby ATMs have been the target for criminal activity.

17. For the foregoing reasons, in the absence of any evidence to the contrary, I therefore conclude that the installation has not had a detrimental effect on levels of crime in the area, nor that it is likely to do so. In that regard it complies with Policy DE1 of the LP, which among other things expects development to seek high quality design in the layout of developments in terms of function and impact.

Conditions

18. In relation to Appeal A, a condition specifying the relevant plans is necessary to provide certainty. Given that the ATM has been in operation without incident for some time and there is no specific evidence regarding their effectiveness, a condition to secure the implementation of the additional security measures, over and above the inherent design of the installation itself, is not deemed necessary.
19. In relation to Appeal B, no non-standard conditions have been proposed, and I consider that none are necessary.

Conclusion

20. For the reasons set out above, and having had regard to all other matters raised, both Appeals A and B are allowed.

E Worley

INSPECTOR