

AA/EM/BRS.2374

12 June 2013

Development Management  
Camden Council  
Camden Town Hall Extension  
Argyle Street  
London  
WC1H 8EQ

Dear Sir/Madam

**Town and Country Planning Act 1990 (As Amended)**  
**Metro Bank PLC: Installation of Automatic Teller Machine at 227-228 Tottenham Court Road, London W1T 7QF**  
**Planning Portal Ref. PP-02688734**

Pegasus Group is instructed by Metro Bank PLC to prepare and submit a planning application for proposed works to install an automatic teller machine (ATM) at 227-228 Tottenham Court Road, London.

Accordingly, the following documentation has been submitted online via the Planning Portal (reference PP-02688734):

1. The application form, including relevant Ownership Certificates, duly completed and signed;
2. The following drawings:
  - a. Site Location Plan (Drg. No. BRS.2374\_01-1a);
  - b. Existing Ground Floor Plan (Drg. No. A2.1);
  - c. Existing Elevation (Drg. No. A4.1);
  - d. Proposed Ground Floor Plan (Drg. No. A2.0);
  - e. Proposed Elevation (Drg. No. A4.0);
3. ATM information (Pro Cash 2050 XE); and
4. CIL Form.

Please note that this letter contains information as required by a Design and Access Statement.

A cheque in the sum of £195 is enclosed with this letter in respect of the planning application fee.

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Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales  
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### Site Description

The application site is a corner unit on the eastern side of Tottenham Court Road with frontages on Tottenham Court Road and Store Street. The site is within the Central London Frontage as defined in the London Plan.

The site is positioned within 227-233 Tottenham Court Road, an historic four and five storey building and has previously been used for retail purposes on the ground floor and basement levels of the property. The upper floors have been used as a mix of retail and offices.

In terms of the wider area, the application site is located in a vibrant retail area in Central London, with the theatre district and other renowned tourist areas positioned to the south of the site.

### Planning History

The relevant planning permissions sought in connection with Metro Bank PLC's occupation of the unit are:

- **2009/4601/P** – Change of use of basement and ground floor (Unit 1) from retail use (Class A1) to a bank (Class A2) – Granted October 2009
- **2010/3727/P** – Installation of shopfronts on Tottenham Court Road and Store Street elevations (Class A2) – Granted July 2010
- **2010/3741/A** – Installation of 6 no. internally illuminated fascia signs on Tottenham Court Road and Store Street elevations – Granted March 2011

### The Proposal

Metro Bank PLC wishes to install an ATM on the corner elevation of 227-228 Tottenham Court Road. The ATM would form part of the new shopfront approved under application ref. 2010/3727/P.

The ATM would be positioned within the existing shopfront and the interface would be positioned at 1 metre above ground level, an accessible height for all prospective users.

The ATM would not be directly accessible from within the premises, save for filling and maintenance at the rear of the machine. The ATM would be finished to match the shopfront, assimilating well within the appearance of the ground floor.

### Planning Policy

Camden's Development Policies document (Adopted November 2010) states, at Policy DP30, that the Council will expect a high standard of design in new and altered shopfronts. The following criteria will be considered:

- a) *"The design of the shopfront or feature;*

- b) *The existing character, architectural and historic merit and design of the building and its shopfront;*
- c) *The relationship between the shopfront and the upper floors of the building and surrounding properties...;*
- d) *The general characteristics of shopfronts in the area; and*
- e) *Community safety and the contribution made by shopfronts to natural surveillance."*

The application site lies within the Bloomsbury Conservation Area, Policy DP25 relates to Conservation areas and says that the Council will only permit development within conservation areas that preserves and enhances the character or appearance of the conservation area.

In this case, the existing shopfront which should be taken account of in Policy DP30 part b is the Metro Bank frontage permitted under ref. 2010/3727/P. The ATM has been designed to be in keeping with this frontage which, itself, was designed with this Policy in mind. It is therefore considered that the proposal fully complies with adopted policy.

#### Planning Assessment

The main planning issues to be considered are:

- The effect of the proposal on the character and appearance of the streetscene;
- Pedestrian movement implications;

#### *Effect of Proposal on Existing Property and Surrounding Area*

The proposal is for the installation of an ATM in the corner elevation of 227-228 Tottenham Court Road. Given the size and scale of this addition, coupled with the planning history relating to changes to the shopfront, it is not considered that the proposal would be out of keeping with the character or appearance of the existing property.

It is considered that ATMs are entirely suitable within town centres and the design features and insubstantial size of the ATM means the proposal will not appear as an incongruous feature within the wider streetscene.

#### *Access Considerations*

Camden Council will consider the implications of proposals on the safety of drivers, passengers, cyclists and pedestrians.

Given the location in which the ATM will be installed, access by pedestrians would not be hindered by the proposal. In addition, the proposal does not obstruct visibility of pedestrians within the surrounding streetscene.

The ATM has been designed to safeguard against theft and vandalism. It is considered that the development would not have a negative impact on highways activities or the safety of



pedestrians using the area. Due to the nature of the surrounding area as a busy town centre, the high pedestrian footfall would contribute to the security of the unit.


The ATM is designed to help to achieve a more universally accessible building. The ATM interface would be 1 m from ground level and would therefore be readily accessible for disabled persons and would be situated away from the main entrance to the premises to increase ease of access both to the bank itself and the ATM.

#### Conclusion

It is considered that the proposal to install an ATM at 227-228 Tottenham Court Road would be acceptable due to its design, siting and position within the existing shopfront. The ATM would not harm the character of the Bloomsbury Conservation Area and would not in any way harm the function of the Central London Frontage within which it is located.

I trust that the above and enclosed are sufficient to enable registration of the application. Should you wish to discuss the context of this letter further, or require any further information, please do not hesitate to contact me.

Yours faithfully,

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**Associate**

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Enc

cc. Kathleen Nickels / Joseph Vasta – Inter Arch