



ATM implementation specialists

## **PLANNING STATEMENT**

### ***Installation of ATM Cash machine***

#### **Introduction**

As this application is for a single ATM Cash Machine the vitality of the shop, is not changed in any way but only will enhance the character and will be attractive and project an image of quality. The location is at the centre of the shopping community and has its own unique character, which with this ATM carefully managed is an asset to customers and shoppers alike.

This ATM will enhance the shop and have a vital role in contributing to the special character of the shopping. The ATM will enhance the character of the car park, as well as serve the needs of the traders and customers, making it an enjoyable place to shop, live and work.

With reference to your District Local Plan. All materials used are in keeping with the sites surroundings, existing landscaping and nature conservation features. The scale, density, massing, height, layout and access all relate well to the neighboring buildings and in keeping with the local area generally.

#### **Assessment**

We have assessed the site and surroundings and due to the small scale of this development feel that much of the physical, social and economic characteristics are not necessary but can only feel the ATM will be a valuable asset to the shopping community and valuable to the area in attracting extra customers. The site position is well sited for the pedestrian movement of customers and the position in the store has been chosen to maximize the store space with the positioning of the ATM.

With current trends the ATM is a vital addition to what the shoppers require and this has been taken into account.

#### **Involvement**

The ATM is aimed at all ages, genders and ethnic mixes, we have not spoken with the local community but through our extensive knowledge of this field can only find this will be an exciting addition to the store and shopping area.

#### **Evaluation**

This ATM will clearly demonstrate and identify a new opportunity with this development site, it will only take minimal time to install and will not cause any obstruction to the site while being installed.

#### **Design**

The ATM will be sympathetic to the surroundings and site and not affect the design element of the shopping area. The ATM will be through a secure wall so not affecting the characteristics in the street scene. The ATM has an important role in projecting an image of quality to the area and will encourage people to enter.