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Development Control,  
London Borough of Camden,  
Camden Town Hall,  
Argyle Street,  
London  
WC1H 8ND

Date: 19<sup>th</sup> September 2007  
Our ref: CL11136/20/HC/HMo  
Your ref:

Dear Sir/Madam

**MARKS & SPENCER STORE, 143 CAMDEN HIGH STREET, LONDON NW1 7JX –  
ADVERTISEMENT CONSENT APPLICATION FOR THE INSTALLATION OF 1 NO. ATM  
FASCIA SURROUND.**

On behalf of our clients, Marks & Spencer plc, please find enclosed an advertisement consent application seeking consent for the installation of 1 no. ATM fascia surround.

A planning application seeking permission for the installation of 1 no. ATM cash machine at this Marks & Spencer store has also been submitted by us, on behalf of Marks & Spencer plc, on 19<sup>th</sup> September 2007.

This advertisement consent application seeks consent for the ATM fascia surround which will be installed in association with the proposed ATM machine.

**Enclosures**

The application comprises 4 copies of the following:

- Completed signed and dated advertisement consent application forms.
- Photographs showing the location of the proposed ATM
- 4 copies of the following drawings.

Drawing Ref:	Drawing Title	Scale
CL11136-20-001	Site Location Plan	1:1250 @ A4
6429-24 01	Existing and proposed plans, elevations and sectional detail for the installation of 1 No ATM	1:50/1:20@A1
CV-M&S-ATM-01	Your M&S ATM	NTS

Please note that the drawings are to scale for planning purposes.

We also enclose a cheque for the requisite fee of £75.00, made payable to "London Borough of Camden".

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## **M&S Money**

The M&S Money project forms part of Marks & Spencer's nationwide proposals to modernise their stores and improve customer facilities. The proposed ATM machines will provide an additional customer service at the store and will therefore improve upon existing facilities.

The operation and maintenance of the ATM machine will be the responsibility of M&S Money, who is in partnership with Marks & Spencers on this project.

The location and design of the ATM machines and associated surrounds has been carefully considered by Marks & Spencer so as to minimise the visual impact on the store and the surrounding area.

The proposed surrounds do not, in our opinion, have any adverse impact upon amenity or public safety.

## **The Proposal**

The proposed ATM fascia surround will be on the eastern elevation of the Marks & Spencer store, fronting on to Camden High Street. This will be positioned around the proposed ATM machine.

The ATM fascia surround will measure 1388mm (height) x 860 mm (width) and will project out from the wall a maximum distance of 100 mm (top section). The surround will be glass mounted and will be constructed out of Glass Reinforced Plastic (GRP).

The top section of the surround (400mm in height) will project out from the wall a distance of 100mm. The bottom part of the surround (988 mm in height) will only project out of the wall a distance of 35mm.

The lettering on the top section will read 'YOUR M&S CASH MACHINE' and will be internally illuminated (static) by means of a hot cathode fluorescent lamp. In respect of the level of luminance for the illuminated section of the surround, this will not exceed 4111 candelas per square metre (1200 foot lamberts). The lettering will be constructed out of translucent acrylic.

The colour scheme of the sign will comprise the following:

- White (Lettering - YOUR, M, S)
- Black (Background colour)
- Lime Green (Lettering - &, CASH MACHINE) – Pantone 382c

The design of the proposed surround has been carefully considered to ensure that it suits the visual setting of the proposed location in terms of scale, design, appearance and materials. It is our opinion that the proposed surrounds do not impact upon the visual amenity of the building and do not prejudice highway safety or residential amenity in any way.



In terms of planning policy, we note that the location of the proposal is within a Conservation Area. It is our opinion that the proposal complies with Policy B7 of the Camden Replacement Unitary Development Plan (June 2006) which relates to development within Conservation Areas. The location of the cash machine has been carefully assessed to ensure that it preserves the special character and appearance of the Conservation Area.

It is our opinion that the proposal also complies with Policy B4 of the Camden Replacement Unitary Development Plan (2006) which relates to Shopfronts, Advertisements and Signs, and refers to features such as cash points. The ATM has been located so as to be sympathetic to the design of the building and to not adversely impact upon public safety. It is accessible to people with disabilities as set out in the Design and Access Statement which forms part of the application.

Marks & Spencer is working to a tight programme in respect of installing the ATM machines and associated signage, and as such we trust that this application will be able to be dealt with quickly and efficiently.

We trust you have sufficient information to determine the application and we shall contact you shortly to confirm this. In the meantime, should you have any queries, please do not hesitate to contact either Hayley Cross or myself.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Heather Mordue', is written over the typed name and title.

**HEATHER MORDUE**  
**PLANNER**