

PASTERFIELDS

CHARTERED SURVEYORS

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Chief Planning Officer
Development Control
Camden Council
Camden Town Hall
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London
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12 March 2007

Dear Sir/Madam,

APPLICATION FOR PERMISSION TO CARRY OUT DEVELOPMENT UNDER THE TOWN AND COUNTRY PLANNING ACT PROPOSED BY STREETPOINT LIMITED FOR THE INSTALLATION OF AN ATM CASH DISPENSER INTO THE SHOPFRONT 250 KILBURN HIGH ROAD, NW6 2BS

The proposals are shown on the accompanying location plan and drawings:

OS Site Location Map – 1:1250
Front elevational drawing - 1:50
Colour Montage of ATM

The benefit of this location will enable Streetpoint Limited to provide the public an easy accessible ATM in an area that is currently under-served by cash dispensers. The location was carefully chosen in order to meet the requirements of the provider, and to service as broadly as possible the local area. The nearest alternative cash machine is more than 500m away and it is our view that the area would greatly benefit with another cash dispenser.

Kilburn High Road consists of a densely built up urban street environment with multiple storey terrace buildings with ground floor retail uses and upper floor offices and a few flats. At the proposed site there is a wide pedestrian high way area that measures 3.8m between the vehicle highway and the shop frontages.

The main considerations during our site selection process were: the economic benefit to the area, crime prevention and safety issues and accessibility and highway matters.

Local Economic Benefit.

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The ground floor land uses nearest to the proposed ATM installation consist mainly of small and medium size retail (A1) uses. In our view A1 uses are exactly the type of enterprises which will potentially benefit most from an ATM cash dispenser in close proximity to their businesses, especially as they often only accept cash and cheques. The key benefit of an external facing dispenser is that the ATM offers 24/7 cash access to consumers as opposed to ATMs within buildings which cannot be accessed when the premises are closed. Research has shown that consumers both spend more and visit more frequently when an ATM is installed at a local convenience store. Research company, Equity Development Limited, refers to these research findings in their Moneybox 2005 report (www.equitydevelopment.co.uk):

"ATM research by Harris International Marketing (HIM) in 2003 indicated that the average shopper spends 7% more and visit 8% more frequently. Other appraisals have pointed to 5-15% growth in footfalls with ATM users spending 15% more per week versus the average shopper."

Apart from the 24/7 cash, the ATM also provides additional 'banking' related services like balance enquiries pin changes and mini statements.

Crime Prevention and Safety

An important consideration for the site location of an ATM is the security of the installation. The exterior shell of the unit and the baseplate is made from specially strengthened steel. In this instance the location was chosen due to its high visibility, and the busy traffic and movement of people in the area.

A further element of protection is provided with all ATM installations - sensors detect an attack which then stains the bank notes inside with an ink dye solution, called Fluiditi. A warning sticker is fixed to the outside of the ATM to indicate that an ink dye system is active.

We believe that the siting and design of the proposed ATM incorporates principles which would not lead to an increase in crime or the fear of crime.

Accessibility and Highway matters

To operate most effectively an ATM cash dispenser should be visible and accessible without causing hindrance to the flow of both vehicle traffic and pedestrians. We believe the chosen site location would meet these requirements.

The position of the proposed installation is set into the shop frontage, approximately 3.8m from the vehicle high way kerb. In our view this 3.8m pavement area would allow abundant space for the movement of pedestrians. The siting of the proposed installation would not have a detrimental effect on vehicle or pedestrian traffic flow.

Design

The design of the proposed ATM dispenser was done in such a way as to have a minimum adverse visual impact on the character of the area. The design and the scale of the proposed ATM are of such that we believe it would sit comfortably within the existing street scene.

The installation we propose would have a blue coloured main body with a red coloured top part. The exterior shell can be painted in other colours should the LPA have different preference. The proposed ATM will also be accessible for wheelchair users: ATM top button height: approx 1150mm; ATM card insert height: approx 1050mm.

Conclusion

The Association for Payment Clearing Services (APACS) estimates that 31.6m UK adults regularly use ATMs. The proposed freestanding ATM cash dispenser in Kilburn High Road will provide a valuable service to the local residents, and increase their spending within the surrounding local shops. The proposal will also negate the need for many of the nearby residents and local people to travel to other ATM's - this will contribute to the wider aim of creating sustainable communities.

We enclose a cheque for the sum £135.00 (one hundred and thirty five pounds) being the appropriate fee.

If you would like to discuss this matter or require further information, please do not hesitate to contact me on Tel 020 7987 1777.

Yours faithfully,

Nic Ferreira
Pasterfields