



15-17 TOTTENHAM COURT ROAD
LONDON W1T 1BJ

Proposal: INSTALLATION OF EXTERNAL ATM MACHINE
Application for planning permission: 2016/3641/P

12 July 2016

The Bloomsbury Association objects to this application and wishes to make the following comments.

Summary: The ATM, by reason of its siting and design, would prevent natural surveillance and would be detrimental to the character and appearance of the host property and the area generally, contrary to the London Borough of Camden Local Development Framework Core Strategy 2010 policies CS14 (Promoting high quality places and conserving our heritage) and CS17 (Making Camden a safer place); and the London Borough of Camden Local Development Framework Development Policies DP24 (Securing high quality design) and DP30 (Shopfronts) of the London Borough of Camden Development Policies.

1. We are concerned about the appropriateness of the proposed ATM. It is not detrimental to the Bloomsbury or Hanway Street Conservation Areas but we see the installation of yet another ATM in this location as a further step towards what appears to be a common strategy by supermarkets to remove all active street frontages from their buildings.
2. Together, the two machines in their opaque glass surrounds would present a hostile and unattractive frontage to Tottenham Court Road. The proposed external elevation (drawing 2020G04-ATM) is misleading but shows that obscured glass would extend to two thirds of the shop window, excluding doors. Valuable 'active frontage' would be lost and the internal mechanism behind would further reduce the scope for surveillance.
3. This part of London is plagued by itinerant drug users, street dwellers and 'professional' beggars who target locations such as this. Crime and security are very real problems for both the residential and business communities. Active frontages are essential.

The Association supports good quality design that will enhance Bloomsbury's streetscape, which this does not. We therefore look to the Council to refuse the application.

We would be grateful if you would let us know of any further modification to the proposal; the decision, if it is to be decided under delegated powers, or the meeting date if it is to be decided by Committee.

Stephen Heath
On behalf of the Bloomsbury Association

Copies to:
Anna Roe, London Borough of Camden
Chair, Bloomsbury Association