

## **Appeal Written Statement for the Proposed Installation of a Euronet Self Serv 25 ATM**

**Suncheck Centre 17 Woburn Place Bloomsbury London WC1H 0LN**

**Planning Refusal 2019/1283/P**

**Advertisement Refusal 2019/1744/A**

Planning and Advertisement applications have been submitted to London Borough of Camden Council. Planning and Advertisement applications have been refused.

Reasons for Refusal.

Planning

The proposed Automatic Teller Machine and associated alterations to the shopfront, by virtue of its design, would be an unsympathetic feature in the shopfront which would be detrimental to the character and appearance of the host building and the Conservation Area, contrary to policies A1 (Managing the Impact on Development), D1 (Design), D2 (Heritage) and D3 (Shopfronts) of the Camden Local Plan 2017.

The proposed Automatic Teller Machine, by virtue of its location, would contribute to opportunities for crime, fear of crime and anti-social behaviour, contrary to policy C5 (Safety and security) of the Camden Local Plan 2017.

Advertisement

The illuminated advertisement on the ATM, by virtue of its design, location and illumination, would be an unsympathetic feature in the shopfront which would be detrimental to the character and appearance of the host building and the Conservation Area, contrary to policies D1 (Design), D2 (Heritage), D4 (Advertisements) of the Camden Local Plan 2017.

Euronet is an ATM provider and installs ATM's throughout the UK.

Many of the portfolio of approved ATM's have been installed through shop fronts replacing part of the glazing with white laminate security panels.

The site is an eight storey building on the corner of Woburn Place and Coram Street. A retail, residential and commercial area. The site is believed to be within a Conservation area but is not a Listed Building.

The purpose of these proposed ATM applications is to replace the approvals given by Camden for an ATM in April 2008 Reference 2008/0946/P

It is generally recognised that retail areas should have available cash withdrawal facilities.

As the original application was approved and although we have been advised that the introduction of the Camden Local Plan 2017 has revised the policies for the decision making process. The changes appear to relate only to crime issues for an ATM. with

no change in Design Policies or the principal of the proposed design from the original 2008 approved design.

Therefore the policies referring to the ATM “would be an unsympathetic feature in the shopfront which would be detrimental to the character and appearance of the host building and the Conservation Area, contrary to policies A1 (Managing the Impact on Development), D1 (Design), D2 (Heritage) and D3 (Shopfronts) of the Camden Local Plan 2017.” are in contradiction to the original given approval.

The same applies to all the policies referred to in the Advertisement refusal. The Advertisement application we believe should have been approved and the Planning application only refused on non compliance with the Camden Local Plan 2017 related to increased levels of crime in Camden.

This revised Local Plan 2017 is setting a higher standard of security specifications for the installation of ATM’s and not, as it appears from the refusals to be, saying you cannot install an ATM in Camden, which seems to be unreasonable.

There are three installed approved ATM’s within the local area.

Euronet Worlwide are prepared to increase the security specifications for this ATM to comply with reasonable requests from Camden. Pin Guard protection and security zone pavement demarcation will be added as well as any other requested specifications that Camden require.

The design of the proposed Euronet ATM is moderate in scale and colouration and signage has been restricted to the standard acrylic sign to the top of the ATM fascia which all ATM’s have and replacement of signage to the existing projecting sign. This proposal was carefully considered reflecting the sensitivity of the site and submitted to be as close a design as possible to the original approved ATM design.

We would also ask you to consider the value of this facility in Woburn Place Bloomsbury London to the public.

We ask that these refusals are reversed and that Planning approval and Advertisement approval is given with any required conditions of security approval.

