**Planning Statement for ATM Installation**

**Euronet ATM to be installed as a Rear Loading Self Serv 26 ATM.**

**Phoenix Forex 128 Euston Road NW1 2A5**

**Reasons for Refusal.**

**Planning**

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| The proposed Automatic Teller Machine and associated alterations to the shopfront, by virtue of their design, location and illumination, would introduce an unsympathetic feature in the shopfront and add visual clutter, detrimental to the character and appearance of the host building and wider streetscene, contrary to policies D1 (Design) and D3 (Shopfronts) of the Camden Local Plan 2017. |  |  |
| The proposed Automatic Teller Machine, by virtue of its' design, location and illumination, especially at night, would cause harm to the residential amenity of neighbouring occupiers living above the shopfront in terms of increased levels of noise and disturbance, contrary to policy A1 (Managing the impact on development) of the Camden Local Plan 2017. |  |  |

**Advertisement**

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| The proposed advertisement on the ATM, by virtue of its' design, location and method of illumination, would introduce a dominant, illuminated fixture that would contribute to visual clutter, and be harmful to the visual amenity of the host property and wider streetscene by detracting from its character and appearance, contrary to policy D4 (Advertisements) of the Camden Local Plan 2017 |

The proposed alterations to the existing shop front to accommodate the ATM have used materials to comply with and match in terms and requirements of planning.

The design alterations make the proposed installation moderate in scale and colouration.

The ATM installation as a through glass installation with no alteration to the shop front design has minimum design impact.

Advertisement concern that the ATM fascia signage would contribute to visual clutter, and be harmful to the visual amenity of the host property and wider street scene by detracting from its character and appearance seems to be out of context with the street scene environment in Euston Rod with far larger shopfront existing signage to shop fronts and signage to commercial buildings and hotels.

This ATM has been positioned within the shop front where there is sufficient space in front of the ATM for customer use.

The ATM is of a standard design as located in many Banks, Convenience Stores, shops and Service Stations throughout the UK and is accepted as a necessary public facility.

The history of submitted ATM applications to Camden Council shows the majority refused

after consultation with the Metropolitan Police, always on grounds of potential to generate crime.

The whole of Camden cannot be a crime hot spot as there are installed ATM’s in Camden. Euston Road is one of the most prestigious in Camden with a very high level of natural vehicle and pedestrian surveillance.

Chinese Travel Centre to the right has an installed Note Machine ATM. Which has been there for many years.

The site is between Euston, St Pancras International and Kings Cross Stations so has a high foot fall of pedestrian movement.

Although the site is recessed from the frontage of shop units to the right it is in line with buildings to the left, the multi storey Unison office building and has a very wide pavement.

Concerns over fear of crime and increased anti-social behaviour, rough sleeping and begging seem to be unjustified as there is an existing ATM installed at China Travel Centre next door.

With the deep pavement frontage  a comfort zone and anti ram raid bollards can easily be installed without disrupting pedestrian movement. CCTV and external lighting can also be installed and has been agreed with Euronet.

Critical comment on the ATM adding visual clutter and introducing unsympathetic modern materials also seems unfair as it is a modern shop front surrounded by similar modern shop fronts and modern buildings. Again not being an issue with the installed Notemachine ATM next door.

We ask that these refusals are reversed and that Planning approval and Advertisement approval is given with conditions of security approval. Added installation of a yellow box comfort zone with two bollards, CCTV and external lighting.

Concern about use of the ATM an night disturbing residents above Phoenix Forex can be resolved by having all sounds of transactions taking place being switched off and the ATM facia signage as a condition of approval can be non illuminated.