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**Ref: PP-12262170**

06 July 2023

Planning Team  
London Borough of Camden  
2nd Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

Dear Sir/Madam

**Aldi Stores Limited: 142-162 Kilburn High Rd, Kilburn, London, NW6 4JD**

**Application for express consent for proposed Aldi glazing vinyl shopfront graphics.**

Avison Young is instructed by Aldi Stores Limited ('Aldi') to apply for express consent for the installation of new advertising, comprising of non- illuminated, high quality five colour screen printed vinyl graphics on the outer glazing shopfront at 142-162 Kilburn High Rd, Kilburn, London, NW6 4JD.

The application has been submitted via Planning Portal (**PP-12262170**) and comprises the following documents:

- This Covering Letter;
- Application Form;
- Proposed Shopfront Elevations (9180-CHE-195-13); and
- Proposed Graphics Location Plan (19180-SHE-195-12).

We can confirm that the application fee for the sum of £132.00 (+£64.00 Planning Portal Service Charge) has been paid via the Planning Portal.

**The Site and Proposal**

Aldi is seeking express consent for the display of a non-illuminated high quality five colour screen printed vinyl graphics. The details of the signage can be summarised as follows:

- Glazing 1 Vinyl Graphic (2260mm x 1415mm)
- Glazing 2 Vinyl Graphic (2500mm x 3850mm)

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- Glazing 3 Vinyl Graphic (1300mm x 6250mm)
- Glazing 4 Vinyl Graphic (1300mm x 4470mm)
- Glazing 5 Vinyl Graphic (1300mm x 7040mm)

Details of the specification and materials of each sign are provided on the enclosed plans and summarised below. The Aldi opening times poster, (OTP), will remain the same.

#### Aldi Graphics

The proposed vinyl graphics will be erected on the existing front elevation glazing. Comprising high quality fabricated aluminium and finished in RAL 7016 anthracite. The Vinyl's are high quality five colour screen printed vinyl's with colour foils consistent with the corporate logo (Pantone ® 298, Pantone ® 281, Pantone ® 2035, Pantone ® 3564, Pantone ® 7548 and Pantone ® white). Also included in the graphics are the paralympic logo (Red: 0 100 99 5 and Blue: 100 45 0 40) and Olympic logos colours (Blue:100 37 0 0; Black 100 0 0 0; Red: 0 94 65 0; Yellow: 0 34 91 0 and Green: 100 0 100 0). The maximum vinyl size will be 1300mm x 7040mm.

#### **The Development Plan and Other Material Considerations**

The adopted Development Plan comprises:

- Camden Local Plan 2017 (adopted 2017);
- Site Allocations Plan (adopted 2013); and
- North London Waste Plan (adopted 2022).

The London Borough of Camden is currently in the process of reviewing their Site Allocations Plan. A Regulation 18 draft version of the plan has been subject to public consultation, with a view for formal adoption by 2025.

The Council also have a number of Supplementary Planning Documents including the following:

- Adverts CPG (2018);
- Amenity (2021);
- Employment sites and business Premises (2019);
- Town Centres and Retail (2021); and
- Transport (2021)

#### National Policy

The current version of the London Plan was published in 2021 sets out the planning policy in London. However, the London Plan has no guidance on advertisement, therefore we must refer to the National Planning Policy Framework (2021), which sets out the Government's policies for planning and how these are expected to be applied. It forms a material consideration in the determination of planning applications.

In relation to advertisements, the NPPF stipulates at paragraph 136 that:

*“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

### **Assessment**

This application is submitted in accordance with the Town and Country Planning (Control of Advertisements Regulations 2007) (as amended). Part 1 (3) of the Regulations state that:

*“a local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account*

*(a) the provisions of the development plan, so far as they are material; and*

*(b) any other relevant factors.”*

#### Public / Highway Safety

Local Plan Policy TC2 (Camden's centres and other shopping areas) states new retail places should incorporate room for signage. Policy TC2 and Policy TC4 (Town Centre Uses) outline that development proposals should contribute to good design and be of high quality. with Local Plan Policy D4 (Advertisements) also stating that development involving advertisements will be designed in a manner that minimises harm to amenity and public safety.

In respect to public safety, the signage is located on the front elevation of the property. Although visible from the Kilburn High Road, the proposed glazing vinyls are non-illuminated and are not considered to impede the visibility of drivers or pedestrians in any way. It is therefore understood that the signage is in accordance with development plan policy in relation to public / highway safety.

#### Amenity

Local Plan Policies A1 (Managing the impact of development) outlines how all development should seek to protect the amenity and local area characteristic. Further, the Amenity CPG (2021) states that ‘outlook’ is the visual amenity and ‘Developments should ensure that the proximity, size or cumulative effect of any structures avoids having an overbearing and/or dominating effect.’

The principle of advertisement of glazing in this location has previously been established by 2x internal glazing vinyl's approved in planning permission 2018/3310/A. In any instance, it is not considered that the placement of advertisement in this location will have a negligible impact on the character and amenity of the High Street.

#### Good Design



Local Plan Policy D1 (Design) lays out how the Council will seek to secure high quality design in all development. The proposed signage is considered an upgrade to the existing signage and consistent with Aldi's current marketing strategy.

The proposed signage will be seen in the context of the Aldi store and will aid wayfinding for both site employees and visitors. As such, the signage proposed is considered an essential component for the functioning and advertising of the store, whilst have no discernible impact on the wider landscape, and therefore fully accords with the Development Plan.

We trust that the information submitted is sufficient to allow the application to be registered. Should you have any queries in respect of the contents of this letter or the other application documents please contact me.

Yours sincerely



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**For and on behalf of Avison Young**