



Planning – Development Control,  
Camden Council  
Camden Town Hall,  
London,  
WC2H 8ND

10 May 2024

Dear Mr Hope,

**SAINSBURY'S SUPERMARKET AT 17-21 CAMDEN ROAD, LONDON, NW1 9LJ –  
ADVERTISEMENT CONSENT APPLICATION AND LISTED BUILDING CONSENT**

On behalf of Sainsbury's Supermarkets Limited (SSL), please find enclosed an application for Advertisement Consent and Listed Building Consent at the above site.

In addition to this covering letter, the following documents have been submitted in support of the application:

- Signed and completed Application Forms and Certificates;
- Site Location Plan (drawing ref. AS-2127\_0194-CHQ-Z07-ZZ-PL-A-2021);
- Existing Site Plan (drawing ref. AS-2127\_0194-CHQ-Z07-ZZ-PL-A-2022);
- Proposed Signage Location Plan (drawing ref. AS-2127\_0194-CHQ-Z07-ZZ-PL-A-2024);
- Existing Elevations (drawing ref. AS-2127\_0194-CHQ-Z07-ZZ-PL-A-2023);
- Proposed Elevations (drawing ref. AS-2127\_0194-CHQ-Z07-ZZ-PL-A-2025);
- Proposed Signage Details (drawing ref. AS-2127\_0194-CHQ-Z07-ZZ-PL-A-2026); and
- Signage Pack, prepared by Blaze

The application fee of £165 has been paid to Camden Council via the Planning Portal (PP-13055141).

**SITE CONTEXT**

The site comprises the existing SSL foodstore on Camden Road within the London Borough of Camden. The site is Grade II listed and is an architecturally significant building, designed by Nicholas Grimshaw and is the first purpose-built supermarket to achieve National Heritage status in England.

The building comprises of Grimshaw's prominent "High Tech" style architecture, which centres on revealing the construction techniques used rather than hiding them away. At street level the supermarket is set back from the pavement and enclosed by full height glazing. The upper level is wrapped in aluminium panelling and features strip windows. Camden Road is a busy road within a mixed-use area of predominantly commercial and residential uses. Ground floor retail use is a common feature along Camden Road with residential properties located above.

**STATUTORY DESIGNATIONS**

WSP House  
70 Chancery Lane  
London  
WC2A 1AF  
Tel: +44 20 7314 5000  
wsp.com

The Camden Policies Map (2021) shows that the site is subject to the following planning designations:

- The Site is located within Regent's Canal Conservation area; and
- Includes a protected frontage.

The Site is Grade II listed and lies immediately adjacent to the Church of St Michaels (Grade II listed) and the War Memorial at the Church of St Michaels (Grade II listed). To the north of the Site lies 1-12 Grand Union Walk (Grade II listed), and opposite lies 18-62 Camden Road (Grade II listed).

## PLANNING HISTORY

Set out below is a list of relevant planning applications at the site in regards to the existing supermarket.

- Advertisement consent was granted on 24 October 2007 for the continued display of non-illuminated signage surrounding 2 cash machines (ATMs) at the Camden Road entrance to the store. (LPA ref. 2007/4975/A).
- Advertisement consent was granted on 6 March 2007 for the display of internally illuminated lettering to main entrance and Camden Street elevation and non-illuminated signage to front and rear of retail shop (Class A1). (LPA ref. 2007/1040/A)
- Advertisement consent was granted on 13 March 1989 for an illuminated rear sign measuring overall 472mm X 6000mm with individually illuminated letters. (LPA ref. 8980412).

## PROPOSAL

Due to the changing needs of the business, SSL have identified a requirement to improve the facilities at the foodstore by introducing new external signage as well as updating the art work of the existing signs to reflect their latest branding palette.

The proposed signage will be located on the external walls of the SSL foodstore and the amendments to the existing signs are located within the car park. This will provide wayfinding for customers wanting to visit the existing SSL foodstore and complimentary facilities. The application seeks consent to display the following signs:

- 1no. Internally illuminated (300cd/m) flex face sign
- 5no. Single sided digitally fruit printed graphic to be externally applied to glazing
- 1no. Single sided digitally Argos printed graphic to be externally applied to glazing
- 4no. Frosted 'S' vinyl to be reverse applied to glazing
- 4no. Double sided 'Automatic Door' digitally printed graphic to be reverse applied to glazing
- 2no. Single sided opening times printed graphic to be internally applied to glazing

The application also seeks to alter the artwork of the following existing signs:

- 1no. Existing 2m Pedestrian totem vinyl overlay
- 1no. Existing 1.2m Pedestrian totem vinyl overlay
- 1no. Digitally printed vinyl overlay to existing curved sign
- 1no. Digitally printed vinyl overlay to existing welcome wall sign
- 1no. WW panels on existing RHS primary welcome wall spec
- 1no. Digitally printed ACM and protective laminate to existing ATM wall

Additional directional and informational signs are proposed in the car park, however, as the heritage listing designation does not apply to the car park, these signs benefit from deemed consent. These signs do appear in the submitted design sign pack for completeness.

## PLANNING POLICY



The Development Plan comprises the London Plan 2021 and Camden Local Plan 2017. The policies of the Development Plan that are considered relevant to this application are listed below:

### **London Plan (2021)**

- Policy D4 Delivering Good Design
- Policy D8 Public realm
- Policy E9 Retail, markets and hot food takeaways
- Policy HC1 Heritage conservation and growth

### **Camden Local Plan (2017)**

- Policy D1 Design
- Policy D2 Heritage
- Policy D4 Advertisements
- Policy A1 Managing the impact of development

The following Camden Planning Guidance (CPG's) are also relevant to this application:

- Advertisements CPG (2018)

### **National Planning Policy Framework**

The NPPF (2023) is also a material consideration which supports the presumption in favour of sustainable development as set out in paragraph 11.

Paragraph 141 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

The preservation and enhancement of heritage assets forms an important part of the NPPF Paragraph 200 of the NPPF states that in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

Paragraph 212 of the NPPF states proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

The planning justification for the proposal have been set out below.

### **PLANNING JUSTIFICATION**

#### **AMENITY**

The proposed signage does not cause any negative impacts on amenity. Only 1 proposed sign is illuminated and has low illuminance level of 300cd/m to minimise light intrusion and spillage. All other signs and vinyls are unilluminated and therefore pose no harm on amenity. The proposed signs are therefore compliant with Local Plan policy D1 and D4 and London Plan policy D4 and D8, and the NPPF.

#### **PUBLIC SAFETY**

The proposed signage will be securely mounted has been designed to be safe and secure so as not to cause any issues to public safety. The proposed signs are therefore compliant with Local Plan policy A1 and D4 and London Plan policy D8, and the NPPF.

## HERITAGE

In 2019 the existing store became the first purpose-built supermarket to be added to the National Heritage List for England. The Historic England's National Heritage List for England described the reason for designation as being:

### Architectural interest

*“As a powerful piece of contextual inner-city High-Tech, integrating an overtly modern aesthetic into Camden’s historic urban grain; in the creative use of structure to meet a challenging brief, boldly and exaggeratedly expressed to striking effect; in the technological innovation of its intumescent coating, allowing the frame to be left exposed in a densely developed environment; as a resourceful piece of retail planning which successfully meets the complex, space-hungry demands of a supermarket on a tight urban site; as the centrepiece of a successful mixed-use scheme which marked a turning point in the career of Nicholas Grimshaw, one of the country’s leading proponents of High-Tech architecture.”*

### Historic interest

*“As a rare example of the important but typically mundane post-war building type, the supermarket, being designed as a highly original, bespoke piece of architecture; a project made possible by the ambition of the architects, the client and the local authority.”*

An important part of the listing description clarifies which areas are not of special interest.

*“Pursuant to s1 (5A) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (‘the Act’) it is declared that the car park and, with the exception of the curved ceiling over the shop floor, the interior fittings, fixtures and non-structural partitions within the shop and in all back-of-house areas are not of special architectural or historic interest, however any works which have the potential to affect the character of the listed building as a building of special architectural or historic interest may still require LBC and this is a matter for the LPA to determine.”*

The preservation and enhancement of heritage assets forms an important part of the NPPF Paragraph 194 of the NPPF states that in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

London Plan Policy HC1 sets out that development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets. Local Plan Policy D2 sets out that the Council will preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas and listed buildings.

The proposals are minor in nature and have been carefully designed to ensure that they will not harm the significance of the Grade II Listed Building’s special architectural and historic interest or the setting the conservation area. Given that the site is the first purpose-built supermarket to achieve Grade II listed status, the proposed development only serves to enhance and support the use of this heritage asset. The new and amended signs are required for Sainsbury’s continued occupation of the site and their needs as a modern supermarket. The proposed signs are therefore compliant with Local Plan policy D2, London Plan policy HC1, and the NPPF.



## CONCLUSIONS

The proposal includes 6 new signs and the replacement of 6 signs that have previously been approved under previous advertisement consents. The proposed signage and replacement of the existing signs are modest and appropriate for the site context and respects the host building and their setting and should be approved, without delay.

We look forward to receiving confirmation that the application has been validated. In the meantime, should you require any further information or wish to discuss any aspect of the application, please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink, reading 'Jamie Alba-Duignan'. The signature is written in a cursive style.

Jamie Alba-Duignan