

Application ref: 2024/1892/L
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Date: 8 October 2024

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WSP UK Ltd
70 Chancery Lane
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
17-21 Camden Road
London
NW1 9LJ

Proposal: The display of 1no. Digitally printed ACM wall sign and display of 1 x ATM vinyl protective laminate at the Camden Road entrance to the store, including the display of 12 x digitally printed signs applied to internal glazing.

Drawing Nos: PL-A-2025; PL-A-2023; PL-A-2022 and 0649 REVC.

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: PL-A-2025; PL-A-2023; PL-A-2022 and 0649 REVC.

Reason: In order to safeguard the special architectural and historic interest of

the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting consent:

The Camden Sainsbury's Supermarket was constructed 1986-88, to designs by Nicholas Grimshaw and Partners in the High-Tech architectural style. The building is rectangular in plan with its primary street frontage facing south-east onto Camden Road. The site is immediately adjacent to the Church of St Michaels (Grade II* listed) and the War Memorial at the Church of St Michaels (Grade II listed), the residential terrace 1-12 Grand Union Walk (Grade II listed) to the north and 18- 62 Camden Road (Grade II listed) opposite to the south.

Listed building consent is sought for the display of 12 window vinyls along the Camden Road frontage, which is (Grade II listed). A separate advertisement consent application has been submitted under ref. 2024/1861/A.

The window vinyl fruit graphic signs have reverted back to grey and as revised the vinyl graphic signs would revert back to the original locations and the proposed internal signs would pose no change from the previous condition. Thus, the proposal is not considered harmful to the character of the building. The works are reversible and do not harm the historic fabric of the building.

The replacement of the advert surround to the existing ATM shall be installed along with digitally printed ACM wall sign and protective laminate treatments to the windows which are considered acceptable in this setting on Camden Road.

Special regard has been attached to the desirability of preserving the listed building, its setting and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire

Certification may require a further application for listed building consent.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2023.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer