



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

5 December 2024

Dear Sir/Madam,

SAINSBURY'S LOCAL, 329-333 KENTISH TOWN ROAD, LONDON, NW5 2TJ – FULL PLANNING APPLICATION FOR SHOPFRONT ALTERATIONS

Planning Portal Ref. PP-13560680

On behalf of Sainsbury's Supermarkets Limited (SSL), please find enclosed an application for external alterations to the shopfront at the above site.

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

- Drawing Planning Pack, prepared by BCR Infinity Architects, including:
 - Site Location Plan (drawing ref. 00-DR-A-PL01 Rev. A);
 - Existing Site Plan (drawing ref. 00-DR-A-PL02 Rev. A);
 - Proposed Site Plan (drawing ref. 00-DR-A-PL10 Rev. B);
 - Existing Ground Floor Plan (drawing ref. 00-DR-A-PL05 Rev. A);
 - Proposed Ground Floor Plan (drawing ref. 00-DR-A-PL13 Rev. B);
 - Existing Roof Plan (drawing ref. RF-DR-A-PL03 Rev. A);
 - Proposed Roof Plan (drawing ref. RF-DR-A-PL11 Rev. B);
 - Existing Elevations (drawing ref. ZZ-DR-A-PL04 Rev. B);
 - Proposed Elevations (drawing ref. ZZ-DR-A-PL12 Rev. C);
 - Proposed Shopfront Details (drawing ref. ZZ-DR-A-PL14 Rev. B);
- Reasonable Exception Statement (Fire Strategy), prepared by WSP; and
- Signed and completed application, CIL forms and certificates, prepared by WSP.

The application fee of £293 (plus £70 service charge) for this has been paid to the London Borough of Camden via the Planning Portal.

SITE CONTEXT

The application site comprises an existing Sainsbury's Local convenience store along Kentish Town Road in the London Borough of Camden. The site comprises the ground floor unit of a 4-storey building, with residential apartments on the upper floors. The ground floor unit also includes a 1-storey extension to the front of the building which extends along to the neighbouring buildings of Kentish Town Road. The surrounding area similarly comprises ground floor retail units with residential or office uses above.

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The site has a PTAL rating of 6a and benefits from local bus services. The nearest station is Kentish Town, which serves National Rail and the London Underground and is located directly opposite the site, approximately 30 metres away.

The site is not Statutorily or Locally Listed, nor is it located within a conservation area. Kentish Town Station, directly opposite the site, is a Locally Listed Building. The nearest conservation area is Kentish Town, located approximately 80 metres away from the site.

The site has the following designations, according to the adopted policies map:

- Flood Zone 1;
- Within the 'Kentish Town Archaeological Priority Area';
- Within the 'Kentish Town Neighbourhood Plan' area;
- Within the 'Kentish Town Frontages' area; and
- Within '3A.1 of the Protected Vistas LVMF 2010'.

PLANNING HISTORY

On 2 December 2024, advertisement consent was granted for (LPA ref. 2024/4918/A) display of 1 x internally illuminated (letters only) fascia sign, 2 x non-illuminated projecting signs and 1 x ATM surround detail. This application was submitted by WSP on behalf of Sainsbury's Supermarkets Ltd (SSL).

Prior to this, the most relevant planning history in relation to the site is set out below:

On 25 January 2023, planning permission was granted subject to a Section 106 legal agreement for (LPA ref. 2021/1470/P) partial lowering of existing basement.

On 21 September 2022, planning permission was granted for (LPA ref. 2020/4378/P) erection of 2 storey extension above existing ground floor, facing York Mews and change of use of upper floors from ancillary retail floorspace (Class E) to residential (Class C3) to create 5 flats including alteration to ground floor elevation facing York Mews and relocation of plant. No works appear to have taken place following this approval.

On 24 August 2009, planning permission was granted for (LPA ref. 2009/3202/P) installation of one new dual temperature condenser unit to the roof of shop at first floor level (class A1).

On 11 May 2009, advertisement consent was granted for (LPA ref. 2009/1419/A) display of internally illuminated fascia sign, two internally illuminated projecting signs and ATM surround.

On 3 April 1967, planning permission was granted for (LPA ref. F11/1/G/3330) the installation of a new shopfront at 329/333, Kentish Town Road, Camden, and the erection of a new fire escape at the rear of the premises from the second floor to the roof.

PROPOSED DEVELOPMENT

As outlined above, this planning application is for external alterations to the shopfront of the Sainsbury's Local at the ground floor commercial unit in Kentish Town. Therefore, the proposal seeks full planning permission for:

- New timber effect composite board panels applied to existing fascia board.

Full details of the shopfront alterations can be found in the submitted drawings in support of this application.



PLANNING POLICY

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, the determination of the planning application must be made in accordance with the development plan, unless material considerations indicate otherwise.

The Development Plan for the London Borough of Camden (LBC) comprises the following documents:

- Camden Local Plan, adopted in 2017; and
- The London Plan, adopted in 2021.

The site is within the Kentish Town Neighbourhood Plan area, and so the following document is also relevant to this application:

- Kentish Town Neighbourhood Plan, adopted in 2016.

LONDON PLAN 2021

The London Plan was adopted in March 2021 and sets out the overall strategic plan for the development of London over the next 20-25 years. The relevant policies are set out below:

- Policy D4 'Delivering good design'
- Policy D8 'Public realm'

LOCAL PLAN 2017

The Camden Local Plan was adopted in July 2017 and is the key document used to determine planning applications in Camden. The policies of relevance are summarised below:

- Policy A1 'Managing the impact of development'
- Policy D1 'Design'
- Policy D2 'Heritage'
- Policy D3 'Shopfronts'

The following Supplementary Planning Documents, referred to as Camden Planning Guidance (CPG) for the LBC, can be used as a material consideration in respect of this proposal.

- Amenity CPG, adopted in 2021;
- Design CPG, adopted in 2021.

KENTISH TOWN NEIGHBOURHOOD PLAN 2016

The Kentish Town Neighbourhood Plan was adopted in September 2016 and is of particular importance for determining planning applications within Kentish Town. The following policy is of relevance for this application:

- Policy D3 'Design Principles'

EMERGING LOCAL PLAN

The LBC are in the process of creating a new Local Plan for Camden to replace the Camden Local Plan (2017) and Site Allocations Plan (2013). The existing Site Allocations Plan is not relevant to this application as the site is not located within a Site Allocation. The Regulation 18 Draft New Camden Local Plan was consulted on in January-March 2024 and the LBC are continuing to prepare the emerging local plan for its next formal stage of consultation under Regulation 19. The emerging Local Plan is expected to be adopted in 2026. As the Local Plan has not yet been adopted, no weight has been given to this plan in respect of this proposal.



NATIONAL POLICY

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

Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development.

Paragraph 96 of the NPPF states that planning policies and decisions should aim to achieve healthy, inclusive and safe places and beautiful buildings which promote social interaction through active street frontages.

Paragraph 130 of the NPPF states plans and decisions should ensure that developments function well and add to the overall quality.

PLANNING ASSESSMENT

The key planning considerations in relation to the application have been identified below and the proposal has been assessed in the context of relevant national and local planning policy.

PRINCIPLE OF DEVELOPMENT

As previously highlighted, this application seeks full planning permission for shopfront alterations to the existing Sainsbury's Local at the ground floor commercial unit of 329-333 Kentish Town Road. Full details of the design and specifications of the alterations are shown on the drawings submitted in support of this application. The proposal includes a new timber effect formed of composite board panels to be applied directly to the existing fascia board to update the existing shopfront.

The replacement panels will improve the visual quality of the shopfront of the Sainsbury's Local, enhancing the activeness of the frontage to provide a more welcoming entrance to the convenience store in accordance with Paragraph 96 of the NPPF (2023).

The new timber effect is intended to improve the amenity of the shopfront, replacing the existing design which is outdated and not of the same standard as the surrounding shopfronts. The new appearance will ensure the Sainsbury's Local's façade is refreshed to achieve an attractive, modern shopfront.

DESIGN

The shopfront alterations have been sensitively designed to be in keeping with the character and proportions of the building and surrounding area, in particular taking into consideration the locally listed Kentish Town Station building located opposite the site.

The new timber effect to the fascia board has been sensitively designed to suit the character of the surrounding area and be integrated with the existing architectural features of the building. The colour of the panels will match the new dark grey colour scheme of the shopfront, contributing to a design which is simple and understated to be both attractive and not visually intrusive to the context of the neighbouring properties, including the locally listed Kentish Town Station.

The materials, detailing and colours of the shopfront alterations, have been carefully selected to appropriately balance the improvements to the frontage of Sainsbury's with respect to the character of the area, having no adverse impact on visual amenity in the Kentish Town Neighbourhood Plan area.



The replacement panels do not affect the size or setting of the existing shopfront and, therefore, they will not have any effect on pedestrians or vehicles wishing to pass the shopfront, in accordance with the Design CPG (2021). The new timber effect panels do not include any advertisements and do not have any illuminated elements. As a result, the updated shopfront will not have a detrimental impact on highways safety.

The proposed alterations have been designed to be sympathetic in size, proportion, materials and detailing to the building, do not detract from the character or appearance of the area and do not have an adverse effect on public safety. The proposed shopfront alterations are, therefore, in accordance with Policies A1, D1, D2 and D3 of the Local Plan (2017), the Amenity CPG (2018), Design CPG (2021), Policy D3 of the Kentish Town Neighbourhood Plan (2016), Policies D4 and D8 of the London Plan (2021) and national policy.

CONCLUSIONS

The proposed shopfront alterations are entirely appropriate in their design to the commercial context of the site and will not have a detrimental impact on amenity or highways safety, and as such are in accordance with local and national policy 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 or my colleague Victoria Chase.

Yours faithfully



George Sams
Graduate Planning Consultant