



Camden Council  
Planning - Development Control,  
Camden Council,  
Camden Town Hall,  
London,  
WC1H 8ND

14 March 2025

Dear Sir/Madam,

**21 TOTTENHAM COURT ROAD, LONDON, W1T 1BJ - APPLICATION FOR THE  
INSTALLATION OF ATM, PLANT & ADVERTISEMENTS**

**PLANNING PORTAL REFERENCE PP-13891890**

On behalf of Sainsbury's Supermarkets Limited (SSL), please find enclosed an application for full planning permission and advertisement consent for the installation of a mechanical plant and signage to facilitate SSL's proposed occupation of the site.

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

- Signed and completed Application Forms and Certificates;
- Site Location Plan (drawing ref. P-199980-100),
- Existing and Proposed Ground Floor Plan (drawing ref. P\_199980-110)
- Existing and Proposed Rood Plan (drawing ref. P\_199980-111),
- Existing North East Elevation (drawing ref. P\_199980-211),
- Proposed North East Elevation (drawing ref. P\_199980-210),
- Existing and Proposed North East Plant Elevation (drawing ref. P\_199980-212),
- Proposed Signage Detail Plan (drawing ref. P\_199980-213),
- Signage Location Plan (drawing ref. P\_199980-215),

The application fee of £743 has been paid to London Borough of Camden via the Planning Portal (PP-13891890).

**SITE CONTEXT**

The site comprises the commercial unit at 21 Tottenham Court Road located within Tottenham Court Walk. The building is not listed, nor is it located within a conservation area.

The site is located within the following statutory designations:

- Central London Area CLA
- Local Plan Primary Frontage (Tottenham Court Road)
- Central Cross Site Allocation (Site F9)
- Fitzrovia Area Action Plan

WSP House  
70 Chancery Lane  
London  
WC2A 1AF  
Tel: +44 20 7314 5000  
Fax: +44 20 7314 5111  
wsp.com

WSP UK Limited | Registered address: WSP House, 70 Chancery Lane, London WC2A 1AF  
Registered in England and Wales No. 01383511

- Crossrail 2 Safeguarding Area
- Archaeological Priority Area 2
- Allocated Site F9 Central Cross

## BACKGROUND

The relevant planning history is listed below

The original application in relation to the entire Tottenham Court Walk redevelopment was approved on 30 January 2013 for the “Extension of retail units and cinema entrance at 18-30 Tottenham Court Road by infilling of double-height arcade, new shopfronts with canopy above; part change of use of ground floor, mezzanine and basement to flexible retail/ food and drink (Class A1 and/or Class A3) and associated works”. (ref. 2012/2232/P)

On 13 June 2014, an application was approved for the details of all facing finishes and junctions to shop front required by condition 2 of permission 2012/2232/P dated 30/01/13 for 'Extension of retail units and cinema entrance at 18-30 Tottenham Court Road by infilling of double-height arcade' (LPA ref. 2014/3720/P).

On 1 July 2014, an NMA application was approved for alterations to sizes of Units G and H approved by permission 2013/3929/P dated 23/09/13 and amendment to condition 11 of planning permission 2012/2232/P dated 30/01/13 to correct reference to unit number (ref. 2014/4315/P).

An application for the variation of condition 10 was approved on 12 May 2023. The application was to vary 'Condition 5 (operating hours) and condition 10 (retail unit size) of planning permission 2012/2232/P granted on 30/01/2013 (as amended by planning permission 2013/3929/P, 2014/0737/P and 2014/4315/P). The changes were to allow for more flexible operating hours for Unit A, and for more flexible food and drink uses for Units A, G and H. (ref. 2022/3605/P).

## PROPOSED DEVELOPMENT

The proposed development is as follows:

*“Proposed installation of plant machinery, ATM, and the display of signage.”*

## PLANNING POLICY

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

- London Plan (2021)
- Camden Local Plan (2017)
- Fitzrovia Area Action Plan (2014)

Supplementary Planning Documents

- Design CPG (2021)
- Town Centres and Retail CPG (2021)
- Advertisements CPG (2018)
- Amenity CPG (2021)

### Key policies from the development plan

#### Camden Local Plan (2017)

- Policy A1 Managing the impact of development - protect the quality of life of occupiers and neighbours.
- Policy A4: Noise and Vibration

- Policy D1: Design – High quality design in development that respects local context and character, integrating well with surrounding areas.
- Policy D3: Shopfronts – High standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.
- Policy D4: Advertisements – Preserve or enhance the character of their setting and host building and be of the highest standard of design, material and detail.
- Policy TC2 Camden's centres and other shopping areas
- Policy TC4: Town Centre Uses – Ensure that retail developments do not cause harm to the character, function, vitality and viability of a centre or the amenity of neighbours, including addressing issues such as hours of operation, noise/vibration and storage and disposal of refuse.
- Policy CC2 Adapting to climate change

### Supplementary Planning Documents

Camden's Design CPG contains extensive guidance on appropriate shopfronts and advertisements. Camden seeks vibrant and well-designed shopfronts to animate and activate the street scene and be designed to a high standard that respects the character and design of the building and its surrounding context. Development should also be sustainable in design and construction. The Council strongly encourages shopfront security measures to be internal rather than external.

Camden's Town Centres and Retail CPG wishes to build on Camden Town's success and strong identity as a Town Centre in order to develop a unique, vibrant, safe and diverse centre. The openness of the double height façade is a key design factor of the unit.

Camden's Advertisement CPG is supportive of digital advertisements in commercial areas and along major roads carrying high levels of traffic. Illuminated advertisements are acceptable at the proposed site.

### **Emerging Policy**

Camden is in the process of reviewing its Local Plan and published the Draft New Camden Local Plan (Regulation 18 Consultation Version) in January 2024. Camden's Local Development Scheme (2021) sets a target of Summer 2026 for full adoption of the new Local Plan.

The National Planning Policy Framework (NPPF, 2024) is also a material consideration which supports the presumption in favour of sustainable development as set out in paragraph 11.

Paragraph 85 states that planning policies and decision should help create the conditions in which business can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs

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

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

## **PLANNING CONSIDERATIONS**

### **PRINCIPLE OF DEVELOPMENT**

To facilitate the occupation of the retail unit, SSL proposes the installation of plant equipment, alterations to the shopfront, and display of advertisements.

The plant machinery has been designed with an attenuation enclosure to ensure no there are negative impacts from noise on sensitive receptors.

The signage and advertisements will be housed within the existing frames of the retail unit, only to be undated with Sainsbury's branding.

This is supported by Policy E1 and E2 of the Camden Local Plan (2017), and London Plan (2021) Policy GG5 and is in accordance with the NPPF (2024).

## DESIGN

The proposed amendments have been designed to have a minimal impact on the design of the existing shopfront and have only had alterations where necessary for the occupation of the unit. The plant machinery is required to support the operation of the foodstore.

The proposals would accord with Policy A1, D1, CC2, TC2, and TC4 of the Development Plan and is in accordance with the NPPF (2024).

## ADVERTISEMENTS

The advertisements will occupy the existing fascia and projecting signage areas of the unit as required to be in keeping with the rest of the retail parade.

Therefore the proposals would accord with Policy D3 and D4 of the Development Plan and is in accordance with the NPPF (2024).

## AMENITY

The accompanying Noise Assessment confirms that with appropriate mitigation and attenuation the plant noise levels will be compliant with Camden's thresholds as set out in the Local Plan. The proposal for the plant has been designed to provide the necessary attenuation to mitigate unacceptable noise and vibration.

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 A4, D1 and D4 and London Plan policy D4 and D8, and the NPPF (2024).

## 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.

## CONCLUSIONS

The proposal includes signage, an ATM, and plant machinery which will help facilitate SSL's proposed occupation of the site. The proposals would be in keeping with the host building and would be of a contemporary design.



The proposed plant is necessary for the day to day operation of the foodstore and would be high quality specification that would be as efficient as possible. There would be no harm to the amenity of neighbouring units.

The proposed ATM is modest and appropriate for the site context and would respect the character of the host building. The proposals have considered designing out crime principles and would create a safe environment for pedestrians using the facilities.

The proposals are entirely appropriate to the use of the unit as a foodstore, 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

Jamie Alba-Duignan