

**Proposed Advertisements and  
Shopfront Alterations  
Sainsbury's Local, 145 Tottenham  
Court Road, London  
Supporting Statement**

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# 1. Introduction

- 1.1. This Statement supports an application by Sainsbury's Supermarkets Ltd for replacement signage and shopfront alterations at their existing Sainsbury's Local store at 145 Tottenham Court Road, London W1T 7NE.
- 1.2. The replacement signage at the store is sought as part of Sainsbury's wider refurbishment programme to update the branding at its existing stores. The proposed shopfront alterations comprise the installation of new enlarged replacement doors, replacement glazing and a replacement ATM.

## Proposed Advertisements and Shopfront Alterations

- 1.3. Express advertisement consent is sought for the following:
  - One replacement internally illuminated fascia sign reading "*Sainsbury's Local*" with goal posts;
  - Two internally illuminated projecting signs reading "*Sainsbury's Local*"; and
  - ATM signage.
- 1.4. The proposed signage is typical of Sainsbury's Local new branding and similar to that employed along Tottenham Court Road.
- 1.5. The proposed shopfront alterations comprise the installation of new enlarged replacement doors, replacement glazing and a replacement ATM.

## Deemed Consent

- 1.6. The Proposed External Elevations, submitted as part of this application (drawing ref. 201) shows the whole of the proposed refurbishment scheme. This includes signage which benefits from deemed advertisement consent in accordance with Schedule 3, Part 1 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (The Regulations). The signs are internally applied vinyls (opening hours and exit sign) which fall under Class 12 of The Regulations.
- 1.7. These signs are shown for informative purposes only and are not included in this application. The signs have deemed consent and unless the LPA indicate otherwise, are considered acceptable.

## Site Context

- 1.8. The Sainsbury's Local is located on Tottenham Court Road in an established commercial area. The store is 'in centre' in retail terms, located within the Central London Frontage, as identified on the adopted Proposals Map.
- 1.9. The store is located within the ground floor of Maple House, an 8 storey building. Retail uses occupy the ground floor on Tottenham Court Road. An access door to the upper floors is located between the main Sainsbury's Local shopfront and the store exit.
- 1.10. The shopfront has a largely glazed façade and features an ATM. The store features an active shopfront which opens onto the street.
- 1.11. The shopfront currently features an internally illuminated fascia sign. The shopfront also

features internally applied vinyls which benefits from deemed consent (see Existing Elevation submitted with this application (ref. 13-1544-301)).

- 1.12. The building is not located a conservation area, nor is the building listed. Fitzroy Square Conservation Area is located on the opposite side of Tottenham Court Road.
- 1.13. Given the commercial setting and location within an identified centre, signage is commonplace in the area. In any case, the proposal is mostly a replacement of the existing with minor changes to update the store in line with Sainsbury's current branding.

### **Planning History**

- 1.14. The current shopfront was installed following the grant of planning permission on 8 January 2003 for '*Provision of ATM and alterations to the existing shopfront*' (LPA ref. PSX0205263).
- 1.15. An application was approved on the store on 8 January 2003 which included for '*Installation of internally illuminated fascia and projecting signs, non-illuminated window sign to the Tottenham Court Road elevation*' (LPA ref. ASX0205264).
- 1.16. The adjacent retail unit (Currys PC World) was refurbished following the grant of planning permission for 'Replacement of existing shopfront, including extension and alterations to move section of shopfront forward on corner of Grafton Way and Tottenham Court Road within the curtilage of existing retail unit (Class A1), and relocation of entrance doors' on 16 July 2010 (LPA ref. 2010/2521/P) and subsequent non-material amendment on 4 October 2010 (LPA ref. 2010/4696/P).
- 1.17. Advertisement consent was granted on the Currys PC World unit on 1 September 2010 for '*Display of an internally illuminated fascia and two projecting signs for a retail unit (Class A1)*' (LPA ref. 2010/3559/A). The approved fascia and projecting signs are internally illuminated aluminium box signs.
- 1.18. With regard to the proposed projecting signs, the officer report stated:

*"The projecting signs would be an appropriate size for the scale of the building and the shop front itself, they would be displayed sufficiently high above ground to avoid hazards for pedestrians."*

## 2. Policy

### National Planning Policy Framework ('The Framework')

- 2.1. On 27 March 2012 the Government published their National Planning Policy Framework, which replaced all the previous Planning Policy Guidance and Planning Policy Statements, as well as a number of 'Chief Planning Officers' letters and Government Circulars.
- 2.2. The overarching objective of the Framework is to deliver growth in order to aid the economic recovery of the Country by ensuring that decisions delivering sustainable economic development can take place immediately and without unnecessary delay.

### Sustainable Development

- 2.3. The Framework notes that the planning system should contribute to the achievement of sustainable development.
- 2.4. The document defines the three dimensions of sustainable development, namely economic, social and environmental roles, which are mutually dependant. Paragraph 8 recognises that *"economic growth can secure higher social and environmental standards"*.
- 2.5. Paragraph 9 states that:

*"Pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):*

- *Replacing poor design with better design."*

- 2.6. The proposed advertisements seek to upgrade and modernise the existing store and the proposed ATM allows for an improved design internally for Sainsbury's.

### The Development Plan and the 'Presumption in Favour' of Sustainable Development

- 2.7. The Framework contains a 'presumption in favour' of sustainable development, requiring this 'golden thread' to run through both plan making and decision taking.
- 2.8. The development plan remains the starting point for decision making and development that accords with an up to date Local Plan should be approved. Paragraph 14 of the Framework states that in regard to decision taking, the 'presumption in favour' means:

*"Approving development proposals that accord with the development plan without delay; and*

*Where the development plan is absent, silent or relevant policies are out of date, granting permission unless:*

- i. *Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or*
- ii. *Specific policies in this Framework indicate development should be restricted."*

- 2.9. Paragraphs 214-215 of the Framework states that for 12 months following the publication of

the Framework decision makers may continue to give full weight to relevant policies adopted since 2004, in accordance with the Planning and Compulsory Purchase Act 2004.

- 2.10. After the 12 month period (which expired on 29 March 2013) weight should be given the relevant policies in existing plans only according to their degree of consistency with the Framework.

### **Core Principles**

- 2.11. The Framework contains a number of Core Principles, at paragraph 17, which underpin decision taking. Core Principle 4 states:

*“Always seek to ensure high quality design and a good standard of amenity for all existing and future occupants of land and buildings.”*

- 2.12. In relation to decision making, there is a strong emphasis on expediency and positive consideration on schemes, with paragraph 187 stating:

*“Local Planning Authorities should look for solutions rather than problem, and decision takers at every level should seek to approve applications for sustainable development where possible. Local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area.”*

### **Design**

- 2.13. The Government attaches great importance to the design of the built environment, as set out at Section 7 of the Framework. Paragraph 57 states:

*“It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings”*

- 2.14. However, in relation to decision making, LPAs should not be overly restrictive, as set out at paragraph 60:

*“Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles”*

### **Advertisements**

- 2.15. Paragraph 67 of the Framework sets out guidance in relation to advertisements. It states:

*“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local authority’s detailed assessment. Advertisement should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

### **Development Plan**

- 2.16. The Development Plan for Camden comprises the Core Strategy (2010), Development Policies (2010), Site Allocations Plan (2013) and the saved policies of the Replacement Unitary Development Plan (2006).

- 2.17. The store is located within the Tottenham Court Road Central London Frontage as identified on the Proposals Map and is therefore a designated retail area.

### **Advertisements**

- 2.18. There are no policies specifically relating to advertisements in the adopted Development Plan.
- 2.19. Section 8 of Camden Planning Guidance 1 Design (2013) (The Design Guidance) outlines general principles for signage in Camden. The Design Guidance also states *“the type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located”*.
- 2.20. Paragraph 7.14 states *“two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units”*.

### **Design and Heritage**

- 2.21. Policy CS5 states consideration should be given to the objectives of the Core Strategy including:
- “protecting and enhancing our environment and heritage and the amenity and quality of life of local communities.”*
- 2.22. Policy CS14 seeks to ensure places and buildings are attractive, safe and easy to use. This includes:
- *“requiring development of the highest standard of design that respects local context and character;*
  - *preserving and enhancing Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens; and*
  - *seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible”*
- 2.23. Policy DP24 seeks to secure high quality which includes consideration of:
- *“character, setting, context and the form and scale of neighbouring buildings;*
  - *the character and proportions of the existing building, where alterations and extensions are proposed;*
  - *the quality of materials to be used;*
  - *the provision of visually interesting frontages at street level; and*
  - *accessibility.”*
- 2.24. Policy DP25 does not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area.
- 2.25. Policy DP26 only permits development that does not cause harm to amenity, in order to protect the quality of life of occupiers and neighbours.

- 2.26. Policy DP30 expects a high standard of design in altered shopfronts including consideration of:
- a) the design of the shopfront or feature;*
  - b) the existing character, architectural and historic merit and design of the building and its shopfront;*
  - c) the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;*
  - d) the general characteristics of shopfronts in the area; and*
  - e) community safety and the contribution made by shopfronts to natural surveillance”.*
- 2.27. The policy outlines the LPA will resist the removal of shop windows without a suitable replacement.
- 2.28. Section 7 of The Design Guidance relates to shopfronts. It states shop frontages should be largely glazed, and the design of doors should be in keeping with the other elements of the shopfront.

#### **Fitzroy Square Conservation Area**

- 2.29. The store is located outside of but adjacent to Fitzroy Square Conservation Area. The stores on the western side of Tottenham Court Road fall within the conservation area.
- 2.30. Fitzroy Square Conservation Area Appraisal and Management Strategy was adopted in March 2010. The document does not draw any reference to the Sainsbury's store.
- 2.31. The document recognises visual clutter from excessive signage (in particular along Tottenham Court Road including advertising hoardings, large fascia signs, banner signage and estate agents boards) can cause harm to the conservation area.

### 3. Planning Analysis

#### Proposed Shopfront Alterations

- 3.1. The proposal has been assessed in relation to the relevant Development Plan policies. Regard has also been had to section 7 of the Framework relating to good design. Consideration has also been given to The Design Guidance and the Fitzroy Square Conservation Area Appraisal and Management Strategy (2011).
- 3.2. The proposed shopfront alterations comprise the installation of new enlarged replacement doors, replacement glazing and a replacement ATM. These are generally sought to improve the physical appearance of the shopfront.
- 3.3. New larger doors are sought on the front elevation in order to create an improved entrance. The proposed store refurbishment will not change the access and egress system and is an improvement by creating a more easily identifiable entrance. The improvement in access terms accords with Policies CS14 and DP24.
- 3.4. The replacement glazing will have minimal impact on the store appearance. This will refresh the store's appearance whilst retaining views into and out of the store.
- 3.5. A replacement ATM with associated glazing is sought, which will have no appreciable impact on existing. This will retain the active shop front.
- 3.6. The store is located in-centre and the proposed shopfront alterations are small scale in nature, having no impact on the character of the building or area and no appreciable impact on its appearance.
- 3.7. The building is located outside the adjacent conservation area. The proposed shopfront alterations are minimal and will have no impact on the commercial character of the streetscene adjacent to the conservation area and no appreciable appearance on the appearance or setting of the conservation area.
- 3.8. The proposals therefore accord with the Development Plan and the Framework.

#### Proposed Signage

##### Amenity

- 3.9. The proposed advertisements have been assessed having regard to paragraph 67 of the Framework. Consideration has also been given to The Design Guidance and the Bloomsbury Conservation Area Appraisal and Management Strategy (2011).
- 3.10. The Framework requires advertisements to be subject to control only in the interests of amenity and public safety.
- 3.11. Control over advertisements should be efficient, effective and simple in concept and operations. Detailed assessments are only required where there will be an appreciable impact on a building or surroundings.
- 3.12. The store currently features an internally illuminated fascia sign, approved under LPA ref. 2010/3559/A. The only differences between the existing and proposed fascia sign are the colour, design and increase in size to incorporate a plum surround, which extends to ground floor via goal posts. The size of the lettering and proposed method of illumination will remain the same. A box fascia has been approved on the adjacent Currys PC World unit. The plum

goal posts ensure a more pronounced entrance.

- 3.13. The two proposed projecting signs are new. However a projecting sign has previously been approved on the store (LPA ref. ASX0205264) but we understand has not been installed.
- 3.14. The Design Guidance permits multiple projecting signs on a unit. Two internally illuminated projecting signs were approved on the adjacent Currys PC World unit (LPA ref. 2010/3559/A). The proposed signage is entirely appropriate within the commercial area.
- 3.15. The proposed method of illumination is as existing. Illumination is commonplace in the local area and their type and appearance are appropriate and sympathetic to the design of the building in accordance with The Design Guidance.
- 3.16. The proposed signage is entirely appropriate in relation to the commercial character and appearance of the building and wider streetscene. This is an improvement in design terms by refreshing the branding in line with Sainsbury's current brand, thereby enhancing the centre. The overall proposal will also define the shopfront more effectively than the current signage.
- 3.17. Overall, the visual amenity of the area and the outlook of residents will not be affected and the advertisements therefore accord with the Framework.
- 3.18. The changes to the signage are minimal and will not cause harm to the character and appearance of the adjacent conservation area.

#### Illumination – Lighting Assessment

- 3.19. The proposed signage will use static illumination which is the same as that currently used on the shop fascia sign.
- 3.20. The maximum illumination level will be 300cd/m. Details are provided on the submitted plans.
- 3.21. It is appropriate in relation to the surrounding commercial environment. There are no moving parts in the proposed signage and luminance levels will be limited. This will therefore have no impact on amenity.

#### **Public Safety**

- 3.22. The proposed signage will replace existing signage and therefore the proposal will not create any hazards. Such signage is appropriate in the commercial setting and would therefore have no adverse impact on public and highway safety.
- 3.23. The scale of the signage and lettering has been designed to allow for easy identification of the store, whilst minimising any impacts on road users.
- 3.24. The illuminated signage is designed to ensure no glare or dazzle and will not cause confusion with traffic signs and signals.
- 3.25. The proposals will therefore have no impact in safety terms and therefore accord with the Framework.

## 4. Conclusions

- 4.1. The proposed signage and shopfront alterations are required in order to update the branding, appearance and functionality at the existing store. These works form part of Sainsbury's wider store refurbishment programme which ensures the store's branding is consistent with other Sainsbury's Local stores.
- 4.2. The proposed shopfront alterations will have no bearing on the character of the area and the changes to the appearance retain the high quality design and active shopfront.
- 4.3. The proposed adverts are largely the same as those already in situ and seek to update and modernise the store.
- 4.4. The advertisements will make a positive contribution to the character of the local area, being instantly recognisable of a national retailer, and effectively highlighting key details such as opening hours.
- 4.5. The store is located in the existing commercial area of Tottenham Court Road and the proposed advertisements are entirely appropriate within this area.
- 4.6. The proposal will have no appreciable impact on the visual amenity of the surrounding area, nor will it affect pedestrian and highway safety.
- 4.7. As such the adverts are compliant with the Framework.
- 4.8. In summary, there are no material considerations to warrant refusing advertisement consent for the proposed signage or planning permission for alterations to the shopfront.