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27 September 2007

Mr. Carlos Martin
Development Control
Planning Services
London Borough of Camden
Town Hall
Argyle Street
London WC1H 8ND

Our ref: SAIL1406/M2/AM

E : amaunder@turleyassociates.co.uk

Dear Mr. Martin

APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS SAINSBURY'S SUPERMARKET, 17-21 CAMDEN ROAD, NW1 9LJ

We act on behalf of Sainsbury's Supermarkets Ltd. In relation to the above store and have been instructed to submit an application for Advertisement Consent for the display of replacement and new signage at the above store.

Accordingly, we enclose a cheque for the sum of £75 and five copies of the following:

- Advertisement Consent forms, duly completed and signed;
- Drawing no. SAIL1406/1- Site Location Plan identifying the boundary of the application site in red;
- Drawing no. CHQ.06.7299-002 – Existing Ground Floor Plan;
- Drawing no. CHQ.06.7299-006 – Existing External Elevations; and
- Drawing no. CHQ.06.7299-103 B – Proposed Elevations / Entrance Branding Details.

Background

The Sainsbury's store opened in December 1988 and fulfils a key role in Camden, both in terms of providing for the day-to-day shopping needs of the local population and providing an important retail destination in Camden Town centre. In a competitive market, Sainsbury's is continuously striving to fulfil this role, and believes a renewal of existing corporate signage to be important to maintain the presence of the store.

As you may be aware, in April 2007 consent was granted for the renewal of a number of branding signs on the site (ref. 2007/1040/A). However, the branding panels granted adjacent to the two store entrances were designed with an older scheme in mind, which proposed one external ATM by the Camden Road entrance (permission Ref. 2007/2868/P). Our client now wishes to install two ATMs by the main entrance. A planning application for these works has been submitted today under separate cover. These proposals are shown on the drawings submitted herein for ease of reference.

The Proposal

This application seeks consent for the following signage:

- ATM Branding: a new wall panel consisting of a number of tiles to be affixed around the location of a proposed two ATMs, next to the main entrance to the store along the Camden road elevation. The new ATMs themselves are the subject of a separate full planning application.
- Replacement of 'Hello' hoarding with a similar non-illuminated 'Welcome' panels next to the secondary entrance by the external travelators, showing new corporate branding and store information. Further details shown on drawing CHQ.06.7299-103 B;

Relevant Considerations

The signage scheme has been designed to reflect the commercial nature of the buildings and to be entirely in keeping with the character of the site. The signs are replacements for existing signs previously permitted. Particular care has been taken with regard to the design, size, and positioning of the proposed signage, as well as the number of adverts to be displayed, in order to avoid excessive visual clutter. We consider that the proposed signage will not have an adverse impact upon the visual amenity of the area or the amenities of adjoining occupiers.

As all the signs will be affixed to the building, there will be no conflict with pedestrian and vehicular movement within the site. As a result, the proposal will not have a detrimental effect on public safety.

In the absence of any adverse impact on amenity or public safety, we consider that the proposal fully accords with the guidance set out in PPG19: Outdoor Advertisement Control (March 1992) and the aims of the adopted Unitary Development Plan. We are therefore of the view that the proposed signage scheme is acceptable in light of all relevant considerations and should be approved forthwith.

We trust that the enclosed information is sufficient for your purposes and we look forward to receiving your acknowledgement that the application has been registered in due course.

If in the meantime you should require any further information or clarification, please do not hesitate to contact Andrew Maunder at this office.

Yours sincerely,



Turley Associates

Enc. As above

cc. Gary Mudge
Jeff Wallis

Mace UK Ltd.
CHQ Partnership