

TURLEYASSOCIATES

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7 June 2007

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

Our ref: SAIL1406/AM

Your ref: -

E : amaunder@turleyassociates.co.uk

Dear Mr Smith

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED) SAINSBURY'S SUPERMARKET, 17-21 CAMDEN ROAD, LONDON NW1 9LJ

We act on behalf of Sainsbury's Supermarkets Ltd., who own the above property. Our client now wishes to undertake a number of improvements to the store, and increase the efficiency of existing access arrangements in order to improve ease of access, egress, and circulation within the building.

In connection with this, please find enclosed five sets of the following:

- application forms duly signed and completed;
- drawing No. SAIL1406/1: Site Location Plan;
- drawing No. CHQ.06.7299-002: Existing Ground Floor Plan;
- drawing No. CHQ.06.7299-004: Proposed Ground Floor Plan;
- drawing No. CHQ.06.7299-006: Existing External Elevations;
- drawing No. CHQ.06.7299-007: Proposed External Elevations;
- Design and Access Statement.

Additionally, we would be grateful if you could take into consideration the contents of this letter.

Application fee

As there would be no increase in floorspace, the correct fee for this application is £265. Please note that a fee of £795 was paid in connection with a previous application dated 15 November 2006 (ref. 2006/5256). The application was withdrawn on 7 December 2006, and the fee was retained by the Council. We would be grateful if you could deduct the application fee and return the difference.

The site and proposal

Our client's property is occupied by a supermarket, parking, residential units and a nursery. The supermarket was completed in 1989, and fronts onto a significant stretch of Camden Road and Camden Street. The store is served by an underground car park, which is accessed from Kentish Town Road by vehicle, and two travelators leading to an open area by the store entrance.

The northern part of the store (but not the application site) is within the Regent's Canal Conservation Area. To the south west of the site, is the Grade II* Listed St Michael's Church, which is separated from the application site by a relatively high stone and brick wall.

The main entrance to the store is located to the south western corner of the building, and has two doors leading to a foyer where currently an internal ATM is located. This is one of the most problematic aspects of the current building, as at peak times the flow of people entering and leaving the people can lead to congestion.

In order to address these issues, our client proposes to enlarge both main entrances and install new glazed automatic doors. Additionally, the internal ATM would be relocated to the external wall, next to the Camden Road main entrance. This would further benefit visiting members of the public by making this service available to everybody without the need to enter the store.

Finally, the disused doors near the north-eastern corner of the store, which have not been in use for many years, would be removed and reclad, returning them to their original state.

Planning policy

The alterations of the main shop entrances will ensure better accessibility for pedestrians approaching from both Camden Road and Kentish Town Road, and are designed to a high standard with materials to match existing, so as to entirely respect the architectural integrity of the building. Further, they will not detract from the site or its surroundings' amenity nor public safety. Thus, the proposals comply entirely with policies B1 (General Design), B3 (Alterations and Extensions), and B4A (Shopfronts) of the adopted Camden Unitary Development Plan (UDP).

Additionally, the removal of the disused doors will ensure that original features of the building will be restored, as encouraged by Policy B3-A c) of the UDP. Finally, the minor alterations proposed will not affect the setting of the nearby Regent's Canal Conservation Area.

Conclusions

While the developments proposed are relatively modest in nature, the benefits for both our client and visiting members of the public are essential in terms of increased accessibility and efficient use of internal space. Against this background, we are able to conclude that in the absence of harm and taking into consideration the tangible benefits arising from the proposal, the scheme should benefit from planning permission.

We are confident that the proposal is entirely in keeping with the aims of the Camden Unitary Development Plan adopted June 2006, and look forward to hearing that the application has been registered in due course. Should you have any questions or comments please do not hesitate to contact Andrew Maunder at this office

Yours sincerely

A handwritten signature in black ink, appearing to read 'Turley Associates', written in a cursive style.

Turley Associates

Enc. As above

cc. Mr. Ben Day
Mr. Jeff Wallis

Mace
CHQ Partnership