



Development Management
London Borough of Camden
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ

28 August 2014

Via Planning Portal
let.001.DS.AW.14790197

Dear Sir / Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007
APPLICATION ON BEHALF OF SAINSBURY'S SUPERMARKETS LIMITED
10-12 CAMDEN HIGH STREET, LONDON, NW1 0JH
PLANNING PORTAL REF: PP-03618291**

Please find enclosed an application submitted on behalf of Sainsbury's Supermarkets Limited for advertisements at the existing Sainsbury's Local store at the above site.

The application comprises the following documentation:

- Application forms and certificates;
- Supporting Statement; and
- Planning drawings:
 - Location & Block Plan (drawing ref: 4005);
 - Existing Elevation (drawing ref: 4005G04);
 - Proposed External Elevations (drawing ref: 4005G04-EE Rev. 1); and
 - Existing Photos (ref: Page 2.4).

The Proposed External Elevations includes signage which benefits from deemed consent. This is detailed further in the Supporting Statement.

A planning application fee of £110 has been paid to London Borough of Camden Council under separate cover.

Proposed Advertisements

The proposed signage is required by Sainsbury's Supermarkets Limited to



upgrade the signage at the store as part of Sainsbury's wider refurbishment programme to update the branding of its older stores.

The enclosed application seeks express consent for the following signs:

- 1 replacement fascia sign;
- 1 replacement internally illuminated projecting sign;
- 1 opening hours vinyl; and
- 1 ATM vinyl.

I trust that the enclosed is to your satisfaction and look forward to hearing from you shortly to confirm the application' receipt and registration. In the meantime, should you require anything further please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink, appearing to read 'David Smith'.

David Smith

Enc: As noted above
cc: Mr M Nicholson – Sainsbury's Supermarkets Limited
Mr S Nieman – Sainsbury's Supermarkets Limited
Miss C Huett – Sainsbury's Supermarkets Limited