

**Proposed Advertisements  
Sainsbury's Local, 10-12 Camden  
High Street, London  
Supporting Statement**

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# 1. Introduction

- 1.1. This Statement supports an application by Sainsbury's Supermarkets Ltd for replacement signage at their existing Sainsbury's Local store at 10-12 Camden High Street, London, NW1 0JH.
- 1.2. The replacement signage is sought as part of Sainsbury's wider refurbishment programme to update the branding at its existing stores.

## Proposed Advertisements

- 1.3. Express advertisement consent is sought for the following:
- One replacement internally illuminated fascia sign on front elevation reading "*Sainsbury's Local Open every day 7am – Midnight*";
  - One internally illuminated projecting sign on front elevation reading "*Sainsbury's Local*";
  - One externally applied ATM vinyl on front elevation; and
  - One externally applied opening hours vinyl on front elevation.
- 1.4. The proposed signage is generally a replacement of the existing. The design is consistent with Sainsbury's new branding. The only changes are the size and depth of lettering and the design. The two external vinyls replace the existing internal vinyls.

## Site Context

- 1.5. The Sainsbury's Local is located on Camden High Street towards Mornington Crescent. The store is located 'in centre', as identified on the adopted Proposals Map.
- 1.6. The store is located opposite the junction between Camden High Street and Hampstead Road. The store is located within a 5 storey building which forms part of a parade of retail outlets. The shopfront has a largely glazed façade and features an ATM.
- 1.7. The shopfront currently features an internally illuminated fascia sign and an internally illuminated projecting sign on the front elevation (LPA Ref: 2010/1940/A) as well as two internally backed vinyl's which have deemed consent.
- 1.8. The building is located within the Camden Town Conservation Area, however the building is not listed.
- 1.9. Given the commercial setting and location within an identified centre, signage is commonplace in the area and acceptable within the conservation area setting. 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

- 1.10. Advertisement consent was granted for the installation of a new internally illuminated fascia and projecting sign at fascia level in 2002 (LPA Ref: AEX0200066).
- 1.11. In 2010 an application for the display of one internally illuminated fascia sign and two internally illuminated projecting signs was approved (LPA Ref: 2010/1940/A). Only one of the two approved projecting signs has been installed.

## 2. Policy

### National Planning Policy Framework

- 2.1. The overarching objective of National Planning Policy Framework ('the Framework') (2012) 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

- 2.2. The Framework notes that the planning system should contribute to the achievement of sustainable development.
- 2.3. 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"*.
- 2.4. 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."*

- 2.5. The proposed advertisements seek to upgrade and modernise the existing store.

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

- 2.6. The Framework contains a 'presumption in favour' of sustainable development, requiring this 'golden thread' to run through both plan making and decision taking.
- 2.7. The development plan remains the starting point for decision making and development that accords with an up to date Local Plan should be approved. Where the development plan is absent, silent or relevant policies are out of date, permission should be granted 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."*

- 2.8. Weight should be given the relevant policies in existing plans adopted prior to the Framework only according to their degree of consistency with the Framework.

#### Core Principles

- 2.9. 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."*

- 2.10. 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**

- 2.11. With regard to design, paragraph 60 states:

*“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**

- 2.12. 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.”*

### **Heritage**

- 2.13. With relevance to the conservation area setting, paragraph 128 of the Framework states:

*“In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance”.*

### **Development Plan**

- 2.14. 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).
- 2.15. The store is located within the Camden Town Centre as identified on the Proposals Map and is therefore a designated retail area.

### **Advertisements**

- 2.16. There are no policies specifically relating to advertisements in the adopted Development Plan.
- 2.17. Section 8 of Camden Planning Guidance 1 Design (2013) (The Design Guidance) outlines general principles for signage in Camden. It states advertisements in a conservation area must not harm the character and appearance of the conservation area.

- 2.18. 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”*.

### **Design and Heritage**

- 2.19. 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.”*

- 2.20. 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; and*
- *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”*.

- 2.21. Policy DP24 seeks to secure high quality which includes consideration of:

- *“character, setting, context and the form and scale of neighbouring buildings; and*
- *the character and proportions of the existing building, where alterations and extensions are proposed”*.

- 2.22. Policy DP25 only permits development within conservation areas which preserves and enhances the character and appearance of the area. Conservation area statements, appraisals and management plans are to be taken into account when assessing applications within such areas.

- 2.23. Policy DP26 only permits development that does not cause harm to amenity, in order to protect the quality of life of occupiers and neighbours.

### **Camden Town Conservation Area**

- 2.24. Camden Town Conservation Area Appraisal and Management Strategy was adopted in 2007. The document recognises the commercial uses in the area and states:

*“The installation of signage, particularly illuminated signage will usually require advertisement consent. A proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area.”*

### 3. Planning Analysis

#### Amenity

- 3.1. The proposed advertisements have been assessed having regard to paragraph 67 of the Framework and The Design Guidance.
- 3.2. The Framework requires advertisements to be subject to control only in the interests of amenity and public safety. 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.
- 3.3. The proposed signage is similar to the existing approved signage. The main differences between the existing and proposed signage is the external application of the proposed vinyls and changes to the colour and lettering on the fascia and projecting signage.
- 3.4. The changes to the design of the projecting signs (i.e. colour and lettering) will have no appreciable impact on visual amenity. The proposal seeks to update the appearance of the store in line with Sainsbury's branding.
- 3.5. 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.
- 3.6. The proposed signage is entirely appropriate in relation to the commercial character and appearance of the building and wider streetscene.
- 3.7. This proposal is an improvement in design terms from the previous application as it results in a more consistent and coherent design.
- 3.8. Overall, the visual amenity of the area will not be affected and the advertisements therefore accord with the Framework.

#### Illumination – Lighting Assessment

- 3.9. The proposed signage will use internal static illumination which is the same as that currently used on the existing signage. The maximum illumination level will be 300cd/m. Details are provided on the submitted plans.
- 3.10. This proposal is appropriate in relation to the surrounding commercial environment. There are no moving parts in the proposed signage and luminance levels will be low. This will therefore have no impact on amenity.

#### Heritage

- 3.11. In accordance with the Framework, due consideration should be given to the impact on the heritage assets affected, proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.
- 3.12. The proposed signage will not harm the significance of the heritage asset. Given the proposed signage replaces existing signs and the changes to the signage are minimal, there will be no impact on the significance of the conservation area. The use of this type of signage on the building has been considered acceptable previously including internal illumination and the materials proposed.



- 3.13. Therefore, the proposed signage complies with the Framework and is acceptable in planning terms.

### **Public Safety**

- 3.14. The proposed signage will replace existing signage and therefore 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.
- 3.15. 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.
- 3.16. The illuminated signage is designed to ensure no glare or dazzle and will not cause confusion with traffic signs and signals.
- 3.17. The proposals will therefore have no impact in safety terms and therefore accord with the Framework.

## 4. Conclusions

- 4.1. The proposed signage is required in order to update the branding and appearance of the existing store. These works form part of Sainsbury's wider store refurbishment programme.
- 4.2. The proposed adverts are largely the same as the existing, consented signage.
- 4.3. The store is located in the Camden Town Centre and the proposed advertisements are entirely appropriate within this area without detracting from the conservation area setting.
- 4.4. The proposal will have no appreciable impact on the visual amenity of the surrounding area, nor will it affect pedestrian and highway safety.
- 4.5. As such the adverts are compliant with the Framework.
- 4.6. In summary, there are no material considerations to warrant refusing advertisement consent for the proposed signage.