



15 January 2015

**Delivered by Planning Portal**

London Borough of Camden  
2nd Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE

Dear Sir / Madam

**Application for planning permission for external alterations including new automatic entrance doors and new shopfront glazing (PP – 03878586)**

**Application for planning permission for external plant comprising air conditioning unit and four fan condenser unit behind an acoustic louver screen at first floor roof level (PP – 03878610)**

**Application for advertisement consent for signage comprising one illuminated internal fascia sign and one internally-illuminated projecting sign (PP – 03878590)**

**Application for planning permission for ATM including two anti-ram bollards (PP – 03878599)**

**At 123 Holborn, London, EC1N 2TD**

We act on behalf of Sainsbury's Supermarkets Ltd in relation to the above site and have been instructed to submit the above applications.

The applications are associated with the intended establishment of a Sainsbury's Local convenience store at 123 Holborn, Camden, EC1N 2TD. Sainsbury's has identified a requirement for a convenience store in this location to serve the local catchment and thereby to provide convenient facilities for local businesses, employees, residents and visitors.

This letter outlines each application in turn.

**Application for planning permission for external alterations including new automatic entrance doors and new shopfront glazing**

In respect of the above application, the following documents and drawings have been submitted electronically via the Planning Portal under reference **PP – 03878586**:

- i) Planning Application form, signed and dated;

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- ii) Ownership Certificate B and Agricultural Holding Certificate, signed and dated;
- i) Drawing ref P-124846-100 – Location and Block Plan;
- ii) Drawing ref P-124846-111 – Existing and Proposed Basement Floor Plan;
- iii) Drawing ref P-124846-110 Rev A – Existing and Proposed Ground Floor Plan;
- iv) Drawing ref P-124846-201 Rev A – Existing and Proposed Front Elevations;
- v) Design and Access Statement prepared by Turley; and
- vi) Online fee been made via planning portal for the relevant application fee of £195.

The application seeks consent for external alterations to the elevation facing Holborn. The alterations are associated with a Sainsbury's Local store. The external alterations comprise a new single sliding automatic customer entrance and installation of aluminium framed windows.

The new entrance door provides level access to all potential visitors to the store compliant with the Part M of Schedule 1 of the Building Regulations 2010 (as amended).

The format, materials and other details of the proposed alterations are identified on the attached proposed elevations (Drawing ref P-124846-201 Rev A). The Design and Access Statement provides further information relating to the proposed alterations.

The proposed external alterations comply with local planning policy, including relevant policies of the Camden Core Strategy, Development Polices and Camden Planning Guidance.

**Application for planning permission for external plant comprising air conditioning unit and four fan condenser unit located behind an acoustic louver screen at first floor roof level**

In respect of the above application, the following documents and drawings have been submitted electronically via the Planning Portal under reference **PP – 03878610**:

- i) Planning Application form, signed and dated;
- ii) Ownership Certificate B and Agricultural Holding Certificate, signed and dated;
- iii) Drawing ref P-124846-101 – Plant Location and Block Plan;
- iv) Drawing ref P-124846-301 – Existing First Floor Roof Plant Plan;
- v) Drawing ref P-124846-310 Rev F – Proposed First Floor Plant Plan;
- vi) Drawing ref P-124846-315 – Proposed Plant Equipment Details;
- vii) Design and Access Statement prepared by Turley;
- viii) Noise Data Report prepared by Hilson Moran;
- ix) Plant Noise Assessment prepared by Hilson Moran
- x) Acoustic Mitigation Report prepared by Hilson Moran;
- xi) Tenant Design Noise Targets prepared by EEC; and
- xii) Online fee been made via planning portal for the relevant application fee of £395.

The proposed external plant comprises four fan condenser unit and air conditioning unit. The plant is located on the first floor roof which is in the centre of the building.

The proposed louvers associated with external plant comply with local planning policy and therefore impact will be negligible on the surrounding area. Please refer to the enclosed Design and Access Statement and plans for further information relating to the proposed plant.

### **Application for advertisement consent for signage comprising one internally-illuminated fascia sign and one internally-illuminated projecting sign**

In respect of the above application, the following documents and drawings have been submitted electronically via the Planning Portal under reference **PP – 03878590**:

- i) Planning Application form, signed and dated;
- ii) Drawing ref P-124846-100 – Location and Block Plan;
- iii) Drawing ref P-124846-120 Rev A – Existing and Proposed Ground Floor Plan;
- iv) Drawing ref P-124846-220 Rev A – Existing and Proposed Front Elevations;
- v) Drawing ref P-124846-230 Rev A – Proposed Branded Front Elevation Front Elevation;
- vi) Drawing ref P-124846-250 Rev A – Proposed Signage Details;
- vii) Online fee been made via planning portal for the relevant application fee of £110.

The application for Express Advertisement Consent relates to one internally-illuminated fascia and one internally-illuminated projecting sign

The proposed signage is consistent with local planning policy, Adopted Core Strategy, Development Policies and Supplementary Planning Guidance including the Hatton Garden Conservation Area Appraisal and Management Strategy. Specifically, the proposed signage complies with Development Policy DP24 – Securing High Quality Design and DP30 Shopfronts as it is of a high quality and relates to the architectural composition of the existing building. The fascia sign is located at fascia height and their internal-illumination levels and types will not cause undue harm to the building and the area. Overall, the proposed advertisements are of a high quality, are sensitive to their visual setting, and do not prejudice highway safety.

For the avoidance of doubt, we confirm that the vinyl advertisements to be applied to glazing and displayed inside the building (opening hours etc.) benefit from Deemed Consent pursuant to Class 12 of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

### **Application for planning permission for installation of ATM including two anti-ram bollards**

In respect of the above application, the following documents and drawings have been submitted electronically via the Planning Portal under reference **PP – 03878599**:

- i) Drawing ref P-124846-100 – Location and Block Plan;
- ii) Drawing ref P-124846-120 Rev A – Existing and Proposed Ground Floor Plan (ATM);
- iii) Drawing ref P-124846-220 Rev A – Existing and Proposed Front Elevations (ATM);
- iv) Drawing ref P-124846-230 Rev A – Proposed Branded Front Elevation Front Elevation (ATM);

- v) Design and Access Statement prepared by Turley; and
- vi) Online fee been made via planning portal for the relevant application fee of £195.

This application seeks consent for installation of an ATM including two anti-ram bollards to the Sainsbury's shopfront to 123 Holborn. The proposed ATM will be installed into an area of glazing on the left hand side of the customer entrance. The format, materials and other details of the proposed ATM are identified on the attached proposed elevation (drawing ref P-124846-220 Rev A) and proposed floor plan (drawing ref P-124846-110 Rev A). The proposed ATM complies with current and relevant local planning policy.

**Other matters: deliveries and servicing**

For the avoidance of doubt, matters relating to the servicing of the Sainsbury's Local proposed at 123 Holborn are not material to the Council's consideration of these proposals given that works requiring planning permission relate solely to external alterations to the front elevation of existing Class A1 retail unit.

**Summary**

The combined effect of the applications identified by this letter is to establish a Sainsbury's Local store at 123 Holborn. Each of the applications complies with relevant planning policy.

We trust that this letter and accompanying material provide sufficient information to assess the applications. Should you wish to discuss these applications further, or require any additional information, please do not hesitate to contact Nicholas Milner at this office. Otherwise, we look forward to receiving written confirmation that the applications have been registered.

Yours Sincerely



Nicholas Milner  
**Planner**

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