



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

30 March 2016

**By Planning Portal (PP-04924886)**  
let.001.PD.S.16010028

Dear Sir/Madam

**SAINSBURY'S, 88-92 KILBURN HIGH ROAD, NW6 4HS**

On behalf of our client, Sainsbury's Supermarkets Ltd, we are pleased to enclose an application for full planning permission and advertisement consent for the installation of an ATM and associated advertising at the above site.

In addition to this cover letter, the application comprises the following documents and drawings:

- Application forms, signed and dated;
- Site Location and Block Plan (Drawing 0302); and
- ATM Planning Proposal drawings (Drawing 0302G04-ATM Rev 1#).  
Drawing pack includes:
  - Photo of existing;
  - Proposed signage detail;
  - Proposed ATM front elevation;
  - Proposed ATM side cross section;
  - Proposed external elevation;
  - Existing Plan; and
  - Proposed ATM plan.

The planning application fee of £305 has been paid directly via the Planning Portal.

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### **Background and context**

The Sainsbury's store is located on a busy shopping high street along Kilburn High Road. The store occupies the ground floor of a mixed use four storey building. The site is designated as within the Kilburn High Road Town Centre, according to the Camden Planning Policy Map.

Sainsbury's has been located at the site for many years, having originally occupied a smaller store at the site before its extension in 1999. Planning permission PW9902027R1, for the *"Installation of a new shopfront, as shown on drawing numbers; PL01, 2, 3, 4 and 5A"*, was approved on 17 March 1999 and allowed for the extension of the store.

A further extension of the store (LPA ref: 2007/5652/P) was approved on 16 January 2008, allowing for the *"Installation of a new shopfront to retail unit (an extension to adjacent Sainsburys unit)."* This application permitted the creation of the shopfront and floorspace that Sainsbury's continues to occupy today.

Permission has also been granted for the installation of various adverts on site in the past, under LPA reference 2007/5646/A and 2008/1384/A.

### **Proposed ATM**

The ATM is proposed to be installed in a highly visible area to allow for natural surveillance, thereby allowing for safe use. It is located on the front elevation of the building, along Kilburn High Road.

The ATM will be made from a mixture of steel, glass, fibreglass and plastic, with a digitally printed vinyl surround. The ATM is of a high quality design and would help improve the appearance of the existing shopfront, therefore complying with Policy DP30 of the Camden Core Strategy (2010). Additionally, the ATM is in proportion with the existing shopfront and increases visual interest at street level, in accordance with Policy DP24 of the Camden Core Strategy (2010).

The inclusion of an ATM at the store is typical of Sainsbury's stores. This external ATM will provide customers and passers-by with an additional service within the town centre without causing harm to the amenity of the local area.

We look forward to receiving confirmation that the application has been successfully registered and validated. However, should you require any further information, please contact myself or my colleague George Burgess.

Yours faithfully

A solid black rectangular box used to redact the signature of Peter Dowling.

Peter Dowling

indigo

Enc: As listed above