



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

**Via Planning Portal
PP-05887497**

7 March 2017

let.001..AW.24980099

Dear Sir / Madam

ADVERTISEMENT CONSENT – SAINSBURY'S, 02 CENTRE, 255 FINCHLEY ROAD, CAMDEN, NW3

On behalf of our client, Sainsbury's Supermarkets Ltd, we are pleased to submit an application for advertisement consent at the above store.

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

- Application forms signed and dated;
- Site Location Plan, prepared by Sign Specialists; and
- Scheme drawing pack, prepared by Sign Specialists.

The appropriate application fee of £110 has been paid via Planning Portal to the London Borough of Camden.

Site and Surroundings

The site is located within the West Hampstead area of the London Borough Camden. It is situated on the edge of the West Hampstead Growth Area and within the Town Centre. The Sainsbury's store is part of the wider 02 Centre which fronts onto Finchley Road. Blackburn Road bounds the site to the north and south, beyond which are train lines which lead to Finchley Road Station, less than 150m south of the site, and Finchley Road and Frognal Station, which is 250m north of the site.

The site also falls within the Fortune Green and West Hampstead Neighbourhood Plan Area while the wider site car park is allocated for mixed use development in the adopted Site Allocations document.

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The proposal

As part of a wider national transaction, Sainsbury's has sold its pharmacy branch within the existing store to Lloyds Pharmacy and this application seeks consent for the installation and display of the following signs in relation to this rebrand:

- 1 x Non-illuminated vinyl panel applied to existing totem;
- 1 x Internally illuminated fascia sign;
- 1 x Non-illuminated vinyl panel; and
- 1 x Non-illuminated vinyl overlay to existing graphic.

Full details of the design and location of the signage are shown on the drawings submitted in support of this application. The position and scale of the proposals have been considered to ensure they are of an appropriate scale to the proportions of the building, and complimentary to the existing O2 Centre and Sainsbury's signage.

Planning Policy

National Planning Policy

Paragraph 67 requires advertisements to be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. 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 planning authority's detailed assessment. This application has taken national policy into account.

Local Policy

Camden Development Policies 2010-2025 (Nov 2010)

Policy DP24 requires all development to be of the highest standard of design and to consider their character, setting and context in regard to both the existing building and neighbouring buildings.

Policy DP26 looks to protect the impact of artificial light levels on the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity.

Fortune Green and West Hampstead Neighbourhood Plan (Sept 2015)

The Neighbourhood Plan highlights that the current look and feel of the West Hampstead Growth Area can be unattractive and unappealing, with too many advertising hoardings and retail signs. Recommendation H as part of improving pedestrian environment seeks to promote the removal of unnecessary visual clutter, signs and advertising.



Emerging Draft Local Plan 2015

The Local Plan Examination took place in October 2016. This emerging document provides specific guidance on advertisement under Policy D4. The Council will require advertisements to preserve and enhance the character of their setting and host building. Advertisements must respect the form, fabric, design, and scale of their setting and host building and be of the highest standard of design, material and detail.

The Council will support advertisements that:

- a. preserve the character and amenity of the area; and
- b. preserve or enhance heritage assets and conservation areas.

The Council will resist advertisements that:

- c. contribute to an unsightly proliferation of signage in the area;
- d. on shopfronts, are above fascia level or ground level, except in exceptional circumstances;
- e. contribute to street clutter in the public realm;
- f. cause light pollution to nearby residential properties or to wildlife habitats;
- g. have flashing illuminated elements; or h. impact upon public safety.

Justification

The proposed drawings demonstrate that the signs are appropriate to the character context and setting of the surrounding area. The adverts will provide an accurate reflection of the services that are now available in store which makes them necessary for day-to-day operations.

The panels applied to the existing totem sign are simply replacements to existing signage and will have no cumulative visual impact. The remaining adverts are modest and of an appropriate scale to the building's proportions. The materials, detailing and colours of all the signs have been carefully selected to strike an appropriate balance between the branding needs of Lloyds Pharmacy whilst respecting the character and appearance of the area in line with Development Policies DP 24 and emerging Local Plan Policy D4. The proposed signs also complement the existing O2 Centre and Sainsbury's signage.

The illumination level of the fascia sign has been carefully considered to be appropriate to its commercial setting and will have no impact upon amenity in accordance with Development policies DP 26.

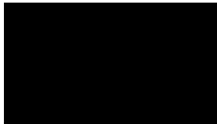
Overall, the advertisements provide greater clarity for pedestrians and motorists as to the services that are available in store, without compromising highway or pedestrian safety in accordance with paragraph 67 of the NPPF.



The proposal subject to this application is acceptable within the framework provided by national and local planning policy. The proposals are in-keeping with the host building and will alert passers-by to the pharmacy services offered in-store.

We look forward to receiving confirmation that the application has been successfully registered and validated. However, should you require any further information, please do not hesitate to contact me or my colleague Peter Dowling.

Yours faithfully



Kenya Hill

Enc: As listed