



Toronto Square
Leeds, LS1 2HJ

T: 0113 380 0270
W: indigo.planning.com

Planning Department
London Borough of Camden
2nd Floor
5 Pancras Square
London
N1C 4AG

30 May 2017

Via Planning Portal
let.001.AM.26770006

Dear Sir / Madam

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
APPLICATION ON BEHALF OF SAINSBURY'S SUPERMARKETS LIMITED
72-76 CAMDEN HIGH ST, LONDON NW1 0LT
PLANNING PORTAL REF: PP-06104113**

On behalf of our client, Sainsbury's Supermarkets Ltd, please find enclosed an application for full planning permission for the installation of a new ATM at the existing Argos store on Camden High Street.

In addition to this cover letter, which addresses the relevant planning matters, the following documents are submitted in support of this application:

- Planning Application Form and Certificate; and
- RDS Drawing Pack including Block Plan and Location Plan (ref: 0117G04-ATM)

The planning application fee of £195 has been paid to the London Borough of Camden via the Planning Portal.

Site Context

This application relates to the Argos store situated on Camden High Street, which is largely surrounded by commercial uses. Other nearby retailers include Lidl, Poundland and Sports Direct.

The building is not listed but it is located within the Camden Town Conservation Area.

There are a number of ATMs in the surrounding area. The closest external ATM is located at Halifax bank, approximately 55m to the north west on Camden High Street.

Proposal

Sainsbury's have recently acquired Home Retail Group, which includes Argos, and are installing ATMs across several stores nationwide to improve their portfolio.

The applicant seeks consent for an ATM to be inserted to the glazed front elevation of the Argos store. There is a pedestrian footpath fronting the store, from which customers can use it and if necessary, queue for the ATM.

The ATM compliments the appearance of the existing commercial shopfront and is an additional facility for customers of the store and High Street.

The surround to the ATM incorporates Sainsbury's Bank branding and could therefore constitute an advertisement. However, the sign would benefit from deemed consent under Schedule 3, Part 1 Class 5 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. As such, an application for express advertisement consent is not required.

Planning History

The planning history for the site available on the council's Public Access relates to advertisement consent. Most recently, an application for the installation of 4no. fascia signs and 1no. goods in sign was approved on 9 June 2014 (LPA ref: 2014/2897/A).

An application was approved for the installation of an additional ATM in June 2000 at the nearby Halifax bank (LPA ref: PEX0000523).

Planning Policy

National Planning Policy Framework (NPPF)

The NPPF's overarching objective is to deliver growth by ensuring that decisions on sustainable economic development can take place immediately and without unnecessary delay.

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."*

The NPPF 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."

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."

The approach to applications in conservation areas is set out in Section 12 on conserving and enhancing the historic environment.

The Local Plan

The local development plan for Camden comprises the Core Strategy (2010) and the Development Policies document (2010). The Camden Local Plan is proposed for adoption in June 2017. Once adopted, it will become part of the statutory development plan for the borough and supersede the Development Policies document.

There are no policies in the Core Strategy which relate specifically to the installation of an ATM.

Policy DP24 of the Development Policies document relates to design and states:

"The Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider:

- a) character, setting, context and the form and scale of neighbouring buildings; ...*
- c) the quality of materials to be used;*
- d) the provision of visually interesting frontages at street level; ...*
- h) the provision of appropriate amenity space; and*
- i) accessibility."*

Policy DP30 relates specifically to shopfronts and state:

"The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features. When considering proposals for shopfront development we will consider:

- a) the design of the shopfront or feature;*
- b) the existing character, architectural and historic merit and design of the building and its shopfront; ...*
- d) the general characteristics of shopfronts in the area; and*
- e) community safety and the contribution made by shopfronts to natural surveillance."*

Policy D1 of the Camden Local Plan Submission Draft (2016) relates to design. It states:

"The Council will seek to secure high quality design in development. The Council will require that development:

- a. respects local context and character;*
- b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 - Heritage; ...*
- e. comprises details and materials that are of high quality and complement the local character;*
- f. integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage;*
- g. is inclusive and accessible for all; ...and*
- i. is secure and designed to minimise crime and antisocial behaviour..."*

Policy D2 on Heritage, specifically referring to Conservation Areas states:

"In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas.

The Council will:

- e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area..."*

Policy D3 relates to shopfronts and states:

“The Council will expect a high standard of design in new and altered shopfronts, canopies, blinds, security measures and other features.

When determining proposals for shopfront development the Council will consider:

- a. the design of the shopfront or feature, including its details and materials;*
- b. the existing character, architectural and historic merit and design of the building and its shopfront;*
- c. the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;*
- d. the general characteristics of shopfronts in the area;*
- e. community safety and the contribution made by shopfronts to natural surveillance; and*
- f. the degree of accessibility.”*

Planning Analysis

The proposed ATM will enhance the High Street and provide a new facility for customers.

The proposal is a small-scale addition which is entirely appropriate to the existing store and commercial surroundings. ATMs are commonplace in the area. The design is typical for a high-street store and respects the local context and character in accordance with Policies DP24 and DP30 of the Development Policies document (2010) and Policies D1 and D3 of the Camden Local Plan Submission Draft (2016).

The store is located in the Camden Town Conservation Area. The significance of the conservation area derives from the busy, commercial character of the High Street. The Argos store has a modern glazed shopfront, which is of no heritage interest. The proposed ATM will have no bearing on the significance of the conservation area and therefore preserves its character, in accordance with Policy D2 of the Camden Local Plan Submission Draft (2016).

The ATM will be set back from the road as so customers can safely stand on the footway whilst using it. A similar application for an ATM was approved at the nearby Halifax bank in 2000 (LPA ref: PEX0000523). The ATM will be monitored by CCTV and will be located in a safe and visible location, adjacent to the store entrance. The installation of the ATM will be secure and is designed to minimise crime and antisocial behaviour and therefore conforms to Policy

DP30 of the Development Policies Document and Policy D1 and D3 of the Camden Local Plan Submission Draft (2016).

Conclusion

This application seeks full planning permission for the installation of an ATM at the existing Argos. The ATM is appropriate within the commercial setting of the High Street and improves the facilities and retail function.

Furthermore, there would be no harm to either pedestrian or vehicular safety. The proposal therefore fully accords with the NPPF, the Development Policies Document and the Camden Local Plan Submission Draft (2016).

We look forward to receiving confirmation that the application has been registered. If you require any further information or clarification please do not hesitate to contact me.

Yours faithfully



Matthew Stocks

Enc: As noted above.