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Planning - Development Control
Camden Council
Camden Town Hall
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WC1H 8ND

5 July 2018

Our Ref: 18/4317M

Dear Sir/Madam

ALDI Stores Ltd, Kilburn High Road, London NW6 4JD

Application for Planning Permission for External Alterations to Existing Store and for Advertisement Consent for the Erection of No. 3 Illuminated Signs.

On behalf of our client, ALDI Stores Ltd, please find enclosed an application that seeks planning permission for external alterations and for advertisement consent for the erection of no. 3 illuminated signs at the ALDI store on Kilburn High Road, London.

Accordingly, please find enclosed the following documentation;

- Completed application forms and certificates;
- 180431-1100 - P1- Site Location Plan;
- 180431-1150 - P2- Existing Site Plan;
- 180431-1400 - P2- Existing Site Plan;
- 180431-1500 - P2 Elevations and Sections;
- 180431-925- Design & Access Statement.

The application is made via the Planning Portal (PP-07104699) and an online payment has been made Camden Council for £366, being the requisite application fee.

Background

The ground floor of the application site benefits from permission ref. 2008/5864, granted on 06 March 2009. The permission was granted for a change of use of the ground-floor from Use Class D1 (dental practice) to Use Class A1 (retail). The permitted use has been implemented (A1 retail) and subsequently retained, as an ALDI discount foodstore.

An application for advert consent ref. 2011/1337/A was approved in 2011 for the display of internally illuminated fascia sign (lettering only) and 2 x internally illuminated (lettering only) projecting signs at ground floor level, and a non-illuminated sign on the rear elevation.

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Application Proposals, Policies and Assessments

Store Alterations

Proposal

This planning application seeks planning permission for alterations to the retail shop frontage, entrance location and service door position at the existing ALDI store on Kilburn High Road, London. Principally, this is proposed to relocate the store entrance/exit from the south to the north side of the front elevation fronting Kilburn High Road.

Planning Policy

A summary of national and local planning policy considered relevant to this application is set out below.

National Planning Policy Framework: the NPPF -Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. *NPPF Para 56* states that 'The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.'

The *Camden Local Plan* was adopted in July 2017, and has replaced the *Core Strategy* and *Camden Development Policies* documents as the basis for planning decisions and future development in the local authority area.

Policy D3 (Shopfronts) states that 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.

The Council will resist the removal of shop windows without a suitable replacement and will ensure that where shop, service, food, drink and entertainment uses are lost, a shop window and visual display is maintained. Where an original shopfront of architectural or historic value survives, in whole or in substantial part, there will be a presumption in favour of its retention. Where a new shopfront forms part of a group where original shop fronts survive, its design should complement their quality and character.

Planning Assessment

The proposed alterations to the existing shopfront are part of a scheme to improve efficiencies to the retail floor area by mirroring the store layout. The relocating of the store entrance facilitates the elimination of existing internal ramps that deal with level differences where the current entrance sits. It also allows for an improved relationship between the shop aisles and existing structure such that the aisles are wider and more accessible.

The overall extent of shop front glazing and fascia will remain unchanged, although alterations are required to align with the new entrance position. A change to the position of the goods entrance is also proposed to allow improvements to be made to the capacity of the goods lift. The proposed works will be a continuation of the existing building design and ultimately not alter the character or materiality of the existing building.

This application merely proposes the introduction of an enhanced retail facility within the established location, which no longer accords with ALDI's operational requirements. The proposal is necessary to ensure the store meets with customer expectations and operational requirements, whilst functioning at maximum efficiency. The design and materials respect the style, proportions and character of the existing building.

The proposed improvements will not affect the essential character of the store, nor result in an increase or loss of floorspace. The changes will modernise the store to meet ALDI's business model and customer expectations. The glazing and other materials will match the existing materials.

The external improvements that are the subject of this application will upgrade the appearance of the building, as well as improving the efficiency of the store. The proposed changes are therefore consistent with the Policy at all levels.

Advertisement Consent

Proposal

This application also seeks advertisement consent for the erection of 3 illuminated signs at the existing ALDI store on Kilburn High Road, London. The proposed new signs are similar to the signage already in place at the store, however, the positions of the new signage and vinyl have altered, to reflect the changes to the shopfront set out above. The details of the proposed signs are outlined below and on the accompanying plans.

The internal window designs and text benefit from Deemed Consent, and are shown for clarity only. The existing signage at the site will be removed and new signage erected in its place. The advertisements for which Express Consent is sought can be summarised as follows:

- Sign A: Full shopfront length fascia sign consisting of illuminated 'ALDI' lettering above the proposed new store entrance and the 'ALDI' lettering centrally located to the store frontage. The remainder of the signs is non-illuminated.
- Sign B: Erection of an internally illuminated ALDI logo sign.
- Sign D: Erection of an internally illuminated projecting ALDI logo sign located towards the northern end of the fascia next to the customer entrance.

Planning Policy

A summary of national and local planning policy considered relevant to this application is set out below.

National Planning Policy Framework: the NPPF (paragraph 67) advises that Local Authorities should assess advertisements only in the interests of amenity and public safety, taking account of cumulative impacts.

Planning Practice Guidance (PPG): PPG reiterates that local planning authorities should control the display of advertisements as set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. PPG also confirms that a local plan does not have to contain advertisement policies. PPG also reaffirms that advertisements should be assessed with regards to amenity and public safety.

Policy D4 (Advertisements) of the Camden Local Plan states that the Council will require advertisements to preserve or 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;
- b. preserve or enhance heritage assets and conservation areas.

Planning Assessment

The proposed signage is necessary to indicate the retailer's presence to customers in the area, and is an important element to the commercial success of the business. It is considered that the proposed signage will not adversely impact upon highway safety of the surrounding road network.

The application site lies within the designated Core Frontage and Town Centre boundary of Kilburn High Road. The site is not within a Conservation Area or Area of Special Control of Advertisements. The surrounding area is commercial in character and the existing signage in this location reflects the prevailing use (predominantly retailing/service use), and is typical of signage found in a high street location. The existing signs will be removed, and replaced by signage but in different locations on the shopfront. This signage will ensure that the store is clearly visible to customers passing along the street and in the case of the smaller 'ALDI' sign, will direct customers to the store entrance. This signage is of an appropriate amount and scale given the long length of the existing frontage.

Lighting Statement

Internal illumination is proposed for three of the signs. The level of illumination of these signs will not exceed 108 cd/m. The level of the proposed internal illumination is therefore modest producing a 'soft glow'. We consider that this is acceptable in this location.

Public Safety

None of the proposed signs oversail a public highway, and all signs are fixed and/or located away from areas where customers are likely to walk. There are no hanging signs, or parts of signs within public reach. None would cause an obstruction or represent a dangerous distraction to drivers on the adjacent road network.

Conclusions

Store Alterations

The ALDI store is a successful store providing for the needs of the local residents. The proposed enhancements will improve the customer experience, ensure the building is maintained to the required standard, and have a beneficial impact on the amenity and character of Kilburn High Road, London.

On the basis of the above, we consider that the application proposals represent appropriate development and comply with relevant planning policy at all levels.

Advertisement Consent

The proposed signage for the building is required to clarify the nature of the commercial use and to advertise the retailer's presence in the area. This is crucial to the commercial success of the business.

Given the nature of the approved use of the building (retailing), and the building's surrounding context, we consider that the proposed signage is acceptable and in accordance with National and Local Planning Policy.

The proposed signs are proportionate to the scale of the site and the approved building. Given the size of the store and the proposed signage replaces similar existing signs, it is considered that the number of signs required to advertise the premises is not excessive and will not result in unnecessary 'clutter'. The proposed advertisements are in keeping with the character of the area and will not impact adversely on public safety.

It is considered that the proposed signs would not have an adverse impact on visual amenity. The signs preserve the visual amenity of the store and the surrounding area by reason of their appropriate location, design, scale and massing and use of modest internal illumination.

We therefore invite the Council to grant planning permission advertisement consent for all the proposed development through this application. I look forward to receiving confirmation that the application has been received and registered in due course. Should you require any further information, please do not hesitate to contact me.

Yours faithfully,

A solid black rectangular box used to redact the signature of Lloyd Collins.

Lloyd Collins

Assistant Planner

Planning Potential

Bristol

Enc.