



Aldermay House,
10 - 15 Queen Street,
London, EC4N 1TX

T: 020 3848 2500
W: indigoplanning.com

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

By Planning Portal (PP-07159077)

26 July 2018

24560066

Dear Sir or Madam

**FULL PLANNING PERMISSION AND ADVERTISEMENT CONSENT –
SAINSBURY'S, YORK WAY, CAMDEN, LONDON, NW1 9UJ**

On behalf of our client, Sainsbury's Supermarkets Limited, we are pleased to enclose an application for full planning permission and advertisement consent for shopfront alterations, the installation of an ATM, ram-raided bollards and louvres, and the display of advertisements at the proposed Sainsbury's Local convenience store at the above address.

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

- Application Forms, signed and dated;
- Site Location Plan and Site Plan (drawing no. P-128230-100);
- Existing Ground Floor Plan (drawing no. P-128230-110);
- Existing East and South Elevations (drawing no. P-128230-200);
- Existing West and North Elevations (drawing no. P-128230-201);
- Proposed East and South Elevations (drawing no. P-128230-205);
- Proposed West and North Elevations (drawing no. P-128230-206);
- Signage Proposed East and South Elevation (drawing no. P-128230-210B);
- Signage Proposed West and North Elevation (drawing no. P-128230-211B);
- Proposed Signage Details (drawing no. P-128230-212); and
- Proposed Ground Floor Signage Plan (drawing no. P-128230-213).

The application fee of £366 has been paid directly to the London Borough of Camden.

Site Context and Planning History

The site relates to a ground floor retail unit located on the western side of York Way, opposite the junction with Tileyard Road.

The site lies within the Maiden Lane Estate, a 1970's local authority-owned housing estate located immediately to the north of the Kings Cross Central development site and within the Kings Cross Area Place Plan. The regeneration of

London • Manchester • Leeds • Birmingham • Dublin

Registered office: Indigo Planning Ltd, Aldermay House, 10 - 15 Queen Street, London, EC4N 1TX
Registered number: 2078863 VAT number: 449246134





the eastern part of this estate was identified to come forward as part of the Council's Capital Investment Programme and, in March 2013, the London Borough of Camden approved its redevelopment (planning permission 2012/5552/P) for:

- 265 residential units;
- A minimum of 587 sqm business space (use class B1);
- 653 sqm of flexible employment (use class B1) / retail (use class A1) / food and drink (use class A3 or A4) / community (use class D1) uses;
- An energy centre; and
- Six car parking spaces (disabled).

This permission has been subsequently amended through a series of non-material and minor-material amendments, the most recent in 2017 (ref: 2017/0714/P) which increased the number of disabled parking spaces from six to seven.

Sainsbury's Supermarkets Limited seeks to open a store within the approved ground floor retail unit of Block H (fronting York Way) that will serve the wider Maiden Lane Estate redevelopment.

The site itself is not located within a conservation area but the site bounds the Camden Square Conservation Area.

The Proposals

This element of the proposals primarily seeks consent for the following advertisements:

- 1 x Internally illuminated Sainsbury's branded fascia signs;
- 2 x Internally illuminated Sainsbury's opening hours fascia signs;
- 2 x Internally illuminated projecting signs; and
- 5 x non-illuminated vinyl window panels.

Full details of the design and location of the signs are shown on the drawings submitted in support of this application.

Drawings P-128230-210B, P-128230-211B and P-128230-212 also an ATM surround and information lozenge signs which benefit from deemed consent under Schedule 3, Part 1, Class 12, Town and Country Planning (Control of Advertisements) (England) Regulations, 2007. These are shown on the drawings for reference.

The alterations to the shopfront (shown on drawing P-128230-205) are very minor in nature, with the proposal maintaining the overall position and arrangement of the doors and fenestrations. On the eastern elevation, the proposal seeks to install an automatic aluminium swing door (to become the main store entrance door) and install security bollards in front of the proposed ATM. A fire escape door and



louvres (including a loured door) are proposed to the west elevation and a single fire escape door is proposed to the south elevation.

Planning Policy

The Development Plan for LB Camden comprises:

- London Plan (2016); and
- The Camden Local Plan (2017).

National Planning Policy Framework (NPPF) (2018)

The proposed development must be considered against the National Planning Policy Framework (NPPF), adopted in July 2018. The Framework sets out the Government's position with regard to national planning policy.

At the heart of the NPPF is a presumption in favour of sustainable development. For decision taking, this means approving development proposals that accord with the development plan without delay.

Paragraph 80 states that significant weight should be placed on the need to support economic growth and productivity, taking into account local business needs.

Section 12 provides guidance on good design. Paragraph 127 states that development should function well and add to the overall quality of the area, should be sympathetic to local character, and should establish or maintain a strong sense of place. In addition, development should create places which are safe with a high standard of amenity for existing and users.

In relation to advertisements, paragraph 132 confirms that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

London Plan (2016)

London Plan policies 7.23, 7.3 and 7.4 require all new development to be of high quality and consider the surrounding context of an area, as well as positively contribute to inclusive and safe environments.

Local policy

Local Plan Policy A1 seeks to manage the impact of development to protect the quality of life of occupiers and neighbours. To prevent harmful impacts to amenity from light pollution, artificial lighting should only illuminate the intended area.

To ensure that high quality design is secured in all new development, Local Plan Policy D1 requires that development respects local context, integrating well with the surrounding streets, and must comprise details and materials that are of high quality and complement the local character. Furthermore, development must be



secure and designed to minimise crime and antisocial behaviour.

Local Plan Policy D3, which sets out the Council's requirements in respect of new and altered shopfronts, states that consideration will be given to the design of the shopfront, including its details and materials, the existing character and design of the building, the relationship between surrounding properties and community safety and the contribution made by a shopfront to natural surveillance.

The control of advertisements is set out within Local Plan Policy D4. The Council will require adverts to preserve or enhance the character of their setting and their host building, respecting the form, fabric, design and scale. Adverts which contribute to street clutter or an unsightly proliferation of signage in the area, cause light pollution or impact upon public safety will be resisted.

Key Considerations

With respect to the shopfront alterations, the proposals do not seek to fundamentally alter the shopfront from that which has already been approved. The application simply seeks minor alterations in order to meet Sainsbury's requirements, still in keeping with the modern surroundings and appearance of the host building, in accordance with Local Plan Policies D1 and D3. The proposals successfully relate to the design of the overall building, maintaining the character of the shopfront as originally approved.

The proposals also seek consent for the installation of advertisements to facilitate the use of the unit by Sainsbury's. The adverts are necessary for the day-to-day operation of the store in order to advertise its presence and inform customers of relevant information associated with the offer of the unit.

The proposed adverts are modest and of an appropriate scale relative to the proportions of the building. Crucially, the adverts proposed are in-keeping with the proposed shopfront, are of a high quality and will not detract from or obstruct the architectural features of the host building. Whilst some internal photography vinyls are proposed to screen back of house activities, glazing is maintained throughout the store to ensure it maintains active frontages.

In respect of public safety, the proposed signage will have no adverse impact on public and highway safety. Where illuminated, signage will use a static illumination with no moving parts, therefore posing no hazard to motorists. The signage proposals therefore accord with Paragraph 132 of the NPPF and Local Plan Policy D4.

The proposed ATM will be installed on the front store elevation of the store facing York Way. The inclusion of an ATM at the store is typical of Sainsbury's Local Stores and will provide customers and passers-by with an additional service for convenience. It will be located in a highly visible area to allow for natural surveillance, thereby allowing for safe use and without causing harm to the amenity of the local area (in accordance with Local Plan Policy D3). Ram-raid bollards are also proposed for additional safety.



The ATM will be made from a mixture of steel, glass, fibreglass and plastic. These materials will reflect the modern appearance of the building and therefore respect the local character of the area, in accordance with Policies D2 and D3.

Conclusion

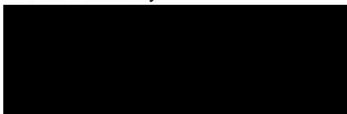
This application seeks planning permission and advertisement consent for shopfront alterations and the erection of signage, relating to Sainsbury's occupation of the approved ground floor retail unit of Block H of the Maiden Lane Estate (eastern part) redevelopment.

It is considered that the proposed alterations to the shopfront, the proposed advertisements and the ATM are of an entirely appropriate scale and design and will not detract from the existing character and appearance of the area or cause any harm to public safety or amenity.

Accordingly, the proposals are in accordance with the requirements of national and local policy.

We look forward to confirmation has been validated and trust that the information provided will allow the applications to be assessed in a timely manner. If you require any further information or wish to discuss the applications, please do not hesitate to contact me.

Yours faithfully



Helen McManus

Enc: As listed