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London Borough of Camden
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**Via Planning Portal
PP-08602817**

6 April 2020

Dear Sir/Madam

**FULL PLANNING APPLICATION FOR SHOPFRONT ALTERATIONS AND
DISPLAY OF ADVERTISEMENTS AT 131-143 BELSIZE ROAD, CAMDEN, NW6
4AD**

On behalf of our client, Sainsbury's Supermarkets Ltd, please find enclosed a full planning application for shopfront alterations and display of advertisements at 131-143 Belsize Road, Camden, NW6 4AD.

Along with this Cover Letter, the application submission package includes the following documents:

- Application form, signed and dated;
- Drawings prepared by CHQ Architects:
 - Site Location Plan (ref: P-128229-100);
 - Existing Ground Floor Plan (ref: P-128229-105);
 - Existing and Proposed North East Elevations (ref: P-128229-211);
 - Existing and Proposed South Elevation (ref: P-128229-212);
 - Proposed Ground Floor Plan (ref: P-128229-110);
 - Proposed Elevations Signage Application (ref: P-128229-210);
 - Proposed Signage Details (ref: P-128229-213); and
 - Proposed Signage Plan (ref: P-128229-214).
- Noise Assessment prepared by Noise Solutions Ltd (ref: 88844/NIA)

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

Site Description

The site is located at 131-143 Belsize Road, Camden, immediately south of the junction where Belsize Road adjoins Abbey Road.

The site is set within the ground floor unit of the Belsize Road Car Park redevelopment, which was allocated within Camden's Policies Map at Site 31.

The application site is bound by railway tracks to the south, residential development to the east and west, with a health centre and community centre immediately north.

The site lies within Flood Zone 1 and therefore has a low probability of flooding. The site is not located within a conservation area, however, is in close proximity to the Priory Road and Alexandra Road conservation areas. There are no listed buildings on, or in close proximity to, the site.

Relevant planning history

On 16 May 2014, a hybrid application was approved for the phased redevelopment of Abbey Co-op Community Centre and Belsize Road Carpark, which included 522.5 sqm of retail floorspace (Class A1) and 398.9 sqm of flexible commercial floorspace (Classes A1-A5 and B1) at ground floor (LPA ref. 2013/4678/P).

This application relates to the ground floor unit at the south-westerly point of the development where Belsize Road adjoins Abbey Road.

The Proposal

The proposal seeks permission for a new shopfront, including glazing, sliding doors, ATM and ram raid bollards, louvers and display of advertisements in order to support the operation of the Sainsbury's unit.

As shown in drawings P-128229-214, six proposed signs will require advertisement consent as expressed under Class 5 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It should be noted that a further two adverts will be installed, which benefit from deemed consent. These have been included within the plans for completeness.

This application seeks consent for the installation and display of the following signs:

- 3x 'Sainsbury's Local' projecting signs, measuring 0.625 x 0.95 x 0.1 metre(s) each;
- 2x 'Sainsbury's Local' fascia signs, measuring 0.3 x 3.125 x 0.08 metre(s) each; and
- 1x Welcome sign, measuring 0.675 x 0.375 metre(s).

The proposed advertisements would have no adverse impact on the amenity of surrounding uses and are in keeping with the retail character of the site and surrounding area.

In support of the proposed louvers, a Noise Impact Assessment has been prepared by Noise Solutions Ltd, which confirms there will be no adverse impacts from noise pollution of the permitted plant room (LPA ref. 2013/4678/P). For clarity, the plant does not require planning permission as it is internal and is in the approved plant room, in accordance with Condition 81 of planning permission 2013/4678/P.

Planning Policy

National Policy

The National Planning Policy Framework (NPPF) sets out how the planning system will contribute to achieving sustainable development. In order to facilitate this, planning must not simply be about scrutiny, but a creative exercise in finding solutions to improve the places in which we live our lives.

To achieve this paragraph 11 includes a 'presumption in favour of sustainable development' for both plan making and decision taking. This means approving proposals that accords with development plan without delay.

The Government is also committed to supporting economic growth, paragraph 80 states:

'Planning policies and decisions should help create the conditions in which business can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for growth.'

Paragraph 132 of the NPPF sets out that advertisements should be subject to control only in the interests of amenity and public safety, considering cumulative impacts.

London Plan

A New Draft London Plan has been published in July 2019 setting out emerging policies that will shape the way London develops over the next 20-25 years. The current 2016 Plan, however, is still the adopted Development Plan and forms the basis of current policy.

Paragraph 4.44 of the 2016 London Plan states that areas in and around town centres will be most appropriate for higher density development and in edge of centre locations, development should be well integrated with the town centre particularly in terms of providing safe access.

Policy 4.8 states that the Mayor will, and boroughs should support a successful, competitive retail sector which promotes sustainable access to the goods and services that Londoner need.

Camden Local Plan

The Camden Local Plan (2017) is the key strategic document in Camden's development plan. It sets out the vision for shaping the future of the Borough and contains policies for guiding planning decisions.

Policy A1 seeks to limit the impact of development and protect the quality of life of occupiers and neighbours. It states that permission for development will be granted unless this causes unacceptable harm to amenity.

Policy C5 sets out Camden's aim to make the Borough a safer place. It requires developments to demonstrate that design principles have been incorporated which contribute to community safety and security.

Policy E2 meanwhile encourages the provision of employment premises and sites in the borough. The Council will protect premises that are suitable for continued business use.

Policy A4 states that permission will only be granted for noise generating development, including plants, that can be operated without causing harm to amenity.

Policy D1 requires development that secure high quality design. The Council requires development that respects the local context and character, is secure and designed to minimise crime and antisocial behaviour, and which integrates well with the surrounding streets and contributes positively to the street frontage.

Through Policy D3, the Council expect a high standard of design in new and altered shopfronts, security measures and other features. In determining proposals for shopfront development, the Council will consider the design of the shopfront, including its details and materials, as well as community safety and the contribution made by shopfronts to natural surveillance.

Policy D4 sets out that 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 resist advertisements that contribute to an unsightly proliferation of signage in the area and which impact upon public safety.

Camden Planning Guidance: Advertisements (2018)

Camden's planning guidance on advertisement provides advice on the design and siting of advertisements so that they contribute positively to the appearance and character of the area.

In general, the most satisfactory advertisements are those which take into account:

- The character and design of the property;
- The appearance of its surroundings; and

- The external fabric of the host building.

Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment.

Camden Planning Guidance: Design (2019)

Camden's planning guidance on design provides advice on achieving design excellence. Camden is committed to excellence in design and schemes should consider:

- The context of a development and its surrounding area;
- The design of the building itself;
- The use and function of buildings;
- Using good quality sustainable materials;
- Creating well connected public spaces and good quality public realm;
- Opportunities for promoting health and well-being; and
- Opportunities for improving the character and quality of an area.

In specific relation to shopfronts, Camden's planning guidance on design sets out that:

- Shopfronts should be designed to a high standard and should consider the character and design of the building and its context;
- Shopfront alterations to existing buildings should respect the detailed design, materials, colour and architectural features of the shopfront and building itself;
- Shopfronts in newly designed buildings should be designed to integrate well with the surrounding area and contribute positively to the public realm;
- The Council strongly encourages shopfront security measures to be internal rather than external; and
- Vibrant and well-designed shopfronts animate and activate the street scene and contribute to creating healthy places.

Planning Considerations

Principle of development

As detailed within Camden's planning guidance, shopfronts make a significant contribution to the character and richness of experiences of Camden's centres and streets. The proposed development will improve the functionality of the retail unit, allow Sainsbury's to occupy the unit and provide an active frontage, therefore aligning with both policies D1 and D3 of Camden's Local Plan.

The proposal will provide a new service that supports the local community. The unit will support the local economy and provide employment opportunity within the borough, in line with policy E2. Meanwhile the proposed ATM shall perform an important role in facilitating local users in managing their finances.

The proposed sliding doors will also improve accessibility into the unit for all users within the borough, thus adhering to policy D3 of Camden's Local Plan which requires shopfront alterations to integrate well with surrounding streets and contribute positively to the street frontage.

Safety

In keeping with Camden's policies on safety and security (policies C5 and D1), ram raid bollards have been incorporated to provide safety to users of the proposed ATM from vehicles.

The illumination, materials, detailing and colours of the advertisements meanwhile have been carefully selected to respect to the character and appearance of the local area and ensuring they have no impact on highway safety. Therefore, aligning with policy D4, which requires advertisements to have no impact upon public safety.

Design

In accordance with policy D1, the proposed developments, including advertisements, are of high-quality design which contributes positively to the retail character of the site and surrounding area.

In accordance with local guidance, the proposals are modest and of an appropriate scale and reflects the proportions of the building.

There are no listed buildings on, or in close proximity to, the site. The design and appearance of the proposals do not adversely impact the local landscape and seeks to enhance the wider setting. The design therefore adheres to policies D3 and D4 of Camden's Local Plan.

Amenity

In keeping with policy A1, the proposed development will have minimal impact on neighbouring amenity.

The louvers will support the function of the supermarket's plant, which has been permitted under 2013/4678/P. The supporting noise assessment demonstrates that cumulative noise emissions from the proposed plant room complies with policy A4 of the Local Plan. Noise from the fixed plant should therefore not be grounds for refusal of planning permission.

The louvers will be finished in grey, to match the existing louvers on the east elevation and therefore in keeping with the wider development.

Meanwhile, the proposed advertisements, which include illuminated signs, are modest and appropriate for the location of the unit. The illumination levels will have no impact upon highway safety or neighboring amenity.

Conclusion

The proposal complies with planning policy at local and national levels. The proposed development represents a sustainable development and would allow Sainsbury's to occupy the unit and provide a valuable new service for the local community. The proposals would be overwhelmingly beneficial to the local community and is in accordance with planning policy, therefore there is no other material consideration that would prevent granting planning permission.

We trust you have everything required to validate and determine this application within the statutory time frame. Should you wish to discuss any aspect of this application, please do not hesitate to contact me.

Yours faithfully

A solid black rectangular box used to redact the signature of Ross Williamson.

Ross Williamson

Enc: As noted above