



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

**By Planning Portal (PP— 09769859)**

23 April 2021

Dear Sir/Madam

**SAINSBURY'S LOCAL SUPERMARKET, 35-36 HAMPSTEAD HIGH STREET, LONDON, NW3 1QE.**

On behalf of our client, Sainsbury's Supermarket Ltd (SSL), we are pleased to submit an application for full planning permission and advertisement consent for external alterations, the installation of new plant and associated equipment and advertisements.

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

- Completed application form and certificates;
- Site Location Plan (dwg ref. P-186082 100 C);
- Proposed Front Elevation (dwg ref. P-186082-210 C);
- Proposed Signage Details (dwg ref. P-186082-213 A);
- Proposed Ground Floor Plan (dwg ref. P-186082-217 D);
- Existing and Proposed Elevations (dwg ref P-186082-205 C);
- Existing Ground and First Floor Plan (dwg ref P-186082-105 A);
- Proposed Ground and Floor Plan (dwg ref P-186082-110 B); and
- Plant Noise Impact Assessment (Prepared by Noise Solutions Ltd).

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

**Site Description**

The application site is located within the ground and first floor unit at 35 Hampstead High Street within the London Borough of Camden. The site is currently occupied by the clothing chain Gap Inc. and Sainsbury's Supermarket Limited seek to occupy the unit.



The site comprises of a plot which fronts onto Hampstead High Street. The site is well connected and has a PTAL rating of 4 which is "Good". The site has no parking provision, but a small service yard is provided at the rear which is accessed from Hampstead High Street.

The surrounding area comprises of mixed uses with retail uses neighbouring the application site. To the north of the site is a group of residential properties, which can only be accessed via Spencer Walk - a small fire access point to the side of the application site.

The site is located within the Hampstead Conservation Area. There are no listed buildings on site, however 31 and 31A Hampstead High Street which lies to the east of the site are Grade II Listed Buildings. Opposite the site is 70-71 and 72 Hampstead High Street, both these properties are Grade II Listed Buildings. The site lies in Flood Zone 1.

### **The Proposal**

At present, the existing unit is occupied by GAP and Sainsbury's Supermarkets Limited seek to occupy the unit. To ensure that the existing unit is fit for purpose and adequately supports Sainsbury's operational requirements, minor external alterations are required to the front and rear of the property. Also required is new mechanical plant and the display of advertisements.

The new plant comprises of two fan gas condensers within a key clamp railing area to the rear of the unit. Absorptive wall lining will be fitted to the store façade in the vicinity of the unit in order to minimise the effects of reflected sound. The proposal also includes a new VRF AC unit to be located within an internal plant room on the first floor of the building. Airflow will be maintained to the plant room via a louvre on the north elevation. Ventilation for BOH will be incorporated into the first-floor windows. The existing rear door, which sits behind the proposed plant will be blocked internally. A new secure metal door will be installed. Further details are provided on the proposed ground and first floor plan (dwg ref. P-186082-110).

Additional external alterations are proposed to the south elevation. These alterations include the provision of a new single sliding automatic door to replace the existing conventional retail entrance.

To promote wayfinding and accessibility, the proposal includes the following new store advertisements:

The proposal comprises the following signs:

- 1 x Sainsbury's Local internally illuminated fascia sign (4390mm x 425mm);
- 1 x Sainsbury's Local internally illuminated projecting sign (950mm x 130mm);
- 1 x Sainsbury's Local non-illuminated welcome sign (375mm x 675mm); and
- 1 x Sainsbury's Local non-illuminated disclaimer board (225 x 675mm).

The signs are of simple design and are appropriately located to provide pedestrians and motorists with greater clarity as to the services available at the store. The proposed advertisements are in keeping with the retail character and would have no adverse impact on the amenity of the site and surrounding uses. As such, there would be no visual impact on the local heritage assets, including the locally listed building and the Hampstead



Conservation Area. Full details of the design and location of the signage are provided in the drawings submitted in support of this application.

### **Planning History**

The site has been subject to a number of applications. Planning permission was granted on 14 April 1992 for the retention of two shopfronts as shown on the plans (LPA ref: 9005595). On the 29 November 1991, planning permission was granted for two suspended internally illuminated signs and one projecting internally illuminated sign (LPA ref: 9180183).

Planning permission was granted on 15 December 1997 for the continued display of two internally illuminated fascia signs and one internally illuminated projecting sign (LPA ref: AW9702795).

### **Planning Policy**

#### National Planning Policy (2019)

In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, the determination of the planning application must be made in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework (NPPF) 2019 forms a key material consideration that should be taken into account when determining planning applications.

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 accord with the development plan without delay.

The Government is also committed to building a strong, competitive economy, in particular paragraph 80 states:

*"Planning policies and decisions should help create the conditions in which businesses 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 development."*

Paragraphs 18 to 22 set out how the Government will secure development which builds a strong and competitive economy. Local planning authorities should plan proactively to meet the development needs of businesses.

A key to delivering sustainable development is to ensure good design which would contribute positively to making places better for people. Paragraphs 124 highlights that good design is a key aspect for achieving sustainable development, creating better places in which to live and work and helping make development acceptable to communities.

Section 16 of the NPPF set out how new development proposals must help to conserve any local heritage assets.



## Local Planning Policy

### *Camden Local Plan (2017)*

Policy A1 of the Local Plan states that the amenity of communities, occupiers and neighbours must be protected, otherwise permissions for development will not be granted.

Policy A4 of the Camden Local Plan states that planning permission will not be granted for developments likely to generate unacceptable noise and vibration impacts or developments sensitive to noise in locations which experience high levels of noise.

Policy D1 outlines that developments should secure high quality design to preserve or enhance the historic environment and heritage assets. Policy D2 outlines that developments must enhance Camden's diverse heritage assets including conservation areas and listed buildings. The council requires developments within conservation areas preserve or where possible enhances the character of the area.

Policy D4 of the Camden Local Plan states that advertisements must respect the form, fabric, design and scale of their setting and host building, while being of the highest standard of design. The Council request that advertisements preserve and enhance the character of their setting and host building. The size, location, materials, details and illumination of signs must be carefully considered. Advertisements must preserve or enhance heritage assets and conservation areas; and require detailed consideration given the sensitivity of these areas or buildings.

### *Camden Planning Guidance: Advertisements*

Camden's Planning Guidance on advertisements states that 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.

## **Planning Assessment**

### Impact on amenity

The proposal seeks to include new plant and associated equipment to the rear of the unit. There are residential properties adjacent to the rear of the retail unit.

To demonstrate that there will be no significant impacts on the neighbouring residential occupiers, a noise impact assessment has been prepared by Noise Solutions Ltd (NSL). The noise impact assessment concludes that there would be no adverse increase in noise levels over existing levels. As such, the proposed development complies with Policies A1 and A4 of the Camden Local Plan.

### Advertisements

The proposed development also seeks to display a series of advertisements on the south elevation. The Sainsbury's Local fascia sign will be located above the existing store entrance. The Sainsbury's Local projecting sign will be mounted to the external wall adjacent to the store entrance. The Sainsbury's Local Welcome Sign and Disclaimer Boards will be located along the store entrance.



The position and scale of the proposed advertisements have been carefully designed to ensure they are of an appropriate to the character, context and setting of the surrounding area. The adverts will provide an accurate reflection of the services that will be available in store which makes them necessary for day-to-day operations. The site is within a town centre location and located in an established retail area in which signage is commonplace, and therefore, the signage is appropriate in this location.

The advertisements are of an appropriate scale relative to the proportions of the building and location, and the proposed colours, materials, illumination level and siting is appropriate to the commercial context of the site and surrounding area in accordance Policy D4 of the Camden Local Plan, Camden's Planning Guidance on Advertisements and with Paragraph 132 of the NPPF.

#### Heritage

The vision and design rationale for the proposed external alterations to the front and rear of the unit was to create a high-quality shopfront that compliments its surroundings. The focus of the design was to ensure that it respects and enhances Camden's rich and diverse heritage assets.

The advertisements proposed are modest and of an appropriate scale to the building's proportions. The advertisements would have no impact on Camden's heritage assets, including the setting of the Grade II Listed Buildings located along Hampstead High Street.

The proposed development will therefore conserve and enhance Camden's rich and diverse heritage assets along Hampstead High Street. The external alterations and advertisements are attractive and respect the materials and design of the host building. As such the proposed development complies with Policies D1, D2, and D4 of the Local Plan and the NPPF (2019).

#### Public safety

The proposed advertisement allows for identification of the new Sainsbury's store without causing distraction to road users and will have no adverse impact on public and highway safety. Where illuminated, advertisements will use a static illumination with no moving parts, and illumination levels will be limited to 204cdm for the Projecting Sign and 375cdm for the Fascia Sign, therefore posing no hazard to motorists.

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 Policy D4 of the Local Plan and the NPPF (2019).

#### **Conclusion**

The proposal seeks external alterations, the installation of mechanical plant and the display of advertisements to facilitate a new Sainsbury's Local Store. The proposals will allow Sainsbury's Supermarkets to trade within the local area during a period of unprecedented economic uncertainty and the proposed development will provide employment opportunities and provide significant benefits for the residents of the local area.

The proposed advertisements will have no detrimental impact on nearby heritage assets, or the Hampstead Conservation Area and they will be in keeping with the commercial character of the high street.



The proposed advertisements will be seen within the context of the surrounding commercial area. As such, the advertisement will provide an accurate reflection of the services that are now available in store without any detriment to residential or visual amenity, or any harm to the listed buildings nearby. There will also be no negative impact on public safety. The proposals are in accordance with national and local planning policy and should be granted planning permission and advertisement consent.

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

Yours sincerely,



Anil Fermahan