

**REF: R00739/DB/MR**

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

21<sup>st</sup> October 2022

Dear Sir/Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT TO INSTALL 2 NO. NON-ILLUMINATED BOX FASCIAS, 1 NO. INTERNALLY ILLUMINATED BOX FASCIA, 1 NO. EXTERNALLY ILLUMINATED PROJECTING SIGN, 1 NO. INTERNALLY APPLIED VINYL.**

**APPLICATION FOR FULL PLANNING PERMISSION TO INSTALL 1 NO. ABSORPTION PANEL, 2 NO. FAN DRY AIR COOLERS, 1 NO. VRV UNIT.**

**4-8A HAVERSTOCK HILL & 45-47 CROGSLAND ROAD, LONDON, NW3 2BL**

I write on behalf of the Applicant, Tesco Stores Ltd (Tesco), to submit two separate applications as follows:

- Application for advertisement consent to install 2 no. non-illuminated box fascias, 1 no. internally illuminated box fascia, 1 no. externally illuminated projecting sign, 1 no. internally applied vinyl; and
- Application for full planning permission to install 1 no. absorption panel, 2 no. fan dry air coolers, 1 no. VRV unit.

The applications are detailed separately in this letter.

### **Background to Applications**

The appraisal site is a ground floor commercial unit located within a new residential-led development accommodating 19 residential dwellings on the upper floors and reaching 5 storeys in height. An additional commercial unit is also located on the ground floor, with a gym on the ground floor. The site is located close to Chalk Farm Tube Station. Surrounding uses include a public house and various other commercial units at ground floor level with additional residential properties at upper floors. The site is not listed. It does not fall within a Conservation Area (CA) but does lie close to the boundary of the Regents Canal CA. The adjacent public house is locally listed.

The following planning history is of relevance:

**LPA ref. 2015/0487/P** – Planning permission was granted on 22nd December 2016 for “*Demolition of existing buildings, with retention of facade at 45-47 Crogsland Road and construction of a part 4/part 5 storey building with basement comprising flexible use of cinema (class D2) at basement and ground level with ancillary restaurant and bar (class A3/A4) at ground level or retail class (class A1 at basement and ground floor level and 19 residential dwellings (8 x 1 bed, 9 x 2 bed and 2 x 3 bed units) on upper floors with associated cycle parking, amenity space and refuse and recycling storage.*”

**LPA ref. 2018/6077/P** – A non-material amendment was approved on 6th February 2019 for “*Alterations to internal unit configuration as an amendment to planning permission ref. 2015/0487/P.*”

**LPA ref. 2020/3347/P** – A non-material amendment was approved on 30th July 2020 for “*Amendment to description of development of planning permission ref. 2015/0487/P.*”

**LPA ref. 2020/1487/P** – A Section 73 application was granted on 10th February 2021 for “*Variation of condition 2 (approved plans), 22 (accessibility) and removal of condition 8 (privacy screen) of planning permission ref. 2015/0487/P.*”

As noted above, LPA ref. 2020/1487/P permits 3 no. commercial units across basement and ground floor levels. Unit 01 is permitted for Use Class A1 (retail) use. Tesco intend to occupy unit 01. Tesco can therefore occupy the site without the need for planning permission and these applications seek the minor works required to facilitate this occupation only.

## **Proposed Works**

### ***Advertisement Consent***

Express advertisement consent is sought for the display of 2 no. non-illuminated box fascias, 1 no. internally illuminated box fascia, 1 no. externally illuminated projecting sign, 1 no. internally applied vinyl.

The two external non-illuminated box fascia’s will be blue in colour and in white will read the store address and Est. year (to the west of the sign.) The box fascia will have internal illumination to letters only and in red will read Tesco and in blue will read Express and blips. The projecting sign will be located to the west of the façade, attached to the end of the western non-illuminated box fascia. The internally applied vinyl will be located next to the entrance within the window glazing, providing store directory information.

Additional detail on the signage proposals is available on the proposed plans prepared by Tesco Feasibility Architecture (Drawing No.s 01\_CHAL\_01A, 03\_CHAL\_03A, 02\_CHAL\_02B, 02\_CHAL\_02A, 03\_CHAL\_03B, 02\_CHAL\_02C, Fascia V2.1, Fascia V2.1, Fascia V2.2, Projecting+Sign+V2.1).

### ***Installation of Plant***

Planning permission is additionally sought for the installation of 1 no. absorption panel, 2 no. fan dry air coolers, 1 no. VRV unit.

Planning permission is sought for the installation of a plant including an absorption panel, fan dry air cooler and VRV unit. The existing plant enclosure is located on the roof at the fourth-floor level with a yard fence and access gate at 2.1 meters high. 1 absorption panel (5.10m width,) 2 new fan dry air coolers (2.65 meters width) and one VRV unit (1.13 meters width) will all be installed within the existing plant enclosure.

Additional information on the proposals is available on the proposed plans prepared by Tesco Feasibility Architecture (Drawing No.s 01\_CHAL\_01B, 03\_CHAL\_03C, 02\_CHAL\_02E, 02\_CHAL\_02D, 03\_CHAL\_03D, 02\_CHAL\_02F, 02\_CHAL\_02H, 02\_CHAL\_02G).

## **Planning Policy Context**

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise. In this case, the development plan includes the Camden Local Plan (2017). Other relevant documents include the London Plan (2021) and Fitzrovia Area Action Plan (2014) and Bloomsbury Conservation Area Appraisal and Management Strategy (2011). Material considerations include the National Planning Policy Framework (NPPF) (July 2021) and relevant supplementary planning documents, such as Camden Adverts SPG (2018).

### ***Camden Local Plan (2017)***

Policy D1 of the Camden Local Plan (2017) requires developments to secure high quality design, that respects local context and character, is sustainable and integrates well with the surrounding streets. Furthermore, Policy D2 states that *“The Council will preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas ... and locally listed heritage assets.”* Relevant to this proposal, the policy requires *“that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.”*

More specifically, Policy D4 of the Camden Local Plan (2017) stipulates a number of requirements that advertisements must fulfil. The policy 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.*

*We will support advertisements that:*

- a. preserve the character and amenity of the area; and*
- b. preserve or enhance heritage assets and conservation areas.*

*We will resist advertisements that:*

- a. contribute to an unsightly proliferation of signage in the area;*
- b. contribute to street clutter in the public realm;*
- c. cause light pollution to nearby residential properties or wildlife habitats;*
- d. have flashing illuminated elements; or g. impact upon public safety.*

*The Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances. Shroud advertisements, banners, hoardings / billboards / large outdoor signboards are subject to further criteria as set out in supplementary planning document Camden Planning Guidance on advertisements.”*

With regards to impacts on amenity, Policy A1 of the Camden Local Plan (2017) states that *“The Council will seek to protect the quality of life of occupiers and neighbours. We will grant permission for development unless this causes unacceptable harm to amenity.”* Relevant to the plant application, they will consider factors such as noise and vibration levels, odour, fumes and dust. More specifically, Policy

A4 seeks to ensure that noise and vibration is controlled and managed. The policy states:

*“Development should have regard to Camden’s Noise and Vibration Thresholds (Appendix 3). We will not grant planning permission for:*

- a. development likely to generate unacceptable noise and vibration impacts; or*
- b. development sensitive to noise in locations which experience high levels of noise, unless appropriate attenuation measures can be provided and will not harm the continued operation of existing uses.*

*We will only grant permission for noise generating development, including any plant and machinery, if it can be operated without causing harm to amenity. We will also seek to minimise the impact on local amenity from deliveries and from the demolition and construction phases of development.”*

### **Camden Adverts SPG (2018)**

The Camden Advertisements SPG (2018) provides detailed guidance on the design and siting of advertisements. Paragraph 1.8 states that *“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.”*

Regarding advertisements in conservation areas, paragraph 1.11 states that *“Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.”*

Paragraph 1.15 details guidance on illumination outlining that *“Externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible to avoid light pollution. Corporate designs involving internally illuminated signs may need to be modified where they are considered unsuitable, especially in residential areas, or conservation areas, or on listed buildings.”* The Council will consider intensity of illumination, surface area to be illuminated, positioning and colours when determining advertisement applications.

### **Camden Design SPG (2021)**

Paragraphs 6.28 and 6.29 of the Camden Design SPG briefly detail guidance on advertisements and signs for shopfronts, stating that *“Shops and businesses need to ensure that their name and other details are clearly displayed on their premises and, as a result, signs are among the most prominent forms of advertising on buildings. However, signs that are unsympathetically designed can cause significant harm to the building and the local townscape. Signs should relate well to the character, scale and architectural features of the building and respect their local context ... Properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage, although two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units. Too many adverts/signs on a property contribute to visual clutter and can detract from the appearance of the street scene.”* Projecting and hanging signs, as detailed in paragraphs 6.30 to 6.32, *“should normally be level with the fascia rather than below or above it. They should be positioned to the side of the shopfront at*

*fascia level.”*

### ***National Planning Policy Framework (2021)***

The NPPF is an additional material consideration. It is underpinned by a presumption in favour of sustainable development and in terms of that presumption, Paragraph 11 states that for decision taking this means *‘approving development proposals that accord with an up-to-date development plan without delay...’*

Paragraph 81 goes on to advise that *‘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.’*

Paragraph 136 of the NPPF addresses advertisements, affirming the requirement for LPA’s to determine applications for advertisement consent simply in the *‘interests of amenity and public safety, taking account of cumulative impacts’*.

## **Planning Justification**

### ***Advertisement Consent***

#### *Design and Heritage Considerations*

The application seeks consent to display a number of advertisements in relation to the building’s proposed use as a Tesco Express. The unit is one of three commercial units within the recently constructed building. Various other commercial units sit at ground floor level along Haverstock Hill with similar uses and signage design. On this basis the principle of displaying signage is seen as acceptable.

In line with the Camden Local Plan (2017) and Camden Adverts SPG (2018), the proposed signage is located and positioned appropriately in relation to the scale and proportions of the shopfront and has been designed and coloured suitably so that the signage does not detract from the local street character and surrounding area. The fascias will be located above the window glazing and aluminium single sliding entrance door, visually combining to convey a singular fascia extending the width of the whole Tesco demise. The internally illuminated projecting sign has been designed to take an unobtrusive form, being a modest 800x650mm and located 3.55m from street level.

The signage will display colours and lettering to reflect the branding of the intended occupier, Tesco Express. The branding and colouring are considered acceptable given the large variation found elsewhere along the Haverstock Hill. The lettering is sized appropriately and centrally placed, not running of the edges of the fascia. The advertisements will be formed of high-quality materials and well-maintained. An Oak woodtex strip is proposed to the non-illuminated fascia panels in order to provide greater visual interest. The internally illuminated acrylic lettering illustrated on the box fascia will simply state the name of the business (Tesco) to avoid a cluttered and busy appearance.

In line with Policy D4 of the Camden Local Plan (2017), the proposed illumination to the acrylic lettering on the fascia will not create disturbances such as light glare or impact the amenity of nearby residents.

The site is located within a well-lit commercial location and thus subtle internal illumination to the acrylic lettering is appropriate and highly acceptable. Illumination is limited to the shop's name and lettering only, proposing internal illumination to only one of the three proposed box fascias. The lighting will only illuminate text reading 'Tesco Express'. Furthermore, internal illumination is proposed to the projecting sign located to the west of the entrance.

### *Amenity and Public Safety*

Paragraph 136 of the NPPF addresses advertisements, affirming the requirement for LPA's to determine applications for advertisement consent simply in the '*interests of amenity and public safety, taking account of cumulative impacts*'. Amenity and public safety are therefore a recognised key consideration in the context of all advertisement proposals.

The paragraphs above detail the design considerations and thus it is not considered that there will be any impact on visual amenity. In addition to this, it should be noted that the illumination proposed is of a low level and thus it is not considered that the proposal will have any effect on light pollution or highway safety.

Additionally, the proposed signage is suitably raised above ground level in order to not be visually intrusive to passers-by, employees or visitors to the site. This will ensure that the signage remains unobtrusive and neither pedestrian, public, nor highways safety is compromised.

### ***Installation of Plant***

The installation of 1 no. absorption panel, 2 no. fan dry air coolers, 1 no. VRV unit is also proposed to the roof of the building at fourth floor level. These additional changes are to the roof of the building, not visible from the Haverstock Hill frontage and are of a minor nature. The roof is of little visual significance or architectural quality, attracting no human activity other than maintenance. The installation of new plant machinery would not impact the appearance or character of the building and it would be completely hidden from public view at street level. Therefore, the installation of machinery is unable to impact the appearance of both the building and surrounding area.

A Noise Impact Assessment has been undertaken by KR Associates to assess the impact of noise from the proposed plant equipment on surrounding amenity and is submitted with this application. To comply with the revised version of the National Planning Policy Framework ("NPPF") and the guidance within the Local Plan, proposed plant noise emissions must be 5 dB below the underlying background noise level at the nearest noise sensitive property. The report concludes that the resultant noise levels from the proposed mechanical equipment will result in noise levels that comply in full with the Local Plan, will be acceptable during both the day and night-time periods and are at levels that are very unlikely to give rise to complaints from residents.

It is therefore considered that the proposed plant is acceptable both in terms of design and in terms of amenity in line with the Camden Local Plan (2017) and the NPPF.

### **Summary and Conclusion**

The advertisement and plant proposals are considered acceptable in design, heritage, and amenity

terms and are in line with the Camden Local Plan (2017) and the NPPF. It is therefore concluded that there are no policy grounds for objection to the application proposals and we respectfully request that the applications are granted.

### **Contents of Advertisement Consent Submission**

The following supporting documents have been submitted via the Planning Portal in support of the application:

- The relevant planning application fee;
- The completed application form;
- This covering letter prepared by ROK Planning;
- Site Location Plan (Drawing No. 01\_CHAL\_01A);
- Existing and proposed drawings prepared by Tesco Feasibility Architecture;
  - Existing Elevation (Drawing No. 03\_CHAL\_03A);
  - Existing Plan (Drawing No. 02\_CHAL\_02B);
  - Existing Site Plan (Drawing No. 02\_CHAL\_02A);
  - Proposed Elevation (Drawing 03\_CHAL\_03B);
  - Proposed Plan (Drawing No. 02\_CHAL\_02C);
  - Proposed Fascia Section Details 1 (Drawing No. Fascia V2.1);
  - Proposed Fascia Section Details 2 (Drawing No. Fascia V2.1);
  - Proposed Fascia Section Details 3 (Drawing No. Fascia V2.2);
  - Proposed Projecting Sign Section Details (Drawing No. Projecting+Sign+V2.1); and
  - Proposed Shopfront Sections.

### **Contents of application to install Plant**

The following supporting documents have been submitted via the Planning Portal in support of the application:

- The relevant planning application fee;
- The completed application form;
- This covering letter prepared by ROK Planning;
- Site Location Plan (01\_CHAL\_01B);
- Existing and proposed drawings prepared by Tesco Feasibility Architecture;
  - Existing Elevation (Drawing No. 03\_CHAL\_03C);
  - Existing Roof Plan (Drawing No. 02\_CHAL\_02E);
  - Existing Site Plan (Drawing No. 02\_CHAL\_02D);
  - Proposed Elevation (Drawing No. 03\_CHAL\_03D);
  - Proposed Site Plan (Drawing No. 02\_CHAL\_02F)
  - Proposed Roof Part Plan (Drawing No. 02\_CHAL\_02H);
  - Proposed Roof Plan (Drawing No. 02\_CHAL\_02G); and
  - Proposed Section.
- Noise Impact Assessment prepared by KR Associates dated 27<sup>th</sup> September 2022.

I trust that you have all the information you require to validate this application. If, in the interim, you have any queries please do not hesitate to contact either Matthew Roe ([matthew.roe@rokplanning.co.uk](mailto:matthew.roe@rokplanning.co.uk)) or myself at this office. I look forward to your formal acknowledgement of the application.

Yours faithfully,



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