



Planning, Regeneration & Economy
Level 6
River Park House
Wood Green
N22 8HQ

Our Ref: 70107706

26 June 2023

Dear Sir/Madam,

**SAINSBURY'S LOCAL CROUCH END, 21-23 CROUCH END BROADWAY, N8 8DU –
ATM, PLANT AND SIGNAGE APPLICATION**

PLANNING PORTAL ref. PP-12211752 and PP-12211735

On behalf of Sainsbury's Supermarkets Limited (SSL), please find enclosed an application for full planning permission and display of advertisements for a new ATM, plant, ramp access to the rear and signage at the above site.

In addition to this cover letter, the following documents have been submitted in support of the application:

- Site Location Plan (drawing ref. P-94621-100 Rev B), prepared by JLA;
- Existing Ground Floor Plan (drawing ref. P-94621-105 Rev A), prepared by JLA;
- Proposed Ground Floor Plan / Proposed Block Plan (drawing ref. P-94621-110 Rev C), prepared by JLA;
- Existing and Proposed Front Elevations (drawing ref. P-94621-211 Rev B), prepared by JLA;
- Existing and Proposed Rear Elevations (drawing ref. P-94621-212 Rev B), prepared by JLA;
- Proposed Signage Plan (drawing ref. P-94621-215 Rev B), prepared by JLA;
- Proposed Signage Details (drawing ref. P-94621-213 Rev B), prepared by JLA;
- Proposed Front Elevation (drawing ref. P-94621-210 Rev B), prepared by JLA;
- Proposed Signage Details (ref. P-165483-213), prepared by JLA;
- Noise Impact Assessment (document ref. 91468), prepared by Noise Solutions Limited.
- Signed and completed application forms and certificates, prepared by WSP; and
- Completed CIL form, prepared by WSP;

The application fee of £924.00 for the Full Planning Permission (PP-12211752) and £132.00 for the Advertisement Consent (PP-12211735) has been paid to the London Borough of Haringey via the Planning Portal.

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SITE CONTEXT

The application site comprises an existing retail unit along The Broadway in Crouch End. The site is predominantly surrounded by commercial units including Tesco Express, Oliver Bonas, Waitrose and Wenzel's The Bakers. The nearest railway station is Hornsey Station, which is located an approximate 15-minute walk from the site. Haringey Station is located an approximate 20-minute walk away from the site and Crouch Hill Overground Station is a 13-minute walk away. The site has a PTAL rating of 3.

The building itself is not listed or locally listed. However, the site is located within the Crouch End Conservation Area.

The site is located within Flood Zone 1 and is in an area considered 'low risk' for surface water flooding and flood risk from rivers or the sea.

The site has the following designations within the local plan policies map:

- Within the Crouch End Conservation Area;
- Within an 'Area of Archaeological Priority';
- Primary Shopping Area 'Crouch End Broadway'; and
- Within the Crouch End District Centre.

PLANNING HISTORY

There is extensive planning history relating to the application site dating back to the 1960's. The most relevant planning history for the proposed development is set out below.

- On 22 January 2013, planning permission was approved for the display of 1x internally illuminated fascia sign, 1x non-illuminated fascia sign, 3x aluminium frame signs, 1x flat aluminium panel sign, 1x vinyl sign and 1x vinyl 'DDA vision dots' sign (ref: HGY/2011/0832).
- On 30 March 2015, planning permission was approved for a new customer store exit to the front, new fire exit to the rear and new plant condensers on the roof (ref: HGY/2015/0313).
- On 8 August 2016, planning permission was approved for the display of 1x internally illuminated fascia sign, 2x non-illuminated fascia signs, 1x internally illuminated hanging sign, 1x internally illuminated aluminium sign and 3x non-illuminated aluminium signs (ref: HGY/2016/1903).

PROPOSED DEVELOPMENT

The proposal seeks full planning permission for a new ATM, bollards in front of the ATM, plant to the rear, ramp access to back of house and advertisement consent to facilitate the operation of the proposed Sainsbury's Local foodstore.

The proposed plant equipment will be located to the rear and will comprise new air conditioning (AC) units to replace the existing units, two condensing units and a re-fridge unit within acoustic housing to help the efficient operation of the proposed Sainsbury's Local foodstore and improve its sustainability. The proposed plant will be enclosed with a new timber hit and miss fence and gate. The rear elevation includes a new metal escape door rehung and a new metal ramp access for deliveries.

To the front of the unit, a new ATM is proposed on the left-hand side of the elevation. The ATM is proposed to be protected by two ram raid eco bollards, security light and security camera.

The new signage proposed will advertise Sainsbury's occupation of the unit. The advertisement consent proposes the signage outlined below.

- 2x Projecting Sign – internally illuminated (204 cd/m²), 950mm x 625mm;
- 1x Sainsbury's Local Fascia Sign – internally illuminated (375 cd/m¹), 5105mm x 800mm;
- ATM surround – non-illuminated, 935mm x 1490mm, and 210 x 297 CCTV disclaimer vinyl sign;
- Welcome sign – non illuminated, 375mm x 675mm;
- Stat Sign – 225mm x 675mm

Other signage at the entrance to the store would benefit from deemed consent given its size but is included on the drawings for completeness.

PLANNING POLICY

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.

This means that development proposals that accord with the development plan should be approved without delay.

The Development Plan for the London Borough of Haringey (LBH) comprises the following:

- Haringey Development Management DPD, adopted in 2017;
- Strategic Policies DPD, adopted in 2013 with alterations adopted in 2017;
- The London Plan, adopted in 2021.

The following Supplementary Planning Document (SPD) has been used as a material consideration in this proposal:

- Crouch End Conservation Area Character Appraisal (2010).

DEVELOPMENT MANAGEMENT DPD 2017

The Development Management Development Plan Document (DPD) was adopted in 2017, which sets out planning policies to help determine which developments are granted planning permission in Haringey. This is the main document used to determine planning applications in the borough. The policies of relevance are summarised below.

- Policy DM8 'Shopfronts and signs'
- Policy DM23 'Environmental protection'
- Policy DM9 'Management of the historic environment'
- Policy DM42 'Primary and secondary shopping frontages'

EMERGING LOCAL PLAN

The Council are preparing a New Local Plan which will replace the existing Local Plan documents adopted in 2017. Formal consultation on the New Local Plan ran from November 2020 until

March 2021. The Council will publish a consultation report alongside a Draft Local Plan for further consultation, expected to be in summer 2023. The New Local Plan is in the early stages of consultation and therefore, no weight has been given to this document for this application.

NATIONAL POLICY

The National Planning Policy Framework (NPPF, 2021) is also a material consideration which supports the presumption in favour of sustainable development as set out in paragraph 11.

Section 8 of the NPPF meanwhile relates to promoting healthy and safe communities. At paragraph 92, this includes supporting planning applications that would achieve safe places. At paragraph 93, this also includes ensuring that shops and services are able to develop and modernise and are retained for the benefit of the community.

Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development.

Paragraph 130 of the NPPF states plans and decisions should ensure that developments function well and add to the overall quality.

Paragraph 136 of the NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. It emphasises that the quality and character of places can suffer when advertisements are poorly sited and designed. It also states that the adverts should not compromise safety and security or obscure highway sightlines and allow free movement along the public highway by all users.

Paragraph 194 states that in determining applications, an applicant is required to describe the significance of any heritage assets affected, including any contribution made by their setting.

PLANNING ASSESSMENT

The key planning considerations in relation to the application have been identified below and the proposal has been assessed in the context of relevant national and local planning policy. It should, however, be firstly highlighted that the proposal will bring the unit into beneficial use which will serve the local residents, positively contributing to the surrounding area. The proposal includes a new ATM, bollards in front of the ATM, plant to the rear, ramp access to back of house and advertisement consent to facilitate the operation of the proposed Sainsbury's Local foodstore.

CONTINUING RETAIL USE ON SITE

The proposal is located within a Primary Shopping Area, known as Crouch End Broadway and is within the Crouch End District Centre. The proposal will ensure the continuity of the centre's retail frontage will be maintained and bring the unit into beneficial use which will serve the local residents, positively contributing to the surrounding area, in accordance with Policy DM42 of the DMDPD (2017).

The proposed ramp access to the back of house will ensure that deliveries can be transported safely into the retail unit and will allow for efficient use of the retail unit. The proposed new timber hit and miss fence and gate will enclose the proposed plant equipment, and therefore, positively support the retail function of the town centre, in accordance with Policy DM42 of the DMDPD (2017).

DESIGN

The proposed ATM will be located on the front elevation of the retail unit fronting The Broadway, which provides a high level of natural surveillance. The proposal includes new ram raid bollards to protect the ATM, a security camera and security light, thereby ensuring the safe use of the ATM.

Lighting along the street by the ATM will also ensure the safety of both customers and the ATM itself. The inclusion of an ATM at the proposed Sainsbury's store will provide an additional service for customers and the wider community, without compromising the amenity or character of the local area, in accordance with Policy DM8 of the Development Management DPD (DMDPD) (2017), the London Plan (2021) and national policy.

NOISE

As highlighted above, the proposed new plant will be located at the rear of the store and includes new air conditioning units to replace the existing units, two fan condensing units and one re-fridge unit within acoustic housing, which will be enclosed by the proposed timber hit and miss fence gate. The new plant equipment will improve the store's sustainability and assist with the operation and efficiency of the Sainsbury's Local foodstore. The plant equipment will be of high quality to ensure there is minimal impact on noise, in accordance with Policy DM23 of the DMDPD (2017).

A Noise Report, prepared by Noise Solutions Limited, has been submitted alongside this planning application. The cumulative plant noise emission levels for the proposed plant have been predicted at the most affected noise sensitive receptor locations and assessed taking into consideration the typical requirements of borough. The assessment states that when attenuated as described in the report, plant noise levels meet the proposed criteria and should therefore, be acceptable to the local authority.

ADVERTISEMENT CONSENT

This application also seeks advertisement consent for two projecting signs and one fascia sign to facilitate Sainsbury's occupation as outlined previously above. Full detail of the design and location of the signage are shown on the drawings submitted in support of this application.

The submitted plans also include a 'Disclaimer Board' sign. These are subject to deemed consent as they are located internally and thus do not require planning permission; however, they have been included in the submission pack for completeness simply to show the overall signage strategy for the store.

The proposed drawings demonstrate that the signs are modest and of an appropriate scale to the proportions of the building and existing signage. The materials, detailing and colours have been carefully selected to appropriately balance the branding needs of Sainsbury's with respect to the character and appearance of the area, including the Crouch End Conservation Area.

In accordance with Paragraph 136 of the NPPF, advertisements should be subject to control only in the interest of amenity and public safety, taking account of cumulative impacts. The proposed signage is necessary for the day-to-day operations of the store in order to advertise its presence and inform customers of relevant information associated with the offer of the unit.

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. The proposed advertisements are, therefore, in accordance with Policy DM8 of the DMDPD (2017) and national policy.

HERITAGE ASSESSMENT

Paragraph 189 of the NPPF (2021) states that heritage assets should be conserved in a manner appropriate to their significance. Paragraph 194 of the NPPF states that in determining applications, the significance of any heritage assets affected should be described and the level of detail should be proportionate to the assets' importance to understand the potential impact of the proposal on their significance. Therefore, the impact on heritage assets needs to be considered but this should be proportionate to the scale of the of the proposal.

The proposal is located within the Crouch End Conservation Area, which is centred on the suburban town centre that includes The Broadway and a range of primary and secondary retail frontages predominantly made up of small shops and restaurants, as outlined in the Crouch End Conservation Area Character Appraisal (2010). The appraisal identifies the site as a 'detractor', which is an element of the townscape to be significantly out of scale, quality of appearance, materials or character with its surroundings that its replacement with something of a more appropriate scale and massing would benefit the character and appearance of the area. A detractor also includes gaps in frontages that disrupt the prevailing street pattern. In the case of the application site, the frontage is set back in the street and is therefore considered to be a 'detractor'. The proposal does not detract from the character and appearance of the Crouch End Conservation Area and the signage proposed is not excessive and is appropriate in proportion to the building. Policy DM9 of the DMDPD states that proposals for alterations to existing buildings in the Conservation Areas should complement the architectural style, scale, proportions, materials and details of the host building and should not appear overbearing or intrusive.

The application site comprises an existing Co-op store with similar advertisement requirements and therefore, the proposal is minimal in scale and will not have a detrimental impact on the character of the heritage locality and will contribute to the active retail frontage within the Crouch End Conservation Area. The proposal will not obstruct or harm the significance of the conservation area and will be in keeping with the heritage locality, in accordance with Policy DH9 of the DMDPD (2017) and the Crouch End Conservation Area Character Appraisal (2010).

CONCLUSIONS

The proposal includes a new ATM, bollards in front of the ATM, plant to the rear, ramp access to back of house and advertisement consent to facilitate the operation of the proposed Sainsbury's Local foodstore.

The proposals are entirely appropriate to the use of the unit as a foodstore, are in accordance with local and national policy and should be approved without delay.

We look forward to receiving confirmation that the application has been validated. In the meantime, should you require any further information or wish to discuss any aspect of the application, please do not hesitate to contact me or my colleague Anna Stott.

Yours faithfully



A handwritten signature in black ink, appearing to read 'Tarleen Kaur'.

Tarleen Kaur
Graduate Planner