



Planning Services
London Borough of Newham
328 Barking Road
London
E6 2RT

PP-09330327

25 January 2021

Dear Sir/Madam,

PLANNING APPLICATION FOR SHOPFRONT ALTERATIONS AND DISPLAY OF ADVERTISEMENTS AT 23 SILVERTOWN, WAY CANNING TOWN, LONDON, E16 1DH

On behalf of our client, Sainsbury's Supermarkets Ltd, please find enclosed a full planning application for shopfront alterations and advertisement consent for the display of advertisement at 23 Silvertown, Way Canning Town, London, E16 1DH.

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

- Application form signed and dated;
- Drawings prepared by JLA Architects:
 - Site Location Plan (ref: P-143059-100);
 - Existing and Proposed Ground Floor Plan (ref: P-143059-105);
 - Existing and Proposed East Elevations (ref: P-143059-205);
 - East Advert Elevation (ref: P-143059-210);
 - North and South Advert Elevation (ref: P-143059-211);
 - Proposed Signage Details (ref: P-143059-213);
 - Proposed Ground Floor Plan (ref: P-143059-217);

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

Site Description

The site is located at Grafton Building, Silvertown Way, Canning Town, immediately south of the junction where Silvertown Way adjoins Heartwell Ave.

The site is set within the ground floor unit of the Grafton residential development, which was allocated within Newham's Policies Map at site S17.



The application site is bound by railway tracks to the west, residential development to the north and south, with Silvertown Way separating a Holiday Inn Express to the east.

The site lies within Flood Zone 3 area that benefits from flood defences. The flood defences protect the area against a river flood with a 1% chance of happening each year, or a flood from the sea with a 0.5% chance of happening each year. The site is not located within a conservation area, nor in close proximity to listed buildings.

Relevant planning history

On 3 November 2016, a full application was approved for the phased redevelopment of Canning Town Area 8 bounded By Peto Street North And Victoria Dock Road. This included 3,000 sq. m (GIA) of flexible commercial floor space (Use Classes B1 (A,B&C), A1-A4, D2 and a nursery within Use Class D1). (LPA ref. 16/03428/FUL)

This application relates to the ground floor Commercial unit within the Grapton building (block C) where Silvertown Way adjoins Heartwell Ave.

The Proposal

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

As shown in drawings P-143059-213, five 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:

- Two x 'Sainsbury's Local' fascia signs, measuring 4.51 x 0.665 x 0.1 meter(s) each;
- Two x 'Sainsbury's Local' projecting signs, measuring 0.875 x 0.5 x 0.1 meter(s) each; and
- One x 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.

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

The Draft New London Plan was 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.

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.

Newham Local Plan

The Newham Local Plan (2018) is the key strategic document in Newham’s Development Plan. It sets out the vision for shaping the future of the Borough and contains policies for guiding planning decisions.

Policy SB1 states that high quality development will be expected, which respects, takes advantage of, and enhances the positive elements and distinctive features of the borough, contributing to a well-connected and integrated series of successful and distinctive mixed use places, that together help to transform the borough and its attractiveness as somewhere to live, work and stay.

Policy SP2 seeks to promote healthy eating, improve employment levels and reduce poverty, whilst attending to the environmental impacts of economic development including community/ public safety, noise, vibrations and odour and the legacy of contaminated land as per SP8 and SC1.

Policy SP8 requires advertisements and signage to integrate with the street scene in promoting public safety and neighbourliness. Protect and enhance accessibility, local connectivity and permeability.

Policy J3 encourages the provision of employment premises and long-term employment prospects for all Newham residents.

Newham Supplementary Planning Guidance

Newham’s Supplementary Planning Guidance Advertisements (2001) provides advice on achieving design excellence. It contains both strategic and detailed policies relevant to all developments needing planning permission and advertising consent, these include:

- Advertisements or signs should not obscure or damage existing architectural features, and should not protrude above the roofline or beyond the wall to which they are attached.
- When advertisements are displayed on buildings they should be related to the scale of their surroundings and have regard to the architectural features of the locality.

- Fascia signs must always be clear and easy to read, and include the street number of the premises.
- Illuminated advertisements should not generally be located above ground floor level.
- Flashing and illuminated signs must not be used where they could be a distraction or create glare for road users.

Planning Considerations

Principle of development

As detailed within Newham's planning guidance, shopfronts make a significant contribution to the character and richness of experiences of Newham'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 SP3 and SP8 of Newham'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 opportunities within the borough, in line with policy J3.

The proposed sliding doors will also improve accessibility into the unit for all users within the borough, thus adhering to policy SP8 of Newham's Local Plan which requires shopfront alterations to integrate well with surrounding streets and contribute positively to the street frontage.

Safety

In keeping with Newham's policies on safety and security (policies SP1, SP3, SP3 and SP8), ram raid bollards have been incorporated to provide safety to users. 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 SP8, which requires advertisements to have no impact upon public safety.

Design

In accordance with policy SP3, 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 SP3 and SP8 of Newham's Local Plan.



Amenity

In keeping with policy SP8, the proposed development will have minimal impact on neighbouring amenity.

The louvre will support the function of the supermarket's plant, which has been permitted under planning application LPA Ref: 2013/4678/P. The louvres 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 neighbouring 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 handwritten signature in black ink that reads 'Ahmed Gele'.

Ahmed Gele

Enc : As noted above