

REF: R00814/DB/MR

Camden Council
Planning- Development Control
Camden Town Hall
London
WC1H 8ND

26 June 2023

Dear Sam Fitzpatrick,

FULL PLANNING APPLICATION FOR EXTERNAL WORKS TO EXISTING GROUND FLOOR SHOP FRONTAGE TESCO EXPRESS, 10-16 GOODGE STREET, LONDON, W1T 2QB

I write on behalf of the applicant, Tesco stores Ltd (Tesco), to submit a full planning application for external works to existing ground floor shop frontage including:

- Installation of new steel MOE door to the western side of the main entrance;
- Installation of new shopfront panel to the western side of the main entrance;
- Brick infill of the area surrounding the ATM located to the western side of the main entrance;
- Removal and reinstallation of ATM located to the western side of the main entrance; and
- Removal of the secondary ATM to the eastern side of the main entrance and installation of new full height glazing panel.

The works are proposed at the existing Tesco Express Store located at 10-16 Goodge Street, London, W1T 2QB.

Background to Application

The site consists of a Tesco Express retail unit located to the ground floor of a wider 4-storey building which incorporates office use to the upper floors. The wider building and the majority of the retail unit itself fronts Goodge Street, with a portion fronting Whitfield Street. The surrounding land uses vary but are predominantly commercial, with retail and restaurant frontages located to the ground floors and offices above. The site lies within the Charlotte Street Conservation Area but is not listed. The nearest listed building is 2-8, Goodge Street, which adjoins the site to the east.

The following available planning history is of relevance:

LPA Ref. 8800483 - Planning permission was granted on 26th October 1989 for “*The erection of a building comprising basement ground and four upper floors for use of purposes within Class B1 Use and Class A1 Use of the Schedule of the Town & Country Planning (Use Classes) Order 1987 on the site of 34-42 Whitfield Street. Continued use of the first second and third floors of 10-16 Goodge Street and 30/32 Whitfield Street for office use. Works of alteration to the service yard at the rear of 10-16 Goodge Street on land at 34-42 Whitfield Street as shown on drawing numbers 2646/P2/06G 07F 08C 09B & 10C and 2646/PE/01-06 revised by letters dated 17th April 1989 14th June 1989 and 24th August 1989.*”

LPA ref. 9401055 – Planning permission was granted on 5th August 1994 for *“Variation of additional condition 02 of 8800483.”*

LPA ref. 918019 – Advertisement consent was granted on 18th February 1992 for *“Display of one internally illuminated projecting box sign at fascia level measuring 1m x 0.5m.”*

LPA ref. 9480190 – Advertisement consent was granted on 13th January 1995 for *“Display of one internally illuminated projecting sign measuring 500mm by 500mm by 180mm deep. as shown on drawing numbers 2568.89.1 and one unnumbered drawing.”*

LPA ref. PS9704470 – Planning permission was granted on 7th August 1997 for *“The replacement of the existing entrance doors to the Goodge Street elevation.”*

LPA ref. 2003/1759/P - Planning permission granted 1st December 2003 for *“Alterations to shopfront including installation of ATM.”*

LPA ref. 2004/0228/P - Planning permission granted 8th March 2004 for *“Replacement of 2x roof mounted condenser units and 2x roof mounted dry air coolers.”*

LPA ref. 2005/5346/P – Planning permission granted 2nd February 2006 for *“Installation of an ATM together with associated enabling works on the Goodge Street frontage.”*

LPA ref. 2008/0179/P - Planning permission granted 28th February 2008 for *“installation of 2 additional cash machines (ATMs) on Goodge Street elevation in connection with existing retail unit (Class A1).”*

LPA ref. 2014/7800/P – Planning permission granted on 19th February 2015 for *“Relocation of an existing ATM machine and installation of a serving hatch along the southern elevation of existing A1 unit.”*

LPA ref. 2015/0061/A – Advertisement consent was granted on 19th February 2015 for *“Installation of 1 x static internally illuminated fascia, 1 x static internally illuminated TV media signage, and 2 x nonilluminated signs and 1 x static internally illuminated projecting sign to existing shopfront.”*

LPA ref. 2013/1078/A – Advertisement consent was granted on 24th April 2013 for *“Display of replacement x2 fascia panels and x2 projecting signs all with internally illuminated lettering, and the display of an additional internally illuminated projecting sign with internally illuminated lettering and an internally located LED illuminated directory sign behind the shop window on the front elevation of store.”*

LPA ref. 2020/5915/A – Advertisement consent was granted 5th August 2021 for *“2x internally illuminated fascia signs, 2X Illuminated projecting signs and 5x Fascia panels and 2x Vinyl signs.”*

LPA ref. 2022/3007/P – Planning permission was granted on 21st March 2023 *“Replacement of front ground floor window with new entrance door and alteration of external floor.”*

The building will continue to operate as a Tesco Express. This application seeks external changes only.

Proposed Works

Planning permission is sought for a number of minor external works to the shopfront on the Goodge Street frontage to facilitate the internal reconfiguration of the current layout of the Tesco Express store. Planning permission is sought for the installation of a new steel MOE door finished in Anthracite RAL 7016 to the western side of the main entrance, in place of current glazing. Permission is also sought for the installation of a new aluminium shopfront panel in anthracite RAL 7016 above the proposed MOE

door. Permission is additionally sought for the brick infill of the area surrounding the ATM to the western side of the main entrance. Permission is also sought for the removal and reinstallation of the ATM located to the western side of the main entrance. Furthermore, planning permission is sought for the removal of the ATM to the eastern side of the main entrance which is to be replaced by a new full height glazing panel.

Additional information on the external works proposals is available on the proposed plans prepared by Tesco Feasibility Architecture (Drawing no's 01_GOOD_01A, 02_GOOD_02A, 02_GOOD_02B, 03_GOOD_03A, 03_GOOD_03C, 03_GOOD_03D, 02_GOOD_02C, 03_GOOD_03B, 03_GOOD_03E and 03_GOOD_03F).

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 Camden SPG (2021) Material considerations include the National Planning Policy Framework (NPPF) (July 2021) and relevant supplementary planning documents.

Camden Local Plan (2017)

Policy D1 'Design' states that development seek high quality design. The policy states that development must meet the following criteria:

- a. *respects local context and character;*
- b. *preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;*
- c. *is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;*
- d. *is of sustainable and durable construction and adaptable to different activities and land uses;*
- e. *comprises details and materials that are of high quality and complement the local character;*
- f. *integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage;*
- g. *is inclusive and accessible for all;*
- h. *promotes health;*
- i. *is secure and designed to minimise crime and antisocial behaviour;*
- j. *responds to natural features and preserves gardens and other open space;*
- k. *incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping, l. incorporates outdoor amenity space;*
- m. *preserves strategic and local views;*
- n. *for housing, provides a high standard of accommodation; and*
- o. *carefully integrates building services equipment. The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.*

Policy D3 'Shopfronts' states that development should seek a high standard of design in new and altered shop fronts. The policy states that development must meet the following criteria:

- a. the design of the shopfront or feature, including its details and materials;*
- b. the existing character, architectural and historic merit and design of the building and its shopfront;*
- c. the relationship between the shopfront and the upper floors of the building and surrounding properties, including the relationship between the shopfront and any forecourt or lightwell;*
- d. the general characteristics of shopfronts in the area;*
- e. community safety and the contribution made by shopfronts to natural surveillance; and f. the degree of accessibility.*

Policy A1 'Managing the Impact of Development' states that the council will seek to protect quality of life of occupiers and neighbours.

They will:

- a. seek to ensure that the amenity of communities, occupiers and neighbours is protected;*
- b. seek to ensure development contributes towards strong and successful communities by balancing the needs of development with the needs and characteristics of local areas and communities;*
- c. resist development that fails to adequately assess and address transport impacts affecting communities, occupiers, neighbours and the existing transport network; and*
- d. require mitigation measures where necessary.*

Furthermore, as the site is located in the Charlotte Street Conservation Area, Policy D2 highlights the importance of new developments being sympathetic to heritage assets such as, listed building and conservations areas. For further details on heritage considerations, please refer to the heritage statement prepared by ROK Planning.

National Planning Policy Framework

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*".

Planning Justification

Planning permission is sought for a number of external works to facilitate the reconfiguration of the current layout of the Tesco Express store. The brick infill of the area surrounding the ATM panel to west of the entrance is a minor design change and will have no material impact on the current appearance of the unit. In addition, the removal of the secondary ATM to the right-hand side of the entrance and its replacement with full-height glazing is considered a further minor change resulting in little material impact on the overall appearance of the shopfront. The removal of the ATM is considered acceptable as the remaining ATM, which is to be removed and reinstalled, is considered to be able to continue to provide sufficient ATM services to the local area based on the levels of usage of the existing ATM's at the Site.

The proposed changes which have a greater impact on the current appearance of the shopfront are the installation of the new MOE door and the additional shopfront panel to be installed above the door. The MOE door will serve an essential purpose in terms of fire safety and has been positioned so as to meet relevant escape requirements whilst having the smallest impact on the overall appearance of the frontage. The colouring of the door and new panel in anthracite will ensure it matches the remainder of the shopfront in order to further reduce design impact.

It should be noted that the site is located along Goodge Street in a predominantly retail location and benefits from a retail character. It is notable that numerous external works have been previously approved at the site and on this basis the principle of external shopfront design changes is clearly acceptable and established.

In line with policies D1, D2 and D3 of the Camden Local Plan (2017), the proposed external works are considered appropriate and sensitive to the character of the area whilst enabling the Store to continue operating effectively.. When considering the works against the appearance of the building as a whole, the impact on appearance is relatively minor and thus it is considered the appearance of the building and visual amenity will be preserved. Furthermore, given the minor nature of the changes, the heritage setting is considered to be unaffected by the proposal and in line with policy D2.

Overall, the proposal is considered to be in line with the guidance outlined in the Camden Local Plan 2017. For further details on heritage considerations, please refer to the heritage statement prepared by ROK Planning.

Summary and Conclusion

It is considered that the proposed external works are acceptable in terms of both design and amenity. The proposal is therefore in line with the Camden Local Plan 2017, other relevant local policy and the NPPF. It is therefore concluded that there are no policy grounds for objection to the application and we respectfully request that the application is granted.

Contents of 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;
- Heritage Statement;
- Site Location Plan (Drawing no. 01_GOOD_01A); and
- Existing and proposed drawings prepared by Tesco Feasibility Architecture;
 - Existing Plan (Drawing no. 02_GOOD_02C);
 - Existing Elevations (Drawing 03_GOOD_03A);
 - Existing Sections 1 (Drawing no. 03_GOOD_03C);
 - Existing Sections 2 (Drawing no. 03_GOOD_03D);
 - Proposed Plan (02_GOOD_02E);
 - Proposed Elevations (Drawing no. 03_GOOD_03B);

- Proposed Sections 1 (Drawing no. 03_GOOD_03E); and
- Proposed Sections 2 (Drawing no. 03_GOOD_03F).

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) or myself at this office. I look forward to your formal acknowledgement of the application.

Yours sincerely,



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