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Dear Sir or Madam,

## **FULL PLANNING APPLICATION FOR ALTERATIONS TO FRONT AND REAR ELEVATION ALDI STORES LTD, KILBURN HIGH ROAD**

On behalf of my client, ALDI Stores Ltd, please find enclosed a Full planning application for shopfront alterations, and alterations to the rear elevation, of No.142-162 Kilburn High Road. The works are required as part of a refurbishment programme to enable the occupation of the existing unit by ALDI.

The application is described as:

*“Alterations to existing shopfront and rear elevation”.*

The following documents and drawings documents form our application submission and constitute a valid application in this case:

- Supporting Statement (this correspondence)
- Design & Access Statement (this correspondence)
- Application form and certificates
- Site location plan ('Shopfront Proposals', drawing 120292 P(1)10 Rev. A).
- Existing and Proposed Floorplans & Elevations ('Shopfront Proposals', drawing 120292 P(1)10 Rev. A).
- Requisite fee cheque in the sum of £170

## **Background**

The application site lies within the designated Core Frontage and Town Centre boundary of Kilburn High Road and benefits from permission ref. 2008/5864, granted on 06 March 2009. The permission granted consent for a change of use of the ground-floor from Use Class D1 (dental practice) to Use Class A1 (retail). Neither the nature or mode of operation of the permitted A1 use is restricted in any manner. The permitted use has been implemented (A1 retail) and subsequently retained. The premises as a whole (no.142-162) is currently occupied for A1 use.

The lawful use of the premises is open A1 and no change of use is proposed.

## **Application**

This application seeks consent for minor alterations to the shopfront and rear elevation only: the proposed advertisements for which Express Consent is required are addressed by a concurrent Advertisement Consent Application. The internal window designs and text benefit from Deemed Consent, but are nevertheless shown for clarity.

The works for which Full planning permission is sought in this case are summarised as follows:

### *Front elevation*

The existing slabs, door-set and glass panels will be carefully removed and the frontage brought flush to match the position of the existing shopfront. The existing mullions will be retained, and polyester powder coated in grey. The new customer access will be located towards the southern end of the front elevation, provided by way of bi-part sliding doors/frames.

### *Rear Elevation*

New hardwood timber louvers will replace the existing high level windows located towards the northern end of the rear elevation, and will be painted to match the existing.

## **Design & Access Statement / Assessment**

The adopted Camden Core Strategy 2010-2025 (November 2010) seeks 'attractive frontages', and Paragraph 7.15 states that: "*The design of shopfronts can contribute greatly to the character of centres and their distinctiveness*". This is supported by the approach to shopfronts that is set out in the adopted Camden Development Policies (November 2010), specifically Policy DP30 (Shopfronts). Policy DP24 (Securing High Quality Design) and DP29 (Improving Access) are also relevant in this case. General guidance is provided by Supplementary Planning Document, 'Camden Planning Guidance 5: Town Centres, Retail & Employment'.

The character, setting, context form and scale of the existing building and its surroundings has been considered in preparing a shopfront scheme that is in keeping with the Company's business model.

The existing frontage has limited architectural merit, having been previously altered. As with many other units in the local area, the ground floor is distinct from the upper floors that have retained much of their historic appearance.

The overall scale of the changes proposed by this application does not alter the existing appearance of the shopfront, and the existing historic columns are to be retained. The proposed shopfront will, therefore, continue to provide a modern frontage, but one that is refurbished as appropriate.

The new customer entrance will ensure ease of access for all users via automatic doors with a level threshold.

At the rear, the removal of the high level windows above the northernmost service access door and their replacement with quality hardwood louvers to match the existing, is entirely in keeping with the existing design.

In summary, the proposed alterations are minor in nature but the proposed high quality refurbishment will benefit the overall appearance of the building and high street, and will improve accessibility.

With the exception of the standard time-limit condition, we do not anticipate a need for the LPA to apply any further conditions in this case. Further, we confirm that ALDI will operate in accordance with the current Servicing Management Plan (January 2010).

We trust that the above is helpful at this stage; however, please do not hesitate to contact Helen Heggs or Dan Templeton of this office should you wish to discuss this application in more detail.

Yours sincerely

**Turley Associates**