



Our Ref: 12057/SK/ms
Your Ref: PP-01978836
Email: mshearman@firstplan.co.uk
Date: 21st May 2012

Planning Department
Camden Town Hall
Judd Street
London
WC1H 9JE

Dear Sir,

**PLANNING APPLICATION FOR TEMPORARY VARIATION OF TRADING HOURS AT
WAITROSE STORE, THE BRUNSWICK CENTRE, BLOOMSBURY, WC1N 1AF**

We are instructed by our client, Waitrose Ltd, to submit an application for the variation of condition 6 of permission PSX0104561 which relates to the above site. This seeks to extend the hours of opening throughout the London Olympic and Paralympic Games and further details are outlined below. Given that the extension of hours needs to be brought into place in July, this application needs to be dealt with and determined as quickly as possible.

The application has been submitted online via Planning Portal (ref: PP-01978836) and is comprised of the following information along with this supporting letter.

- Completed planning application forms and certificates;
- Site Location Plan;
- Payment of the requisite planning application fee of £170.00 has been paid by post.

Background Information

Site Description

The Waitrose store occupies a single storey unit at the northern part of the Brunswick Centre. The Brunswick Centre features a number of national retailers including Superdrug, Robert Dyas and Boots, alongside a number of national restaurant chains. The store is accessed via two entrances; via the pedestrianised Brunswick Centre and from Handel Street to the north of the Centre. The site is also bound by Hunter Street/ Brunswick Square to the east, Bernard Street to the south and Marchmont Street to the west.

The site is served well by a number of public transport links and Russell Square Underground Station is located directly south west of the site.

Relevant Planning History

The current restriction on trading hours came into force in 2003, under planning application PSX0104561. Condition 6 attached to this consent is therefore the operative condition in respect of the store's opening hours and this states that:

"The Class A1 supermarket unit hereby permitted shall not be carried out outside the following times 0800 – 2200hrs Monday – Saturday and 0800 – 2100 on Sundays".

Application Proposals

This application seeks a temporary variation of Condition 6 of permission PSX0104561 to allow for an additional hour of trading in the morning and in the evening on Mondays to Saturdays.

It is proposed that the temporary condition should read:

"The Class A1 supermarket unit hereby permitted shall not be carried out outside the following times 0700 – 2300 Monday – Saturday and 0800 – 2100 on Sundays from 22 July – 14 September 2012".

These hours are required in order to meet additional demand arising from the Olympic and Paralympic Games. Following the above time period, the hours will return to those specified on permission PSX0104561.

Planning Analysis

Principle of the proposed hours

The Waitrose store falls within a defined Neighbourhood Centre on the Council's Proposals Map. Core Strategy Policy CS5 supports successful and vibrant centres throughout the borough and seeks to provide for and maintain a range of shops to provide variety, vibrancy and choice. Core Strategy Policy CS8 and Development Policy DP10 further aim to secure a strong economy in Camden.

The Waitrose store is located within a busy part of the borough and it plays an important role for tourists and other pass-by trade travelling to and from the nearby Russell Square underground station in the morning and evening and also at weekends. Alongside a nearby resident population, there are a number of hotels which are located close-by many major tourist attractions, including the British Museum to the south of the site.

As a result of the forthcoming Olympic and Paralympic Games, Waitrose would like to extend their permitted trading hours to allow trading from *0700 – 2300 Monday – Saturday between 22 July – 14 September 2012*. Clearly there will be a very high volume of tourists both staying and passing through the area during this period and there will be significant demand for shopping facilities such as the Waitrose store.

The Council's policies welcome thriving centres and it is our view that the proposals accord with the Council's vision.

Impact on Residential Amenity

Policy CS5 of the Core Strategy and Policy DP26 of the Development Policies Document seek to protect the residential amenity of Camden's residences. There are a number of residential properties within the Brunswick development, however these do not directly face the Waitrose store.

As discussed above, the proposals simply seek the temporary extension of hours during the Olympic and Paralympic Games and this will serve trade passing through the surrounding area, of which there is currently a high volume. The store is not served by a car park and does not, therefore, attract any significant number of customers travelling by private car. As such, the proposals will not result in an increase in traffic generation. In addition, it is not proposed to alter the existing delivery hours at the store, which is restricted by a separate condition.

As a result, it is not considered that the extended hours would have any significant impact on noise in the area. The store falls within a defined neighbourhood shopping centre amongst many retail and restaurant uses, and is adjacent to a busy underground station. There are a number of restaurants within the Brunswick Centre that trade into the late evening throughout the week and the proposed temporary hours will not exceed this.

The residential properties do not directly face onto the Waitrose store, and, in our view, it is unlikely that the proposals will generate any material increase in levels of activity or noise which would have any impact on residents of the surrounding area, from opening an hour earlier at 07:00 hours in the morning as opposed to 08:00 hours or closing at 23:00 as opposed to 22:00 hours throughout the Olympic and Paralympic Games because of the high level of background noise which already exists in this location.

Conclusions

This letter supports a planning application which seeks to temporarily extend the permitted trading hours at the existing Waitrose Store at the Brunswick Centre, Bloomsbury. In light of the above analysis, it is our view that the proposed temporary trading hours during the Olympics and Paralympics are acceptable in all respects.

We therefore trust that the enclosed information is sufficient to enable the application to be supported. Given the short period now remaining until the commencement of the Olympic Games, we would be grateful if you could expedite both validation and determination of this application in order to allow Waitrose sufficient time to bring the proposed hours into

operation. In the meantime, we look forward to receiving confirmation that the application has been registered. Please do not hesitate to get in touch should you have any queries.

Yours faithfully,



MARK SHEARMAN
Senior Planner

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