

VIA SPECIAL DELIVERY

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Development Control  
London Borough of Camden  
Camden Town Hall  
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24<sup>th</sup> August 2007

Dear Sir/Madam,

**TOWN AND COUNTRY PLANNING ACT 1990**  
**47-49 BELSIZE ROAD, LONDON, NW6 4RY.**  
**PROPOSED INTRODUCTION OF NEW SHOPFRONT, SIGNAGE AND**  
**PLANT EQUIPMENT AND ASSOCIATED LANDSCAPING WORKS.**

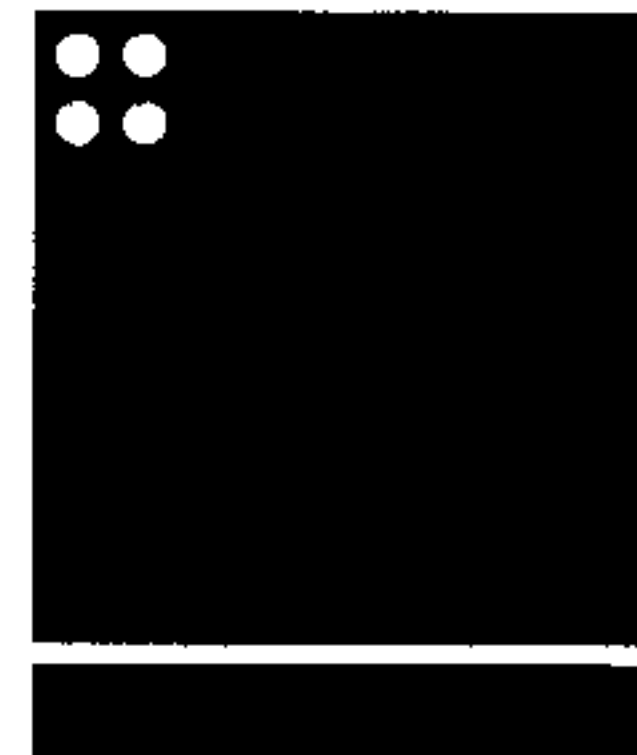
I write on behalf of our client, Tesco Stores Limited, with regard to the above site at the junction of Belsize Road and Hillgrove Road in Swiss Cottage, London.

Tesco have acquired an interest in the site and propose to utilise the existing public house at ground floor level as an Express store. Under the provisions of Class A of Part 3 of Schedule 1 of the Town and Country Planning (General Permitted Development) Order (as amended) 1995 a change of use from Class A4 (pubs and bars) to Class A1 (retail) is permitted. Tesco propose to install a new shopfront and associated signage at the site and erect new plant equipment to the rear of the site for which planning consent is required.

**Background to Application Proposals**

The application site comprises the ground floor commercial unit and associated landscaped area of the existing building located on the corner of Belsize Road and Hillgrove Road. The ground floor unit was constructed in accordance with planning permissions ref 3226 and ref 5734 and originally accommodated The Britannia Public House (Use Class A4). Due in part to complaints from locals due to anti-social behaviour this use has recently ceased and the floorspace is now vacant.

To facilitate the use of the unit as a Tesco Express store it is proposed to install a new shopfront and ATM unit on the Belsize Road frontage of the building at ground floor level and undertake minor works to the elevation facing Hillgrove Road, again at ground floor level. New landscaping and boundary treatment is also proposed, including the creation of a new access point from Hillgrove Road. These works will enhance the visual amenity of the site, whilst enabling a vacant site to be brought back into live use and will improve access to/from and around 47-49 Belsize Road.



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New signage will also be installed at the site, comprising a new fascia sign on both the Belsize Road and Hillgrove Road elevations and two new projecting signs on the Belsize Road frontage. The new signage will also include a new refurbishment of the existing 'totem' sign at the west corner of the site, adjacent to the western boundary of 47-49 Belsize Road. The proposed amount of signage will be the minimum required to effectively promote the use of the site whilst having no effect on the amenity of the existing building or that of the surrounding area.

It is also proposed to install plant equipment in the 'undercroft' space in the south east corner of the site. The works also include the erection of a new fenced compound to house the proposed plant for security and safety reasons. KR Associates' Acoustic Report demonstrates that the proposed plant will have no effect on the amenity of the adjacent residents.

Therefore, please find enclosed three applications seeking

- i) planning permission for the installation of a new shopfront at the site;
- ii) planning permission for the installation of plant equipment; and
- iii) planning permission for the installation of new signage.

The applications are supplemented by Planning, Design and Access Statements which have been produced to demonstrate that the proposed development works are consistent with planning policies.

### **Content of Planning Applications**

#### *Application A*

The planning application for the introduction of a new shopfront comprises:

- 3 copies of relevant application forms;
- 3 copies of a map at 1:1250 scale showing the site location with the unit outlined in red;
- 3 copies of drawings numbers:
  - 6901-03 – plan as existing
  - 6901-05 rev A – elevations as existing
  - 6901-09 rev K – site plan as proposed
  - 6901-10 rev L – elevations as proposed
- A cheque for £135 as the fee for the application

#### *Application B*

An application for consent to display an advertisement is also enclosed, comprising of:

- 3 copies of relevant application forms
- 3 copies of a map at 1:1250 scale showing the site location with the unit outlined in red;



- 3 copies of drawing numbers:
  - BELESELE1F issue F
  - BELESELE1FA issue F
- A cheque for £75 as the fee for the application

*Application C*

The planning application for the new plant equipment comprises:

- 3 copies of relevant application forms
- 3 copies of a map at 1:1250 scale showing the site location with the unit outlined in red;
- 3 copies of Acoustic Report produced by KR Associates;
- 3 copies of drawings numbers:
  - 6901-03 – plan as existing
  - 6901-05 rev A – elevations as existing
  - 6901-09 rev K – site plan as proposed
  - 6901-10 rev L – elevations as proposed
- A cheque for £265 as the fee for the application

All leaseholders, with a lease of 7 years or more, have been notified of the above applications. Accordingly we enclose a copy of Certificate B for the application.

I trust that you have all the information you require to register the applications. If you have any queries please do not hesitate to contact either Matthew Roe or myself at this office. I look forward to receiving confirmation of the registration of the application.

Yours faithfully,

**John Mumby**  
**Planner**

c.c. Tesco Stores Ltd (+ enclosures)  
CUBE (+enclosures)