

11th April 2007

R. Brew.
South Area Manager,
Development Control,
London Borough of Camden,
Town Hall, Argyle Street,
London, WC1H 8ND

Dear Mr Brew,

TESCO EXPRESS STORE, 40 BERNARD STREET, RUSSELL SQUARE, WC1N 1QJ
Application for alterations to shopfront

We submit an application for alterations to the shopfront at the above property on behalf of our client, Tesco Stores Limited. The submission of this application follows pre-application discussion with Rob Brew of Camden Council, involving the submission of proposed elevations and receipt of comments.

Introduction

Our client, Tesco Stores Limited is currently embarking on an improvement scheme for 36 of its Tesco Express Stores in London. These stores have been identified as being particularly appropriate for new and improved shopfronts and signage due to their siting within highly visible or sensitive locations. Responding to community views on the current design of some of its stores, the objective of the project is to improve the external appearance of the stores and thereby make a more positive contribution to the host buildings, surroundings and streetscene of the locality.

We consider that the proposals would enhance the streetscape so that they would have a clear beneficial effect upon their character and appearance. In our pre-application consultation, Rob brew considered that the proposed alterations would improve the appearance of the store and so would likely be approved.

Pre-application discussion

Elevations showing the proposed improvements were submitted to the Council on the 13th June 2006. Positive comments on the proposed improvements to signage and shopfront were received by email from Rob Brew, South Area Manager, on the 27th June 2006.

The submission of the full application has been delayed due to discussions with the landlord. These discussions have also resulted in a minor amendment to the proposed elevations that were commented upon by Mr Brew. The proposed improvements are detailed below.

Proposed Improvements

b) Shopfront

In his email dated 27th June 2006, Rob Brew stated that the proposed alterations would improve the appearance of the store and so would be likely to be approved. Mr Brew stated that he was initially concerned about the proposal to paint two of the existing pilasters, but after discussing the matter with one of the Conservation Officers now considered this to be acceptable. The proposal to paint two of the pilasters in the same blue / black colour as the fascia sign has been removed as a result of discussions with the landlord. It is now proposed to leave the brick pilasters as existing.

All other aspects of the proposed alterations to the shopfront are the same as in the elevations commented on by Mr Brew in June 2006. The changes are summarised below.

There are currently two entrance doors, one of which is a single sliding door and the other is a double sliding door. It is proposed to make both of these double sliding doors. On both these doors the existing transoms would be removed and full height glazed doors be put in place.

Two of the shopfront panels contain, at present, an overly large blue stall riser. These would both be removed to create a cleaner, more elegant shopfront. The small brick stall riser beneath would be retained but rendered in a grey composite resin marble sheet.

The existing ATM on the left hand side of the shopfront would be set into a panel of frosted glass.

a) Signage

In his email dated 27th June 2006, Rob Brew confirmed that the proposed advertisements benefit from deemed consent, providing the projecting sign does not exceed 1 sq m in area or project more than 1 metre from the fascia, and provided the height of the letters on the fascia sign does not exceed 0.75 metres. We refer you to the proposed elevation on which the dimensions of the projecting sign and lettering on the fascia sign are stated.

Although not forming part of this planning application, the design of the proposed signage is summarised below for your information. The existing white fascia sign would be replaced by a blue / black fascia sign. This would extend the length of the shop frontage. The width of the fascia sign has been reduced slightly at the left hand side of the shopfront following comments from the landlord.

The white projecting sign would also be replaced by a blue / black sign. It is considered that the change in colour would reduce the brightness and reflectivity of both signs.

At present, both the fascia and projecting signs are externally illuminated. It is considered that such illumination creates unnecessary clutter on the shopfront. It is proposed that the lettering only on the fascia and projecting signs would be internally illuminated with LED illumination. The proposed illumination would have a discreet and sleek appearance.

In addition, there would be a small blue sign with the word 'Cash' above the ATM. The lettering of this sign would be discreetly illuminated from within with LED illumination.

Application Supporting Material

The application for **alterations to shopfront** submitted via the Planning Portal comprises the following:

- a) This covering letter;
- b) The completed application form, including Certificate B;
- c) Design and Access Statement;

d) The following drawings:

Site Location Plan	
Photosheet	
Existing Elevation	2720elev##.ai
Proposed Elevation	2720elev1h#.ai
Existing and Proposed Sections	A609 \ AD-53

The application fee of £135 has been paid via the Planning Portal. We would be grateful if a receipt could be issued in respect of this payment.

Conclusions

We are confident that the proposed changes would make a substantive beneficial contribution to the amenity of the area.

Should you require clarification on any aspect of the proposals or wish to discuss matters further, please do not hesitate to contact me.

We look forward to hearing from you.

Yours sincerely,

Simon Roberts for Alsop Verrill LLP

on behalf of TESCO STORES LIMITED