

3rd April 2007

Development Control,  
London Borough of Camden,  
Town Hall, Argyle Street,  
London,  
WC1H 8ND

Dear Sir or Madam,

**TESCO EXPRESS, 23 SWAINS LANE, DARTMOUTH PARK, N6 6QX**  
**Application for alterations to shopfront and**  
**Application for consent to display advertisements**

We submit applications on behalf of our client, Tesco Stores Limited, for alterations to shopfront and for consent to display advertisements at the Tesco Express store at 23 Swains Lane, Dartmouth Park.

**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.

Our client has reviewed the current appearance of these stores and obtained design advice to develop proposals suited to each stores locality. However, there are some general principles that apply to all of the 36 stores. This includes replacing the strong white background with blue/black; removal of excess vinyls and other 'clutter'; and LED illuminated fascia signage with clean and slick finishes. We consider that the proposals would enhance the streetscape so that they would have a clear beneficial effect upon their character and appearance. As such we believe the changes would be warmly received by the community.

## **Pre-application Discussion**

Elevations showing the proposals were submitted to the Council on the 13th June 2006. Comments were received from Hugh Miller in an email dated 15th August 2006, and these comments have been given careful consideration in the formulation of the proposals put forward as part of these applications.

### **Proposed changes to shopfront**

The original elevations proposed to remove the transoms on both windows to create simpler, less cluttered appearance to the shopfront. Hugh Miller considered that the removal of the transoms and stall risers would be contrary to the Council's Supplementary Planning Guidance on shopfronts and would detract from the appearance of the building and the Holly Lodge Conservation Area.

In response to these comments, the proposals have been amended to retain as much as possible of the existing shopfront features. As a result, the only change to the shopfront that would require planning permission is the height of the entrance doors would be extended upwards to the ceiling. With the exception of the single transom above the double entrance doors, all the existing transoms, mullions and stall risers would be retained.

The existing shopfront would be repainted to match the re-branding of the store, but there would be no changes made to the materials. This change in colour would not require planning permission.

### **Proposed changes to advertisements**

The two existing white fascia signs would be replaced with blue / black signs as shown on the proposed elevations. The proposed change in colour would reduce the brightness and reflectivity of the fascia, and would be more appropriate to the character of the Holly Lodge Conservation Area.

The existing fascia and projecting signs are externally illuminated with lighting troughs. These lighting troughs would be removed as part of the proposals. It is proposed that the fascia sign itself would not be illuminated but that the individual letters of 'Tesco Express' would be internally lit with LED illumination.

It is stated at paragraph 2.9.25 of SPG 2 on 'Development' that internal illumination of lettering only is acceptable within Conservation Areas. This method of illumination was confirmed as acceptable by Hugh Miller in his email of 15th August 2006.

Hugh Miller considered that the proposed metal fascia sign was not in keeping with the design and appearance of the building.

Our client has investigated the possibility of using an alternative material for the fascia sign, but considers this to be impractical, and metal to be the most appropriate material for accommodating the state of the art form of illumination proposed. Furthermore, the Council granted permission for two aluminium fascia sign as part of application reference 2004 / 2096 / A, which was granted permission on the 13th July 2004. The proposed fascia sign is considered to be a vast improvement on the existing signage.

### **Swains Lane Residents Association**

The architect for this project has discussed the proposals for this store with John Herbert of the Swains Lane Residents Association, who supported the proposals. Following their discussion, it was decided that the central pilaster should be reinstated, and the brick stall risers should be rendered and painted dark blue to match the rest of the shopfront. The brick stall risers are not an original feature and were installed by Tesco. It is considered that dark blue stall risers would be more in keeping with the rest of the shopfront.

### **Other Tesco Express Stores in Camden**

Similar schemes have been approved at the Tesco Express stores at 44-46 England's Lane, Belsize Park; 124/125 Tottenham Court Road, and 23/27 Heath Street, Hampstead. We consider that the London Borough of Camden could be similarly satisfied with the proposals for the Tesco Express Store in Swains Lane.

## **General Considerations**

It is important to emphasise that the design proposals have been carefully developed by our client's architects, Aukett Tytherleigh. With over 30 years' experience in providing sympathetic lighting for developments, Aukett Tytherleigh has every confidence that the internal illumination proposed represents the best and most appropriate lighting solution for the shopfronts, including those that, like this store, are within conservation areas. More specifically, the lighting features 'state of the art' LED illumination. Whilst being slim and seamless, the signage conceals all internal fittings and so sits flush, and tidy, against buildings. The lighting can be controlled in-store by dimmers.

We understand local planning authorities' concerns about traditional methods of internal illumination (which typically comprise a full fluorescent lighting system contained within large plastic boxes), but unlike them, the proposed method is neither bulky nor unattractive. It is the view of our client and its advisors that internal illumination of advertisements within conservation areas need not always be opposed but that, when sensitively designed, can provide the best solution.

Graham Tytherleigh of Aukett Tytherleigh, the design architect for the project is happy to discuss any aspect of this with you upon request.

## **Application Supporting Material**

The application for alterations to shopfront comprises the following:

- a) This covering letter;
- b) The completed advert application forms;
- c) The following drawings prepared by Retail Design Solutions:

Site Location Plan	
Photosheet	
Existing Elevation	3477elev##.ai
Proposed Elevation	3477elev1J#.dgn

- d) Design and Access Statement

A cheque for £135 in respect of the application fee has been put in the post today. We would be grateful if a receipt could be issued in respect of this payment.

The application for advertisement consent comprises the following:

- a) This covering letter;
- b) The completed advert application forms;
- c) The following drawings prepared by Retail Design Solutions:

Site Location Plan	
Photosheet	
Existing Elevation	3477elev##.ai
Proposed Elevation	3477elev1J#.dgn
Sections	A609\AD-51

The application is submitted via the Planning Portal. All drawings are scaled for A3 paper. Should the Council require any hard copies of the application documents, please do not hesitate to contact us.

A cheque for £75 in respect of the application fee has been put in the post today. 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 areas around this store.

Yours sincerely,

Simon Roberts for Alsop Verrill LLP

on behalf of TESCO STORES LIMITED