

31st October 2006

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

ALSOPOVERRILL LLP
100 EASTFIELD AVENUE
LONDON SW18 1LP

Dear Mr Brew,

TESCO EXPRESS STORE, 124/125 TOTTENHAM COURT ROAD, W1T 5AS
Proposed shopfront and signage improvements

We submit applications for improvements to the shopfront and for consent to display advertisements. These applications follow pre-application discussion with Rob Brew of Camden Council, involving the submission of proposed elevations and receipt of detailed 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.

Proposed changes

a) Shopfront

The existing mullions, transoms and small stall risers would all be removed to reduce the cluttered appearance of the shopfront. None of these features are traditional, and they detract, rather than contribute to the appearance of the building. The proposed design is for a clean and simple shopfront that does not detract from the character of the Bloomsbury Conservation Area.

The existing ATM on the left hand side of the shopfront would be set into a panel of frosted or 'opal' glass. A matching panel would be installed at the opposite end of the shopfront, which would replace the existing blue panel.

b) Signage

The two existing white fascia signs would be replaced by blue / black fascia signs. The white projecting sign would also be replaced by a blue / black sign. The change in colour would reduce the brightness and reflectivity of both signs.

At present, both the fascia signs and projecting sign are externally illuminated. 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. There would be a drastic reduction in window vinyl, which would increase the transparency of the shopfront.

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.

It is stated at paragraph 2.9.25 of SPG 2 on 'Development' that internal illumination of lettering only is acceptable within Conservation Areas.

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.

Application Supporting Material

The application for **alterations to shopfront** comprises 5 copies of 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	2721elev##.ai
Proposed Elevation	2721elev1C#.ai
Existing and Proposed Sections	A609 \ AD-54

We also enclose a cheque for £135 made payable to the London Borough of Camden in respect of the planning application fee, and would be grateful if a receipt could be issued in respect of this payment.

The application for **consent to display advertisements** comprises 5 copies of the following:

- a) This covering letter;
- b) The completed application form

c) The following drawings:

Site Location Plan	
Photosheet	
Existing Elevation	2721elev##.ai
Proposed Elevation	2721elev1C#.ai
Existing and Proposed Sections	A609 \ AD-54

We also enclose a cheque for £75 made payable to the London Borough of Camden in respect of the advert application fee, and 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