



**MARTIN ROBESON
PLANNING PRACTICE**

*Town Planning Consultants
Development Advocacy*

**HERITAGE AND DESIGN & ACCESS
STATEMENT**

**TESCO STORES LTD, 10-16
GOODGE STREET, LONDON**

DECEMBER 2014

CONTENTS

	Page
1. INTRODUCTION	1
2. STATUTE	2
3. POLICY	3
4. HERITAGE CONTEXT	6
5. APPRAISAL OF THE PROPOSED DEVELOPMENT	7
6. CONCLUSION	9

1. INTRODUCTION

- 1.1 This Heritage and Design & Access Statement has been prepared by MRPP, on behalf of Tesco Stores Limited (Tesco), in support of an application for full planning permission and consent to display advertisement.
- 1.2 The proposal is for the relocation of an ATM, and the installation of a serving hatch along the southern elevation of the store. The serving hatch will be used to sell Tesco's new food offer called Farm Collective, and associated advertisement signs are proposed to promote this. The serving hatch will operate within the existing store's opening hours.
- 1.3 The existing Tesco Metro store is located within the Charlotte Street Conservation Area, and hence this document considers the implications of this designation on the proposed development.
- 1.4 This Statement needs to be read in conjunction with other supporting documents submitted.

2. STATUTE

Conservation Area

- 2.1 The general duty of the local authority in respect of Conservation Areas is set out in Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990. When considering planning applications that affect a conservation area a local planning authority must pay “*special attention to the desirability of preserving or enhancing the character or appearance of that area*”.
- 2.2 The House of Lords in the South Lakeland case¹ decided that the “*statutorily desirable object of preserving the character of appearance of an area is achieved either by a positive contribution to preservation or by development which leaves character or appearance unharmed, that is to say preserved.*”

¹ South Lakeland District Council v Secretary of State for the Environment and another [1992] 1 ALL ER 573

3. POLICY

- 3.1 Planning law requires that applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise.
- 3.2 Camden's Development Plan consists of the Core Strategy and Development Policies both (adopted in November 2010).
- 3.3 The NPPF is a material consideration in planning decisions (see paragraph 196 of the NPPF). Paragraph 215 of the NPPF states that "*due weight should be given to relevant policies in existing plans according to their degree of consistency with this framework (the closer the policies in the plan to the policies in the Framework, the greater the weight that may be given).*" It is considered that Development Plan policies, as listed below, are in broad compliance with the NPPF.

Promoting Camden's Centres

- 3.4 The site is located within a designated Neighborhood Centre. Core Strategy Policy CS7 "Promoting Camden's centers and shops" seeks to promote successful and vibrant centers though the borough. This approach includes "*providing for, and maintaining, a range of shops ... to provide variety, vibrancy and choice*".
- 3.5 The Core Strategy also recognizes that the design of shopfronts can contribute greatly to the character of centers and their distinctiveness (see paragraph 7.15). Camden Development Policies document also recognizes the contribution shopfronts make to the creation of vibrant streets and public spaces. Policy DP30 sets out the approach to alterations to shopfronts, ensuring that these are of high quality and are sensitive to the area in which these are located.

Promotion of High Quality Design

3.6 Core Strategy Policy CS14 'Promoting high quality places and conserving our heritage' sets out the Council's overall strategy for promoting attractive and easy to use buildings, in line with achieving highest standard of design. Policy DP24 "Securing high quality design" of Camden Development Policies elaborates on this notion and requires that all developments, including alterations to existing buildings, to be of the highest standard of design and will expect developments to consider:

- character, setting, context and the form and scale of neighbouring buildings;
- the character and proportions of the existing building, where alterations and extensions are proposed;
- the quality of materials to be used;
- the provision of visually interesting frontages at street level;
- accessibility.

Conservation

3.7 The application site is located within the Charlotte Street Conservation Area. Core Strategy Policy CS14 'Promoting high quality places and conserving our heritage' and Policy DP25 "Conserving Camden's heritage" of Camden Development Policies advocate the preservation and enhancement of Camden's rich and diverse heritage assets, such as Conservation Areas. Policy DP25 requires that development within a Conservation Area is permitted only when it "*preserves and enhances the character and appearance of the area*", and does not cause harm to its character and appearance. This approach is broadly consistent with the NPPF which states that "*when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to*

the asset's conservation. The more important the asset, the greater the weight should be... As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification. ... Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use" (Paragraphs 132 and 133).

3.8 Paragraph 131 of the NPPF states that "*in determining planning applications, local planning authorities should take account of:*

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- *the desirability of new development making a positive contribution to local character and distinctiveness"*

4. HERITAGE CONTEXT

- 4.1 The existing Tesco Metro store is located within the Charlotte Street Conservation Area. Charlotte Street Conservation Area Appraisal and Management Plan was adopted by Camden Council on July 2008, and defines the special interest of the conservation area so that its key attributes are understood and can be protected and enhanced.
- 4.2 The Document states that the Conservation Area covers an approximately 8.9ha area extending from Tottenham Court Road in the east to Cleveland Street - the boundary with Westminster in the west - and from Chitty Street in the north to Gresse Street in the south, again adjoining the London Borough of Westminster. The initial designation of the Charlotte Street Conservation Area was on 26 March 1974. There were subsequent extensions in 1981, 1985 and 1999.
- 4.3 Shops and public houses are a common feature across the area, with many examples of *“good shopfronts of varying dates reflecting the gradual expansion of commercial activity in the area”* (paragraph 3.9 Charlotte Street Conservation Area Appraisal and Management Plan). The abundance of commercial uses at ground floor level has resulted in a well-established use of advertisement and a high pedestrian footfall.

5. APPRAISAL OF THE PROPOSED DEVELOPMENT

Relocation of the ATM and introduction of a window hatch

- 5.1 10-16 Goodge Street is a four storey stone modern building. Tesco Metro store operates from the ground floor, with active frontages running along both Goodge Street (south elevation) and Whitfield Street (west elevation).
- 5.2 The southern elevation of the store benefits from two ATM machines at both ends. It is proposed that the western ATM will be relocated adjacent to the eastern ATM, so that a new serving hatch can be introduced in its place.
- 5.3 The window hatch will be used to sell Tesco's new food offer called Farm Collective. The window hatch will operate within the existing store's opening hours.
- 5.4 The window hatch will be 1.46 metres in height, and 1.20 metres wide, located 0.98 meter from the ground. It will consist of one fixed and one sliding glass window panes. The window frame will be made of grey aluminium to match the existing shopfront's frames. Hence visually it would add no extra volume to the existing building and would not affect its structural integrity. The transparent nature of the glass finish, the scale of the serving window and its location on the elevation, allow the proposal to be well integrated into the existing façade. The proposal is therefore designed to be imperceptible in the context of the Conservation Area, respecting its character and use. The change would therefore be insignificant in the context of the Conservation Area. It is thus considered that the proposal would not impact the character and setting of the Conservation Area, and not interfere with the preservation of this heritage asset. Furthermore the proposal would allow the 'viable use' of the building as a food store to continue by allowing it to respond to market demands via the introduction of its new food offer. The proposal is therefore consistent with the heritage guidance/policies with the NPPF, the Core Strategy and Camden Development Policies.

Advertisement Signs

5.5 In order to promote the new food offer to be sold from the proposed window hatch, an application is made for 7 advertisement signs along both elevations of the store. The details are set out below:

Sign Number	Description	Dimensions (metres)	Illumination
1	A double sided, projecting sign, made of Perspex with steel frame.	0.60 x 0.1 x 0.25	Internal Static Illumination, 50lux
2	Internal facia sign above the proposed window hatch, made of Perspex with steel frame.	1.2 x 0.17 x 0.47	Internal Static Illumination, 50lux
3, 4 and 5	Three internal facia signs below the proposed window hatch, made of Perspex with steel frame.	1.5 x 0.1 x 0.66	Internal Static Illumination, 25lux
6	Internal L shape facia vinyl sign.	2.56 x 3.23 x 0.01	n/a
7	Internal Media TV, showing the menu	0.57 x 1.02 x 0.03	Internal Static Illumination, 1042lux

5.6 Given that shops and public houses are a common feature of Charlotte Street Conservation Area, there is a high level of commercial activity at ground floor and a well-established precedent to use illuminated advertisement signs. The proposal is therefore consistent with the character of the Conservation area, and will not negatively impact on its preservation.

6. CONCLUSION

- 6.1 This application seeks to relocate the existing ATM machine, so that a new serving hatch can be introduced to improve Tesco's store offer. Consent to display seven advertisement signs is also made to facilitate the promotion of the new food offer.
- 6.2 The proposal lies within the Charlotte Street Conservation Area. Section 5 of the report demonstrates that the proposed works would preserve the features of this heritage asset. The proposed works will use similar materials to that already in place, and due to its scale, location and design the serving window will be well integrated into the existing façade and the change would be imperceptible in the context of the Conservation Area. The proposed advertisement signs will also be consistent with the Conservation Area's established commercial function.
- 6.3 It is therefore considered that the proposal would be in accordance with the relevant statutory tests, the NPPF and the Development Plan. Hence there is no barrier to planning permission or advertisement consent being granted.