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Our Ref: MR/LB/JCG23017

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Date: 30th November 2017

London Borough of Camden
5 St Pancras Square
London
N1C 4AD

Dear Sir/Madam,

**159-165 CAMDEN HIGH STREET LONDON NW1 7JY
4 x PLANNING APPLICATIONS**

On behalf of our client, Tesco Stores Ltd, please find enclosed three planning applications and one advertisement application, which relate to proposed minor works at the above site, to enable occupation of Unit 2, 159-165 Camden High Street by Tesco's.

Site Context

The site is located on Camden High Street, within the designated town centre, in close proximity of Camden Town Station.

The site has been recently redeveloped to provide a five-storey building, with retail (Class A1) at ground floor level, and 14 self-contained flats above (Class C3). The retail space at ground floor level is sub-divided into two units. Tesco Stores Ltd, the applicant, plans to occupy Unit 2.

The site is located within the Camden Town Conservation Area. The site is part of a new development and is not locally or statutorily listed.

Planning History

Planning permission was granted on the 16th May 2006 under LPA ref. 2006/0776/P for the demolition of existing 3 and 4 storey buildings and the redevelopment of the site through the erection of a five-storey plus basement level building, with retail (Class A1) at basement and ground floor levels, and 14 self-contained flats above (Class C3). The permission subsequently amended under 2009/3719/P approved 5th August 2010. Amendments included: increase in building height by 400mm; reduction in basement size; alterations to front side and rear elevations; addition of lift overrun; solar panels; and condenser plant with acoustic screen to roof.

Proposed Works

Associated with the proposed Express store use, planning permission is required for:

- i. Installation of Shopfront and to partially discharge condition 2 of 2006/0776/P, granted 16th May 2006, which requires details of the shop-front prior to commencement of development.
- ii. Advertisement Consent for building signage;
- iii. Installation of new external raised plant deck and plant within rear service area; and



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A member of the RPS Group Plc

iv. Installation of external chiller to the rear.

Planning Policy Context

The main planning policy document for the London Borough of Camden is the Local Plan adopted on the 3rd July 2017. In addition, the National Planning Policy Framework (The Framework) and relevant supplementary planning documents are material planning considerations.

Planning Benefits

The National Planning Policy Framework (NPPF) states a 'golden thread' running through plan-making and decision-taking of a presumption in favour of sustainable development. Paragraph 17 of the NPPF details 'core planning principles' including that planning should:

- *Not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places in which people live; and*
- *Proactively drive and support sustainable economic development to deliver the homes, business and industrial units and thriving local places that the country needs.*

Mindful of other relevant planning policies and material considerations the works will bring forward the following planning benefits:

1. The 'shopfront' alterations have been designed to complement the existing building in scale, materials, design and architectural style. The alterations to the front elevation propose the installation of shopfront, which will aid access to the store, and the internal layout. Alterations as proposed will represent a high standard of design, and will be sensitive to the wider setting and immediate street scene. The proposals thus comply with Policy D3 'Shopfronts' of Camden's Local Plan, which expects all new shopfronts to have a high quality of design.
2. Fascia signage is proposed at a level typical of a shopfront i.e. above glazed openings / the entrance. A projecting hanging sign is also proposed at an appropriate scale. The projecting sign and lettering on the fascia signs above shopfront will be internally illuminated. The use of signage and internal illumination has been kept to a minimum whilst effectively advertising the premises from all view-points. The location and quantum of signage proposed will not detrimentally affect the overall aesthetic of the property in terms of excessive additions. This proposal therefore conforms with Policy D3 'Shopfronts' of Camden's Local Plan, which expects all new shopfronts to have a high quality of design.
3. The plant and external chiller has been sensitively located, to minimise the noise disturbance to surrounding properties. This is in accordance with Policy A4 'Noise and Vibration'. Further information is detailed in the supporting noise report.

Content of Planning Applications

Planning Application I – Installation of Shopfront and to partially discharge condition 2 of 2006/0776/P:

- The relevant application form fully completed;
- Application Fee: £195;
- the relevant Certificate completed;

- Design and Access, including Heritage Statement;
- Site Location and Block Plan; and
- Relevant Drawings:
 - 16.042 530

Planning Application II - Advertisement Consent for building signage:

- The relevant application form fully completed;
- Application Fee: £110.00;
- Heritage Statement;
- Site Location and Block Plan; and
- Relevant Drawings:
 - 16.042 540

Planning Application III - Installation of new external raised plant deck and plant within rear service area:

- The relevant application form fully completed;
- Application Fee: £97;
- Noise Impact Assessment Report;
- Design and Access Statement;
- Heritage Statement;
- Site Location and Block Plan; and
- Relevant Drawings:
 - 16.042 500
 - 16.042 510
 - 16.042 530

Planning Application IV - Installation of external chiller to the rear.:

- The relevant application form fully completed;
- Application Fee: £385;
- Design and Access Statement,
- Heritage Statement;
- Chiller Details;
- Site Location and Block Plan; and
- Relevant Drawings:
 - 16.042 550

The submitted documents demonstrate the works are considered appropriate as they comply with national and local planning policy and will enhance the appearance of the existing building by introducing low impact subtle alterations.

I trust that you have all the information you require to register the applications. If, in the interim, you have any queries please do not hesitate to contact either Louise Braine or myself at this office. I look forward to your formal acknowledgement of the application.

Yours faithfully,



MATTHEW ROE
Director