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**Our Ref:** MB/LB/JCG23017

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**Date:** 30<sup>th</sup> May 2018

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

Dear Sir/Madam,

**159-165 CAMDEN HIGH STREET, LONDON, NW1 7JY  
ADVERTISEMENT CONSENT AND NON MATERIAL AMENDMENT TO SHOPFRONT**

On behalf of our client, Tesco Stores Ltd, please find enclosed an application for advertisement consent and a non-material amendment to the shopfront at the above site.

**Site Context**

The site is located on Camden High Street, within the designated town centre, in close proximity to 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 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). This permission was subsequently amended under 2009/3719/P, approved on 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.

Planning permission has subsequently been granted for the following minor works to enable the operation of one of the retail units.

**LPA ref. 2017/6683/P** - Erection of raised plant deck area to the rear to accommodate mechanical plant equipment in association with ground floor retail unit (Class A1). Granted 14<sup>th</sup> March 2018.

**LPA ref. 2017/6684/I** - Installation of shopfront with automatic bi-folding doors. Granted 26<sup>th</sup> January 2018.

**LPA ref. 2017/6685/P** - Erection of single storey cold room unit to rear of the site in association with ground floor retail unit (Class A1). Granted 14<sup>th</sup> March 2018.



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**LPA ref. 2017/6682/A** - Display of an internally illuminated fascia sign and an internally illuminated projecting sign. Granted 26<sup>th</sup> January 2018.

#### **Proposed Works**

Following these approvals to enable the occupation of the site by Tesco Stores Ltd, minor amendments have subsequently been made to the design of the store. The application for advertisement consent and non-material amendment to the shopfront seek permission for:

#### **Advertisement Consent:**

- A new projecting sign on the column to the east of the store front. The projecting sign to the west of the shopfront will be removed.
- Design revision to the sign above the bi-folding doors with plain white fascia proposed instead of woodtex fascia shown on the approved plans granted under LPA ref. 2017/6682/A.
- A minor amendment to the design of the part of the sign closest to the adjoining shopfront to the east where the projecting sign was previously approved. The part of the sign which outlines the address of the store now extends to the end of the shopfront.

#### **Non Material Amendment to Shopfront:**

- Design revision to the doorway approved under LPA ref. 2017/6684/I with an additional horizontal steel beam proposed along the top of the automatic doors where none was proposed on the approved shopfront drawing.

#### **Planning Policy Context**

The main planning policy document for the London Borough of Camden is the Local Plan adopted on 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 is the 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:

The new location of the projecting sign will enable the effective advertisement of the store, whilst remaining modest in size. The proposed projecting hanging sign is smaller in scale than the projecting sign previously approved under LPA ref. 2017/6682/A. It is also of a similar design to the previously approved sign. The proposed changes to the fascia sign, previously approved under LPA ref. 2017/6682/A, are minor changes, which will not detrimentally affect the overall aesthetic of the property.



The projecting sign and the fascia sign above door will be internally illuminated. As previously approved, under LPA ref. 2017/6682/A, the use of internal illumination has been kept to a minimum whilst effectively advertising the premises from all view-points.

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, and will conserve the character of the wider conservation area in line with Policy D2 'Heritage'.

In regards to the non-material amendment application to the door, S.96A of the Town and Country Planning Act 1990 establishes that the Council should have regard to the effect of the change. The proposal relates to a very minor alteration in appearance which will not alter the street scene, or harm the character of the conservation area. Also the changes will also not impact the amenity of neighbouring buildings and residents. Therefore, the alteration to the approved development is considered to be a non-material amendment.

**Content of Advertisement Consent**

- The relevant application form fully completed;
- Application Fee: £132;
- Heritage Statement;
- Site Location and Block Plan; and
- Relevant Drawings: 16.042/540

**Content of Non Material Amendment to Shopfront**

- The relevant application form fully completed;
- Application Fee: £234;
- Site Location and Block Plan; and
- Relevant Drawings: 16.042/530

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 minor amendments.

I trust that you have all the information you require to validate the applications. If you have any related queries please do not hesitate to contact either Louise Braine or myself at this office.

Yours faithfully,

A black rectangular box redacting the signature of Mark Buxton.

MARK BUXTON  
Director