



140 London Wall, London EC2Y 5DN  
T +44 (0)20 7280 3300 F +44 (0)20 7583 2231 W [rpsgroup.com](http://rpsgroup.com)

**Our Ref: MB/MT/JCG22867**

**E-mail: [mark.buxton@rpsgroup.com](mailto:mark.buxton@rpsgroup.com)**

**Date: 20<sup>th</sup> November 2018**

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

Dear Sir/Madam,

## **APPLICATION BY TESCO STORES LTD**

### **PLANNING APPLICATION FOR SHOP FRONT AT 17-22 NORTHWAYS PARADE, FINCHLEY ROAD, SWISS COTTAGE, NW3 5EN**

On behalf of our client, Tesco Stores Ltd, please find enclosed an application for the installation of a new shop front at 17 – 22 Northways Parade, Finchley Road, Swiss Cottage, NW3 5EN. Tesco Stores Ltd proposes to occupy the ground floor unit to operate a Tesco Express Store.

#### **Contents of submission**

- Planning application forms and certificates;
- Site location plan;
- Existing plans and Elevations;
- Proposed Plans and Elevations;
- Cover letter; and
- The requisite application fee of £234

#### **Site Context**

The proposed store is located at a prominent corner position along the busy intersection between Finchley Road, Avenue Road and College Crescent, with the majority of the shop frontage along Northways Parade. The proposed plant is located at the rear of 17-22 Northways Parade within a service courtyard with the AC units at the rear of No. 17 Northways Parade and the condenser unit and enclosure at the rear of No. 9 Northways Parade atop of two existing car parking spaces which serve the retail unit. Nearby occupiers include a range of retail units and restaurants with residential units above.

#### Local Policy Designations

The site falls within the Finchley Road/Swiss Cottage Town Centre boundary and lies within close proximity to Swiss Cottage Underground Station to the south. It benefits from the highest PTAL rating of 6b.

The site is not statutorily or locally listed, nor within a designated Conservation Area.

#### **Planning History**

A search of the online planning records shows the following applications which are relative to proposed application at 17 – 22 Northways Parade. The lawful use of units 17-22 are all within Use Class A.



#### 17 – 19 and 23 - 29 Northways Parade

- Planning permission reference: 2015/5976/P was approved on 22<sup>nd</sup> January 2016 for '*Alterations to shopfronts on all existing units at Northway's Parade excluding Nos. 20-21*'.

#### 17 Northways Parade

- Planning permission reference: 2015/6113/P was approved on 21<sup>st</sup> March 2016 for a '*Rear extension to units 16 & 17 within enclosed service yard area*'.
- Planning permission reference: 2008/1092/P (Appeal Ref: APP/X5210/A/08/2092864) was allowed at Appeal on 13<sup>th</sup> March 2009 for a '*Change of use from retail shop (A1) to restaurant (A3) and a new internal fume extract ducting routed to rear window*'

#### 18 Northways Parade

- Planning application reference: 2011/1127/P was refused on 10<sup>th</sup> May 2011 for the '*Change of use from retail shop (Class A1) to professional services (Class A2)*'.

#### 20-23 Northways Parade

- Planning permission reference: 2015/5732/P was approved on 27<sup>th</sup> January 2016 for the '*Replacement of shopfronts at nos.20-23 Northway's Parade*'.

#### 21 Northways Parade

- Planning permission reference: 2006/4315/A was approved on 16<sup>th</sup> November 2006 for the '*Display of internally illuminated fascia and projecting sign in connection with existing ground floor level retail shop (Class A1)*'.

#### 22 Northways Parade

- Planning permission reference: 2013/6521/P was approved on 6<sup>th</sup> December 2013 for the '*Replacement of existing critical windows and steel grill, with UPVC windows to first floor level shop storeroom (Class A1)*'.
- Planning permission reference: 2013/6414/P was approved on 29<sup>th</sup> November 2013 for the '*Change of use from shop storeroom (Class A1) to flat (Class C3)*' of first floor unit.
- Planning permission reference: 2015/6113/P was approved on 21<sup>st</sup> March 2016 for a '*Rear extension to units 16 & 17 within enclosed service yard area*'.

#### **Proposed Works**

Associated with the proposed Express store use, planning permission is being sought for the installation of a shop front.

The proposals involve removing the existing glazed shopfront panel and door and install new aluminium automatic telescopic sliding doors, to be powdercoated in Grey RAL 7037. The doors will front onto Northways Parade. The adjacent panel and door will also be removed and replaced by a



single shopfront unit to match the other existing units on the shopfront. The fascia area above the windows and doors will be retained for advertisements submitted under an advertisement consent application.

### **Planning Policy Context**

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning applications are to be determined in accordance with the adopted Development Plan unless material considerations indicate otherwise.

At a national level, the National Planning Policy Framework 2018 (NPPF) and the National Planning Policy Guidance 2014 (NPPG) are material planning considerations in the decision making process. In addition, consideration has been had to relevant adopted Supplementary Planning Guidance/Document

The London Borough of Camden development plan comprises of the Camden Local Plan adopted on the 3rd July 2017. In addition, the London Plan (2016) and the draft new London Plan (2017) form material planning considerations when determining this application.

### **Planning Analysis**

#### Design

Policy D3 of Camden Local Plan seeks high quality design in new and altered shopfronts. The subtext to the policy also states that new shopfronts should contribute towards the maintenance of a cohesive streetscape appearance, retain a consistent building line and contribute to the character and attractiveness of the centre they are located in.

The proposed new shopfront comprises minor alterations to a contemporary shopfront design and remains consistent with other shopfronts along the parade. I will therefore continue the relationship with the street whilst also maintaining the same degree of accessibility as the existing arrangement. As the building does not fall within a conservation area, statutory or locally listed, the proposed shopfront will not have a detrimental impact on the historic merit or design of the building.

#### **Benefits**

1. The proposed shopfront is consistent with the general characteristics of shopfronts in the area whilst maintaining its transparency and accessibility in this prominent corner of the Finchley Road/Swiss Cottage Town Centre.

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

Yours faithfully,



Mark Buxton  
Director

