



140 London Wall, London EC2Y 5DN

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

**E-mail:** [REDACTED]  
**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 ADVERTISEMENT CONSENT 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 advertisement consent 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 £132

#### **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.



RPS Consulting Services Ltd. Registered in England No. 01470149  
20 Western Avenue, Milton Park, Abingdon, Oxfordshire, OX14 4SH  
A member of the RPS Group Plc



#### 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 Signage**

Associated with the proposed Express store use, advertisement consent is required for the:

"Installation of 2 x internally illuminated box fascia signs and new fascia panel"

The proposed fascia signage will comprise an internally illuminated box fascia with a white background and red and blue lettering measuring a maximum of 433mm high above the entrance to



RPS Consulting Services Ltd. Registered in England No. 01470149  
20 Western Avenue, Milton Park, Abingdon, Oxfordshire, OX14 4SH  
A member of the RPS Group Plc



the store. A new 2mm aluminium, powder coated fascia panel with a blue background and brown trim, spanning the width of the store frontage to Northways Parade is also proposed. A further internally illuminated box fascia sign is also proposed on the southern elevation fronting College Crescent

### **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 D4 of Camden Local Plan requires advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

The proposed advertisements are designed to be complementary to and preserve the character of the host building. The size, location, materials, details and illumination of the proposed signs have been carefully considered to avoid an unsightly proliferation of signage in the area. They are well positioned and spaced on expansive elevations so as not to clutter the frontage. With low lux levels and located at fascia level, the proposed signs will not cause light pollution nor impact upon public safety. The location of the building and the colour of the signs will ensure they are not mistaken for traffic signals, dazzle or distract drivers maintaining highway safety.

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



RPS Consulting Services Ltd. Registered in England No. 01470149  
20 Western Avenue, Milton Park, Abingdon, Oxfordshire, OX14 4SH  
A member of the RPS Group Plc