



57 Camden High Street - NW1 7JL

Submission in respect to the planning application for change of use of basement and ground floor from A1 to A3 and the erection of ventilation duct on the side elevation.

Applicant:

The Fresh Company UK Ltd.

Application Submitted to:

London Borough of Camden Council

Contact Details:

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Date of Application:

December 18, 2009

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1. Introduction:

- 1.1.** This submission is provided to Camden Council in respect of the planning application for change of use of the basement and ground floor from A1 to A3. Applicant is also requesting permission for the erection of a ventilation/extraction duct on the side elevation. The following document sets out the supporting matters to be taken into account in their consideration of the application.
- 1.2.** The development plan is the adopted Camden Replacement Unitary Plan (UDP) June 2006. In October 2007 Camden Council approved the Revised Planning Guidance for Central London: Food, Drink and Entertainment. Specialist and Retail Uses (RPG).
- 1.3.** This is a straight forward application that includes supporting information and lays out the calculation of the units in retail and non retail use on the specific frontage in compliance with the council's approach towards non-retail usage.

2. Location of the Premise:

- 2.1.** The property is situated on 57 Camden High Street, midway between Mornington Crescent station and Camden Town Station. NW17JL (See ordnance map provided)
- 2.2.** The property is a corner unit on Miller Street and Camden High Street. It has an additional small secondary rear access area from Miller Street and no designated parking.
- 2.3.** The building on site is three storeys in height with basement. It contains a Class A1 Retail unit at the ground floor level and basement unit. The upper two floors are under residential use. To the rear is an open space playground and is freestanding on three of its sides.
- 2.4.** The site is located within the designated area of Camden Town Centre and Conservation Area. The building on the site is not listed.
- 2.5.** The property was formerly a Polish Deli called Red Pig Continental Deli, which has now closed and the unit is currently vacant.
- 2.6.** The ground floor and basement are approximately 1,200 sq ft (114 sq mts) in floorspace. (See existing floorplans provided)

3. Relevant History:

3.1. Application Site

3.2. 2008/3143/A

Advertising consent for display of externally illuminated fascia and awning at site. (GRANTED- Final Decision 23-07-2008)

3.3. 8802305

Alterations at basement and ground floor levels in connection with the provision of an independent workshop at rear ground floor level and the change of use of the first and second floors together with the erection of rear extensions from residential to uses within Class B1 of the Town and Country Planning (Use Classes). (REFUSE FULL OR OUTLINE PERMISSION- Final Decision 24-05-1988)

3.4. 8903109

Conversion of rear ground floor to workshop. Construction of workshop to rear of first floor. Refurbishments of front first and second floors to provide a two bedroomed self-contained maisonette together with an extension at second floor level for residential use with roof terrace to rear at second floor level. (GRANT FULL or OUTLINE PERM WITH CONDITIONS- Final Decision – 20-02-1989)

3.5. Other Sites

3.6. 2008/1235/P – 259 Camden High Street, London, NW1 7BU

Change of use of the basement and ground floors from retail A1 to restaurant A3 including erection of a single storey extension and ventilation duct on the rear elevation. (GRANTED- Final Decision 21-05-2008)

3.7. 2008/5371/P – 31 Camden High Street, London, NW1 7JE

Use of ground floor as a restaurant with ancillary hot food takeaway A3. (GRANTED- Final Decision 24-11-2008)

3.8. 2006/5664/P – 44 Camden High Street, London, NW1 0JH.

Existing use of the ground floor and basement as a café for the sale of hot food A3. (GRANTED- Final Decision 23-01-2007)

4. Individual Style and Characteristics of the Premises:

- 4.1. The Fresh Company (TFC) is a food establishment that will offer primarily gourmet pizza by the slice in the Camden High Street area. TFC is focused on producing and selling high quality gourmet pizza at an

affordable low cost. Our product range provides an inexpensive and healthier alternative to other pizza establishments in Camden. TFC favors using ingredients from organic sources, whole meal crusts and low calorie blends. Also salads and other fresh combination of foods will be sold.

4.2. Applicant has provided within this application an addendum with the detailed drawings and layout based on existing floorplans. A suitable capacity for this layout will be for 60 covers.

4.3. The Fresh Company will be cooking on the premises almost exclusively pizza. This is considered to be one of the simplest foods to cook and of lowest impact in regards to odors and smells. Additionally to this, a provision for a ventilation and extraction duct is also contained in this proposal. (See addendum for details on equipment and location of extraction duct).

5. Hours of Operation:

5.1. Monday - Wednesday 10:00hrs- 23:00hrs; Thursday- Saturday 10:00hrs-24:00hrs; Sunday 10:00hrs- 23:00 hrs.

6. Benefits to the community:

6.1. The Fresh Company also serves the community not only by providing a well needed health conscious establishment but also by enhancing values in Camden. TFC believes that by promoting a higher standard of food within an affordable budget it is possible to increase the quality of living and working in Camden. Pizza is a universally appealing choice of food, for this reason we are simply improving its quality and offering it at a price affordable to the community.

6.2. Our healthy approach to food can help control common problems such as obesity and poor nutritional habits. The Fresh Company believes that by promoting healthy food we will be able to educate the public towards choosing better. Improving choice and generating safe competition is one of the principles of Camden. Also, by generating a safe arena of competition between food establishments it will hopefully increase peoples eating habits to higher standards.

7. Employment:

7.1. The fresh company is committed to creating employment opportunities in Camden and offering a healthy work environment for its employees.

- 7.2.** The establishment will operate with a minimum staff of six. Three of them on a part-time basis and three on full time schedule.

8. Planning permission from Class A1 to Class A3:

- 8.1.** Applicant is well aware of the conservation policies of the Camden council regarding retail loss and the restrictions that apply. The space at 57 Camden High Street is located in a designated town centre. However, all cases have to be considered by the council based on their own merits.

- 8.2.** Policy R7- Protection of shopping frontages and local shops has a broad presumption against the loss of shopping floorspace in town centres, and only allows the grant planning permission for development that would not cause harm to the character, function, vitality and viability of the centre.

- 8.3.** To supplement this, the Revised Planning Guidance for Camden Town: Food, Drink and Entertainment Uses (2008) and all other material planning considerations was adopted in February 2008. This sets out detailed guidance on how applications for food, drink and entertainment uses are to be treated within Camden town centre. The guidance states that:

1. For Main Shopping Frontages located south of the junction of Jamestown Road, Hawley Crescent and Camden High Street, the council will not grant permission for development which results in the proportion of ground floor premises in retail use falling below 75% of the total number of units on the frontage.
2. For Main Shopping Frontages food and drink uses may be acceptable up to a maximum of 20% of the total number of units in the frontage.
3. For Main Shopping Frontages no more than two consecutive units may be non-retail.

- 8.4.** A frontage is defined as starting at a road junction, or where there are ground floor residential premises in the run, at the beginning of the first non consecutive non-residential uses at ground floor level. Frontages can continue around corners, across entrances to premises above or to the rear, and may include isolated ground floor residential uses, but are ended by roadways that interrupt the run of premises. Based on this guidance, the frontage which 57 Camden High Street forms part of runs from 57-89 Camden High Street and consists of 17 units.

- 8.5. The specific frontage to be considered in this case is composed of 17 different commercial spaces. Currently the only non- retail use on this frontage is for 79 Camden High Street, operating as Camden Best Kebabs.

57-89 Camden High Street	Other shops	Non-retail frontage
A1, A2, D1	94.2%	88.3%
A3	5.8%	11.7%

(See Addendum 2008 Camden Retail Survey Map)

- 8.6. There are no consecutive A3 hot food restaurants on this frontage or on either side of 57 Camden High Street. The proposal would therefore not result in the two or more consecutive units being in non-retail use. The proposal is consistent with the guidance on the number of consecutive units in non-retail use contained in Revised Planning Guidance for Camden Town: Food, Drink and Entertainment Uses.
- 8.7. Policy R2 states that the council will only grant permission for non-retail and entertainment uses including Class A3 uses where the use will not harm the character, amenity, function, vitality and viability of the area or of the areas it affects and which is readily accessible by a choice of means of public transport.
- 8.8. Camden High Street is a busy town centre with several tube stations and bus routes.
- 8.9. Class A3 uses are typically found within a parade of shops such as this and provide an equilibrium balance for commercial coexistence.
- 8.10. Planning policy statement 6 applies to this specific case as it states: *"Sustainable development is the core principle underpinning planning. The planning system has a key role in facilitating and promoting sustainable and inclusive patterns of development, including the creation of vital and viable town centres. The Government is committed to developing and supporting successful, thriving, safer and inclusive communities, both urban and rural – a vision set out in the Communities Plan."*
- 8.11. Other principles to be considered in this case, established in the previously mentioned planning policy statement, include *"enhancing consumer choice"* and *"promoting economic growth"*.
- 8.12. As Applicants who are aware that the Councils may resist the loss of retail space, we point out the recessive economic climate and the fact

that the premise has been vacant for several months, despite all efforts from the landlord for occupancy, we consider that a change of usage is in tune with reality. A vacant space affects the local economy in Camden negatively. We hope to find a balance between the spirit of the council towards supporting the local economy and current economic realities.

- 8.13.** Residential tenants choosing to live in the area are aware of the fact that Camden high street is a highly commercial area and is considered to be a noisy area both in day and night.

9. Police Cooperation:

- 9.1.** The location at 57 Camden High Street will be outfitted by a full CCTV network monitored and operated at the premises. Recordings will be maintained for a minimum of 31 days. Recordings will be of sufficient quality to identify persons on the recordings. Notices will be displayed at the entrance to the premise, and in prominent positions throughout the premises advising that CCTV is in operation.

- 9.2.** As a commitment to our local police department we do offer discount food and free coffee, during all hours of operation, to active police in uniform. We hope this will not only stimulate policing in the area but we consider it a civic duty to provide support to officers in the line of duty.

10. Recycling:

- 10.1.** The Fresh Company establishment will be outfitted with clearly marked and strategically placed rubbish boxes for different types of recyclable materials. These would be mostly paper plates, plastic containers and aluminum cans. Therefore, we support Camden's recycling schemes and efforts. TFC also will encourage and educate our customers to do so as well.

11. Ventilation and Extraction:

- 11.1.** Applicant is requesting permission to install a proper ventilation and extraction system for its A3 use. Outline and details on the ventilation system are included as a separate addendum.

- 11.2.** The extraction and ventilation system will require to erect a single 315mm circular duct from the side elevation.

- 11.3.** The design of duct will have minimal visual impact and it blends in to its existing surroundings. Proposed duct will be coated in black paint or

council's color of choice to reduce color exposure. (See supporting photos and elevation)

11.4. Applicant has included in the supporting documents a detailed and adequate design and assessment by recognized and highly professional ventilation engineering experts to support any concerns regarding noise, vibration or odors. (See supporting documents).

11.5. The extraction equipment to be selected is suitable with the type of food cooked on the premises and operates well under 5 dB, as a minimum, of the background levels surrounding the premise. (See supporting documents)

11.6. The proposed duct meets the minimum height requirements for the extraction of fumes and odors. (See supporting documents)

12. Site Visits and Access to Site:

12.1. The officer may contact Mr. John E. Acosta at contact provided on cover sheet during normal business hours to schedule any access to premises.