



PLANNING STATEMENT

**34 GREAT QUEEN
STREET, LONDON, WC2B
5AA**

COFFEE & JAM

AUGUST 2014

Planning • Heritage

Specialist & Independent Advisors to the Property Industry

**Author:
Victoria Manston**

**Approved by:
Setareh Neshati**

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CONTENTS	PAGE(S)
1.0 INTRODUCTION	4
2.0 CONTEXT TO THE SITE	5
3.0 PLANNING HISTORY	6
4.0 PLANNING POLICY	7
5.0 PLANNING CONSIDERATIONS	11
6.0 CONCLUSION	17

APPENDICES

Appendix 1 - Land Use Plan CgMs 1

Appendix 2 - Menu Concept

1.0 INTRODUCTION

1.1 CgMs have been instructed by "Coffee & Jam" the leaseholder of 34 Great Queen Street to submit a planning application for:

"change of use of the ground and basement floors from shop (Class A1) to a mixed shop and café use (Class A1/A3) and installation of mechanical extract duct work to rear elevation."

1.2 The premises has been vacant since December 2013. It was last used as a cafe/sandwich bar (Class A1/A3) and was occupied by "Salt". The intended change of use will see the unit operate predominantly as a shop with some complimentary, yet minimal A3 use activities such as serving food for consumption on premises and cooking. The 'Coffee & Jam' is a cafe concept inspired by jams, jellies and chutneys from around the world.

1.3 It is proposed to locate the retail element at ground floor level towards the front of the premises and café and seating area mostly towards the rear at ground floor level. The preparation area, refuse storage and staff amenities are provided at basement floor level. A disabled toilet is also provided at ground floor level.

1.4 The Statement sets out the planning justification for the development. The following documents are also submitted as part of the planning application submission and should be read in conjunction with this statement.

- Application Form and Certificates
- Drawings
- CIL Form

2.0 CONTEXT TO THE SITE

- 2.1 The site is a Grade II* listed building located on the north side of Great Queen Street within the Seven Dials Conservation Area.
- 2.2 The premises consists of a three storey terraced former townhouse with accommodation in the roof and basement. The ground and basement floors are currently vacant. The second floor and roof space are currently occupied as residential flats (C3), the first floor is currently in office use (B1) and the ground and basement floors were previously used as a sandwich bar (A1).
- 2.3 This part of Great Queen Street comprises terraced townhouses with mixed of uses on the ground floor as is illustrated on the Land Use Plan CgMs 1 (See **Appendix 1**).

3.0 PLANNING HISTORY

3.1 The Council's online planning register identifies the following planning history at the site.

- Planning permission (LPA Ref: 2005/0529/P) was granted on 15.04.05 for *"change of use of first, second and third floors from office use (Class B1) to hairdressing salon (Class A1)"*.
- Planning permission (LPA Ref: 2005/3789/P) was granted in June 2006 subject to a Section 106 Legal Agreement for *"change of use of second and third floors from office use (Class B1) to residential flat (Class C3)."*
- Planning permission was granted in December 2012 (LPA Ref. 2012/5215/P) for external *"alterations to the façade"* and internal alterations.
- Planning permission was granted in December 2012 (LPA Ref. 2012/5578/P) for *"replacement of existing single glazed windows to all levels at the front and rear elevations."*
- Planning permission and Listed Building Consent were granted in July 2014 (LPA Ref. 2014/2743/P and 2014/2852/L) for *"external alterations to ground and basement floors including new wider shopfront door and installation of air conditioning unit to basement lightwell in connection with retail use (Class A1)"*.

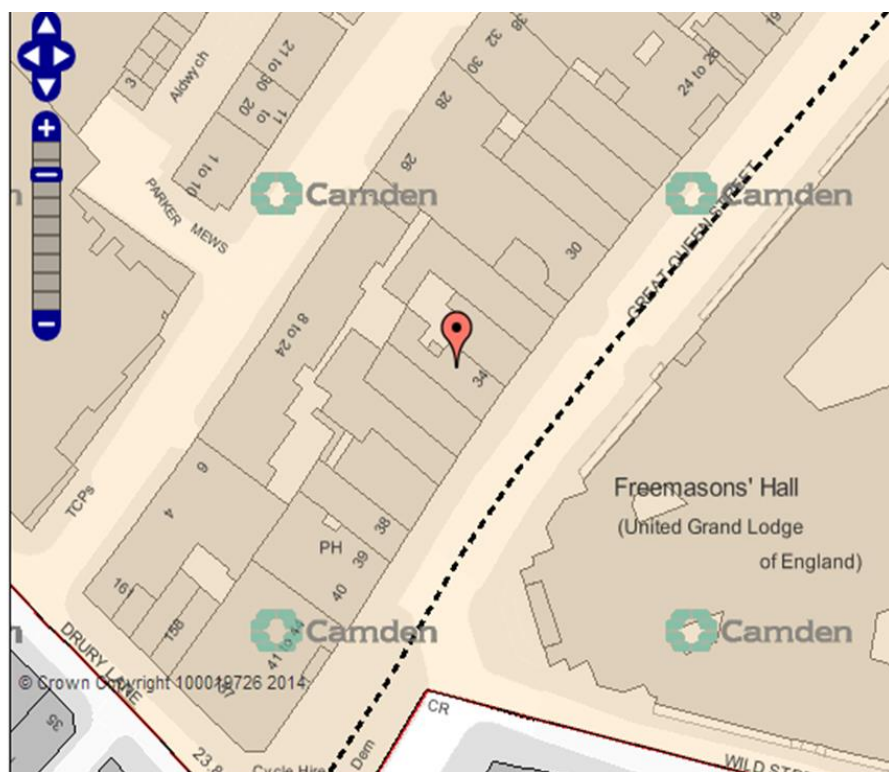
4.0 PLANNING POLICY

4.1 The Development Plan comprises the following:

- London Plan (July 2011)
- London Borough of Camden Core Strategy (November 2010)
- London Borough of Camden Development Policies (November 2010)

4.2 The National Planning Policy Framework (NPPF) is also a material consideration.

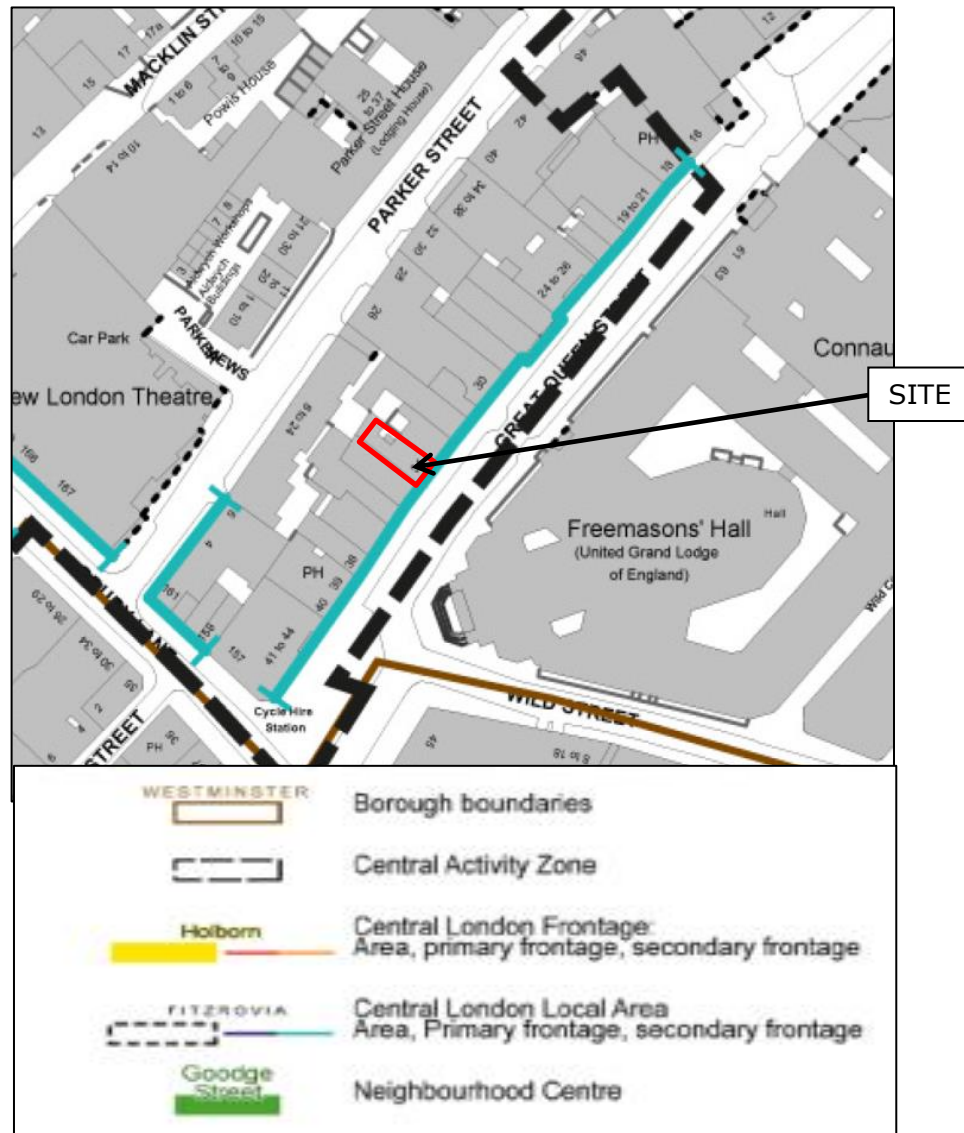
4.3 The Policies Map (2010) demonstrates that the site is not located within a shopping centre or shopping frontage. However, the site is located within Seven Dials (Covent Garden) Conservation Area.



Map key

-  Archaeological Priority Area
-  Central London Area
Central London Area (Clear Zone Region) CLA
-  Conservation Area
Seven Dials (Covent Garden)

- 4.4 Camden Planning Guidance 5 (CPG5) highlights that the site is located within the Central London Area (Covent Garden Local Area), along a secondary frontage.



- 4.5 The following policies are of most relevance to this application:

London Borough of Camden Development Policies (November 2010)

- 4.6 The following policies of the Camden Development Policies DPD, as summarised, are considered to be relevant to the issues raised by this planning application:

4.7 Policy DP10 states "...The Council will seek to protect shops outside centres by only granting planning permission for development that involves a net loss of shop floorspace outside designated centres provided that:

d) alternative provision is available within 5-10 minutes' walking distance;

e) there is clear evidence that the current use is not viable; and

f) within the Central London Area, the development positively contributes to the local character, function, viability and amenity."

4.8 Explanatory paragraph 10.8 states that:

"...additional protection is needed to prevent the widespread loss of A1 retail uses outside town centres in Central London Area where it considers that the replacement use will also contribute positively to the local area. Appropriate alternative uses are considered to be housing and uses providing essential services for residents, businesses, workers and visitors such as professional and financial services, community facilities and launderettes..."

4.9 Policy DP12 sets out a number of criteria, including impact on residential amenity, against which A3 and other similar uses will be assessed.

4.10 Policy DP26 states that planning permission will only be granted for development which does not cause harm to amenity including byway of noise, vibration and odour.

4.11 Policy DP28 states that the Council will seek to ensure that noise and vibration is controlled and managed, and will not grant planning permission for development which is likely to generate noise pollution.

CPG5- Town Centres, Retail and Employment

4.12 Further guidance is provided within CPG5- "Town Centres, Retail and Employment". This guidance states at paragraph 4.45 that at secondary

frontages, for each Secondary Frontage, planning permission will generally not be granted for development that results in;

- More than 25% of the total number of units in that frontage being in food, drink and entertainment uses,
- More than two food, drink and entertainment uses consecutively, or
- Food, drink and entertainment uses greater than 100sqm.

4.13 The Council will also take into account the number and mix of uses in adjacent and opposite premises in assessing applications.

The National Planning Policy Framework (NPPF)

4.14 The NPPF lays down a series of core planning principles which should underpin the planning system. Planning should be genuinely plan-led, should proactively drive and support sustainable economic development to deliver business and other accommodation needs, and should secure high quality design and amenity. There is a strong presumption in favour of sustainable development. Paragraph 19 explains that the Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth, and therefore significant weight should be placed on the need to support economic growth through the planning system

5.0 PLANNING CONSIDERATIONS

5.1 The principal considerations material to the determination of this application are summarised as follows:

- a. Principle of development – change of use
- b. Impact of proposed uses

Principle of development – change of use

5.2 Policy DP10 sets out a number of criteria which should be met if loss of retail is to be allowed. In relation to each of the criteria we would comment as follows:

Alternative Retail Provision

5.3 We have carried a frontage survey of what we consider to be relevant and within 5 minutes walking distance of the site. This is summarised in the CgMs 1 Land Use Plan.

CgMs Land Use Plan 1



5.4 The results show that there is ample alternative retail provision within the surrounding vicinity including Covent Garden and Tottenham Court Road shopping parades which are within a 10 minutes walking distance. The surrounding streets of Drury Lane and Long Acre provide ample A1 provision, including those "essential services" e.g. launderette, professional and financial services and sandwich shops as shown on the CgMs 1 Land Use Plan.

5.5 It is important to note that the proposal consists of predominantly retail at ground floor level. The retail element will remain predominant at the front of the site with seating for 18 persons allocated at the back. Goods will be on sale and presented in display units which are clearly visible from the front of the unit, therefore maintaining the retail frontage. The proposed use will therefore be a mix of shop and café uses (Class A1/A3). However, the principal use of the site will still remain A1.

Contribution to local character/function/viability/amenity

5.6 The premises are currently vacant, therefore this change of use would make a positive contribution to the streetscape, vitality and functioning of the street.

5.7 CPG5- Town Centres, Retail and Employment sets out a number of criteria which should be met if loss of retail is to be allowed. In relation to each of the criteria we would comment as follows:

Provision of food, drink and entertainment uses

5.8 The application site is located within the designated Covent Garden commercial Central London Area secondary frontage. Within this frontage there are 20 units, of which only seven are in food, drink and entertainment uses. These are as follows:

	Property	Facia Name	Use	Use Class	Opening Hours
1	18 Great Queen Street	Hercules Pillars	Public House	A4	10.00-23.00
2	30 Great Queen Street	Wolfe's Bar and Grill	Restaurant	A3	12.00-22.30
3	32 Great Queen Street	Great Queen Street	Restaurant	A3	12.00-14.30 18.00-22.30
4	35 Great Queen Street	Tandoori Nights	Restaurant	A3	12.00-14.30 18.00-23.45
5	37 Great Queen Street	Bhatti Indian Restaurant	Restaurant	A3	17.30-23.30
6	39/40 Great Queen Street	Philomena's Irish Bar	Public House	A4	09.00-00.00
7	41/44 Great Queen Street	Itsu	Restaurant	A3	10.00-21.00

- 5.9 Consequently in this instance the 25% guidance figure has already been exceeded (35%), a factor that is out of our control.
- 5.10 Of critical importance is the fact that the site will remain predominantly in retail use (A1) with 18 seats to be provided at the back of the unit at ground floor level. Salt Cafe was operating from this unit for years with 28 seats and 8 stools at the front of unit.
- 5.11 Most of the food and drink will be for takeaway consumption. The primary use of the site is therefore for the sale of food and drink to be consumed off premises.
- 5.12 Other food, drink and entertainment uses on Great Queen Street also have varying opening hours, with many open separately during the day for a lunch period and/or dinner period. Units are therefore not in continual operation at the same time throughout the whole day, meaning the impact of the proposed change of use would be minimised. Furthermore, those units open for specific periods during the day are Class Use A3, however our proposal is for quasi A1/A3, with the retail element being the most dominant.

5.13 Furthermore, it is considered that the principle of development should not be based solely on these percentage figures, as these are intended as a guide to making a balanced judgement, taking all of the relevant factors into account. As such, the key test is considered to be the impact the proposals would have on the character, function, vitality and viability of the area.

5.14 In balance, given the context of the site given above, specifically the vacancy of the unit and the retention in part of a Class A1 use, it is not considered that this would create a significant cluster of such uses. Therefore, in overall terms, the principle of the proposed change of use is considered to be accepted given the context of the site. This however is only in relation to the principle of the uses; more detailed commentary regarding the potential impact of the proposed uses is given below.

Not more than two food, drink and entertainment uses consecutively

5.15 The proposed quasi A1/A3 would not result in more than two food, drink and entertainment uses consecutively as only 1 other immediate neighbouring premises to the application site is in such use (No.35 Great Queen Street-Tandoori Nights).

No Food, drink and entertainment uses greater than 100sq m.

5.16 The proposal would also only create 76 sqm of food and drink usage (mixed A1/A3 Uses) at ground floor which is far less than 100 sqm threshold set by CPG5. The basement provides ancillary floorspace to support the use of the ground floor as A1/A3 use only.

Impact of Proposed Uses

5.17 First, it is worthy to note that this application is for a mixed A1/A3 use. The proposal is that the front part of the ground floor unit will be for cafe/retail sales (Class A1) of products in association with the intended occupier, 'Coffee & Jam' and to the rear of the ground floor level is a cafe use (Class A3). It is considered that the Class A1 element of this intended operation is unlikely to have any negative impacts on the local area. In-fact, it is considered it will bring into use a currently vacant unit and therefore add to the character, function, vitality and

viability of the local area. Thereby the Class A1 use is considered to be acceptable.

- 5.18 The Class A3 element of the proposal requires some minimal cooking to take place in the basement of the premises. Eighteen seats are proposed at the rear of the unit for customers wishing to eat in. The types of foods on offer will include a selection of fresh delis, sandwiches, salads and breakfast items such as pancakes, granola/yoghurt and pastries, and cakes. A selection of speciality teas and artisan coffee will also be available for purchase. Jam and chutney inspired products will also be sold and exhibited within display units at the front of the shop, helping to maintain the Class A1 frontage. **Appendix 2** provides some examples and corresponding images of the types of food on offer and the menu concept.
- 5.19 In respect to the proposed Class A3 use, Policies DP26 Managing the impact of development on occupiers and neighbours and DP28 Noise & Vibration guard against such developments that are considered to cause individual or cumulative harm to an area.
- 5.20 With specific reference in policy DP10, it is noted that the proposed use is assessed with regard to the character, amenity, function, vitality or viability of the area. This policy also states that the site must be readily accessible by a choice of means of transport. Moreover, policy DP12 makes specific reference to safeguarding amenity for occupiers and neighbours. As outlined previously there are a variety of uses surrounding the application site. Although these uses are predominantly commercial in nature, there are also residential properties close by. It is considered that a number of measures are to be taken in order to alleviate negative impacts on the area.
- 5.21 In terms of the impacts of the proposed use on the local area, notices are to be displayed seeking customers to leave the premises in a quiet and orderly way and staff will be trained to ensure customers do not loiter outside the premises.
- 5.22 With regard to the proposed opening hours, the unit is intended to operate between 8.00am to 11.45pm Monday to Sunday and Bank Holidays. This is in conjunction with the restaurant next door and similar to others on the street.

- 5.23 The CPG5 states with specific reference to the Covent Garden area at paragraph 8.10 (complementing the approach given in paragraph 6.20 of the same guidance) that hours of operation will generally be no later than midnight. As such, the proposed hours are in accordance with this part of the guidance. Moreover, the Central London Area location and the mixed character of the local area result in the proposed closing times to be both appropriate and reasonable in this instance. Regarding the opening hours, the 8:00am hours proposed is considered to be in keeping with the local area and is required for the Class A1 element of the operations proposed.
- 5.24 In respect of noise and disturbance issues, it is considered that the proposed opening hours will serve to mitigate the impacts of noise disturbance to neighbouring occupiers and the area generally. It is however important to note that the surrounding area comprises a mix of uses within this Central London Area location.
- 5.25 With regard to accessibility, the application site is located close to both High Holborn (to the north) and Kingsway (to the east), which serve a variety of bus routes. Holborn and Covent Garden Underground Stations are also located close to the application site. As such, the application site is located within a highly accessible location for uses such as those proposed.
- 5.26 Turning to the potential issue of noise and disturbance from the mechanical extract associated with the proposed use, a noise assessment was carried out and submitted in support of the application. It is confirmed that a kitchen extract flue will also be installed, discharging in the servicing area. Attenuators have been included to reduce the impact of noise from this duct. As such, there are no issues raised in respect of the plant proposed as part of the Class A1/A3 use.
- 5.27 In terms of transport matters, it is considered unlikely that there will be any net increase in scale of transport impacts from the proposed Class A1/A3 use in comparison with any Class A1 use.
- 5.28 With regard to waste and recyclables, an area at basement floor level will be allocated for such facilities. The provision proposed is considered to be sufficient for the size of the operation possible from this unit.

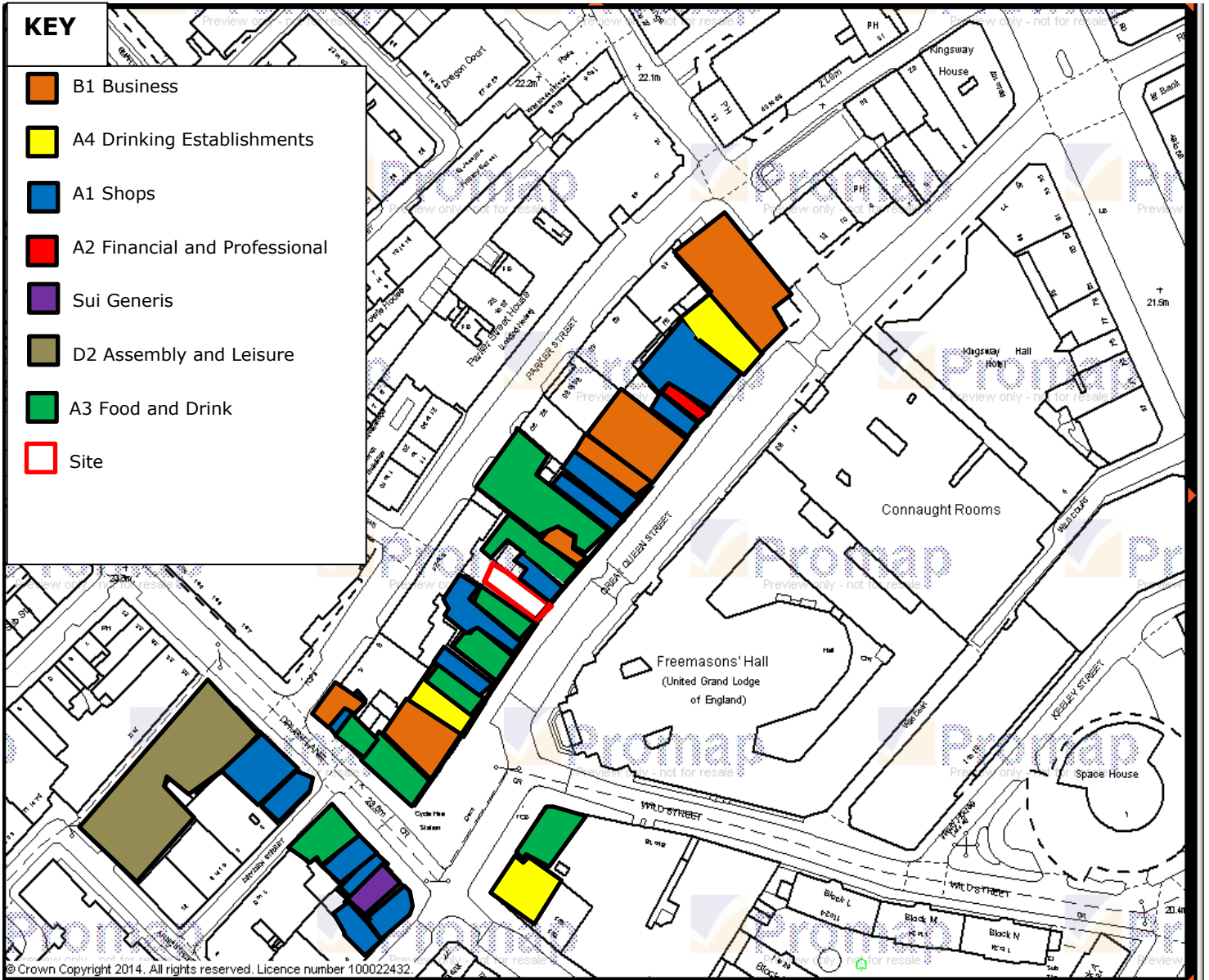
6.0 CONCLUSION

- 6.1 In summary this is a proposal to enable the introduction of a 'Coffee & Jam' shop/cafe at the ground and basement floors of this property. It will not affect the amenity of nearby residents nor adversely affect the fabric of this listed building nor the character and appearance of the Conservation Area.
- 6.2 The proposed mixed uses would assist the character, function, vitality and viability of the area and not harm it having been vacant for month. This is predominantly because the main use of the site will remain A1.
- 6.3 With regard to possible amenity impacts of the Class A1/A3 uses, the proposed operating hours are consistent with guidance for the area.
- 6.4 The proposed use can be controlled by a series of planning conditions which would ensure that the living conditions of nearby residents are satisfactorily protected. Full compliance can be achieved through the Council's powers of enforcement.
- 6.5 On balance it is considered that the proposal is appropriate development for the purposes of the National Planning Policy Framework and local authority development plan policy.

Appendix 1

Land Use Plan CgMs 1

CgMs Land Use Plan 1



Property	Facia Name	Use	Use/Class
4 Parker Street	Ideal Cappuccino	Café/ Sandwich Shop	A3
26-29 Drury Lane	English Language Centre	Teaching Facility	D1
30-34 Drury Lane	M2 Newsagents/ Concrete/ Subway	Newsagents/ Hairdressers/ Sandwich Shop	A1
35 Drury Lane	Bloch	Clothes Shop	A1
36 Drury Lane	Lowlander	Restaurant	A3
37 Drury Lane	Happie loves it	Clothes Shop	A1
39 Drury Lane	Wings	Sandwich Bar	A1
40 Drury Lane	Tuxedo Express	Dry Cleaners	Sui Generis
150-151 Drury Lane	The Prince of Wales	Public House	A4
157 Drury Lane	Itsu	Restaurant	A3
158 Drury Lane	Tavio Express	Off-License/ News/ Tobacconist	A1
159 Drury Lane	Hayato London	Hairdressers	A1
160 Drury Lane	Abokado	Restaurant	A3
161 Drury Lane	160-161	Office Space	B1
78 Long Acre	The Fine Gift Company	Gift Shop	A1
79 Long Acre	O:Zone	Clothes Shop	A1
80 Long Acre	Elliot Rhodes	Belt Makers	A1
16 Great Queen Street	Sixteen	Offices	B1
18 Great Queen Street	Hercules Pillars	Public House	A4
19-21 Great Queen Street	Toye Kenning & Spencer Ltd.	Clothes and Memorabilia Shop	A1
22 Great Queen Street	Pinnacle Property	Estate Agents	A2
23 Great Queen Street	Central Regalia	Clothes and Memorabilia Shop	A1
24- 26 Great Queen Street	No facia	Offices	B1
27 Great Queen Street	Steen.	Publicity Consultants	B1
28 Great Queen Street	Charles Worthington	Hairdressers	A1
29 Great Queen Street	Bloomsbury Flowers	Florist	A1
30 Great Queen Street	Wolfe's Bar and Grill	Restaurant	A3
31 Great Queen Street	No facia	Office	B1
32 Great Queen Street	Great Queen Street	Restaurant	A3
33 Great Queen Street	Ted's Grooming Rooms	Men's Barbers	A1
34 Great Queen Street	Salt	Cafe	A3
35 Great Queen Street	Tandoori Nights	Restaurant	A3

36 Great Queen Street	Stephen Jones	Millinery	A1
37 Great Queen Street	Bhatti Indian Restaurant	Restaurant	A3
38 Great Queen Street	Walker Slater	Tailors	A1
39-40 Great Queen Street	Philomena's Irish Bar and Kitchen	Public House	A4
41-44 Great Queen Street	No facia	Offices	B1
45 Great Queen Street	Moti Mahal	Restaurant	A3

Appendix 2
Menu Concept

Menu Concept

- A selection of cakes and scones
- Fresh delis, sandwiches and salads
- Breakfast items such as pancakes, granola/yoghurt and fresh pastries
- A selection of speciality teas and artisan coffee
- Crostini, meat and cheese platters
- A selection of jam and chutney inspired products



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