

Unit to rear of 115 Finchley Road, Swiss Cottage NW3 6HY

Planning, Design and Access Statement

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Documents

Document 1 Photographs of the Site and Surrounding Area

Document 2 Details with regard to Commercial Kitchen cases

Section 1 Introduction

1.1 This Planning, Design and Statement has been prepared by Firstplan in support of a planning application by Deliveroo Ltd at the unit to the rear of 115 Finchley Road, Swiss Cottage NW3 6HY.

1.2 The application submitted to Camden Borough Council (“the Council”) seeks planning permission for a kitchen extract system in relation to the use of this industrial unit by Deliveroo as a commercial kitchen (Class B1c). Specifically, the application is for the following:

“Installation of external plant, including 4 no. extract ducts, 4 no. flues, 3 no. air intake louvres and 3 no. air condenser units.”

1.3 Deliveroo has been operating this service at sites across the country and have been a popular addition to their local area, breathing a new lease of life into industrial units such as the application site and creating a large number of jobs for the local economy. The intention is that this unit will be operated under the company’s Deliveroo Editions concept which are hubs that host a collection of hand-picked restaurants, all specially designed for food delivery. There will be no public access to the unit.

1.4 Planning permission is sought for the external extract equipment required for the occupation and operation of the building by Deliveroo.

1.5 The kitchen installation has been commissioned by Deliveroo and will provide a bespoke system, designed specifically for this site by technical engineers, Chapman Ventilation. This system has been designed, and will be installed and maintained to the highest possible standards in line with the manufacturer’s recommendations, ensuring that the amenity of the surrounding area is protected with regard to noise, odour and disturbance. To assist with Camden Borough Council’s assessment of the proposals, the application is also supported by full technical specification details, odour maintenance arrangements and a noise impact assessment.

1.6 As demonstrated in this statement, the works as part of this application are sensitive to the character of the surrounding area and are considered acceptable in all regards. The works are entirely in accordance with adopted local, regional and national planning policy and we respectfully request that planning permission is granted without delay.

1.7 This Planning, Design and Access Statement takes the following format:

- Section 2 sets out the relevant background information, including a description of the site, relevant planning history and a background to Deliveroo and Deliveroo Editions;
- Section 3 provides a description of the application proposals;
- Section 4 outlines the national and local planning policies relevant to the application;
- Section 5 demonstrates the acceptability of the proposals in the context the relevant planning policies;
- Section 6 provides a Design and Access Statement; and
- Section 7 draws conclusions.

Section 2 Planning Background

a) Site and Surrounding Area

2.1 The application site is an established employment site located to the rear of 115 Finchley Road. It comprises the lower ground floor level of this industrial building which is currently vacant, but set up for use for a variety of 'B' class uses. Photographs of the exterior and interior of the application building are provided at Document 1 for the Council's record and review.

Document 1

2.2 The site is surrounded by retail, office and residential uses to the north and east, with further residential uses set away to the west and south. The application site and its immediate context is depicted in the aerial photograph at Figure 1 below.

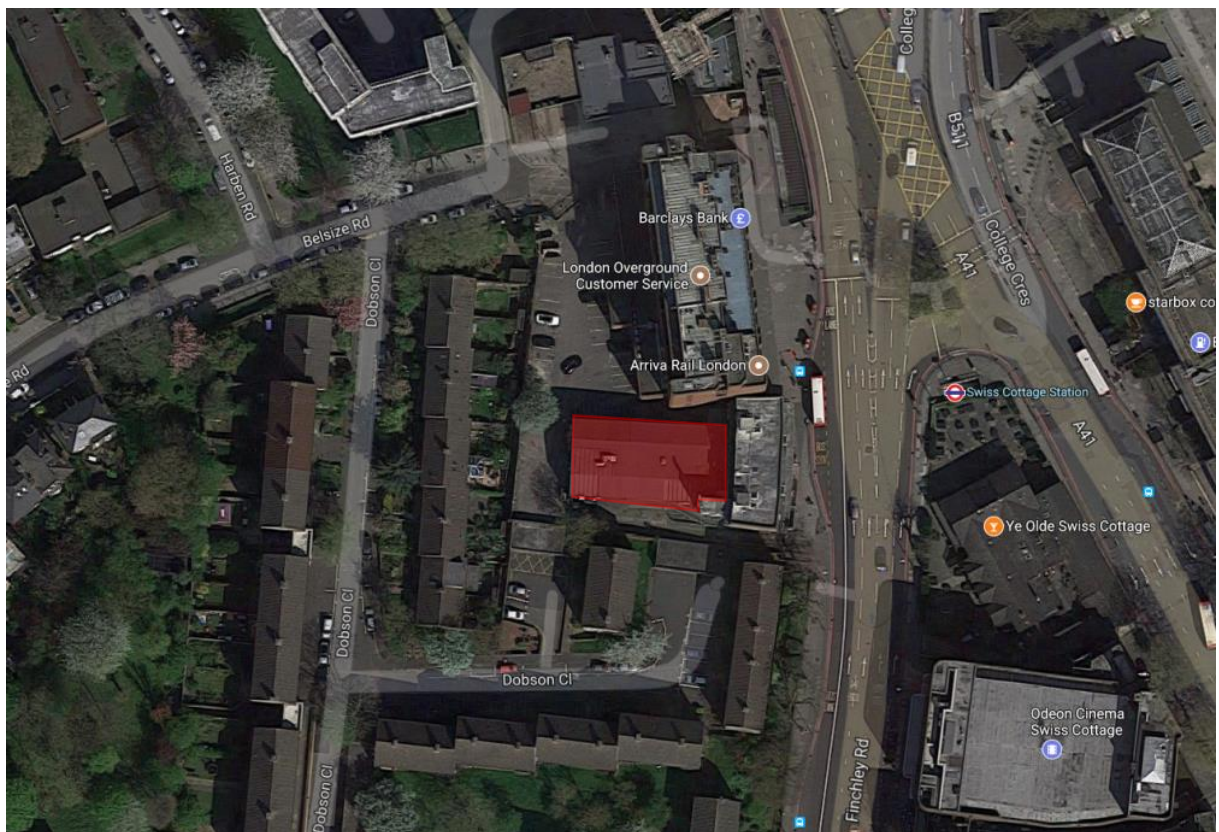


Figure 1. Aerial View of the application site and surrounding area.

2.3 The site is located within the Swiss Cottage Town Centre. It is not within a conservation area or an area at risk of flooding.

b) Planning History

2.4 There is no specific planning history in relation to the unit itself. Planning permission was granted in 1960 for a supermarket at ground floor with residential flats above at 115-125 Finchley Road. Subsequently, in 1992 permission was granted for the change of use of the whole ground floor, including the shopping frontage, to part A1 and part B1. Although the documents associated with these applications are not available from the Council, the nature of the building and existing photographs of the site (at Document 1) demonstrate that the unit in question has clearly been in use within Class 'B'.

c) Background to Deliveroo and Deliveroo Editions

2.5 Deliveroo was born out of the need to find higher quality delivery food around the UK. The concept of the business until now has been focused on providing consumers with meals once thought of as unobtainable in the takeaway market, through delivery directly from the restaurants themselves.

2.6 Deliveroo delivers menu items from some of the UK's most popular restaurants as quickly and efficiently as possible, with the average delivery time being 30 minutes. The customer simply enters their postcode on the Deliveroo website or app, is presented with a selection of the best restaurants in their local area and able to order their meal in just a few clicks. A rider will then deliver the food, predominantly through the use of bicycles.

2.7 Deliveroo work with a diverse range of branches from popular chain restaurants such as Nandos, GBK, Carluccios, Pho and Chicken Shop together with independent restaurants and cafes in the towns and cities. The demand for this service has enabled Deliveroo to expand rapidly across the UK.

2.8 Since Deliveroo was founded in 2013, the delivery market has fast evolved and the company is developing new concepts in order to expand their operation and improve accessibility to customers. It realised that although restaurants want to reach people in residential areas, it is sometimes just not possible. Setting up a restaurant always includes a fair amount of risk and a significant cost.

2.9 Deliveroo wanted to solve this. To connect its customers who want to eat great, exciting food without always travelling into the centre of a city, with the restaurants who want to reach them.

- 2.10 To address this issue, the company has recently launched a new initiative labelled ‘Deliveroo Editions’. Deliveroo Editions bridges this gap perfectly: it brings brilliant food to people all over the country as well as provide the ability to help restaurants launch in new areas with zero start-up costs.
- 2.11 The premise is that restaurants will utilise kitchen units owned by Deliveroo to cook the food to order solely for Deliveroo customers. The benefit of these fixed sites is that they will enable Deliveroo to deliver more quickly and efficiently to customers without having to travel to the restaurant itself. Overall, this will bring the kitchens closer to customers with no compromise on quality.
- 2.12 In addition, the operation has the additional benefit of taking the pressure off kitchens within existing restaurants where the demand for delivery is at times exceeding capacity and putting the pressure on the restaurant operation itself.
- 2.13 Using the technology that powers Deliveroo, they first identify an area that would most benefit from their own Edition service. They then delve deeper into exactly what's missing from those local areas and what food their customers are craving.
- 2.14 For this reason Deliveroo has selected the site at 115 Finchley Road which provides an ideal location for the Deliveroo Editions concept, introducing 9 new restaurants to the area and significantly improving its coverage around Swiss Cottage.
- 2.15 It is important to note that the operation does not provide any facility for customers to pick up their food directly and the operation is entirely restricted to the interior of the building. The concept relates only to the preparation and dispatch of food as a commercial operation. For these reasons, the unit is solely used as a commercial kitchen which falls within the classification of a B1c use class as defined by the Town and Country Planning (Use Classes) Order 1987 (as amended). Indeed, this is typically taken to comprise: *‘any industrial process being a use which can be carried out in any residential area without detriment to the amenity of that area by reason of noise, vibration, smell, fumes, smoke, soot, ash, dust or grit’*.
- 2.16 The Deliveroo Editions concept is entirely consistent with the B1c classification. Indeed, this classification has been found acceptable by Local Planning Authorities across England and is well established. A number of examples of planning permissions for similar developments are provided at Document 2 for the Council’s information.

Document 2

Section 3 Application Proposals

3.1 This application seeks planning permission for the necessary external extract equipment to facilitate the use of this building by Deliveroo as a commercial kitchen (Class B1c). The application proposals are detailed on the architectural drawings, prepared by LBF Architects, which should be reviewed in conjunction with this Planning, Design and Access Statement. The application is also supported by the following:

- Kitchen and ventilation drawings, and equipment schedules by Chapman Ventilation;
- Sirius kitchen ventilation canopy brochures;
- Odour maintenance plan by Chapman Ventilation; and
- Noise Impact Assessment by Noise Solutions.

3.2 The application description is as follows:

“Installation of external plant, including 3 no. extract ducts, 4 no. flues, 3 no. air intake louvres and 3 no. air condenser units.”

3.3 The proposed extract ducts are situated on the western (rear) elevation and finish at roof level. Two of the air intake louvres are located along the northern elevation, with the third located along the southern elevation. The 3 no. air condenser units are to be located to the western elevation, fixed tightly to the rear façade.

3.4 As far as practically possible the plant equipment has been fully integrated into the design of the building with the majority of the equipment routed and located internally. The external equipment is limited to 3 no. extract ducts which have been discreetly positioned along the rear elevation away from residential receptors and views from Finchley Road. These will disperse treated air directly into the atmosphere. A modest fourth duct is accommodated on the north elevation.

3.5 The 3 no. air condenser units will be discreetly located to the building’s rear elevation and mounted to the rear wall. These are required to provide a comfortable environment for employees at the site.

Section 4 Planning Policy Considerations

4.1 The statutory development plan consists of the Camden Local Plan, which was adopted on 3rd July 2017 and has replaced the former Core Strategy and Development Policies documents. The National Planning Policy Framework (NPPF) (2012), London Plan (2016) and National Planning Practice Guidance (Online, 2017) are also a material consideration.

4.2 The Proposals Map (March 2016) designates the site as within a town centre. Those planning policies relevant to the application site and the nature of the proposals are summarised below.

a) The National Planning Policy Framework (NPPF) (2012)

4.3 The NPPF was adopted in March 2012 and provides overarching planning policy guidance for development across England. It states that at the heart of the planning system there is a *'presumption in favour of sustainable development'*, which should be seen as a *'golden thread'* running through both plan-making and decision taking.

4.4 Paragraph 14 of the NPPF states that:

“local planning authorities should positively seek opportunities to meet the development needs of their area ... approving development proposals that accord with the development plan without delay”

4.5 The Government's 'Core Planning Principles' are outlined in paragraph 17. The third principle requires planning to proactively drive and support sustainable economic development to deliver (*inter alia*) the business and industrial units, infrastructure and thriving local places that the country needs.

4.6 Paragraph 18 goes on to state that:

“The Government is committed to securing economic growth in order to create jobs and prosperity, building on the country's inherent strengths”.

4.7 Similarly, paragraph 19 states 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. Therefore significant weight should be placed on the need to support economic growth through the planning system”.

4.8 In order to help achieve growth, the document requires local planning authorities to plan proactively to meet the development needs of business and support an economy fit for the 21st Century. Paragraph 21 states that:

“Investment in business should not be over-burdened by the combined requirements of planning policy expectations”.

4.9 Paragraphs 186 and 187 go on to explain that local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development. It specifically states that:

“Local planning authorities should look for solutions rather than problems, and decision-takers at every level should seek to approve applications for sustainable development where possible. Local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area.”

4.10 Paragraph 197 states that:

“In assessing and determining development proposals, local planning authorities should apply the presumption in favour of sustainable development”.

b) London Plan

4.11 Policy 7.14 refers to air quality and sets out the requirement for applications to reduce pollutant emissions.

4.12 Policy 7.15 requires that applications should reduce and manage noise to protect the health and quality of life of local residents.

c) Camden Local Plan

- 4.13 Policy G1 identifies the Council's target to deliver growth by securing high quality development that makes the most efficient use of land and buildings in the Borough.
- 4.14 Policy E1 states that the Council will support proposals that result in the intensification of employment sites and premises, with policy E2 further emphasising the desire to retain light industry uses that support the local economy.
- 4.15 The protection of local amenity is considered in policy A1, which sets out the Council's requirement to protect the quality of life of occupiers and neighbours. Factors that will be considered include noise and odour. Policy A4 goes on to consider noise and vibration, requiring that proposals do not result in a negative increase in noise for the surrounding uses.
- 4.16 Design is considered by policy D1 and sets out that development must respect the surrounding local context and character.
- 4.17 Policy CC4 deals with air quality and sets out that development should not have a negative impact on the air quality in the local area.

Section 5 Planning Assessment

5.1 This section of the Statement demonstrates the acceptability of the application proposals in the context of the relevant planning policy outlined at section 4. The principal planning considerations in this case are as follows:

- Principle of the development;
- Impact of the proposals on surrounding residential amenity; and
- Impact on the character and appearance of the building.

5.2 These considerations are addressed in turn below.

a) Principle of the Development

5.3 The application proposals comprise the necessary plant equipment required to facilitate the occupation of this industrial building by Deliveroo as a 'Deliveroo Editions' commercial kitchen for the preparation and dispatch of food.

5.4 As set out in the preceding sections, the application site is an industrial building located within an established business location. The use of the site, which is facilitated by the plant equipment proposed under this application, is entirely consistent with the character of the surrounding area and its existing use.

5.5 The principle of the development is therefore in accordance with guidance contained within the NPPF, the London Plan and Local Plan Policies E1 and E2.

b) Impact of the Proposals on Surrounding Residential Amenity

5.6 The extraction arrangement proposed by this application comprises 3 no. extract ducts to the building's west elevation and one to the north elevation. It also comprises 3 no. air intake louvres, with 2 located to the north elevation and 1 located to the south elevation. 3 no. air condenser units will also be installed to the rear elevation.

- 5.7 The bulk of the equipment is routed and located internally within the building. Full details are provided within the ventilation and extraction drawings, equipment schedule and manufacturer's brochures provided by Chapman Ventilation.
- 5.8 The Applicant has commissioned a bespoke extraction system designed specifically for this site by technical engineers, Chapman Ventilation, which has given careful consideration to the demands of the commercial kitchen operation, the nature of the cooking and the location of the site. This includes highly-specialised plant equipment which will appropriately deal with noise, fumes and heat emanating from the cooking process, together with a strict maintenance programme in line with manufacturers recommendations. The installation has also given consideration to the comfort of employees at the site with the installation of 3 no. condenser units to provide a cool and pleasant environment for staff at the site.
- 5.9 While the site is located within a town centre area, there are residential properties to the south and west of the site together with flatted properties to the north and east. These have been carefully considered when locating, routing and specifying the external extract equipment to ensure that the plant is sensitive to the amenities of these properties.
- 5.10 The impacts of the plant equipment proposed by this application with regard to noise and odour are addressed in turn below:
- i) Impact of Noise
- 5.11 Local Plan Policy A4, and London Plan policy 7.15, sets out that proposals are required to minimise the impact of noise on the occupiers of proposed buildings, neighbouring properties and the surrounding environment. In accordance with Policy A4, the application is supported by a Noise Impact Assessment (NIA) by Noise Solutions.
- 5.12 An environmental noise survey was undertaken to establish the typical background sound levels at a location representative of the noise climate outside the façades of the nearest noise sensitive receptors to the proposed plant area during the quietest times at which the plant will operate.
- 5.13 The noise impact from the proposed plant has been predicted at the nearest noise sensitive receptors to the site and assessed against the typical requirements of the local authority (and in accordance with national policy on noise). The NIA provides the following conclusion:

“The predictions demonstrate that cumulative noise from the proposed plant should be acceptable to Camden Council at all nearby receptors and all times, inclusive of suitable atmospheric-side attenuators fitted to the fresh air supply and kitchen extract systems.”

5.14 The NIA recognises that all of the plant and associated ductwork/pipework will be fitted with suitable anti-vibration isolation in order to ensure structure-borne transmission to the adjoined residential properties is appropriately mitigated.

5.15 In the light of the above, it is clear that the external plant equipment proposed by this application will result in no harm to the amenity of nearby residential properties and is entirely consistent with national and local standards. The application is therefore in accordance with Local Plan Policy A4 and should be considered acceptable in this regard.

ii) Impact of Odour

5.16 Local Plan Policy A1 seeks to further protect residential amenity with regard to human health. In this regard, this highly specialised plant installation comprehensively deals with fumes and odour through the inclusion bespoke equipment and three vertical discharge points which ensure that treated air is dispersed upwards, directly into the atmosphere away from residential properties.

5.15 Each of the nine internal kitchens is fitted with a Sirius kitchen ventilation canopy designed for air capture and containment (or “CCA”). A copy of the manufacturer’s brochure providing further detail are submitted for the Council’s records and review.

5.16 The CCA system is designed specifically to prevent the spread of cooking fumes and heat. It works by emitting low-volume directed supply air inside the hood to create a negative pressure along the front lower edge of the canopy. This pressure change guides the rising thermal current into the canopy and toward high-efficiency grease filters.

5.17 These high-efficiency grease filters have been installed in each of the kitchens and will be maintained in accordance with manufacturer’s recommendations. Sirius’s filters provide outstanding filtration of grease and other particles with efficiency levels up to 94.6%, ensuring that fumes, grease and odours are captured before entering the extract duct and are therefore contained on site, and disposed of in a sustainable way when filters are cleaned and replaced. Indeed, a strict maintenance programme is

to be implemented in line with Chapman Ventilation's and Manufacturer's recommendations. A copy of this maintenance programme is also provided as part of the application documentation.

5.18 As set out above, the external extract ducts finish at roof level and have been positioned away from nearby residential properties to the east and north of the building, and with a large gap from the dwellings located to the west and south. This, together with the vertical discharge and high discharge velocity, ensures that the filtered extract air is dispersed away from nearby residential properties, directly into the atmosphere.

5.19 As demonstrated by the above and enclosed, the proposed extract has been appropriately designed, sited and specified to comprehensively treat and extract air emanating from the cooking process. This system has been installed and will be maintained to ensure that surrounding residential amenity is protected in accordance with Local Plan Policy A1. The application should also be considered acceptable in this regard.

c) Impact on the Character and Appearance of the Building

5.20 Whilst the application site is an industrial building and is not located within a conservation area, careful consideration has been given to the scale, siting and visual appearance of the external extract equipment in accordance with Local Plan Policy D1.

5.21 Due to its location, there are no prominent views of the site from the public realm. The 4 no. air intake louvres have been successfully integrated into the appearance of the building and sit comfortably on the building in terms of scale and appearance.

5.22 In this context, the 3 no. external extract ducts have been located away from publicly accessible views along Finchley Road, to ensure that the impact on the street scene is minimal.

5.23 In addition, the character and appearance of these ducts are entirely in keeping with the industrial character of the application building and its immediate context. Indeed, the site already includes plant equipment to its roof and rear elevation. As such, the principle of external plant equipment at this building has already been established.

5.24 In the light of the above, it is clear that the application proposals do not negatively impact on the character or appearance of the host building, and are entirely consistent with the industrial/commercial nature of the site. The proposals are in accordance with Local Plan Policy D1 and are considered acceptable in this regard.

Section 6 Design and Access Statement

6.1 This Design and Access Statement is prepared in accordance with guidance set out within the NPPG (Online, 2017) and is proportionate to the complexity and nature of the application which is very minor.

a) Use

6.2 The building benefits from permitted development rights to allow it to be occupied and operated by Deliveroo as a commercial kitchen (Class B1c) for the production and dispatch of food to customers. The external plant equipment, proposed by this application, is required to facilitate Deliveroo's operation and has enabled the long-term occupation of this previously vacant industrial building. No change of use is proposed by this application.

b) Scale and Amount

6.3 This proposal will not alter the scale of the building or the amount of development on site. Indeed, it is limited only to the installation of external plant equipment, including 4 no. extract ducts, 4 no. flues, 3 no. air intake louvres and 3 no. air condenser units.

c) Layout

6.4 The proposed extract ducts are situated along the west elevation to terminate at roof level. Two of the 3 air intake louvres are located along the north elevation and a further louvre along the south elevation. The 3 no. air condenser units are located to the west (rear) elevation.

6.5 For completeness, internal layout plans of the commercial kitchen have been provided for the Council's records. This operation is entirely restricted to the interior of the building.

d) Appearance

6.6 The external plant has a very minor impact on the external appearance of the building.

6.7 The external plant can be comfortably accommodated on the building and will be discreetly positioned to ensure that there is minimal impact to the appearance of the site from the street. This external plant is in keeping with the industrial character of the building.

e) Access

6.8 Existing access arrangements to and from the site remain unaffected by the application proposals.

Section 7 Conclusions

7.1 This Planning, Design and Access Statement has been prepared by Firstplan, on behalf of Deliveroo Ltd, in support of a planning application to Camden Borough Council at the unit to the rear of 115 Finchley Road, Swiss Cottage for the following:

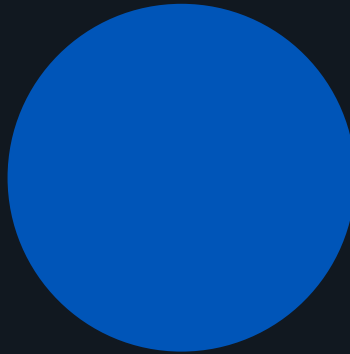
“Installation of external plant, including 4 no. extract ducts, 4 no. flues, 3 no. air intake louvres and 3 no. air condenser units.”

7.2 The principle of the development should be considered entirely acceptable given the plant equipment subject to this application facilitates the occupation of this previously vacant industrial unit by Deliveroo as a commercial kitchen Class B1c which is consistent with the nature of the building and immediate area.

7.3 The Applicant has commissioned a bespoke extraction system designed specifically for this site by its plant engineers which has given careful consideration to the demands of the commercial kitchen operation, nature of the cooking and the location of the site. This includes highly-specialised plant equipment which will appropriately deal with noise, fumes and heat emanating from the cooking process, together with a strict maintenance programme in line with manufacturers recommendations. The application proposals therefore safeguard surrounding residential amenity and are consistent with national and local planning guidance.

7.4 In addition, the works respect the character, external appearance and location of the application building.

7.5 In the light of the above, the application proposals are consistent with all of the relevant planning policies and guidance at both national and local level. This application should therefore be considered acceptably by the Council and we respectfully request that planning consent is granted without delay.



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