

From: Debbie Radcliffe [REDACTED]
Sent: 27 August 2019 17:22
To: English, Rachel [REDACTED]
Subject: Planning application - Ref 2019/3793/P (87-89 Marchmont Street)

Hi Rachel

You will recall that BRAG objected to the change of use proposal for 87-89 Marchmont Street (email 4 April 2019). After some time the application (Ref. 2019/1163/P) was "Withdrawn".

We note that a recent application has been submitted for the same premises - Ref 2019/3793/P.

This time it is an application for **Installation of Replacement Shopfront**. The details are described as "Alterations to the existing shopfront including the enhancement of the Marchmont Street elevation, replacement of the existing basement access hatch and exterior floor tiles, introduction of advertisements and the general refurbishment of the external appearance of the unit."

Application is for German chopped salad restaurant

The Design and Access Statement and the [1806-P01-002A Proposed Shopfront Details.pdf](#) gives a clear indication that the proposals are not for enhancement to the shop front of the existing Costcutter grocery store premises, but for an entirely new business, called Choppaluna.

Referring to the application forms of both 2019/3793/P (current) and 2019/1163/P (change of use - withdrawn), the applicant appears to have the same name: Mr Khan. This time, point 6 of the application form: **Existing Use** is described as "Class A1 (Shops)", whereas the previous application was more accurate, with the description being, "Grocery Store".

The Design and Access Statement has been prepared on behalf of West London Foods Ltd, of which Mr Shazad Khan is a director, and the Nature of Business, according to Companies House records is "Unlicensed restaurants and cafes".

The Design and Access statement [prepared by Nine Yard Club Ltd on behalf of West London Foods Ltd] ends with Summary & Conclusions, 6.0: "It is our consideration that the proposed alterations, which would enable the occupation of the unit by Choppaluna would result in a well-designed and proportioned shopfront in accordance with planning policy and should therefore receive a favourable recommendation"

Having withdrawn his previous application for Change of Use, the Applicant seems determined to establish a restaurant at this site, albeit by a less than transparent process.

I enclose, for your immediate reference, a screenshot of the applicant's design for the altered shopfront and a photo of the existing business, that lies adjacent to the Lord John Russell public house.

A quick glance at the Choppaluna franchise website (<https://www.worldfranchisecentre.com/p-detail.php?bid=596>) states that: "Choppaluna

isn't just an amazing place to for lunch either - we have plenty of filling dishes like our Steakhouse Salad and generous Caesar for people who want to take their time eating with friends in the evening, refueling after the gym or even on a date. As day turns to evening, ceramic crockery and polished cutlery add elegance to our restaurant quality food. A range of hot fillings matched with our delicious destination breads are more than capable of turning burrito lovers into loyal fans!"

The application for a premises that provides "restaurant quality food" is not merely a replacement shopfront for the Costcutter grocery store.

Regarding the application form, "No" has been ticked for points 18 and 19.

18. Employment: Will the proposed development require the employment of any staff? Yes **No** 19. Hours of Opening: Are Hours of Opening relevant to this proposal? Yes **No**

I am curious how the proposed Choppaluna business will operate without any staff. Opening hours will surely be relevant to a business that proposes feeding people during the day and evening.

The application for a digital screen

The Design and Access statement (page 1) which accompanies the application states "The site is not located within a Conservation Area and it does not form part of a listed building."

This is inaccurate as the site DOES lie within a conservation area.

The building is not listed but is considered a Positive Contributor to the conservation area, and lies next to The Lord John Russell Public House, which is described as having a "fine 19th century frontage". The introduction of a large digital screen would detract from this neighbouring frontage and is utterly inappropriate in context.

Planning history

The Design and Access statement is also inaccurate regarding Section 3 3.0 Planning history which states, "the only application of relevance was submitted in October 1962 requesting permission to replace the existing shopfront and carry out internal alterations (Planning Ref: TP4028/14872). Permission for the application in question was granted in December 1962.

This makes no reference to the recent application for Change of Use (Ref 2019/1163/P) which was registered on 12 March 2019, and subsequently Withdrawn.

BRAG's objection to Application for 87-89 Marchmont Street, Ref. 2019/3793/P

BRAG (Bloomsbury Residents Action Group) was founded in 2016 to provide a Voice for people who live in streets south of the Euston Road. We campaign for developments that do not undermine residents' quality of life. On behalf of the many residents who live in close proximity to 87-89 Marchmont Street, we object to this application for alterations to the existing shop front, as the designs clearly indicate a change of use is proposed.

Harm to residential amenity

The site lies in a mixed-use area which is predominantly residential. The loss of a grocery store at this location would impact negatively on less mobile residents who are unable, or who do not wish to walk a long distance for daily provisions.

Upper Marchmont Street provides local residents with a grocery store (subject of this application), a pub, a laundrette, a betting shop, a jewellers, an estate agent and two cafes which do not have late opening hours.

To enable the occupation of the unit by Choppaluna (a salad bar franchise business) would be a change of use from retail (groceries) to a cafe/restaurant.

The opening hours currently in operation are suitable for a convenience food store, where people pop in for a short while to purchase their goods. It would be inappropriate to permit these same hours (say 08.00am to 23.00 hrs) for a large eating establishment with a double frontage and a size of 201.24 sq. metres, where a large number of people could be dining until late, creating noise nuisance for the residents who live immediately above and across the road.

Camden policies

Policy TC4 of Camden's Local Plan seeks to make sure that new food, drink and entertainment uses do not cause harm to our centres, the local area or the amenity of residents. Policy TC2 seeks to a) protect and enhance the role and unique character of each of Camden's centres, ensuring that new development is of an appropriate scale and character for the centre in which it is located; b) provide for and maintain, a range of shops including independent shops, services, food, drink and entertainment and other suitable uses to provide variety, vibrancy and choice; c) make sure that food, drink, entertainment and other town centre uses do not have a harmful impact on residents and the local area.

Camden Council gives clear guidance for this particular Neighbourhood Centre in the table on page 47 of CPG Town Centres (adopted March 2018), one of these being - **No more than 2 consecutive food, drink, or entertainment uses**. Situated between a pub and café, the addition of a Choppaluna salad restaurant will provide more than 2 consecutive food, drink or entertainment uses.

For further information, see the following links which clearly describe Choppaluna as a restaurant chain.

edinburghnews.scotsman.com/lifestyle/german-chopped-salad-restaurant-choppaluna-set-to-open-doors-in-edinburgh-1-4991833

<https://www.bighospitality.co.uk/Article/2019/08/27/German-chopped-salad-restaurant-concept-Choppaluna-could-open-300-UK-restaurants-in-next-10-years>

BRAG objects to this planning application for a shopfront alteration by means of which an entirely new business will be in operation at 87-89 Marchmont Street, which will impact negatively on residential amenity.

BRAG also objects to the application for a digital screen in this location, citing Camden's Planning guidance on Advertisements, March 2018,

1.38 Digital advertisements are by design visual prominent and attention grabbing with their illuminated images, especially when they are large in size. They are not suitable for locating in some areas. Factors which make a location less suitable for digital billboards include locations: • Within conservation areas; • Within predominantly residential areas; • With a uniform heritage character, • near listed buildings; and • where the advertisement could become the most prominent feature of the street scene.

87-89 Marchmont Street lies within:

- a) Bloomsbury Conservation Area
- b) Within a predominantly residential area
- c) In a site with a uniform heritage character
- d) in a location where the digital advertisement screen could become the most prominent feature of the street scene.)

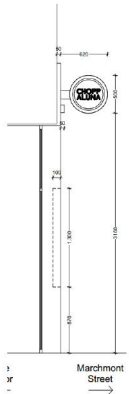
The addition of a digital advertising screen will change the character and impact negatively on this important historic street within the Bloomsbury Conservation Area.

We urge you to refuse this application due to the underlying purpose (change to Choppaluna salad restaurant, which will have a negative impact on residential amenity; and also to refuse the associated application for a digital advertising screen, due to the building's location within a conservation area.

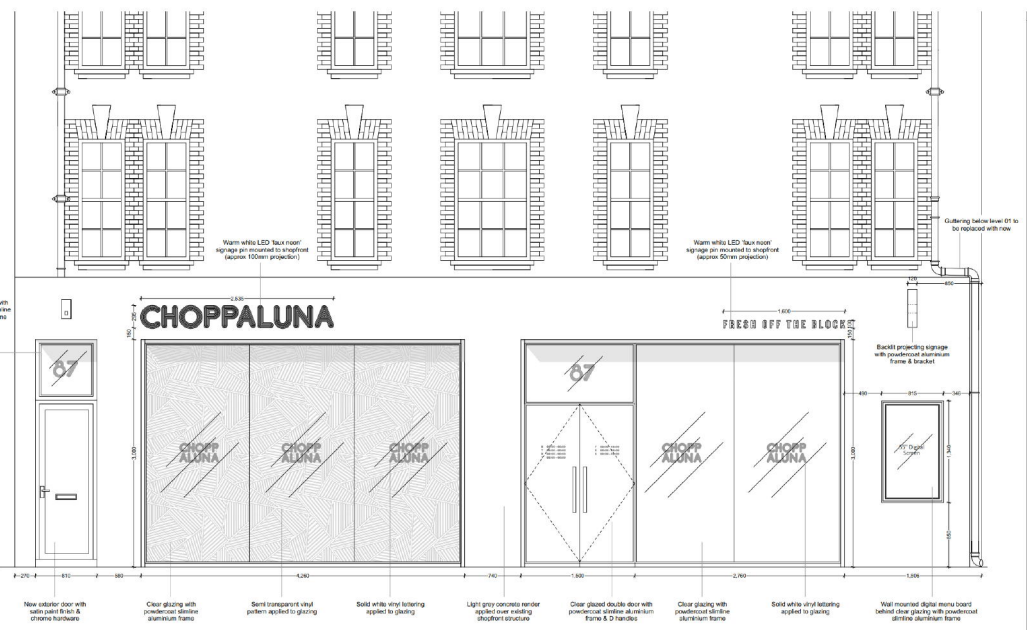
Kind regards

Debbie Radcliffe
Chair, BRAG (Bloomsbury Residents Action Group)

SECTION S1
SCALE 1:20 @ A1



Marchmont Street



- New exterior door with half size 67 & chrome hardware
- Clear glazing with powdercoat anodize aluminum frame
- Semi transparent vinyl pattern applied to glazing
- Solid white vinyl lettering applied to glazing
- Light gray concrete render applied over existing storefront structure
- Clear glazed double door with powdercoat anodize aluminum frame & D handles
- Clear glazing with powdercoat anodize aluminum frame
- Solid white vinyl lettering applied to glazing
- Wall mounted digital menu board behind clear glazing with powdercoat anodize aluminum frame

