



# **Planning, Design and Access Statement**

## **September 2019**

**29 Store Street, London,  
WC1E 7QB**

**WEA Planning  
20-22 Wenlock Road, Hoxton,  
N1 7GU**

**T: 020 7993 2075  
E: [wea@weaplanning.co.uk](mailto:wea@weaplanning.co.uk)**

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**Contents**

**Chapter 1 Introduction .....3**

**Chapter 2 Planning Justifications .....8**

**Chapter 3 Conclusions.....13**

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# Chapter 1

## Introduction

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## 1. Introduction

1.1. This statement sets out the background to the development (including planning history), the justification for the proposal and its accordance with the development plans. The statement refers to the development plans which comprise:

- National Planning Policy Framework (2019)
- London Plan (2016)
- Camden Local Plan 2017
  - A1: Managing the impact of development
  - D1: Design
  - D2: Heritage
  - TC2: Camden's Centres and other shopping areas
  - TC4: Town Centres uses
- Bloomsbury Conservation Area Appraisal and Management Strategy (2011)

### **Site Description**

- 1.2. The property subject to this application is the commercial unit occupying the basement and ground floor of 29 Store Street located on the southern side of Store Street, WC1E 7QB.
- 1.3. The property is a three-storey mid-terrace building with a basement and residential accommodation in the upper floors, accessed from a separate entrance on Store Street adjacent to the ground floor unit.
- 1.4. The ground floor commercial unit was converted to a restaurant in January 2013 and is now occupied by The Life Goddess, a Greek restaurant and deli. The ground floor comprises of the sitting room and deli counter while the basement level accommodates the kitchen. The unit has access to a small courtyard to the rear of the building.

- 1.5. The property is not a statutory Listed building however, it is located within the Bloomsbury Conservation Area. The site is part of the Store Street Neighbourhood Centre which is formed of Nos 28 to 42 Store Street (consec.). The application site falls within the administrative boundaries of the London Borough of Camden.

### **Heritage**

- 1.6. The Bloomsbury Conservation Area covers an area of London that expanded rapidly northwards during the period 1660-1840. Impetus for the initial development came from events such as the plague of the Black Death (1665) and the Great Fire of London, which had devastated the City.
- 1.7. On the Bedford Estate, the 4th Duke had initiated the plans to capitalise on the demand for land for building, although the land to the north of Bedford House was deliberately left open to maintain his view of the hills of Hampstead and Highgate. Bedford Square was designed and built as a unified architectural composition in 1775-6 (attributed to Thomas Leverton) and was built by a number of builders with strict controls over the design of the elevations. Its construction marked the beginning of systematic development of the land to the north. Unlike the earlier development, it was intended to be a grander, primarily residential district.
- 1.8. Hence, the uniformity of design of the elevations on Gower Street was a result of the contractual controls over issues such as dimensions, materials and surfacing imposed by the Bedford Estate. The streets surrounding Bedford Square, (such as Bedford Avenue, Gower Street, Store Street and Chenies Street) were developed in the following years principally, by Scott and Grews, but also by Leverton, John Utterton and Alexander Hendry. The form of the narrow-fronted terraces reflects the developers' desire to minimise the frontage and maximise the number of dwellings that could be built in each street.
- 1.9. At the eastern end of Store Street, the south side is lined by Nos 28-43 (consec) (including the application site at no.29), an early 19th century four-storey terrace which was developed on Bedford Estate land. It was completely re-fronted in the 1930s with a symmetrical composition in a dark red brick with a series of shopfronts of identical design at ground-floor level. The uniform, loosely classical composition of the terrace is emphasised by a continuous stone parapet with a raised central portion

and end pieces articulated by pilasters and banding. Window openings have red rubbed brick heads with contrasting keystones. The terrace has a variety of small independent retail and café uses, with residential accommodation above. The entire front has recently been restored and unified in terms of detailed design and signage, to the benefit of the streetscape. The trees within the street give a leafy feel and provide a sense of enclosure.

### **The Proposal**

1.10. The application property was converted to a deli/restaurant in January 2013 without the benefit of planning permission. The applicant was contacted in February 2019 by Camden Council Enforcement Team and was asked to regularise the situation. Following the communication with the Enforcement team, WEA Planning was instructed to prepare and submit a planning application to regularise the change of use of the premises. This application now seeks retrospective consent from Camden Council for the change of use of the premises from retail (Class A1) to a mixed-use restaurant and deli (Class Sui Generis). This application also proposes the installation of fumes extract ventilation to the rear of the building to reduce the fumes and smells produced by the kitchen of the units, and to preserve the amenity of neighbouring residents.

1.11. The description of the development is as follows:

*“Change of use from retail (Class A1) to mixed used of retail and restaurant (Sui Generis) (retrospective); installation of extraction equipment to the rear.”*

1.12. The development would mostly comprise internal layout changes, with the external alterations being limited to the installation of extraction system to the rear of the building. No alterations are proposed to the front of the building to preserve the appearance and character of the host building.

1.13. The main concerns about the proposal are:

- the loss of the retail use;
- the principle of the change of use;
- the principle of a restaurant at this location;

- the impact of the development on the character and appearance of the host building, the street scene and the wider area;
- the impact of the development on the amenity and living conditions of neighbouring residents;

1.14. The application submission addresses these issues and will demonstrate that the development is acceptable and makes a positive contribution to this part of the borough.

### **Planning History**

1.15. 2009/2575/P: Alterations to shopfronts on the shopping parade - 28-42 Store Street - Granted



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# Chapter 2

## Planning Justification

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## 2. Planning Justification

### Policy Considerations

- 2.1. The decision to grant planning permission has to have regard for the policies and proposals set out in NPPF (2019), London Plan (2016), Camden Local Plan (2017) and Bloomsbury Conservation Area Appraisal and Management Strategy (2011).
- 2.2. The main aspects of the proposal to be assessed with the application are: the loss of the retail use; the principle of a restaurant use on site; the impact of the development on the character and appearance of the host building, the street scene and the wider area; the impact of the development on the amenity and living conditions of neighbouring residents. The various aspects of the proposal and its impact are assessed in the section below.

### Camden Local Plan 2017

- 2.3. Policy A1 is entitled 'Managing the impact of development' and sets the Council's objective to protect the quality of life of occupiers and neighbours. In order to assess the impact of development, the Council will take into account visual privacy, outlook, noise and vibration levels, and odour, fumes and dust.
- 2.4. Policy D1 (Design) states: *"The Council will seek to secure high quality design in development. The Council will require that development: a. respects local context and character; b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage; e. comprises details and materials that are of high quality and complement the local character"*.
- 2.5. Policy D1 is complemented by Policy D2 which focuses on heritage assets and conservation areas. Policy D2 states: In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. The Council will require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area".

- 2.6. Policy TC2 (Camden's centres and other shopping areas) is relevant to this application as the site is located within the Store Street Neighbourhood centre. The Council's main objective is to *"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"* as well as *"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"*
- 2.7. Policy TC4 (Town Centre Uses) complements policy TC2 and seeks to ensure a balance mix of uses in the Council's town centres by ensuring that: "the development of shopping, services, food, drink, entertainment and other town centre uses does not cause harm to the character, function, vitality and viability of a centre, the local area or the amenity of neighbours".
- 2.8. Appendix 4 (Centre frontages) of the Camden Local Plan identifies that the Store Street Neighbourhood Centre should retain a minimum of 50% of Class A1 shops within the frontage and a maximum of 25% of Classes A3, A4 and A5 uses with no more than 2 consecutive food, drink and entertainment uses.

#### **Principle of change of use**

- 2.9. The application site is located within the Store Street Neighbourhood Centre (nos.28-42 consec.), where the provision of retail shops is protected under Policies TC2 and TC4 of the Local Plan and for which a minimum of 50% of the units should be retained as shops within Class A1 use. Nos. 30, 31, 32, 33, 34, 36, 37, 38, 40, 41 and 42 are shops operating within Class A1 as detailed in Table 1 below. This amounts for 2/3 of the parade and therefore exceed the 50% minimum requirement.
- 2.10. Furthermore, only 3 units are currently operating as food and drink premises, including the application site (we do not believe all of them have formal permissions). This is below the 25% maximum threshold recommended by Policy TC4 and Appendix 4. And the application site does not create more than 2 consecutive units operating as food and drinks businesses in the parade, once again meeting the requirements of Policy TC4.

**Table 1: Uses on the units forming Store Street Neighbourhood Centre**

No.	Occupier	Use	Use Class
28	Caffe Paradiso [no planning permission]	Café	A3
29	Life Goddess (application site)	Restaurant and deli	Sui Generis
30	Russell & Chapple	Retail	A1
31	Store Street Framing	Retail	A1
32	Store Street Gallery	Retail	A1
33	Treadwell's Books	Retail	A1
34	Swans Dry Cleaners	Dry Cleaners	A1/Sui Generis
35	Olivelli	Restaurant	A3
36	Decadence	Hairdresser	A1
37	The Printing Centre	Retail	A1
38	Cloud 9 Cycles	Retail	A1
39	Hurford Salvi Carr	Estate Agents	A2
40	Store St. Espresso	Café	A1/A3
41	Chas. E. Foote	Retail	A1
42	Orchidya	Retail	A1

2.11. The site also lies approximately 140m to the north-west of the Tottenham Court Road Central London Frontage Area, which contains approximately 160 ground floor commercial premises and is home to a number of large scale developments and large retail premises, intermingled with High Street multiples providing a range of convenience goods and services, as well as food, drink and entertainment uses.

2.12. The neighbouring Tottenham Court Road Central London Frontage Area should retain a minimum of 80% of Class A1 shops within the primary frontage, and a minimum of 66% of Class A1 shops within the secondary frontage. As such, this is considered to demonstrate that there is an additional adequate retail provision within 5 minutes walk of the application site within designated centres and frontages that are protected by

specific policies, and as such, would provide adequate and sustainable Class A1 retail provision.

- 2.13. The mixed use provides both a retail function and a place to eat that attracts good footfall to this area. The change of use of the application site from retail to a mixed-use restaurant and deli (Class Sui Generis) is therefore considered to comply with the requirements of Camden Local Plan when considering the attractivity and vitality of the Store Street neighbouring Centre and should be supported by the Council.

### **Extract ventilation**

- 2.14. As outlined above, the proposed external ducting would run vertically along the rear elevation of the building and discharge above roof level. The rear building line of No. 29 Store Street is completely enclosed by No. 30 Store Street to the east and Nos. 17 to 20 and 37 to 40 Gower Mews Mansions to the south. As such, whilst the rear building line is visible in private views from these properties, it is not visible in any public views. Given the minimal protrusion of the proposed flue above roof level, the proposed extraction equipment would not be visible from the public realm.
- 2.15. As mentioned in Chapter 1 of this report, this part of Store Street is described in Bloomsbury Conservation Area Appraisal and Management Strategy as a four-storey terrace *“with a symmetrical composition in a dark red brick with a series of shopfronts of identical design at ground-floor level. The uniform, loosely classical composition of the terrace is emphasised by a continuous stone parapet with a raised central portion and end pieces articulated by pilasters and banding. Window openings have red rubbed brick heads with contrasting keystones. The terrace has a variety of small independent retail and café uses, with residential accommodation above”*.
- 2.16. Only the front elevation of the properties forming the terrace contribute to the character of the Conservation Area while the rear of the terrace does not contribute to the significance of the Conservation area. Considering that the proposed fumes extraction system would be located to the rear of the building, it would not harm the appearance and the significance of the area. Overall, it is not considered that the proposed design or siting would result in any harm to the character or appearance of the host building or the Bloomsbury Conservation Area or the setting of the neighbouring Grade II listed buildings at Nos. 1-15 (odd) Gower Street to the east.

- 2.17. An acoustic assessment was prepared by Acoustic Consultants Ltd to assess the future impact of the proposed extraction system in terms of noise and vibration on the neighbouring properties. The Noise Impact Assessment demonstrate that with the installation of recommended attenuators, the proposed extraction system will have a limited impact on the neighbouring properties and will meet British Standard BS 4142:2014 for noise and vibration in line with the requirements of Policy A1 of the Camden Local Plan.
- 2.18. It should be noted that the installation of a fumes extraction system running along the rear elevation of the building with the fumes being discharged at roof level was proposed and subsequently considered acceptable by Camden Council at 43 Store Street (application ref 2018/3878/P). Taking in account the similarities between both proposals involving the creation of a restaurant and the installation of the ancillary extraction system, it is considered that the proposed extraction system at the application site should be viewed as acceptable and in compliance with Policy A1 of the Camden Local Plan 2017

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# Chapter 3

## Conclusions

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### 3. Conclusions

3.1 This application seeks planning permission for the retention of change of use of the site from retail (Class A1) to mixed use retail and restaurant (Sui Generis) and proposed installation of extraction equipment to the rear of the building at 29 Store Street, London, WC1E 7QB.

3.2 The proposed development should be seen in the context of scale, design, materiality, functionality and sustainability.

3.3 The benefits of the proposal are summarised below:

- The change of use of use to a restaurant and deli contributes to the attractiveness and vitality of the Store Street neighbourhood Centre
- The proposal retains a commercial unit on site
- The proposed fumes extraction system with attenuation measures would avoid any nuisance in terms of odour and smell without causing undue noise or vibration
- The proposal does not harm the character of the existing building and area.
- The proposal will not harm the appearance of Bloomsbury Conservation area.
- The proposal passes the NPPF Paragraph 195 test for harm.
- The proposal will result in no harm to the amenity or privacy of neighbouring properties

3.4 All the aspects of the proposal are fully supported by the guidelines set out within national and local development framework. The development contributes positively to the Store Street Neighbourhood Centre and will not harm the setting of the of Bloomsbury Conservation Area. Therefore, the proposal should be granted permission.

3.5 The development is compliant with the relevant Central Government Guidance and Development Plan Policies contained within the London Plan 2016, and at a local level, the proposal is compliant with Camden's Local Plan 2017. The scheme is also reflective of the advice contained within the borough's relevant supplementary planning documents. It is considered the proposal is in accordance with all relevant policies and the planning permission should be granted permission.



