

Design & Access Statement

This statement has been produced to accompany the Planning Application at:

The Rabbit Hole Cocktail Bar

In front of King of Falafel, 168 Clerkenwell Rd, London EC1R 5DE

Change of the Use Class from Use Class E - (Commercial service - Hair & Beauty) to Use Class Sui Generis (p) (cocktail bar)



Prepared by UK Surveyors Ltd 03/09/2021 Rev - A



Contents

- 1.0 Introduction
- 2.0 Site Description
- 3.0 The Proposal
 - 3.5 Company background
 - 3.12 Products Served
 - 3.14 Camden's Demographic
 - 3.16 Overview of The Cocktail Industry
- 4.0 Planning History
- 5.0 Relevant Planning Policy
 - 5.1 Planning and Compulsory Purchase Act 2004
 - 5.2 The National Planning Policy Framework (NPPF)
 - 5.6 The National Planning Policy Framework (NPPF)
 - 5.13 Planning for Growth
 - 5.17 Furthermore
 - 5.20 London Plan 2016 and Draft London Plan 2019
 - 5.21 Camden Local Plan 2017
- 6.0 Planning Policy Considerations
- 7.0 The Process & Assessment
 - 7.1 Assessment
- 8.0 Design Components
 - 8.2 Use
 - 8.3 The proposed hours of operation
 - 8.4 Amount
 - 8.5 The proposed works include:
 - 8.7 Scale
 - 8.8 Landscaping
 - 8.9 Appearance
 - 8.15 Public Transport
 - 8.20 By Car
 - 8.23 Vehicular Parking Standards
 - 8.27 Inclusive Access
 - 8.28 Flood Risk
 - 8.29 Refuse & Recycling
 - 8.35 Control of Noise
 - 8.39 Staff Supervision
- 9.0 Licensing Controls
 - 9.12 Assessment of Planning Considerations
- 10.0 Conclusions
- 11.0 Site Photographs



1.0 Introduction

- 1.1 This report has been prepared by UK Surveyors Ltd on behalf of The Rabbit Hole Cocktail Bar to identify design and access issues relevant to the proposed application.
- 1.2 In this instance, we believe that no objection would be raised to the principle of the Change of the Use Class from Use Class E (Commercial service Hair & Beauty) to Use Class Sui Generis (p) (cocktail bar) at the site.
- 1.3 This Design and Access Statement accompanies an application for Change of Use at:
 - In front of King of Falafel, 168 Clerkenwell Rd, London EC1R 5DE
- 1.4 As this is a proposal for a change of the Use Class, some aspects such as the social and economic context are of limited applicability.
- 1.5 This design and access statement aims to demonstrate the principles of good design and safe and inclusive access for all have been considered from the outset of the development process.
- 1.6 This design and access statement has been written in accordance with the CABE document 'this design and access statements: How to write, read and use them' published in 2006 and 'Guidance on information requirements and validation' published by the Department of Communities and Local Government in March 2010.
- 1.7 The CABE 2006 states that:
- 'It is important that the design and access statement are written specifically for the application they accompany and the amount of detail they contain should reflect how complex the application is'.
- 1.8 Furthermore the 2010 guidance states that the level of detail required in a design and access statement depends on the scale and complexity of the application.



2.0 Site Description

- 2.1 The application site is a former converted Victorian WC at basement level under the junction of Rosebery Avenue and Clerkenwell Road, London.
- 2.2 Currently the site is used by The Rosebery Rooms offering hair & beauty treatments.
- 2.3 The site has two street level entrances formerly the Ladies on one side and the Gentlemen's entrance on the other.



3.0 The Proposal

- 3.1 In this instance, we believe that no objection would be raised to the principle of the Change of the Use Class from Use Class E (Commercial service Hair & Beauty) to Use Class Sui Generis (p) (cocktail bar) within the curtilage of the site.
- 3.2 The unit is small in scale have a floor area of just 68.8sqm in total arranged over one level this being underground.
- 3.3 The proposed works include:
 - Upgrading of the existing railings, gates and structures over the entrances
 - Removal of non-structural internal walls
 - Installation of cocktail bar
 - Customer/staff toilet
 - Patron seating areas
 - A small patron's private area
 - Staff office
- 3.4 The proposals are for a maximum of 56x patrons only due to the limited size of the venue.

3.5 Company background

The Rabbit Hole is to be an upscale Cocktail Bar, located in Camden, London.

- 3.6 The application site is located within a catchment area containing offices/businesses, independent shopping outlets and residential dwellings.
- 3.7 Rabbit Hole will be focused on creating a quirky and sophisticated atmosphere offering a unique and unforgettable custom experience with cocktails made with care and passion from the finest and freshest ingredients.
- 3.8 The proposals are to create a lavish and elegant environment providing a great ambience for patrons to enjoy quality cocktails.
- 3.9 The ethos of the business is to provide a gold standard of service and entertainment to suite every budget.
- 3.10 Rabbit Hole will welcome all ages, races and genders from all communities however, the main demographic will be of 30 years plus who will prefer the relaxed and chilled-out atmosphere.

3.11 Products Served

Rabbit Hole will sell a wide range of assorted and original cocktails with a twist, made with high quality ingredients by our professional mixologists.

3.12 The applicant's mission is to expand the business further and become a branded cocktail bar in Camden as well as other locations throughout London providing the best cocktails and a good humored ambiance for all their customers.



3.13 Camden's Demographic

Age	Gender	Income	% of people in	Target Regions:
			the age group.	
18-30yrs	All genders	£22,000-£45,000	15%	Local
31-40yrs	All genders	£45,000-	45%	Local
		£65,000+		
41yrs +	All Genders	£65,000 +	40%	Local

- 3.14 The applicant has been in position of the application site for 14 plus years which has allowed him to gather a good insight into the age group of people within the catchment area.
- 3.15 There is a large number of offices and businesses within the locality of the application site whose employees go out socializing after work.

3.16 Overview of The Cocktail Industry

The main characteristic of a Cocktail Bar is to provide a wide selection of assorted cocktails.

- 3.17 Cocktails are mixed with distilled beverages of many types; examples of these can be Gin, Brandy, Vodka, Tequila, Rum and many other beverages. Cocktails also contain ingredients which can be for example sauce, juice, fruits, coffee, honey, egg and many more ingredients.
- 3.18 Every cocktail has a unique ambiance depending on the quality of the ingredients and how they are prepared.
- 3.19 According to the CGA, prior to the pandemic, the value of cocktail bars has increased by 9.5% to £587m.
- 3.20 The on-trade outlets within the United Kingdom who sell cocktails has risen by 75% to 42,000.
- 3.21 Cocktail Bars are a growing industry serving the purpose of entertainment and leisure to all ages.



4.0 Planning History

4.1 The local authority planning website has confirmed that there are no historic planning applications associated with the application site.



5.0 Relevant Planning Policy

5.1 Planning and Compulsory Purchase Act 2004

4.3 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning decisions to be made in accordance with the development plan unless material considerations indicate otherwise.

5.2 The National Planning Policy Framework (NPPF)

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how they should be applied to achieve sustainable development, which it sees as consisting of following three dimensions, economic, social and environmental. Although the Framework does not change established planning law and the need for planning applications to be determined in accordance with the statutory development plan unless material considerations indicate otherwise, it is clear that the Framework should be considered a material consideration in planning decisions.

- 5.3 The NPPF must now be taken into account in the preparation of local and neighborhood plans and is a material consideration in planning decisions.
- 5.4 The NPPF gives particular encouragement towards job creation and economic growth; provide additional support for the reuse of the premises in the manner suggested in the planning application.
- 5.5 Within paragraph 14 it is underlined the importance of delivering sustainable development through the planning system. It states that "at the heart of the National Planning Policy Framework is a presumption in favor of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking". The NPPF states that for decision making this means:
 - Approving development proposals that accord with the development plan without delay; and where the development plan is absent, silent or relevant policies are out of date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh
 the benefits, when assessed against the policies in the Framework taken as a
 whole; or specific policies in this Framework indicate development should be
 restricted.
- 5.6 **The National Planning Policy Framework (NPPF)** paragraphs 18 22 supports building a strong, competitive economy, the creation of jobs and properity, and significant weight to be placed on the need to support economic growth through the planning system. It states that the Local Planning Authority should plan proactively to meet the development needs of businesses, and that investment in business should not be overburdened by the combined requirements of planning policy expectations.
- 5.7 Paragraphs 69 78 promote planning for healthy communities and provide that the planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities.
- 5.8 Paragraph 70 seeks to deliver the social, recreational and cultural facilities and services the community needs.
- 5.9 The Framework contains a set of 12 core land use principles which should underpin both development management and plan making. These Core Planning Principles are set out at Paragraph 17 of the NPPF. Of particular relevance to this planning application is



the role that the planning system should play in ensuring that every effort is made to "objectively identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth".

- 5.10 The Framework very clearly underlines the Government's commitment to ensure that the planning system does everything it can to support sustainable economic growth. It states that "significant weight should be placed on the need to support economic growth through the planning system" (paragraph 19).
- 5.11 In assessing planning applications the advice is clear, that local planning authorities "should apply the presumption in favor of sustainable development". This means that authorities should have regard to paragraphs 18 to 219 of the NPPF, which taken as a whole, constitute the Government's view of what sustainable development in England means in practice. It is therefore important for local planning authorities to make decisions that reflect a balance of economic, social and environmental considerations.
- 5.12 With regards to transport issues the NPPF seeks to encourage sustainable transport modes, to give people a real choice about how they travel. Developments that generate significant movement should be located where the need to travel will be minimized and the use of sustainable transport modes can be maximized. The NPPF does however make clear that development should only be prevented or refused on transport grounds where the "residual cumulative impacts of development are severe" (paragraph 32).

5.13 Planning for Growth

The Minister of State for Decentralization and Planning issued in March 2011 a written statement which highlighted the role planning has to play in helping rebuild Britain's economy. The Statement recognizes that there is a pressing need to ensure that the planning system does everything it can to help secure a swift return to economic growth.

- 5.14 The Government's top priority in reforming the planning system is to promote sustainable economic growth and jobs. The Government is clear that the expectation is that the answer to development and growth should wherever possible be yes, except where this would compromise the key sustainable development principles set out in national planning policy. The statement makes clear that there is a strong presumption in favor of sustainable development.
- 5.15 Local Planning Authorities should consider fully the importance of national Planning policies aimed at fostering economic growth and employment, given the need to ensure a return to robust growth after the recent recession. Local Planning authorities should consider the range of likely economic, environmental and social benefits of a proposal such as increased consumer choice and more robust local economies.
- 5.16 In determining planning applications local authorities should ensure that they give appropriate weight to the need to support economic recovery. The statement makes clear that the Secretary of State for Communities and Local Government will take the principles set out in Planning for Growth into account when determining planning applications that come before them for a decision and in particular, they will attach significant weight to the need to secure economic growth and employment.

5.17 Furthermore

"It should improve an area's visual or physical connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area" (Policy 7.4A).



5.18 Policy 7.4B also advises that planning decisions should seek to ensure that buildings provide a high-quality design response that:

• Allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area.

5.19 With regards to transport issues the NPPF seeks to encourage sustainable transport modes, to give people a real choice about how they travel. Developments that generate significant movement should be located where the need to travel will be minimized and the use of sustainable transport modes can be maximized. The NPPF does however make clear that development should only be prevented or refused on transport grounds where the "residual cumulative impacts of development are severe" (paragraph 32).

5.20 London Plan 2016 and Draft London Plan 2019

Due account has been taken of the requirements the London Plan in respect of carrying out a development.

5.21 Camden Local Plan 2017

- A1 Managing the impact of development
- A4 Noise and vibration
- D1 Design
- D2 Heritage
- TC4 Food, drink, entertainment and other town centers uses
- T1 Prioritizing walking, cycling and public transport
- T4 Promoting the sustainable movement of goods and materials
- Camden Planning Guidance
- CPG Town centers and retail 2018
- CPG Amenity 2018



6.0 Planning Policy Considerations

- 6.1 The clear advice in the NPPF is to encourage economic growth which means granting planning permission unless "any adverse impacts of doing so would significantly and demonstrably outweigh the benefits of the development proceeding".
- 6.2 The balance of impacts such as investment, economic as well as, sustainability, and health benefits, overall weigh strongly in favor of the proposal.
- 6.3 The level of employment and investment the proposal will generate within the local area cannot be underestimated.
- 6.4 As demonstrated, the principle of the proposals is supported by both Local and National Planning Policy.
- 6.5 The development will draw people into locality due to its central location and its close proximity to a range of sustainable transport options, which will encourage people to use sustainable transport modes.
- 6.6 The proposal will contribute significantly to the local economy and will create a number of employment positions.



7.0 The Process & Assessment

7.1 Assessment

The application site has a lawful Use Class E – (Commercial service – Hair & Beauty).

- 7.2 In this instance, we believe that no objection would be raised to the principle of the Change of the Use Class from Use Class E (Commercial service Hair & Beauty) to Use Class Sui Generis (p) (cocktail bar).
- 7.3 As the current lease holder is due to close the existing business in early October due to slowing demand, the proposal should be considered on the grounds of whether the existing Use Class on the premises is needed and if it demonstrates effective use of the site. In addition, the council should allow flexibility to respond to the challenging economic circumstances and thus enable the premises to be used for alternative purposes in uncertain economic times.
- 7.4 It is therefore considered that the proposals are appropriate and would not have a detrimental impact on the building or the surrounding area.
- 7.5 In preparing the scheme, we feel that the proposal will strengthen the existing location by diversifying the goods and services on offer in the local area which will have a positive economic impact, adding to and enhancing the character of the area.
- 7.6 It is believed that the proposals will service local needs as the site is easily accessible by foot and bicycle and is relatively easy to access.
- 7.7 When preparing the scheme, careful consideration has been made to ensure the proposals will not have a detrimental impact upon any neighboring amenities that may be in the local vicinity.
- 7.8 With a good design standard, it is predicted that the proposed use within this location will serve the needs of local residents, visitors and businesses alike.
- 7.9 Taking the above into consideration, the application site is the most appropriate location for the proposals within the locality.



8.0 Design Components

8.1 With regards to the CABE guidance and relevant planning policies, this section examines the design principles and concepts that have been applied to particular aspects of the proposal. In undertaking this assessment, we have had regard to adopted Local Plan policies and the adopted Supplementary Design Guidance which generally encourage high standards of design in all developments.

8.2 **Use**

The proposed change of the Use Class from Use Class E – (Commercial service – Hair & Beauty to Use Class Sui Generis (p) (cocktail bar) within the curtilage of the site is considered to be appropriate as the intended uses will enhance the surrounding area by having a positive impact on the surrounding area.

8.3 The proposed hours of operation

•	Monday:	09:00 - 02:00
•	Tuesday:	09:00 - 02:00
•	Wednesday:	09:00 - 02:00
•	Thursday:	09:00 - 02:00
•	Friday:	09:00 - 02:00
•	Saturday:	09:00 - 02:00
•	Sunday & Bank Holidays:	09:00 - 02:00

8.4 Amount

The application building has a floor area of 68.8sm which is to remain the same as existing.

8.5 The proposed works include:

- Upgrading of the existing railings, gates and structures over the entrances
- Removal of non-structural internal walls
- Installation of cocktail bar
- Customer/staff toilet
- Patron seating areas
- A small patron's private area
- Staff office

8.6 It is judged that the proposals will not have any detrimental impact upon the character or appearance of the fabric of the property.

8.7 **Scale**

The scale of the unit is defined by the existing space as the proposal involves utilizing the space as it stands. The scale of the space will therefore remain the same as existing and there will be no effects on the character of the surrounding area in terms of scale. The development will be no greater in size than other buildings within the area and it considered being appropriate in the location.

8.8 Landscaping

There are no areas of landscaping associated with the application site so there are no intensions to carry out a landscaping scheme.

8.9 Appearance

Externally the design intent is to provide an aesthetic which is sympathetic to the area.



- 8.10 Internally, the proposals for the interior designs are to be of a lavish and elegant environment, externally the upgrading of the existing railings, gates and structures over the entrances to respect the application site historical heritage.
- 8.11 Currently, the designs of the premises are in accordance with the relevant districts planning design guidelines and also in accordance with the overall appearance of adjoining buildings.
- 8.12 The view of the application site is to be in harmony with the overall appearance of the locality respecting the historical elements.
- 8.13 The proposed development is sympathetic to the surroundings and takes into account the building form of the adjacent building's heritage asset.

8.14 Access

The bar will be accessed via the existing staircases located to the left- and right-hand side of Rosebery Avenue.

8.15 **Public Transport**

The application site is located within walking distance of offices/businesses, community facilities and other local services and public transport links.

- 8.16 The site is in a central location with very good connections to local public transport links. It is envisaged that the majority of the visitors to the site will have traveled on foot or by public transport. Any traffic generated by the development will be very low and not have a significantly detrimental impact on parking, traffic problems, pedestrian and highway safety.
- 8.17 The application site is located approx. 500m north of Chancery Lane Tube Station offering access onto the Northern Line.
- 8.18 There are also a number of bus services on the following:
 - Rosebery Avenue: 19, 38, N19, N38, N41
 - Clerkenwell Road: 55, 243, N55
 - Theobalds Road: 19, 38, 55, 243, N19, N38, N41, N55
- 8.19 It is considered that the site is accessible by public transport ensuring that users will have equal and convenient access to the site. The proposed uses will therefore offer a sustainable local service, reducing the need for journeys out of the local area, in keeping with National Planning Policy.

8.20 **By Car**

The district is well served by the strategic road network although many roads experience peak time congestion problems.

- 8.21 During the week the application site is going to be open to patrons, any activities taking place will not have a detrimental impact on the current parking or traffic levels within the locality of the application site.
- 8.22 The number of vehicle journeys is predicted to be very low and as a result it would not have any significant detrimental impact on existing parking, traffic problems, pedestrian and highway safety within the locality.



8.23 Vehicular Parking Standards

Supplementary Planning guidance "Vehicular Parking Standards" suggests, both the proposed and the previous use would not increase the numbers of vehicle journeys to the application site.

- 8.24 As stated above, Supplementary Planning guidance "Vehicular Parking Standards" suggests, the proposed use would not increase the numbers of vehicle journeys to the application site.
- 8.25 Due to the application site's central location, the application site has no vehicle parking spaces associated.
- 8.26 The number of vehicle journeys is predicted to be very low and as a result it would not have any significant detrimental impact on existing parking, traffic problems, pedestrian and highway safety within the locality.

8.27 Inclusive Access

The proposals for the application site will not create any greater accessibility requirements than the current permitted Use Class.

8.28 Flood Risk

The property is indicated to be within Flood Zone: 1 as indicated by the Environment Agency website within an area with no predicted risk from flooding events.



Flood map for planning

Your reference Location (easting/northing) Created

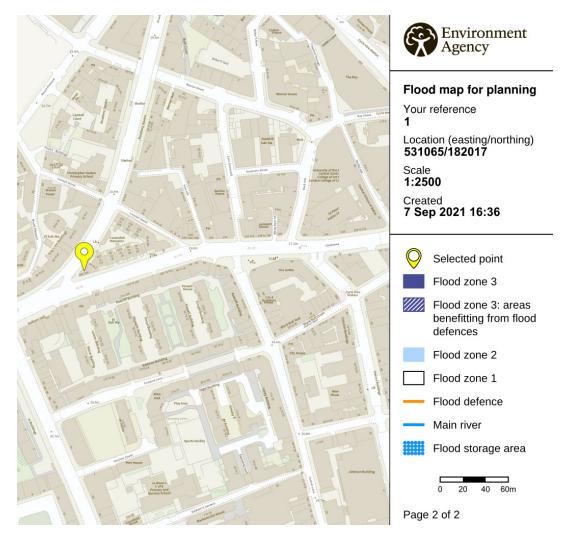
1 531065/182017 7 Sep 2021 16:36

Your selected location is in flood zone 1, an area with a low probability of flooding.

This means:

- you don't need to do a flood risk assessment if your development is smaller than 1 hectare and not affected by other sources of flooding
- you may need to do a flood risk assessment if your development is larger than 1
 hectare or affected by other sources of flooding or in an area with critical drainage
 problems





8.29 Refuse & Recycling

The applicant's aim is to significantly reduce waste going to landfill, the following principles will be adopted for waste management, refuse, recycling and collection.

- 8.30 The proposals will generate similar amounts of waste as the current Use Class.
- 8.31 There will be space within the layout of the venue for the storage of refuse and recycling.
- 8.32 Recyclable materials such as plastic, paper, cardboard and glass shall be separated prior to collection, these collections will be on a daily basis due to the limited storage space on site.
- 8.33 All collections of waste will be undertaken during normal daytime operational hours.
- 8.34 All waste collections are to be undertaken by Camden Council.

8.35 Control of Noise

When assessing the likely impact of the proposal on the existing local amenity, it is considered that the main concerns will relate to noise.



- 8.36 Should there be any increase in noise levels these will not be prevalent and will not be a greater than the level of background noise at this site.
- 8.37 Although the use will create noise, this would be limited to patron's entering and leaving the site and their conversions. This slight increase in noise will not be prevalent and will not be greater than the level of background noise at this site.
- 8.38 In addition, it should not be presumed that this would be more detrimental to local amenity.

8.39 Staff Supervision

A set member of staff will be assigned to oversee both the internal and external areas at all times during the hours of operation.

- 8.40 A set member of staff will, up to one hour after the event ends to make sure dispersal takes place in an orderly and proper manner. Staff members will be equipped with either mobile phones or radios and will be able to communicate with the Duty Manager to enable a quick response to any incident or complaint.
- 8.41 All staff will take a pro-active approach to security and noise management.



9.0 Licensing Controls

- 9.1 Prior to adoption of NPPF, PPS4 stated that decisions by LPAs should take account of and complement the Local Authority's statement of licensing policy and promotion of the licensing objectives. Whilst this link has been removed by NPPF, there remains a link between these two means of control where considerations overlap and, therefore, the applicant considers that licensing remains a material consideration for planning applications relating to licensed premises.
- 9.2 Since 2000, Central Government has advocated a more relaxed licensing regime in order to encourage flexibility to licensed operators, more freedom of choice and a means of addressing and reducing the impact of binge drinking. The Government White Paper 'Time for Reform: proposals for the modernization of our licensing laws' (April 2000) sets out formal proposals for modernizing and integrating the alcohol, public entertainment and associated late night leisure licensing systems in England and Wales in order to encourage a strategy for 24-hour living in Town Centers.
- 9.3 The White Paper was followed by The Licensing Bill, introduced in Parliament in November 2002. On 10 July 2003, the Bill received Royal Assent, becoming the Licensing Act 2003. This was followed by Guidance from the Secretary of State for the Department of Culture, Media & Sport (DCMS) under Section 182 of the 2003 Act. The Guidance amplifies the meaning of the Act and is a statutory document to which licensing authorities must have regard when considering both their licensing policies and individual applications for new licenses. There are four fundamental licensing objectives underpinning everything within the Act:
 - The prevention of crime and disorder
 - Public safety
 - The prevention of public nuisance
 - The protection of children from harm
- 9.4 In accordance with the Licensing Act 2003, local authorities have a statutory duty to publish a licensing policy dealing with how they will promote the licensing objectives in their area. In producing this they must consult widely with other statutory authorities, the Police, the Fire Authority and the local community.
- 9.5 The Licensing Authority is required to assess and agree business operations along with trading hours on a continuing basis and will consider whether there is any harm to the general amenities of the local area, taking this into account the requirements of the site's Operating Schedule, and any conditions of the premises license. In determining the premises license application, the Local Authority will consult both the Police and Environmental Health.
- 9.6 The Licensing Authority also has a whole raft of potential actions to seek recourse and resolution of any issues raised, regardless of the planning situation. If planning permission is granted, the Local Authority has full control over the activities taking place at the application site. Powers under the Licensing Act 2003 enable a premises license to be revoked, suspended or amended at any time; therefore, the Council as Licensing Authority has the power to cease the use itself at any time if nuisance were to occur. Both the Licensing Act 2003 and the Local Authority own Licensing Policy are material considerations in the determination of planning applications.
- 9.7 There is no reason to consider that these controls cannot be effective at the application site.



- 9.8 The requirement for a premises license and the controls that would be exercised over the operation of this site by the Licensing Authority do not mean that the planning system should ignore or overlook residential or neighborhood amenity issues. They will still need to be examined in the planning system. However, that examination has to take account, as a very material consideration, the fact that all of these matters will also need to be examined on a continuing basis as part of the premises license approved by the Licensing Authority, which is the same Local Authority that considers the planning application.
- 9.9 The Premises License is an ongoing regulatory tool. At any time, the license can be made the subject of an application for review, as a result of which the conditions can be changed, or the license revoked. It follows that licensing is a flexible and responsive regulatory tool and any sustained or serious objection can be tackled by way of a review of the license.
- 9.10 In determining the premises license, the Council will fully take into account the potential impact of any additional noise and disturbance, as well as the other licensing objectives. The Police and EHO (Environmental Health Officer) will have to be satisfied for the premises license to be approved.
- 9.11 If planning is granted, the Local Authority has full control over the activities taking place at the site. Powers under the Licensing Act 2003 enable a premises license to be revoked, suspended, or amended at any time; therefore, the Local Authority has the power to cease the extended use at any time.

9.12 Assessment of Planning Considerations

The application site is sustainably located and lies within a mixed-use area that includes a range of shopping and late-night commercial activities, the property is well located to serve its local customer base as well as visitors to the area.

- 9.13 Staff will manage the premises to ensure that any noise created would be kept to an acceptable level whereby no detriment to local amenity would result. At all times, and regardless of any controls of the local authority, the licensing authority has many methods of recourse if the operation of this unit failed to preserve residential or neighborhood amenity, including ultimately revoking the Premises License. In addition, any statutory noise nuisance caused would also be subject to recourse through the environmental health legislation.
- 9.14 In terms of potential wider impacts on the general amenities of the local area, the grant of the application follows the advice of Planning Practice Guidance rehearsed above.
- 9.15 The application site will be managed in accordance with the controls imposed by the licensing authority, which will have significant enforcement powers in order to ensure compliance with these controls. Noise and disturbance from customers will therefore be controlled to ensure that local amenities are not detrimentally affected. There would therefore be no conflict with planning policies.
- 9.16 Bearing in mind the above, it is also appropriate to consider the numerous benefits to the proposal, including the following positive consequences:



- 9.17 Benefits to the vitality and viability of the local area, which needs continued:
 - Investment and economic drive
 - An increase in business activity
 - An increase in consumer expenditure and enhanced business turnover
 - · Creation of new employment positions
 - Enhancement to a local community facility
 - Increased consumer choice
 - A direct response to local demand for an enhanced facility
 - · A response to the emergence of flexible lifestyles and living
 - An increase to natural surveillance of the locality, resulting in reduced crime incidents and opportunities
- 9.18 The benefits of the proposals outweigh any perceived harm based upon supposition.



10.0 Conclusions

10.1 In summary, the applicant wishes to apply for planning approval for the Change of the Use Class from Use Class E – (Commercial service – Hair & Beauty) to Use Class Sui Generis (p) (cocktail bar).

10.2 The proposed works include:

- Upgrading of the existing railings, gates and structures over the entrances
- Removal of non-structural internal walls
- Installation of cocktail bar
- Customer/staff toilet
- Patron seating areas
- A small patron's private area
- Staff office

10.3 Having analyzed the design basis and implications of the proposals, it is considered that the proposals will sit comfortably within its surroundings and will improve both the application site and of the surrounding area.

10.4 The proposals will:

- Maintain and contribute to the variety of services on offer at the site
- Have no adverse or detrimental impact upon neighboring properties or residents
- Have no adverse effect on the levels of road traffic and car parking
- Increase employment within the locality
- Make use of a currently vacant property
- 10.5 The layout of the venue seeks to maximize the properties potential whilst ensuring it respects the properties historical heritage and Listed Building status.
- 10.6 The scale, design and layout of the proposed development ensure that it represents an appropriate addition to the area and the proposed development reinforces the strong heritage and character of the area as a whole.
- 10.7 The proposed minor works will rejuvenate the venue, making better use of the existing space and enhancing the current facilities that are on offer.
- 10.8 Consequently, the proposed development will benefit the local community whilst also securing the venues preservation as an historical asset for the long-term future use.
- 10.9 The proposal complies with the relevant provisions of both Local and National policies.
- 10.10 It is considered that the proposed scheme accords with current central, regional and local planning policies, it is therefore respectfully requested that the proposal be granted approval.



11.0 Site Photographs

11.1 LHS of Roseberry Avenue Access Point



11.2 RHS of Roseberry Avenue Access Point



Freephone: 0808 168 9059 - Head Office: 01889 220 880 Email: enquiries@uksurveyors.net - Website: www.uksurveyors.net



11.3 Reception & Waiting Area



11.4 Treatment Room:1



Freephone: 0808 168 9059 - Head Office: 01889 220 880 Email: enquiries@uksurveyors.net - Website: www.uksurveyors.net



11.5 Treatment Room: 2



11.6 Treatment Room: 3





11.7 Treatment Room: 4



11.8 Staff Kitchen

