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Planning Statement



Project: Full Planning Application
Site: 57 Camden High Street, Camden NW1 7JL
Date: 1 October 2021
Client: MNB Kitchen Ltd

DLBP Ltd is registered in England & Wales at the above address, number 7229435.
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A. SUMMARY AND CONCLUSIONS

1. This Planning Statement accompanies an application for full planning permission to Camden Council (“the Council”) regarding a proposal for the “*Change of use from retail (Use Class E) to a mixed use restaurant (Use Class E) / hot food takeaway (Sui Generis) including alterations to shop front, new canopy and internally illuminated signage, insertion of a serving hatch window to the side elevation, and installation of extraction flue system to the rear*” at 57 Camden High Street, Camden NW1 7JL.
2. The proposal will change a single vacant ground floor unit and basement from retail use (Use Class E) into a mixed use restaurant (Use Class E) and hot food takeaway (Sui Generis). The site will be occupied by Ready Burger, a new restaurant chain offering a wholly plant-based menu at affordable prices. Its ethos is to provide high quality and healthy alternatives to conventional fast food, with a focus on sustainability.
3. The change of use will be facilitated by making alterations to the shop front, the addition of a new retractable canopy and internally illuminated signage, the insertion of a serving hatch window to the side elevation, and the installation of a extraction flue system to the rear of the property. The application does not relate to the first or second floor of the property.
4. The application has been carefully prepared having regard for the current mix of uses within the Primary Frontage (south) of Camden Town Town Centre between 57 and 89 Camden High Street. The proposed change of use would result in the loss of a single retail unit and the addition of a single restaurant / takeaway unit within the primary frontage. The proposed change of use would result in the proportion of units in retail use falling just below the threshold set by the Council, however it would not create a significant break in a retail frontage and nor would it result in the over concentration of units in similar use. Changes to planning regulations also means that there is a myriad of alternative uses that could take place on the site without needing permission, outweighing any conflict with this policy.
5. The changes proposed to the front elevation of the property have been designed with consideration for the prevailing character of the primary frontage and surrounding areas. Minor amendments are proposed to the existing shop front to improve the appearance and accessibility of the ground floor. Internally illuminated signage is proposed above the ground floor entrance as is commonplace for most other premises in the town centre.
6. The insertion of a serving hatch window to the side elevation will help to facilitate the takeaway element of the mixed use scheme. Physical changes proposed to the rear of the property have been designed so to protect the amenity of existing and future users and neighbours from unacceptable levels of noise and odours from the proposed restaurant / takeaway use. The planning application is supported by a Noise Report which demonstrates that the proposal will have no detrimental impact on the amenity of adjacent occupiers in this regard.

7. No issues will arise in relation to the impact of the proposal on the living conditions of neighbouring occupiers in terms of light, overlooking or privacy.
8. The proposed development is in accordance with the development plan when taken as a whole and national planning policy, and there are material planning considerations to outweigh any conflict with the development plan.

B. INTRODUCTION

9. This Planning Statement accompanies an application for full planning permission to Camden Council (“the Council”) regarding a proposal for the “*Change of use from retail (Use Class E) to a mixed use restaurant (Use Class E) / hot food takeaway (Sui Generis) including alterations to shop front, new canopy and internally illuminated signage, insertion of a serving hatch window to the side elevation, and installation of extraction flue system to the rear*” at 57 Camden High Street, Camden, London NW1 7JL.
10. The planning application is also supported by:
- Application Form and Ownership Notices;
 - Community Infrastructure Levy (CIL) Form;
 - a Noise Report;
 - an Extraction Report;
 - drawing no 096-CHS-01(P) - Site Location Plan;
 - drawing no 096-CHS-02(P) - Existing Floor Plans and Elevations;
 - drawing no 096-CHS-03(P) - Proposed Floor Plans;
 - drawing no 096-CHS-04(P) - Proposed Elevations; and
 - drawing no 096-CHS-05(P) - Signage Information.

The applicant

11. The proposal will be developed and operated by MNB Kitchen Ltd, the trading name for Ready Burger. Ready Burger is a new chain of restaurants serving wholly plant-based meals. They offer healthier alternatives to conventional fast food at reasonable prices. Products are ordered using self-service checkouts, and customers can choose to eat-in or take away.
12. Ready Burger current have two premises in London. A site in Crouch End has been open since July 2021, and another site in Finchley is due to open in October 2021. MNB Kitchen Ltd are looking to open several new sites and expand the presence of Ready Burger in the coming years.
13. The figures below are images of the Ready Burger site in Crouch End.



Figure 1: Front elevation of Crouch End site



Figure 2: Inside of Crouch End site

C. THE SITE AND THE PROPOSAL

The Site

Site description

14. The application site comprises the ground floor of a part three storey plus basement, part single storey building on Camden High Street in the Regents Park ward of Camden.
15. The property currently comprises a vacant retail unit on the ground floor and associated storage space at basement level, and residential use on the first and second floor. The internal arrangement of the ground floor includes a large retail floorspace, bathroom facilities, and storage areas. The basement comprises of storage and is accessed internally from the front of the property. The first and second floor are accessed via an internal staircase itself accessed by a doorway to the side of the property at ground floor level; the first and second floor are not affected by the proposal.
16. Externally, the shop front has a white framed glass doorway and windows with a white surround and plain white signage board above. A retractable canopy is positioned above the entrance and a red roller shutter covers the entrance when the premises is closed. The side and rear of the ground floor and the entire first and second floor is brick built with black wooden framed windows and detailed surrounds.
17. The property is located to the west of Camden High Street and is the end of a terrace stretching from No. 57 to No. 89 Camden High Street. The property backs on to an area of parking associated with the Three Fields Estate. A pedestrian route runs adjacent to the property along Miller Street.
18. Camden High Street is characterised by a mix of retail and commercial uses at ground floor level, and commercial and residential uses above, which includes a number of flatted developments. This and the wider area are characterised by a mix of traditional and newer buildings of a varying sizes and scale.
19. The site is in a highly sustainable location, with a PTAL rating bordering 6a and 6b. Camden Town Station is located less than a 5 minute walk away and the area is also well served by buses. There are no car parking spaces on site.

Planning Designations

- The site is located within the Camden Town Town Centre;
- The site is lies within the Camden Town Conservation Area;
- The site forms part of a Primary Shopping Frontage (south); and
- The site lies within a Controlled Parking Zone (CA-F(s) South).

20. The site is not a listed building nor are there any listed buildings within the vicinity of the site. There are no Tree Preservation Orders present at the site. The site is not in an Environment Agency (EA) designated flood risk zone.

Relevant Planning History

21. The relevant planning history for the site is summarised below:
- H2010/0904/A - Display of one internally illuminated fascia sign, one internally illuminated projecting box sign and awning. Granted 12 May 2010.
 - 2010/0051/P - Change of use from shop (A1) to restaurant (A3) and associated ventilation duct to Miller Street elevation. Refused 12 April 2010.
 - 2008/3143/A - Display of externally illuminated fascia sign and awning. Granted 20 August 2008.
 - PE9700748 - Retention of a new shopfront as shown on drawing number 9704/01. Refused 5 December 1997.
 - AE9700749 - Retention of fascia signs and moulded advertising figures at first floor level. As shown on drawing numbers 9704/01. Refused 5 December 1997.
 - 8903109 - Conversion of rear ground floor to workshop. Construction of workshop to rear of first floor. Refurbishment of front first and second floors to provide a two bedroomed self-contained maisonette together with an extension at second floor level for residential use with roof terrace to rear at second floor level as shown on drawing nos 540/100-107 540/501 502 503 506 and 507. Granted 18 May 1989.
 - 8802305 - Alterations at basement and ground floor levels in connection with the provision of an independent workshop at rear ground floor level and the change of use of the first and second floors together with the erection of rear extensions from residential to uses within Class B1 of the Town and Country Planning (Use Classes) Order 1987 as shown on drawings no:540/101;501;500;502A;503A;105 and 540/107. Refused 6 December 1988.

The Proposal

22. The proposal is for the change of use of a single vacant ground floor unit from retail (Use Class E) to a mixed use restaurant (Use Class E) and hot food takeaway (Sui Generis use). This change of use will be facilitated by making alterations to the shop front, the addition of a new retractable canopy, internally illuminated signage and serving hatch window to the side elevation, and the installation of an extraction flue system to the rear of the property.
23. The site will be occupied by Ready Burger, a restaurant chain serving wholly plant-based meals. It is anticipated that the use of the site will be a mix between in store dining serving patrons throughout the day and evening, and a takeaway element.

24. The proposed opening hours for the restaurant / takeaway are between 6am and midnight every day. This reflects that the proposed use will serve a range of patrons, from daytime workers and shoppers seeking a healthy breakfast or lunch, and patrons in the evening that are visiting the bars and local amenities.
25. The site will employ six full time equivalent (FTE) staff.
26. The proposal will alter the internal arrangement of the ground floor to include eight self-service screens, a serving counter, preparation area and kitchen, bathroom facilities, storage areas, and indoor seating for four customers. The basement will also be altered internally to provide additional storage areas, a disabled bathroom, and seating for 20 customers.
27. Externally, the existing white framed glass doorway and windows of the shop front will be retained with black and yellow corporate branding added. The shop front surround will be decorated in a dark grey colour. The existing retractable cover at ground floor level will be replaced with a branded cover in black and yellow details. The existing roller shutter will be removed.
28. Internally illuminated signage will also be added above the shop front. This will comprise of 'halo' lettering in yellow on a black background. The signage will have a plywood base and be made of aluminium, and will lie flush to the existing shop front.
29. A single serving hatch window will be inserted to the side elevation to facilitate the takeaway element of the mixed use scheme. This will allow patrons to receive orders from Miller Street to reduce the likelihood of groups gathering to the front of the site on Camden High Street.
30. An extraction flue system is proposed to the rear of the property. The system has been designed so to protect the amenity of existing and future users and neighbours from unacceptable levels of noise and odours from the proposed takeaway use. The extraction flue system will not be visible from the main highway and is largely concealed by the first floor element of the building. The system is also neutral in colour to appear less obtrusive when viewed from the side of the property.
31. No issues will arise in relation to the impact of the proposal on the living conditions of neighbouring occupiers in terms of light, overlooking or privacy.

D. PLANNING POLICY COMPLIANCE

32. The statutory development plan for Camden Council comprises:
- Camden Local Plan (2017); and
 - the London Plan (2021).
33. The Council also have a number of Supplementary Planning Documents and Guidance. Those of relevance to this application are:
- Access for all CPG (2019);
 - Adverts CPG (2018);
 - Amenity CPG (2021);
 - Design (2021);
 - Planning for Health and Wellbeing CPG (2021);
 - Town Centres and Retail CPG (2021); and
 - Camden Town Conservation Area Appraisal and Management Strategy (2007).
34. The National Planning Policy Framework (2021) (“the Framework”) is a material consideration of significant weight.
35. The main considerations for the proposed physical alterations are:
- the principle of development;
 - the design and appearance;
 - the impact on neighbouring amenity, particularly in respect of noise and odours;
 - access and highways; and
 - waste and refuse arrangements.

Principle of development

36. The Framework requires local planning authorities to achieve sustainable development, ensuring the appropriate use of land to support growth and build a strong, responsive and competitive economy.
37. Chapter 7 of the Framework relates to the vitality of town centres. Paragraph 86 identifies the important role that town centres play at the heart of local communities and states that policies and decisions should take a positive approach to their growth, management and adaptation. In particular, the Framework encourages policies to promote the long-term vitality and viability of town centres through their growth and diversification.

38. Policy SD6 of the London Plan reiterates this point and seeks to promote and enhance the vitality and viability of town centres and high streets. This policy encourages development in these areas that provides a diverse range of uses to meet the needs of Londoners.
39. Paragraph 86 of the Framework also requires policies to define the extent of town centres and primary shopping areas, making clear the range of uses permitted in these locations. Paragraph 87 stresses the importance of locating main town centre uses within designated town centres. A range of main town centre uses are listed in Appendix 2 of the Framework and includes leisure and entertainment uses, such as restaurants.
40. Policy SD8 of the London Plan supports a range of different functions in defined District Centres, including convenience retailing and leisure uses.
41. Policy EI of the Local Plan states that the Council will support businesses of all sizes, particularly small enterprises, by ensuring that a range of premisses are available to service the needs of these businesses.
42. Section 9 of the Local Plan relates specifically to town centres and identifies the designated town centres in the borough. This section identifies the role that town centres play as key sites of shopping, leisure and services. Policy TC1 outlines that existing town centres will be the focus of new retail and other town centre uses, a significant proportion of which will be directed towards Camden Town. Policy TC2 states that the Council will seek to protect and enhance the role and character of town centres so to provide and maintain an array of appropriate uses.
43. The Council will ensure the vitality of existing town centres by controlling the mix of uses in designated primary and secondary frontages, as identified by the Local Plan Policy Map. The site to which this application relates lies within the Camden Town Town Centre Primary (south) frontage, where retail is the predominant use and other town centre uses are encouraged. The Town Centres and Retail CPG states that the Council will seek to preserve and enhance the character, function, vitality and viability of primary shopping frontages which are comprised of a range of businesses.
44. The proposed development is for the change of use of a vacant ground floor unit from retail (Use Class E) to a mixed use restaurant (Use Class E) and hot food takeaway (Sui Generis use). The proposed uses are wholly appropriate in the town centre. The application site has been vacant for 18 months which demonstrates that there is insufficient demand for units in retail use in the town centre. The change of use would introduce a new small business and expand the range of services on offer to local residents and visitors, thereby contributing to the success and vitality of Camden Town. The proposal is therefore complimentary to the objectives of Local Plan Policies TC1, TC2 and EI and the Town Centres and Retail CPG, Policies SD6 and SD8 of the London Plan, and those of the Framework.

Loss of retail use

45. Policy E9 of the London Plan requires proposals for the redevelopment of surplus retail space to include alternative town centre uses, such as a restaurant, on the ground floor where this is viable.
46. Local Plan Policy TC2 seeks to protect the retail function of town centres by maintaining a high proportion of shops in primary frontages in accordance with the standards set out in Appendix 4.
47. Appendix 4 sets out that within the Camden Town Primary (south) frontage, at least 75 percent of the frontage must be in retail use (Use Class E / former Use Class A1). The Council's Town Centres and Retail CPG states that "*the Council will not grant planning permission for development which results in the number of ground floor premises in retail use falling below 75%*", and that where the percentage is already below 75 percent no further loss of retail will be permitted.
48. The proposal change of use would result in the loss of a single vacant unit in retail use (Use Class E / former Use Class A1) and the addition of a single unit in non-retail use.
49. To consider the impact of the proposed change of use on the mix of uses within the Camden Town Primary (south) frontage, a retail survey was carried out in-person on 29 July 2021. As per the Council's definition of a frontage, the survey identified the uses between 57 and 87 Camden High Street. Consideration was also given to extant planning permissions, of which there were none.
50. The findings of this survey are:
 - the primary frontage comprises of 17 units;
 - 13 units are in retail use, equivalent to 76.5 percent;
 - 4 units are in non-retail use, equivalent to 23.5 percent.
51. The proposed change of use would reduce the number of units in retail use by one, causing the proportion of units in retail use to decrease to 70.6 percent. The resultant mix would fall marginally below the minimum threshold of 75 percent set by the Council.
52. Appendix 4 also sets out the proportion of units in A3, A4 and A5 uses within the Camden Town Primary (south) frontage should not exceed 20 percent. The Council also will not permit more than two consecutive non-retail uses within this frontage.
53. The frontage currently contains 1 unit in food, drink or entertainment use. The proposed change of use would increase this to 2 units in non-retail use, or 11.8 percent, so complies wholly with the Council's standards in this regard. The site is also adjacent to a single unit in

retail use so the proposed change of use would not result in a continuous run of non-retail uses within this frontage.

54. The proposal would convert a vacant surplus retail unit into an alternative town centre use, whilst maintaining a high proportion of shops within the primary frontage. It would not result in the clustering of non-retail uses nor a significant break in the run of retail premises. Where the proposal is contrary to the Council's standards, this is outweighed by the benefits secured by the renewed occupancy of a vacant ground floor unit, as well as the introduction of a new, small business bringing variety and interest to the town centre. The proposal therefore complies with the objectives of Local Plan Policy T2 and the Town Centres and Retail CPG, and Policy E9 of the London Plan.
55. Whilst it is acknowledged that the change of use of the unit to a non-retail use would reduce the number of units in retail units to marginally below the Council's preferred threshold, it is a material planning consideration that since the adoption of the Council's Local Plan, there has been a change in the planning regulations that render the policy 'out of date'. This change is the amalgamation of former Use Classes A1/2/3, B1, D1(a-b) and 'indoor sport' from D2(e) into a new a single Use Class E, entitled 'Commercial, Business and Services' through the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020. It is now the case that the use of the vacant retail unit could change to any of the following uses *without* planning permission:
- for the sale of food and drink principally to visiting members of the public where consumption of that food and drink is mostly undertaken on the premises; and
 - for the provision of the following kinds of services principally to visiting members of the public consisting of financial services, professional services (other than health or medical services), or any other services which it is appropriate to provide in a commercial, business or service locality; and
 - for indoor sport, recreation or fitness, not involving motorised vehicles or firearms, principally to visiting members of the public; and
 - for the provision of medical or health services, principally to visiting members of the public, except the use of premises attached to the residence of the consultant or practitioner; and
 - for a creche, day nursery or day centre, not including a residential use, principally to visiting members of the public; and
 - for an office to carry out any operational or administrative functions; and
 - for the research and development of products or processes; and
 - for 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.
56. This is an extensive list of potential non-retail uses all of which could take place on the site without needing planning permission. The permitted change includes the sale of food and

drink principally to visiting members of the public where consumption of that food and drink is mostly undertaken on the premises, and that is part of what is proposed by the application. If the development sought just this use, then no planning permission would be required and there could be no objection in planning terms of the loss of the retail use.

57. In addition to the changes permitted because they fall within the same Use Class (and so do not constitute a material change of use that requires planning permission), it is also the case that there are permitted development rights under Class MA of the Town and Country Planning (General Permitted Development) Order 2015 (as amended) that would enable the conversion of the unit to residential. Whilst it is acknowledged that such a conversion would require the Council's 'prior approval', the nature of this assessment is limited and, importantly, does not include the potential impact from the loss of a retail use. In other words, the loss of the retail is accepted as part of the permitted development right.
58. The change in national planning regulations is a material planning consideration in favour of granting planning permission. The Court of Appeal in *Mansell v Tonbridge And Malling Borough Council* [2017] EWCA Civ 1314 has confirmed that a 'fallback' development may be a material planning consideration for an alternative development scheme. The 'test' set out in the judgment is that for a prospect of an alternative scheme to be a "real prospect", it does not have to be probable or likely - a possibility will suffice. In this case it is clear that there is a possibility if a myriad of alternative non-retail uses, including residential, that could occur. This is clearly a material planning consideration and outweighs any conflict with Local Plan Policy TC2, especially given that the extent of the 'breach' of the policy is so marginal (with the shopping frontage remaining in excess of 70%).

Gain of restaurant / hot food takeaway use

59. Policy E9 of the London Plan outlines that the development of hot food takeaways should be managed so to avoid their over concentration within town centres. This is reiterated by the Town Centres and Retail CPG which states that proposals for hot food takeaways located in town centres will be permitted where it will not result in excessive clustering within the centre or a frontage.
60. The Town Centres and Retail CPG also requires proposals for hot food takeaways to have no adverse impact on the vitality and viability of town centres.
61. The survey of the Camden Town Town Centre Primary (south) frontage showed there to be no units in hot food takeaway use. The proposed change of use would increase the number of units by one, causing the proportion of the frontage in hot food takeaway use to rise to 5.9 percent.
62. The premises closest to the site in use as a restaurant and / or hot food takeaway are two units to the south and over twenty units to the north. The proposed development, therefore, would not result in an over concentration or clustering of hot food takeaways in the town

centre or the primary shopping frontage. The proposed change of use would also contribute a new, small business to the frontage, improving the vitality and vibrancy of the town centre.

63. Chapter 8 of the Framework relates to the promotion of healthy communities. Paragraph 93 states that local planning authorities should seek to support healthy lifestyles and that this can be achieved by, for example, improving access to healthier food. Policy GG3 of the London Plan reiterates this and states that, in order to improve health and reduce health inequalities, local planning authorities should create a healthy food environment by increasing the availability of healthy food. This is supported by Policy TC4 of the Local Plan and the Town Centres and Retail CPG which state that the Council will consider the health impacts of proposals for new hot food takeaways, requiring a health impact assessment to be submitted where a takeaway is located in close proximity to a school.
64. The proposed change of use would create a mixed restaurant / hot food takeaway to be occupied by Ready Burger. Ready Burger serve only plant-based meals as a healthy alternative option to conventional fast food. Their products promote meat-free diets to thereby supporting healthier lifestyles. The nearest primary or secondary school to the site is Richard Cobden Primary School, the entrance / exit to which is on Camden Street which is 410 meters walking distance away via Plender Street and Camden Street. It is also relevant that a) the nearest tube station is Mornington Crescent, the route to which that will be used by most students does not pass the application site; and b) there are a number of other hot food takeaway uses in the area and along Camden High Street, where the provision of an additional one will not result in any additional harm in this regard (especially considering that it is offering a much healthier alternative to most other hot food takeaways).

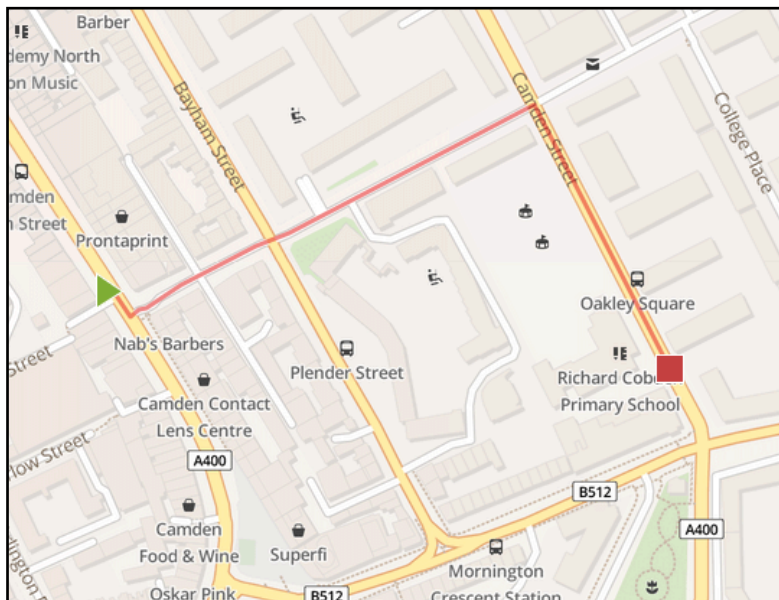


Figure 3: Walking route from 57 Camden High Street to the entrance / exit of Richard Cobden Primary School

65. The proposed development therefor contributes to the objectives of the Framework and will comply wholly with the Policy TC4 of the Local Plan and the Town Centres and Retail CPG, and Policies E9 and GG3 of the London Plan.

Design and appearance

66. The Framework encourages all new development to be of a suitably high quality. The London Plan builds on this by stating the importance of good design across all areas of development, specifying that development should be of a high quality and respect and respond positively to existing buildings, the streetscape, and wider context. In particular, Policy D3 specifies the need for new development to respect the character of the surrounding area whilst also making a positive contribution to the identify of a place.
67. Policy D3 of the London Plan also outlines that development proposals should provide active frontages. This is complimented by Policy D5 which encourages the design of proposals to be welcoming and free from disabling barriers.
68. Local Plan Policy D1 requires development proposals to be designed to the highest standard so to respect the local context and character of a site's surroundings. It specifies that proposals should be well integrated so to improve accessibility and movement, and contribute to the street frontage. Policy C6 also outlines that the Council will expect all buildings to meet the highest practicable standards of accessible and inclusive design.
69. The Design CPG states that new development should respond positively and contribute to the historic environment in the borough, having consideration for design and function of the site as the surrounding area, and seeking opportunities to improve the quality of an area.
70. Policy D3 of the Local Plan relates specifically to the design of shop fronts. It states that all shop fronts, including their canopies, should be designed to a high standard in terms of the details and materials used, having regard for the surrounding properties as well as other shop fronts in the wider area. The Design CPG reiterates this and requires alterations to existing shop fronts to be sensitively designed so to not detract from the site or surrounding area. It goes on to advise that shop fronts should be largely glazed and designed to add visual interest and vitality to the area.
71. The Design CPG also outlines that retractable canopies are acceptable where they are located above ground floor level, and integrated within the overall design to lie flush with the external facia.
72. The application site is located in the Camden Town Conservation Area which is valued for its rich and varied history. The Camden Town Conservation Area appraisal sets out that historic details in this area should be preserved and enhanced by new development, including alterations to shop fronts and signage.
73. The Conservation Area appraisal identifies the application site as being part of a terrace that makes a positive contribution to Camden Town. The listing states "*Nos 57-61 are a row of*

three High Victorian brick houses, Nos 59-61 painted over, but No 57 intact complete with cornice: a good example of structural polychromy.” The shop front, however, is not considered to be an important historic feature.

74. The Access for All CPG promotes high quality, inclusive design that creates an attractive, inclusive and open environment for all. The guidance outlines that this can be achieved, amongst other things, by including ramped access, level surfaces, sufficient door widths, and few other obstacles.
75. The Town Centres and Retail CPG requires that where new extraction systems are being installed, these should be positioned sensitively so to not have an unacceptable visual impact.
76. The proposal retains the existing shop front and redecorate this with black and yellow corporate branding. A replacement retractable canopy is also proposed above the ground floor level. The canopy will be black in colour with yellow detailing. It will only be in use when the unit is open and will be fully retracted when closed. The existing security shutters are to be removed.
77. Step-free access will be provided from the pavement to the restaurant / takeaway. The internal arrangement has also been designed with consideration for those with reduced mobility.
78. A single serving hatch window will be inserted to the side elevation to facilitate the takeaway element of the mixed use scheme. The proposed window is small in size so to not appear overly dominant, and will not be visible from the main highway to the front of the site.
79. The proposal will also install an extraction flue system to the rear of the building. This will not be visible from the main highway and is largely concealed by the first floor element of the building. The system is also neutral in colour to appear less obtrusive when viewed from the side of the property.
80. The proposed alterations to the existing shop front and the side and rear of the property will be of an extremely high quality and respectful of the prevailing character of the town centre and primary frontage.
81. The development therefore complies fully with Policies D1 and D3 of the Local plan and relevant supplementary guidance, Policies D3 and D5 of the London Plan, the objectives of the Framework.

Advertisement consent

82. The Council encourage applications for the display of advertisements to preserve or enhance the character of the site and surroundings, as per Camden Planning Guidance and Policy D4 of the Local Plan. Policy D4 requires advertisements to be of the highest standard in terms of their design, material and detail. It also outlines that proposals that would impact public

safety or the amenity of nearby residents, or result in an excessive amount of signage, will be resisted. These points are reiterated by the Adverts CPG.

83. The Adverts CPG also provides guidance specific to illuminated signage. The guidance states that illuminated signs should not be flashing or intermittent, and must also be sympathetic to their host building. The Adverts CPG specifies that interesting and unique styles of signage will be considered acceptable where compatible with their immediate setting and the surrounding area.
84. The Design CPG also gives regard to the appearance of fascias. The guidance outlines that properties should only have one main fascia sign to avoid visual clutter. It goes on to state that new fascia signs should relate well to the character, scale and architectural features of the host building and local context. The Camden Town Conservation Area appraisal states that additional new signage will be resisted where this will detract from the character and appearance of the area.
85. The proposed advertisement has been designed to the highest standard with consideration for the safety of pedestrians and road users, as much as for the quality of the surrounding area and amenity of neighbouring residents. The proposal would result in the addition of internally illuminated signage above the shop front at ground floor level. The existing white signage board will be replaced by a black sign with yellow lettering spelling 'READY BURGER' in a standard font. The signage will be made from plywood base and aluminium sign and lettering, and affixed to the property using using coach bolts / screws, and will lie flush to the shop front. The illumination levels of the proposed signage will be 200 cd/m², thereby reducing the potential for any adverse impacts on safety and amenity.
86. The proposed advertisement will be of the highest quality and will not cause harm to the safety of pedestrian or road users, so complies with Policy D4 of the Local Plan and is in accordance with all relevant supplementary guidance.

Neighbouring amenity

87. Paragraph 127 of the Framework states that planning decisions should ensure that developments create places that are safe, inclusive and accessible, with a high standard of amenity for existing and future users. Policies D1 and D3 of the London Plan set out the importance of ensuring buildings are well designed to ensure against prejudicing neighbouring amenity. In particular, Part D of Policy D3 requires development proposals to help prevent or mitigate the impacts of noise and poor air quality. Policy D14 also requires development proposals to manage noise so to avoid significant adverse impacts on the amenity of others, and to mitigate and minimise existing and potential impacts of noise on, from, within, as a result of, or in the vicinity of new development.
88. Policy TC2 of the Local Plan seeks to ensure that town centre uses will not impact on residents within town centres. This is supported by Policy A1 which outlines that the Council will seek to protect the amenity of existing and future neighbours and residents

from new development with regard to privacy and outlook, sunlight, daylight and overshadowing, artificial lighting levels, noise, and odours.

89. Supporting text to Policy A1 states that developments likely to generate nuisance odours will be required to install appropriate extraction equipment and other mitigation measures, and that this should be sensitively sited and incorporated internally where possible (paragraph 6.23).
90. Local Plan Policy A4 relates specifically to noise from new development and outlines that proposals which generate unacceptable levels of noise will not be granted. The Amenity CPG states that the impact of noise from proposed food / drink / entertainment uses should be assessed through a acoustic report.
91. The scheme has been designed with consideration for noise and odours typically generated by the restaurant and takeaway uses being proposed. Advice and input from a noise consultant has been sought from the start of the design process, with suitable mitigation measures incorporated into the proposal. The installation of an extraction flue system to the rear of the property will treat odour emissions from cooking internally on site before being released. An Extraction Report is submitted as part of this application and provides further details of the extraction flue system to be installed.
92. A Noise Report has also been prepared for the proposed extraction system and is submitted as part of this application. The assessment makes a series of recommendations to mitigate the resultant noise from the proposed development. Providing these measures are implemented, the assessment concludes that *“noise emissions from the proposed plant would not have an adverse impact on the nearest residential receivers”*.
93. The proposed opening hours for the restaurant / takeaway are between 6am and midnight every day. No seating is proposed outside. This will reduce the level of noise generated from customers entering and leaving the premises, and the impact of this on existing and future neighbours.
94. No issues will arise in relation to the impact of the proposal on the living conditions of neighbouring occupiers in terms of light, overlooking or privacy. The development will be in complete accordance with the requirements of Policy TC2,A1 and A4 of the Local Plan and the Amenity CPG, Policies D1, D3 and D14 of the London Plan, and the objectives of the Framework.

Access and highways

95. Policy D3 of the London Plan requires that development proposals are designed to facilitate the efficient servicing and maintenance of buildings, and the delivery of goods.
96. Local Plan Policy TC4 outlines that the Council will ensure town centre uses have suitable arrangements for parking, stopping and servicing that do not impact on pedestrian movement.

97. The site is accessible to the public from the frontage onto Camden High Street only. Deliveries will be made at off-peak times so to minimise the impact on pedestrians and vehicular traffic. Larger goods can be delivered to the site from the rear of the building to further reduce the impact on pedestrian and vehicle movements. The site does not contain any parking spaces and none are proposed. The proposal will comply fully with Policies DI, and TC4 of the Local Plan, and Policy D3 of the London Plan.

Waste and refuse

98. Local Plan Policy CC5 requires all development to include facilities for the storage of waste and recycling. The Town Centres and Retail CPG states that storage and disposal of refuse and packaging will need dedicated space in all establishments where food is prepared on the premises. The Design CPG expects waste systems and storage areas to be incorporated into new developments that provides separate space for recycling, food waste and residual waste, and designed to minimise nuisance to neighbours and their amenity.
99. The proposed development includes internal storage areas at the rear of the property. Appropriate measures will be put in place to ensure the collection of commercial waste, and can be controlled by way of a pre-occupation planning condition if deemed necessary. The proposed arrangement for the storage and collection of refuse complies wholly with Policy CC5 of the Local Plan and all relevant supplementary guidance.