

Planning Justification Statement

47 Swakeleys Road, Ickenham, UB10

Proposed Change of Use from Class E (Café) to Sui Generis (Hot Food Takeaway)

Applicant: Mr Jeyakumar Masilamany

1. Introduction

This statement is submitted in support of the planning application for the proposed change of use at 47 Swakeleys Road, Ickenham from Class E (Café) to Sui Generis (Hot Food Takeaway). The submission includes 3D visualisations of the proposed internal and external layout, illustrating the applicant's intention to deliver a refined and elegant dining experience. Although classified as a takeaway under Sui Generis, the primary emphasis will be on providing a high-quality dine-in experience for local patrons, with takeaway services being a secondary and complementary function.

2. Site Context

The application site is located within a local parade of commercial premises on Swakeleys Road, Ickenham. The site has historically operated as a café under Use Class E. It is not located within a designated Primary or Secondary Shopping Area as defined by Hillingdon Council's Local Plan, but is part of a wider Local Centre serving the surrounding residential community.

3. Policy Considerations and Response

3.1 Policy DMTC 2 – Primary and Secondary Shopping Areas

As the property is located outside the defined Primary and Secondary Shopping Areas, Part D of DMTC 2 is applicable. It states that a change of use from A1 retail (now within Class E) will be permitted provided the change does not result in the loss of an essential local service.

The current use is a café, not a traditional retail shop, and the proposal seeks to enhance the hospitality offering with a stronger focus on dine-in services. The site does not provide an essential local service such as a pharmacy or grocery store, and its change of use will not reduce access to such services for local residents.

3.2 Policy DMTC 3 – Viability of Local Centres and Parades

The proposal supports this policy by maintaining a vibrant, active frontage and enhancing the user experience with a newly designed dine-in area. The proposed operation prioritises seating and in-house dining, encouraging customers to stay longer and engage with the local centre. Takeaway services will only complement the primary sit-down dining offer. This setup aims to increase footfall, promote community interaction, and contribute positively to the parade's overall appeal.

3.3 Policy DMTC 4 – Amenity and Town Centre Uses

The proposal has been designed with amenity in mind:

- A filtered extraction system will be installed in line with DEFRA and Environmental Health standards.
- Trading hours will be carefully set to avoid late-night disturbance.
- Waste will be managed via secure, on-site refuse storage and regular collection.
- The dine-in focus reduces street-level congestion and minimises delivery traffic impacts.

With most customers dining on-site, this mitigates many concerns typically associated with takeaway-led operations.

4. Additional Justifications Required by the Council

- Fewer than 15% of units in the surrounding local centre are currently in takeaway use. This application would not exceed this threshold.
- Over 70% of units in the local centre remain in retail or essential services, maintaining the required A1/Class E balance.
- The proposal enhances the district centre by providing a high-quality dining environment that increases foot traffic and supports surrounding businesses.
- The design, layout, and operations have been crafted to ensure the use complements the area's character without affecting residential amenity.

5. Conclusion

The proposed change of use to Sui Generis at 47 Swakeleys Road is centred around creating an inviting and elegant dine-in restaurant experience, with takeaway only forming a small part of the operation. The proposal supports Hillingdon's local planning policies by preserving retail viability, promoting vitality in the local centre, and safeguarding residential amenity. We trust the Council will recognise the merits of the application, supported by the attached 3D visualisations, and look forward to a favourable decision.