

# **Planning Statement**

***Proposed Change of Use from Class A1 (Retail – Gift Shop) to Class Sui Generis (Café – Clucks Peri Peri)***  
***Address: 37 Victoria Road, Ruislip, HA4 9AB***

## **1. Introduction**

This statement supports a planning application for the proposed change of use at 37 Victoria Road, Ruislip, HA4 9AB, from Class A1 (gift shop) to Sui Generis (café – Clucks Peri Peri), including associated minor external and internal alterations.

The proposal seeks to bring back into active use a currently vacant unit, last operating as *Charmwood by Hiya Party*, and contribute positively to the vitality and viability of Victoria Road.

## **2. Site Context**

The site is located on Victoria Road, within a vibrant mixed-use area featuring shops, cafés, restaurants, and residential units.

The property consists of a ground floor commercial unit with access to a private service road at the rear. It is well-served by public transport, with Ruislip Manor Station located a short walk away.

The immediate surroundings are typical of a town center environment, where a variety of uses are encouraged to promote an active and lively streetscape.

## **3. Proposed Development**

The proposal includes:

- **Change of Use from Class A1 (Retail) to Sui Generis (Café/Restaurant).**
- **Internal alterations** to create a food preparation area, customer seating area, office, toilet, storage and service counter.
- **Installation of an extractor fan and extraction pipe** at the **rear** of the building for kitchen ventilation.
- **Rebuilding of the small rear extension** (located under the stairs) using **solid wall construction** for durability and compliance with current standards. (The extension is presently constructed in timber and exhibits significant signs of deterioration.)
- **Minor alterations to the front elevation**, including the installation of a new **Clucks Peri Peri logo** signage in place of the former shop's logo, while retaining the existing design feature of **translucent glass panels** to preserve the visual character of the street.

The café will offer a dine-in and takeaway service, specializing in chicken dishes and light meals.

## **Opening Hours:**

- **Sunday to Monday:** 11:00 AM – 11:00 PM
- **Friday and Saturday:** 11:00 AM – 2:00 AM

## **4. Planning Policy Context**

The proposal has been prepared with due regard to the following policies:

- **National Planning Policy Framework (NPPF) 2023** – Supports sustainable economic growth and promotes town centre vitality and diversity.
- **London Plan 2021** – Encourages vibrant, mixed-use town centres with a variety of active uses.
- **London Borough of Hillingdon Local Plan** – Seeks to support viable town centres by encouraging appropriate changes of use and the reuse of vacant units.

## **5. Planning Considerations**

### **5.1 Principle of Development**

The proposed Sui Generis use is considered wholly appropriate within a designated town centre. The reoccupation of a vacant unit will enhance the shopping parade, increase footfall, and contribute to the overall attractiveness of Victoria Road.

### **5.2 Impact on Neighbouring Amenity**

The café is designed to operate in a manner sensitive to its surroundings.

The extraction system at the rear will be installed to a high specification to control odour and noise emissions. Extended opening hours on Friday and Saturday (until 2:00 AM) are consistent with the town centre character and will be carefully managed to ensure there is no adverse impact on nearby residential properties.

### **5.3 Access, Servicing, and Waste Management**

Access to the premises will remain unchanged.

Servicing, deliveries, and waste collection will be managed via the rear service road, minimising disruption to Victoria Road.

Internal provision for refuse and recycling will be made in accordance with the London Borough of Hillingdon's waste management policies.

### **5.4 Design and Appearance (Design and Access Statement Content)**

The visual impact of the proposed works is minimal and sensitive to the context:

- The shopfront alterations are limited to signage replacement. The new *Clucks Peri Peri* logo will replace the former signage while preserving the existing **translucent glass** treatment, ensuring continuity with the parade's architectural rhythm.
- The rebuilt rear extension will use matching materials where possible to maintain a cohesive appearance with the existing building fabric.

- The extractor system will be sited discreetly at the rear to avoid harming the public-facing elevations.

The design ensures that the unit remains inviting, accessible to all members of the public, and consistent with town centre policies encouraging active frontages.

## **6. Access Statement**

The café will provide level access from the street to ensure it is fully accessible to wheelchair users and those with mobility impairments.

Internal layouts will be arranged to allow ease of movement for all customers, including provision of appropriate width clearances between seating and counters.

No changes are proposed to the main public access points, ensuring the property remains inclusive and compliant with relevant access standards.

## **7. Conclusion**

The proposed change of use from A1 to Sui Generis, combined with minor external and internal modifications, will:

- Bring a vacant unit back into active use.
- Enhance the vitality and economic viability of Victoria Road.
- Maintain an active, high-quality frontage that respects the character of the area.
- Provide a new, accessible local amenity for residents and visitors.

The proposal is in full accordance with national, regional, and local planning policies, and we respectfully request that planning permission be granted.