

PLANNING, DESIGN AND ACCESS STATEMENT

On behalf of

Loungers UK Limited

**In support of the installation of an
extraction system and new shop front
for use within a Lounge Café**

at

81-83 High Street, Ruislip

D2 Planning Ref: 012/22

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1. INTRODUCTION

- 1.1. This statement has been prepared on behalf of Loungers UK Limited, who are proposing a new shop front and extraction system at 81-83 High Street, Ruislip. The company intend to open a Lounge Bar within the premises.
- 1.2. Loungers UK Limited operate over 185 sites across the country through two brands, The Lounges and The Cosy Clubs. The Lounges are located in either suburbs or market towns, and are run as café/bar/restaurants – offering food from 09:00 until 22:30. Alcohol is also available from 10:30, however comprises a smaller proportion of total sales than food. Loungers floated on the AIM Market in April 2019, and thus hold a PLC Covenant.
- 1.3. The Lounges are all uniquely designed, with an emphasis on creating a welcoming and inclusive environment for families (as well as four legged friends). The aim of every Lounge is to tie in with local customers, so that they can make of the Lounge what they will; whether a customer wants to come in for a coffee after dropping children to school, a working lunch, or a tipple after work, Lounges can provide an environment for all these purposes. As well as these everyday activities, each site will be tied in with local charities and initiatives. For example, during the pandemic, a number of Lounge sites opened up to make food packages for local shelters and schools. Also, they will run reading groups, young mum's support groups, Christmas initiatives as well as a number of others.
- 1.4. Each new site will generate in the region of 30 new jobs for the local community across a variety of roles – from leadership positions to front of house staff. These staff will also have available to them a very high standard of training with regards to health and safety, licensing etc which will help prepare them for other positions in the future. This is in addition to providing the best customer service available; Lounges work through creating the desire for customers to come multiple times per month, as opposed to just a special event.
- 1.5. Leases are for 15 years, so they invest very wisely and in high-quality goods for every one of their sites; they are designed to last. Lounge's history extends back to 2002, they have only closed six sites in total, the majority of which were legacy sites that were just too small for current offer and customer demand. Based on current

proposals, the conversion of this property will represent an investment cost of approximately £1million. Thus, not only do Lounges create jobs for their own business, they can assist in creating an employment draw for a much wider area, across both retail and hospitality

2. SITE AND SURROUNDINGS

- 2.1. The application relates to the ground and first floor of a three storey, mid-terrace building located within a shopping parade on the eastern side of High Street, Ruislip.
- 2.2. The application unit was previously occupied by a Marks & Spencer retail outlet but is now vacant. It is situated within the Secondary Shopping Area of the Ruislip Town Centre. Residential accommodation is provided above at second floor level.
- 2.3. The application site is located within the Ruislip Village Conservation Area as identified in the Hillingdon Local Plan (November 2012).



3. PLANNING HISTORY

- i. 373/APP/2014/3425 – Installation of new shop front – Approved
28/11/2014

- ii. 373/ADV/2014/75 – Installation of one internally illuminated fascia sign and one internally illuminated projecting sign – Approved 28/11/2014
- iii. 373/ADV/2006/80- Installation of internally illuminated fascia and projecting sign – Approved 30/10/2006

4. PROPOSALS

4.1. These proposals are to: -

- i. Provide a new extraction system; and
- ii. New shopfront

Details are shown on the submitted plans.

5. PLANNING POLICY CONTEXT

5.1. Section 38(b) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town and Country Planning Act 1990 require that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise. Attention is drawn to the following Development Plan and other planning policies and guidance which are considered to be particularly relevant to the consideration of this application i.e. Hillingdon Local Plan Part 1 Strategic Policies and Hillingdon Local Plan Part 2 Development Management Policies.

Hillingdon Local Plan Part 1 Strategic Policies

Policy E5 Town and Local Centres

Hillingdon Local Plan Part 2 Development Management

Policy DMTC 1 Town Centre Development

Policy DMTC 4 Amenity and Town Centre Uses

Policy DMHB 1 Heritage Assets

Policy DMHB 4 Conservation Areas

Policy DMHB 11 Design and New Development

Policy DMHB 13 Shopfronts

Policy DMHB 15 Safer Places

6. MAIN ISSUES AND CONSIDERATION

- 6.1. The proposals seek a new extraction system and shopfront. The building has been considerably altered internally given its previous use as a M&S. The extraction would be mostly contained within the building except for extraction at the rear of the building. It is considered that given the position of the extraction that it would not be detrimental to the character and appearance of the building nor to any residential amenity.
- 6.2. With regards the shopfront, it replaces a shopfront that was approved in 2014 for M&S. The shopfront would be of timber construction . It is considered that the shopfront that would be in keeping with the character and appearance of the Conservation Area.

7. CONCLUSIONS

- 7.1. The proposals seek a new extraction system and shopfront and it is considered they would not have a detrimental impact on the character or appearance of the building nor the surrounding area which has been significantly altered.