



# PLANNING BY DESIGN

FROM CONCEPT TO COMPLETION

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## Planning Statement

5 Whiteleys Parade, UB10 0PD

Full Application to create a Cloud Kitchen  
(Class SG) (outbuilding) to the rear of the  
existing Showroom (Class E)

On Behalf of

Deep Dhir

Drafted by **Planning By Design**

## **Application**

Planning By Design (The agent) has been instructed to act on behalf of Deep Dhir (the applicant) to submit a planning application to London Borough of Hillingdon (the Local Planning Authority) for a full application to create a cloud kitchen (Class SG) at the rear of the property and retain the Showroom (Class E) creating a mix use site at 5 Whiteleys Parade, UB10 0PD (the site).

In support of this application, the following Planning Statement has been constructed to demonstrate the suitability of this site for this proposal and evaluate its accordance with national and local planning policy along with supplementary design guidance.

## **Site Location & Description**

5 Whiteleys Parade, UB10 0PD, is located within the London Borough of Hillingdon, in the suburban town of Uxbridge. The site is situated on the north side of Uxbridge Road (A4020), a key arterial route that runs east-west through West London, connecting the area to both central London and other suburban districts. Whiteleys Parade forms part of a small but established row of retail, commercial units and fast food units, serving the immediate neighbourhood and passing trade along Uxbridge Road. The building at 5 Whiteleys Parade is typical of suburban London, where ground-floor commercial premises are often combined with residential accommodation on the upper floors.

The surrounding area is predominantly residential, characterized by a mix of housing types, including semi-detached and detached houses, as well as low-rise apartment blocks. The residential streets adjacent to Uxbridge Road are well-maintained, reflecting a stable and relatively affluent community. The proximity of Whiteleys Parade to these residential areas ensures a steady flow of local foot traffic, contributing to the viability of the commercial units. The nearby residential population comprises a diverse demographic, including families, professionals, and elderly residents, all of whom contribute to the demand for the services provided by businesses at Whiteleys Parade.

5 Whiteleys Parade benefits from excellent transport links, being directly accessible from Uxbridge Road, which serves as a primary route for both local and through traffic. The site is well-served by public transport, with several bus routes operating along Uxbridge Road, providing frequent services to Uxbridge town centre, Hayes, Ealing, and other surrounding areas. Uxbridge Station, located approximately 2 miles west of the site, offers London Underground services on both the Metropolitan and Piccadilly lines, providing direct connections to central London. Additionally, the area has good road connectivity, with the A40, M40, and M25 motorways easily accessible, facilitating wider regional access.

The immediate area around 5 Whiteleys Parade offers a variety of local amenities that contribute to its appeal as a commercial location. Within the parade itself and along Uxbridge Road, there are a range of independent shops, cafes, restaurants, and essential services such as convenience stores and pharmacies. The broader Uxbridge Road corridor includes larger

retail outlets, supermarkets, and a mix of commercial activities that cater to both the local population and those traveling through the area. Moreover, the site is close to several schools, parks, and recreational facilities, including Hillingdon Court Park, which enhances its attractiveness to families and contributes to the area's high residential desirability.

The economic environment surrounding 5 Whiteleys Parade is robust, supported by a mix of small and medium-sized enterprises (SMEs) that serve the local community. The presence of nearby institutions such as Brunel University London also adds an element of economic dynamism, with the student population contributing to the demand for affordable services and retail offerings. Socially, the area is known for its strong community spirit, low crime rates, and a high quality of life, making it a sought-after location for both residential and commercial developments. This favourable economic and social context underpins the sustainability of businesses located at Whiteleys Parade, making it a viable site for continued or expanded commercial use.

## **The Proposal**

The proposal to construct a cloud kitchen at the rear of 5 Whiteleys Parade has been carefully designed to retain the existing Class E showroom at the front of the property. The showroom (Fixura Interiors Ltd), which serves as a retail or display space, will remain fully operational and accessible from the main entrance on Uxbridge Road, ensuring that its commercial function is preserved. The cloud kitchen will occupy only the underutilized rear portion of the property, leaving the showroom unaffected in its layout and visibility. This approach maintains the property's retail presence on the parade, while also introducing a new, complementary use that maximizes the overall utility of the site without compromising the existing business operations.

This development involves the conversion of an underutilized space at the rear of the existing commercial premises into a fully operational cloud kitchen facility. The cloud kitchen will operate under the name “The Crisp London”. A cloud kitchen, also known as a dark kitchen or ghost kitchen, is a professional food preparation and cooking facility set up for the preparation of delivery-only meals, without the need for a dine-in area. The proposal aligns with contemporary trends in the food service industry, where there is increasing demand for food delivery services driven by the growth of online ordering platforms.

The proposed cloud kitchen will be designed to maximize the efficient use of the available space, with modern equipment and layout optimized for high-volume food production. The kitchen will be fitted with state-of-the-art cooking appliances, adequate storage, and refrigeration units, ensuring compliance with all relevant health and safety regulations. The design will also include appropriate ventilation and waste management systems to mitigate any potential impact on the surrounding area, including noise and odours. Access to the cloud kitchen will be facilitated via a service entrance at the rear of the property, ensuring that deliveries and supplies can be managed discreetly and efficiently without disrupting the main commercial frontage.

The construction of a cloud kitchen at this location is expected to have minimal impact on the surrounding area. The operation of the kitchen will primarily be focused on fulfilling online orders, reducing the need for customer foot traffic and minimizing disruption to the neighbourhood. Delivery drivers will be able to access the site via the rear service area, which will help to mitigate any potential congestion or parking issues on Uxbridge Road. The cloud kitchen's hours of operation will be managed to ensure they are in keeping with local residential and commercial activity patterns, further reducing any potential for noise or disturbance.

The introduction of a cloud kitchen at 5 Whiteleys Parade represents a significant economic opportunity for the area. It will create new employment opportunities, both within the kitchen itself and through the network of delivery services it will support. The business will also contribute to the local economy by sourcing ingredients and supplies from nearby vendors where possible. Moreover, this proposal meets the growing demand for convenient, high-quality food delivery options within the community, providing a valuable service that complements the existing retail and commercial offerings in the area. The cloud kitchen will cater to a diverse range of dietary preferences and cuisines, enhancing the variety and availability of food options for local residents.

The proposed cloud kitchen will incorporate sustainable practices in its design and operation. Energy-efficient appliances and equipment will be used throughout the kitchen, and efforts will be made to minimize waste, including food waste, through careful inventory management and recycling initiatives. Additionally, the cloud kitchen will explore partnerships with local suppliers to reduce the carbon footprint associated with the transportation of goods. The facility will also be designed with future adaptability in mind, allowing for modifications and upgrades as needed to meet evolving sustainability standards and community needs.

Overall, the proposed cloud kitchen at the rear of 5 Whiteleys Parade is a well-considered development that will enhance the utility of the property while providing tangible benefits to the local economy and community. By leveraging the underused rear space, the project maximizes the site's potential without disrupting the existing commercial and residential balance in the area. The cloud kitchen will deliver a modern, efficient service that meets the growing demand for food delivery, making it a valuable addition to the local business landscape.

### **Planning History**

- 50351/95/1611 - Change of use from Class A1 (Retail) to Class A2 (Financial and Professional Services) [Approved 07/12/1995].
- 48435/C/94/1113 - Erection of a single-storey rear extension [Approved 31/08/1994].
- 48435/A/93/1473 - Self-containment of residential unit including provision of independent access at ground floor and internal alterations to the two shop units. [Approved 04/11/1993].

Nearby a recent application at Rocky's Hayes - Pizza Takeaway 105 Lansbury Dr, Hayes UB4 8RW have a new cloud kitchen, demonstrating that this type of proposal is acceptable.

## **Planning Policy**

The following planning policy and guidance documents are recognised as material considerations for the assessment of this application

- National Planning Policy Framework 2023;
- National Planning Practice Guidance;
- The London Plan (2021)
- London Borough of Hillingdon Local Plan Part 1 (2020)
- London Borough of Hillingdon Local Plan Part 2 (2020)

The following section will evaluate the proposals in accordance with the relevant policies and supplementary design guidance of the Council to demonstrate why the proposal should be considered as acceptable in principle and in strict accordance with the Councils development criteria.

### **National Planning Policy Framework 2023 (NPPF)**

The new National Planning Policy Framework was revised in 2023 and the following paragraphs are considered to be relevant.

**Paragraph 8** explains that achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

- a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
- c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

***Analysis:*** *The proposal will promote all three primary objectives of the NPPF, firstly, the proposal will facilitate significant social benefits providing a new form of food service to the*

*area. From an environmental perspective, the proposal will not lead to any visual disruption or impact the areas existing landscape character of the local area. Economically, the proposal will also yield significant benefits to this area as it will employ workers and generate revenue.*

**Paragraph 11** describes the presumption in the favour of sustainable development. Additionally, paragraph 11 specifically states that for decision-making this means (amongst other things):

- all plans should promote a sustainable pattern of development that seeks to: meet the development needs of their area; align growth and infrastructure; improve the environment; mitigate climate change (including by making effective use of land in urban areas) and adapt to its effects;
- where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date<sup>8</sup>, granting permission unless:
  - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
  - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

*In line with the National Planning Policy Framework, Planning By Design kindly request a timely decision to be made on the proposal. Additionally, Planning By Design welcomes the opportunity to engage in any relevant discussion with the appointed case officer on behalf of the applicant to address any concern or future queries.*

**Section 12 of the NPPF** relates to achieving well-designed places which states that “the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.”

**Paragraph 38** confirms that Local Planning Authorities should approach decisions on proposed developments in a positive and creative way. They should work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision makers at every level should seek to approve applications for sustainable development where possible.

**Paragraph 47** confirms that planning law requires that applications for planning permission be determined in accordance with the Development Plan, unless material considerations indicate otherwise. The National Planning Policy Framework must be taken into account in preparing the Development Plan, and is a material consideration in planning decisions. This paragraph also states that decisions on applications should be made as quickly as possible, and within statutory timescales, unless a longer period has been agreed by the applicant in writing.

**Paragraph 55** advises that Local Planning Authorities should consider whether otherwise unacceptable development could be made acceptable through the use of conditions.

**Paragraph 56** advises that planning conditions should be kept to a minimum and only imposed where they are necessary, relevant to planning and to the development to be permitted, enforceable, precise and reasonable in all other respects. Conditions that are required to be discharged before development commences should be avoided.

### **Strong and competitive economy**

**Paragraph 85** states that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future.

### **Town Centres**

**Paragraph 90** states that planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning decisions should a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters.

### **High quality places**

**Paragraph 135** states that the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

Development should:

- a) Function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b) Be visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- c) Be sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- d) Establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- e) Optimise the potential of the Site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks;

- f) Create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

## **Local Plan Part 1**

Policy NPPF1 : National Planning Policy Framework - Presumption in Favour of Sustainable Development states that when considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. As explained above, this proposal is in accordance with the NPPF. Policy E2: Location of Employment Growth states that the Council will accommodate 9,000 new jobs during the plan period. This proposal supports this policy by increasing employment provisions while retaining the Class E showroom. Policy E6: Small and Medium-Sized Enterprises (SME) Hillingdon will encourage the development of affordable accommodation for small and medium-sized businesses in appropriate sustainable locations throughout the borough.

## **Local Plan Part 2**

Policy DMTC 1: Town Centre Developments states that the Council will support 'main town centre uses' where the development proposal is consistent with the scale and function of the centre.

Policy DMTC 3: Maintaining the Viability of Local Centres and Local Parades states that The Council will protect and enhance the function of local centres and local shopping parades by retaining uses that support their continued viability and attractiveness to the locality they serve.

Policy DMTC 4: Amenity and Town Centre Uses Proposals for restaurants and hot food takeaways, drinking establishments, betting shops, night clubs, casinos, amusement centres, minicab offices and other similar uses will only be supported provided that they: i) would not result in adverse cumulative impacts due to an unacceptable concentration of such uses in one area; ii) would not cause unacceptable disturbance or loss of amenity to nearby properties by reason of noise, odour, emissions, safety and security, refuse, parking or traffic congestion; and iii) would not detrimentally affect the character or function of an area by virtue of the proposed use or visual impact.

Policy DMHB 11: Design of New Development states that all development, including extensions, alterations and new buildings will be required to be designed to the highest standards and, incorporate principles of good design

Policy DMHD 2: Outbuildings The Council will require residential outbuildings to meet the following criteria: i) the building must be constructed to a high standard of design without compromising the amenity of neighbouring occupiers; ii) the developed footprint of the proposed building must be proportionate to the footprint of the dwelling house and to the



residential curtilage in which it stands and have regard to existing trees; iii) the use shall be for a purpose incidental to the enjoyment of the dwelling house and not capable for use as independent residential accommodation; and iv) primary living accommodation such as a bedroom, bathroom, or kitchen will not be permitted.

## **The London Plan**

Policy GG1 Building strong and inclusive communities states good growth is inclusive growth. To build on the city's tradition of openness, diversity and equality, and help deliver strong and inclusive communities.

Policy GG5 states to conserve and enhance London's global economic competitiveness and ensure that economic success is shared amongst all Londoners, those involved in planning and development must: B seek to ensure that London's economy diversifies and that the benefits of economic success are shared more equitably across London.

Policy SD6 Town centres and high streets states that the vitality and viability of London's varied town centres should be promoted and enhanced.

Policy E9 Retail, markets and hot food takeaways states a successful, competitive and diverse retail sector, which promotes sustainable access to goods and services for all Londoners, should be supported in line with the wider objectives of this Plan.

## **Assessment**

### **Development Principle**

The proposal to create a cloud kitchen takeaway business at the rear of 5 Whiteleys Parade, UB10 0PD is considered acceptable in principle under national and local planning policies. The site is centrally located in Uxbridge, an area with a mix of residential and commercial uses. The building is situated in a location well-suited for a cloud kitchen due to its proximity to the high street, local amenities, public transport, and residential neighbourhoods.

The proposed change of use aligns with the National Planning Policy Framework (NPPF) Paragraph 90, which supports the proposal as being in accordance with a local centre. The NPPF also encourages sustainable development over three overarching objectives, as mentioned in Paragraph 11, and the proposal would promote these objectives by bringing revenue for the local economy, new food options for the community and little to none impact on the environment.

The property is ideally situated Whiteleys Parade is a row of shops and businesses located along Uxbridge Road (A4020), a major thoroughfare that runs through Uxbridge and connects the area with central London and the western suburbs. This prime location provides the demand and opportunity for cloud kitchen to provide for the local residents.

At a local level it is in line with policy DMTC 3 of the London Borough of Hillingdon Local Plan Part 2 as it is a proposal that it not out of line with the character of the area and reaint the showroom use. This ensures the viability and attractiveness of the local area.

### **Design and Character**

The proposed change of use does not involve significant external alterations, the kitchen's exterior will be subtly integrated with the existing building, using materials and finishes that complement the current architectural style, ensuring it blends seamlessly with its surroundings. Internally, the layout will be optimized for efficient food preparation and safety, featuring high-quality, durable materials that are both hygienic and easy to maintain. The design will include state-of-the-art ventilation and waste management systems, reducing any potential impact on neighbouring properties, and ensuring that the facility operates discreetly and efficiently. Overall, the cloud kitchen will be a well-considered addition that upholds the visual and functional integrity of the site, contributing positively to the area's built environment.

This approach aligns with NPPF Paragraph 135, which emphasises the importance of good design in development. The proposal will add to the quality of the area by maintaining the building's visual attractiveness, enhancing its functionality for a new purpose, and creating a welcoming place for visitors. The design, while minimal in terms of physical changes, remains sympathetic to the local built environment, which is a key consideration under both national and local design policies.

### **Residential Amenity**

The proposed cloud kitchen at the rear of 5 Whiteleys Parade has been designed with careful consideration to ensure that it does not negatively impact the residential amenity of the surrounding area. The kitchen's primary function is to prepare food for delivery, which means it will not attract large numbers of customers to the site, thereby minimizing foot traffic and noise in the vicinity. All activities associated with the cloud kitchen, including deliveries and dispatching of orders, will be confined to the rear of the property, away from the main residential areas. This strategic location helps to reduce any potential disturbance to local residents, as delivery vehicles will be able to use the rear service entrance, avoiding congestion and parking issues on Uxbridge Road and nearby residential streets.

Moreover, the cloud kitchen will incorporate advanced ventilation and noise reduction systems to ensure that its operations do not generate excessive noise or odours that could affect neighbouring properties. The hours of operation will be carefully managed to align with local business hours and residential patterns, further minimizing any disruption. Waste management will be meticulously planned, with regular collections scheduled to prevent any build-up of refuse that could attract pests or cause odours. These measures collectively ensure that the cloud kitchen operates in a manner that is respectful of the residential character of the area, preserving the quality of life for local residents while providing a valuable service to the community.

This consideration is in line with Policy DMTC 4 of the London Borough of Hillingdon Local Plan Part 2 which states that development should not cause unacceptable disturbance or loss of amenity to nearby properties by reason of noise, odour, emissions, safety and security, refuse, parking or traffic congestion.

### **Impact on Parking and Highway Safety**

The proposed cloud kitchen has been planned to ensure that it does not negatively impact parking and transport in the surrounding area. Unlike traditional restaurants, the cloud kitchen is designed for food preparation only, with no dine-in service, which significantly reduces the need for customer parking on-site. As a result, the existing parking arrangements along Uxbridge Road and in nearby residential streets will remain largely unaffected, as there will be no influx of customers seeking parking spaces.

The operation of the cloud kitchen will primarily involve delivery drivers who will use the designated service area at the rear of the property for order pickups. This setup ensures that delivery vehicles do not need to occupy parking spaces on Uxbridge Road or disrupt traffic flow in the area. The service entrance allows for quick and efficient pickups, reducing the time delivery vehicles spend on-site and minimizing any potential congestion. Additionally, the use of smaller, more manoeuvrable vehicles typical of food delivery services helps to further mitigate any impact on local traffic.

Furthermore, the cloud kitchen's operational hours will be managed to avoid peak traffic times, reducing the likelihood of adding to congestion during busy periods. The scheduling of supply deliveries will also be carefully coordinated to occur during off-peak hours, ensuring that these activities do not coincide with the times when the surrounding roads are most heavily used. By integrating these considerations into the design and operation of the cloud kitchen, the proposal effectively addresses parking and transport concerns, ensuring that the development will have a minimal impact on the local transport infrastructure and the residential amenity of the area.

### **Conclusion**

For the above reasons, we see no reason for the Council to withhold our request for planning permission and kindly request that the council make a reasonable decision on this submission in line with the developmental objectives and timescales of the National Planning Policy Framework. Should the Planning Authority have any further questions in relation to this proposal or feel that certain conditions would be necessary to accommodate this proposal, Planning By Design would welcome conversation on any of these matters.