

**15 – 17 Uxbridge Road
Planning Statement**

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December 2015

Indigo Planning



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15 – 17 Uxbridge Road

Planning Statement

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Executive Summary

1. The proposal includes redevelopment of the site to provide a curved building on elevation, achieving 12 storeys at the highest point. The aparthotel will operate in a similar way to a hotel, in that it offers serviced, short or long-stay accommodation with communal areas. The key difference between the two types of accommodation is that an aparthotel provides a more spacious, flexible, alternative to hotels, whilst maintaining the same level of service.
2. The project team has been working with the London Borough of Hillingdon and the GLA to design a scheme which is economically, socially and environmentally sustainable and ultimately, enhances the local area. The local community have engaged with the scheme through a thorough community engagement process. This includes a consultation event, website and Facebook page.
3. The scheme meets all national, regional and local planning policy requirements. The principle of the use on the site has been agreed with the London Borough of Hillingdon and the GLA, with the GLA stating that there is a need for aparthotels in London given that there is evidence at a strategic planning level of a limited supply of aparthotels in London. As well as this, the site meets the London Borough of Hillingdon's regeneration objectives in relation to job growth. The proposed development will provide 100 jobs, which will include on-the-job training.
4. The design is exceptional and has been agreed with the GLA and the London Borough of Hillingdon. The proposed 12-storey height is in keeping with the emerging contextual height of the 13-storey adjacent hotel building and reflects the overall hierarchy of the streets. Further to this, the GLA recognise that the layout of the scheme reflects the aspirations of improving the quality of Uxbridge Road.
5. This scheme creates an active public realm environment with a well animated front to the building. This contributes to the sense of safety and overlooking of the public realm, a benefit which the GLA welcomed. This is further supplemented by outdoor seating and an advanced landscaping scheme, which enhances the public realm environment.
6. The scheme encourages the use of sustainable modes of transport with the number of long and short stay cycle parking indicated exceeding London Plan standards. The applicant has undertaken updated traffic surveys, sensitivity tests and car parking accumulation exercise which has concluded that the development will not have any transport impacts. The scheme is accessible in relation to DDA regulations, level access and disabled parking.
7. At the heart of the National Planning Policy Framework (NPPF) 2012, there is a presumption in favour of sustainable development. In terms of decision-taking this means approving development proposals that accord with the development plan without delay. This development meets all national, regional and local planning policy requirements and therefore planning permission should be approved without delay.

1. Introduction

- 1.1. This Planning Statement has been prepared by Indigo Planning on behalf of Rock Venture Holdings Ltd in support of a planning application for the redevelopment of 15 – 17 Uxbridge Road, Hillingdon.
- 1.2. The application proposes to redevelop the site to provide an aparthotel. The description of the proposed development is:

“The erection of a 2 to 12 storey aparthotel (use class C1), including 131 guestrooms; 13 car parking spaces; 22 cycle spaces; and associated facilities including a hotel lounge, meeting room space and gym.”

- 1.3. In addition to this Planning Statement, the following documentation is provided in support of this application:

- Planning application forms and cover letter prepared by Indigo Planning;
- Proposed drawings prepared by Juttla Architects;
- Design and Access Statement and Character Appraisal prepared by Juttla Architects;
- Sustainability and Energy Report prepared by BSE3d;
- Noise Assessment prepared by Aulos Acoustics;
- Contamination Report prepared by Ashmere Soils Laboratories;
- Ecological Appraisal prepared by Aspect Ecology;
- Daylight / Sunlight prepared by Price and Myers;
- Air Quality Assessment prepared by Aether;
- Arboricultural Report prepared by Simon Pryce Arboriculture;
- Transport Statement and Travel Plan prepared by Glanville;
- Construction Logistics Framework prepared by Glanville; and
- Landscaping Proposals prepared by Neil Tully Associates.

Report structure

- 1.4. Section 2 provides a background and the context to the development proposal, including a summary of recent, relevant planning history.
- 1.5. Section 3 details the description of the pre-application discussions that took place with Hillingdon Council whilst also dealing with the community engagement process.
- 1.6. Section 4 covers the statement of community engagement.
- 1.7. Section 5 sets out the development proposal.
- 1.8. Section 6 outlines the key planning policies relevant to this application.

- 1.9. Section 7 sets out the key planning issues and justifications for the development proposal.
- 1.10. Section 8 details the conclusions.

2. The Site

Site and surroundings

- 2.1. The site is located on the Uxbridge Road, Hayes. It is located on the southern side of Uxbridge Road, approximately 290m from the boundary with Ealing. The site is currently vacant with the previous use comprising of the Waggon and Horses Public House, employing 3 to 4 people and including an element of bed and breakfast accommodation. There has also been a car repair workshop on the site previously.
- 2.2. The urban grain of the area is varied and diverse, in terms of scale, massing and use. There are industrial and business uses, office buildings, retail and residential all surrounding the site. The southern side of Uxbridge Road is primarily dominated by retail parks and business units and the northern side is characterised by housing (two-storeys in height) and a short parade of shops. This is across the dual carriageway. To the east of the site is landscaping. Uxbridge Road Retail Park which includes Wickes and Carpet Right is located east of the site. South of the site are industrial buildings.
- 2.3. Immediately adjacent to the site is Hayes Gate building which identifies as a landmark building in the area. It is a 13 storey, formerly vacant B1 office building which is currently being converted into a 170 bedroom hotel for the Hyatt Group, under planning permission 2385/APP/2013/2523.
- 2.4. The site is within a ten minute walk of Southall train station which provides a route into Paddington within 15 minutes. Although it is not located within a town centre, it is in close proximity to Hayes Town and Southall Broadway, both providing an array of independent and national retail stores and services. Given its location on a busy road and between a retail park and main parades of shops, the site has a high number of passers-by and is easily accessible.

Planning designations

- 2.5. In terms of planning designations, the site is located within the Springfield Road Industrial and Business Area (IBA). The adjacent Hayes Gate building is also located within the IBA. The site is not located within a conservation area.
- 2.6. According to TfL's PTAL database, the site has a PTAL rating of 2. There are a number of bus routes running through the site including, the 207 and 607 linking the site with Southall Broadway, Ealing and Hayes. Heathrow Airport is located a five mile drive from the site (15 minutes) which serves London and the surrounding area as its main airport.
- 2.7. The site is located within Flood Risk Zone 1, as identified by the Environment Agency's Flood Risk Map. The Yeading Brook runs east of the site.

Planning history

- 2.8. The site has an extensive planning history. The most relevant planning applications are detailed below.
- 2.9. Planning permission (ref. 22098/F/97/0429) was approved in July 1997 for the erection of a garage workshop (including demolition of existing workshop) with associated parking and landscaping.
- 2.10. The original planning permission for the Horse and Waggons Pub is unavailable however, planning permission (ref. 5519/D/80/0021) was approved for a single storey extension and

internal alterations to the site, in January 1980.

- 2.11. This was then followed by planning permission (ref. 5519/F/85/0775) in May 1985 for the alterations to the existing public house to accommodate additional seating and bar areas.
- 2.12. The planning history of the site demonstrates that the site has not been used for industrial or warehousing purposes since at least the 1980s.

3. Pre-application

Pre-application discussions with LB Hillingdon

- 3.1. The proposals have gone through an extensive pre-application process with Hillingdon Borough Council. This includes three pre-application meetings including a design meeting, followed by formal comments. These meetings and comments have influenced the final proposals as set out in the Design and Access Statement.

Meeting on 3 October 2014 and follow-up comments received 22 April 2014

- 3.2. Pre-application advice was sought in October 2014 for the redevelopment of the site to provide an aparthotel consisting of a part nine storey and part 12 storey oval shaped building, with 12 storey glazed stair and lift towers at either end. The pre-application written advice received on 22 April 2015, appraised the proposals. The full response is included at **Appendix 1**. Key issues and points for consideration were as follows:

- Principle of the use on the site in light of IBA planning designation;
- Impact of noise on future occupiers of the aparthotel and concern that the presence of an aparthotel use in this location may sanitise the free operation and viability of the IBA. This has been responded to in **Appendix 8**;
- The need for the hotel use;
- The overall character and built form of the area. The proposal should consider a stepped design from west to east; and
- The proposals should be informed by a character appraisal of the surrounding building form.

- 3.3. Notwithstanding the above, the council did agree the following:

- Given the distance to the closest residential properties, it is not considered that there would be any significant impact on the amenities of neighbouring occupiers; and
- The last use on the site is a Public House with visitor accommodation.

Design workshop on 8 June 2015

- 3.4. Following the comments received on 22 April 2015, the design team reassessed the proposals and altered the scheme to take on board officers' comments. This resulted in a scheme which included a stepped approach on rectangular plan form. Subsequently, a design workshop was held with LB Hillingdon. The officers stated that although the approach had taken on board officers' comments, it had done so too literally.
- 3.5. At the workshop, the officers and the design team worked together to produce several options which maintained the elliptical of the original design (which the officers stated they liked) and introduced a curve instead a stepped elevation.
- 3.6. Following this meeting, the design team developed the design further whilst ensuring that the number of rooms was not compromised. The building including additional steps with a louvre structure over the steps creating interest, and a softer curve.
- 3.7. This design was then discussed further at the meeting on 8 September 2015.

Meeting on 8 September 2015

- 3.8. This pre-application meeting was attended by the case officer, highways officer, urban design officer and landscape officer. This meeting was very positive in that the officers agreed on the following:
- The overall massing, bulk and scale of the building; and
 - Additional transport surveys needed and scope of Transport Assessment.
- 3.9. In regards to the design, the urban design officer stated that further work was needed to finesse the treatment of the curve. On this basis, two sketch options were produced following the meeting. The option taken forward is finished in half louvres (bottom up), and half solar panels (top down).

Pre-application discussions with Greater London Authority (GLA)

- 3.10. Given that the proposed building is over 30 metres in height, the project team engaged with the GLA through the pre-application process. A meeting was held on 10 November 2015 to discuss the proposals and a formal response was received on 4 December 2015. The full response is included at **Appendix 2**.
- 3.11. At the meeting, the GLA stated its general support for the proposal and concluded that it was not of strategic importance. The GLA did ask however, for some minor amendments to be made to the design including:
- Amendment to the window elevations so that the windows fenestration is uniform and regular;
 - Raise part of the ground floor line to emulate the leaf design on the Uxbridge Road elevation; and
 - Set in the ground floor further to soften the Uxbridge Road elevation and create an increased frontage area.
- 3.12. On this basis, revised plans were sent to the officers from the GLA following the meeting to take into account the comments received during the meeting.
- 3.13. The comments received on 4 December can be summarised as follows:
- Given the fact that there is evidence at a strategic planning level of a limited supply of aparthotel in London, the proposed redevelopment on the site is supported in principle;
 - The proposed development will provide an increase in jobs and will include apprenticeships and on-the-job training for young people interested in pursuing a career in hospitality. This is welcomed and should be secured through the section 106 agreement;
 - The proposed 12-storey height is in keeping with the emerging contextual height of the 13-storey adjacent hotel building and reflects the overall hierarchy of the streets;
 - The layout of the scheme reflects the aspirations of improving the quality of Uxbridge Road;
 - The design of the proposed scheme does not present strategic concern;
 - The internal layout of the building creates a relatively well animated front to the building facing Uxbridge Road providing active uses, contributing to the sense of safety and overlooking of the public realm which is welcomed;

- The hotel logo should be placed on an appropriate elevation, appropriately scaled and sized;
 - The amended drawings received after the meeting take on board the comments received during the meeting in relation to the windows fenestration and setting back of the building along the Uxbridge Road elevation;
 - The landscaping of the scheme has been improved significantly. Outdoor seating is incorporated, facilitating an enhanced public realm environment;
 - Access standards within the development should be fully DDA compliant (10% wheelchair accessible rooms). The rooms should not be clustered and located close to lifts;
 - Approach to the entrance doors should be level (ie. At better than 1:20) and the threshold into the lobby should be level accessed;
 - The applicant should consider the feasibility of serving both this site and the neighbouring site (27 Uxbridge Road) via a single energy centre;
 - Further information should be provided on how the ASHPs proposed will not impact on the optimisation of the CHP system and on ensuring that the development is designed to connect to district heating in the future;
 - The proportion of parking spaces reserved for employees should be reduced as this will not promote sustainable modes of travel;
 - TfL considers the arrangements for refuse and servicing vehicles acceptable;
 - Electrical vehicle charging points should be provided to London Plan standards;
 - The quantum of long and short stay cycle parking indicated is above London Plan standards; and
 - Cycle parking must provide secure, integrated, convenient and accessible cycle facilities. Developments should also provide on-site changing facilities and showers for staff.
- 3.14. The scheme has taken on board the comments received above. Notwithstanding this, at paragraph 44 the comments conclude that:

“The proposed development is broadly supported in strategic planning terms”.

- 3.15. Therefore, the overall positive response received by the GLA demonstrates the benefits of the scheme and the manner in which the applicant has worked with the council to produce a scheme which is supported by all stakeholders including the Mayor.

Summary

- 3.16. The applicant has worked closely with the London Borough of Hillingdon and the GLA to achieve a scheme which is economically, socially and environmentally sustainability. The scheme is therefore in line with the National Planning Policy Framework (NPPF) and provides a sustainable solution to the regeneration of this site.

4. Statement of Community Engagement

- 4.1. The project team has been committed to undertaking extensive community engagement and consultation on the emerging proposals. In line with the Localism Act 2011 and the NPPF, a priority has been placed on ensuring that the local community and other key stakeholders were involved in the evolution of the scheme proposals.

Consultation event

- 4.2. After the pre-application meeting with LB Hillingdon on 8 September 2015, a public exhibition event was held to gather the views of the local community. It was decided this method of consultation was the most appropriate way in engaging with the local community in the first instance. It provided people with a dynamic means to see the proposals, ask questions and share their views.
- 4.3. On Friday 4 September 2015, 96 leaflets were distributed by Juttla Architects to households and local businesses. The local ward councillors were also notified of the event via email. The scope of consultation is shown on the map at **Appendix 3**. The leaflet that was distributed is included at **Appendix 4**.
- 4.4. Following this, the consultation event was held on Friday 11 September 2015 in a marquee on the site. This provided a suitable venue for numerous reasons including:
- Its proximity to the application site;
 - Its accessibility for local residents; and
 - It was informal and spacious and allowed residents to feel relaxed and open to asking questions.
- 4.5. The public exhibition was held between 4pm and 8pm. The timing allowed parents to collect their children from school and attend the event before the evening. Likewise, it allowed those who worked to attend after work hours.
- 4.6. The exhibition material included a series of six display boards which set out the rationale for the proposed development, proposed site plans and explanations, and demonstration of the key benefits of the development. Copies of the boards are included at **Appendix 5**.
- 4.7. The event was attended by 10 people in total. There were no attendees from local businesses nor did the ward councillors attend. Visitors spent time looking at the display boards and discussing the proposals with representatives from the project team. All attendees to the exhibition were encouraged to complete a feedback form which included scaling their support for the development between 1 and 5, following their review of the proposals. In total, three of those that attended filled out comment cards and one couple took the comment card home to fill out and post back. This has not been received. The comment cards are included at **Appendix 6**.
- 4.8. Of the three that filled out the comment card, two supported the development with one strongly agreeing with the development on the site. The remaining one strongly disagreed with the development.
- 4.9. A resident commented that:

“There is a definite need for a reputable hotel within the area.”

- 4.10. The key positives from the consultation event were as follows:
- Residents did not dislike the design of the building;
 - Residents did not have an issue with the scale, massing and bulk of the issue; and
 - Residents recognised that the site is need of regenerating.

- 4.11. The resident who strongly disagreed to the proposal stated that:

“Such a large scale commercial development would bring more unwelcome traffic congestion and pollution into this area... We are not convinced that potential customers would all arrive / depart by transport that would not need parking”

- 4.12. The key resident concerns were as follows:

- Traffic implications of the proposed use;
- Parking implications of the proposed use;
- How it would relate and work with the hotel next door; and
- Extent of consultation and option to re-engage.

- 4.13. In relation to the last point, residents were concerned with the scope of engagement. Residents commented that:

“A wider consultation is necessary.”

- 4.14. To this effect, the client commissioned Indigo Planning to make live a dedicated webpage in respect of the development proposals and this was accessed via the following address: www.uxbridgeroad.co.uk.

Website

- 4.15. The website was launched on 10 November 2015. Those households, businesses and councillors that were invited to the exhibition were notified of the launch of the website by a leaflet drop on 10 November 2015. We also extended the leaflet drop to additional roads (as demonstrated in **Appendix 7**) to satisfy any concerns had by residents that the initial consultation was not wide enough. We estimated the reach of the leaflet drop to have encompassed 1,336 usual residents aged 16+. As well as this, we promoted the site through a Facebook advert which was directed to all those residents within the UB4 0 postcode area. The Facebook advert reached 13,872 people aged 18+ who lived within the UB4 0 postcode area and resulted in 901 visits to the website. The Facebook advert successfully attracted a mix of ages to the consultation website with one in three visitors being under the age of 35. In addition, more than one in five was over the age of 55. The pie chart below (Diagram 1) demonstrates the age split of the 901 visitors to the website through Facebook.

Web visits by age of visitor, November 2015

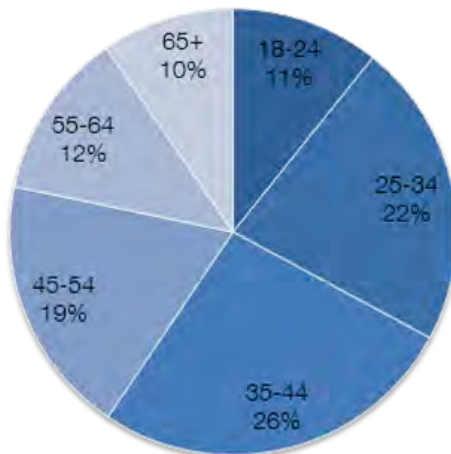


Diagram 1

4.16. The website included five pages, one of which was a feedback page, where visitors could answer a series of questions and leave any additional comments. The deadline for leaving comments was 24 November 2015. The questions asked were as follows:

- Would you like us to notify you of the progress of this proposal;
- Thinking about the proposals for an aparthotel, to what extent do you support the following:
 - A concept hotel;
 - Design;
 - Location;
 - Proposed access point; and
 - Creation of jobs;
- What impact do you think the proposed development will have on the following:
 - Traffic;
 - Parking provision;
 - Employment in the area;
 - Vitality / vibrancy of the area; and
 - Reputation of the area;
- To what extent do you agree that an aparthotel will benefit the local area; and
- Do you have any other comments or concerns about the proposals for an aparthotel that you'd like to share with us?

4.17. Between 10 November 2015 and 8 December 2015, the website received 1,329 views from 1,182 different visitors. On average people visited almost three out of the five pages on the site. Visitors typically spent an average of 44 seconds on the website. The feedback page was visited by 67 different people with 14 leaving responses. All of those leaving comments were residents. A summary of the responses are below.

Extent of support

4.18. When asked the extent to which they supported various elements of the proposals, the 14 respondents who completed the survey were the most supportive of the creation of jobs (57%) and the design (43%) of the proposals. They were least supportive of the location (72%) and the proposed access point (71%). A breakdown of the results is depicted in the diagram 2 below.

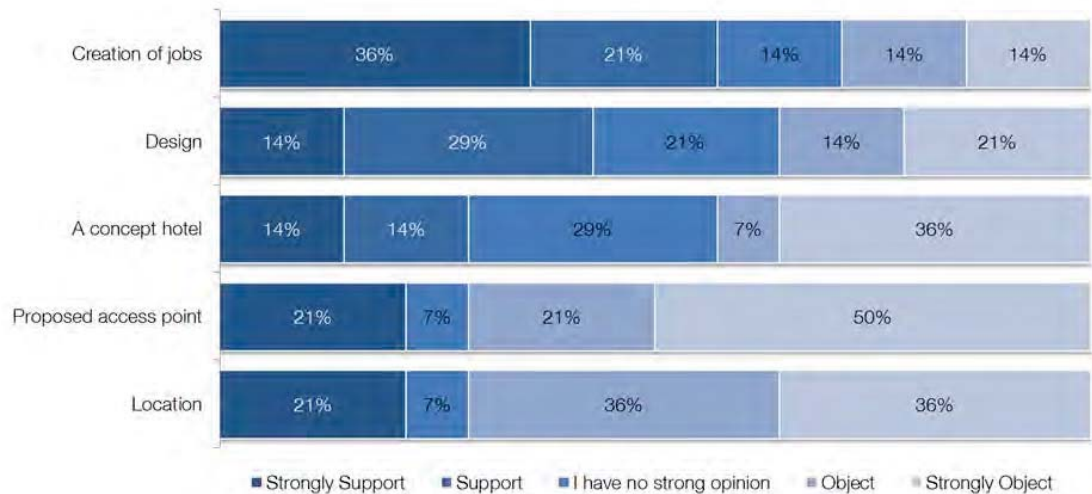


Diagram 2

Extent of impact

4.19. Respondents were also asked about the impact of the proposed development on traffic, parking, employment, vitality and reputation. Employment opportunities in the area were seen as a definite benefit along with nearly 30% agreeing that it would improve the reputation of the area. The biggest areas of concern centred on parking provision and traffic. A breakdown of the results is depicted in the diagram 3 below.

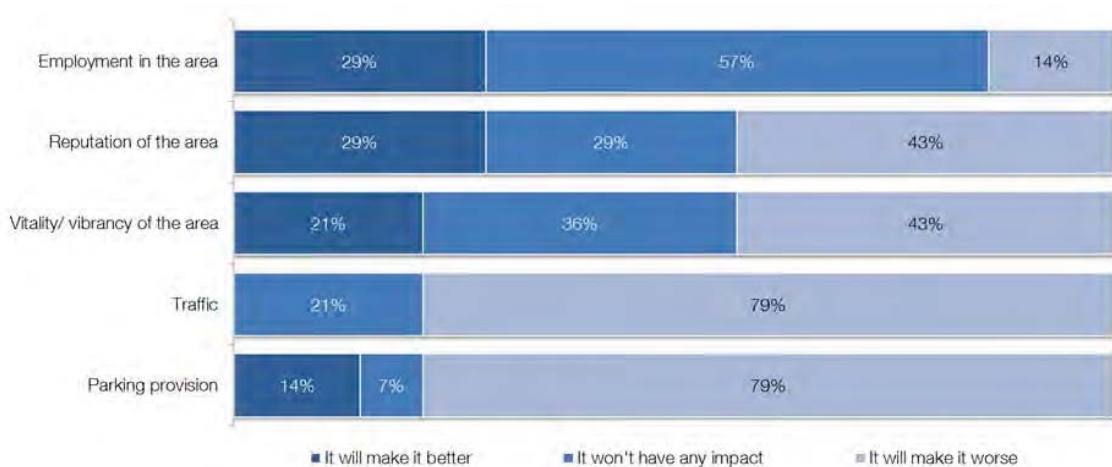


Diagram 3

5. The Proposal

- 5.1. The project team has been working with the London Borough of Hillingdon and the GLA to design a scheme which relates to the surrounding context and ultimately enhances the character of the area.
- 5.2. The proposal includes redevelopment of the site to provide a curved building on elevation, achieving 12 storeys at the highest point. The aparthotel will operate in a similar way to a hotel, in that it offers serviced, short or long-stay accommodation with communal areas. The key difference between the two types of accommodation is that an aparthotel provides a more spacious, flexible, alternative to hotels, whilst maintaining the same level of service. An aparthotel offers customers the option to hire suites, which contain long stay amenities, rather than short stay guestrooms.
- 5.3. The building structure is curved on plan form and curved on elevation. It is 40 metres in height. The building is clad on all elevations and the roof forms a dynamic sweeping curve to the building as a whole.
- 5.4. This proposal comprises 131 rooms in total. This is split as follows:
- 30 x guestrooms;
 - 74 x studio kitchen suites;
 - 24 x 1-bed kitchen suites; and
 - 3 x 2-bed kitchen suite.
- 5.5. The proposal also consists of the following ancillary elements:
- A basement gym and changing rooms;
 - Restaurant, bar and lounge; and
 - Two meeting rooms.
- 5.6. The proposal is discussed in detail in the Design and Access Statement. However, the key elements are summarised below.

Guestrooms and suites

- 5.7. The scheme provides 131 guestrooms and suites in total. The size of each suite and amount is detailed in the table below.

	GIA	UNIT TYPE	QUANTITY	
	M ²		NO.	%
GUESTROOM & SUITES WITHIN BUILDING	30	TRANSIENT GUESTROOM	30	23%
	42	STUDIO KITCHEN SUITE	74	57%
	45	1 BEDROOM KITCHEN SUITE	24	18%
	75	2 BEDROOM KITCHEN SUITE	3	2%
TOTAL			131 SUITES	

- 5.8. The guestrooms are 30sqm in size and the most similar to standard hotel bedrooms. There are 30 in total, with three rooms located on each of the first to ninth floors. There is one room located on each of the 10th, 11th and 12th floors. There are 74 studio kitchen suites which are 42sqm in size. This type of guestroom makes up 57% of the total bedroom offer. They are located on each floor with the first floor comprising of seven studio kitchen suites and the 12th floor comprising of three studio kitchen suites.
- 5.9. The studio kitchen suite is very similar in size to the one bedroom kitchen suite which is 45sqm in size. There are 24 of these in total spread across the first nine floors of the hotel. The largest suite is the two-bedroom kitchen suite, of which there are three. Given their large size of 75sqm per suite, they are exclusive to the three upper floors of the hotel, with one suite on each floor.

Ancillary elements of proposal

- 5.10. The ground floor arrangement is typical of high-end hotels across the world. It includes a range of ancillary services which serves the needs of the guests staying at the aparthotel. It also provides wider benefits to the community and businesses surrounding the area.
- 5.11. The central point of the ground floor consists of the 'H' Bar which is a bar and restaurant. It is supplemented by lounge seating within the building and an element of outdoor seating. This is where breakfast, lunch and dinner will be served for guests.
- 5.12. There are also two small meeting spaces (77sqm in total). One takes the form of a boardroom and the other is laid out similar to a theatre. Given that the primary clientele of the aparthotel is business users, the meeting room space is a key supplementary offer of the proposal. It will allow surrounding businesses, and those business guests to hold meetings conveniently and easily. This is responding to the need of business travellers today.
- 5.13. There is a gym, changing rooms and games room in the basement which supplement the recreational activities on offer at that hotel.

6. Planning Policy

- 6.1. The proposals have taken into account national, regional and local planning policy. It has been ensured that the proposals meet the relevant policy requirements and ultimately enhance the local area in terms of sustainable development: economically, environmentally and socially.

National planning policy

National Planning Policy Framework (NPPF) 2012

- 6.2. The NPPF is the national planning policy documents which guides plan-making and decision-taking. At the heart of the NPPF (paragraph 14), is a presumption in favour of sustainable development. It goes onto state that this *“should be seen as a golden thread running through both plan-making and decision-taking”*.
- 6.3. In terms of decision-taking this means approving development proposals that accord with the development plan without delay.
- 6.4. The NPPF includes a set of core planning principles which underpin plan-making and decision-taking. Core planning principle two states that planning should:

“Not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places in which people live their lives”.

Regional planning policy

- 6.5. The regional planning policy tier is governed by the Further Alterations to the London Plan (2015). This document sets the strategic policy aims of London and the policies that should guide its development. The relevant policies are as follows:
- Policy 2.17 – Strategic Industrial Locations;
 - Policy 4.5 – London’s visitor infrastructure;
 - Policy 5.9 – Overheating and cooling;
 - Policy 6.9 – Cycling;
 - Policy 7.2 – An inclusive environment; and
 - Policy 7.7 – Location and design of tall and large buildings.

Local planning policy

- 6.6. The London Borough of Hillingdon’s Development Plan consists of the following documents:
- Hillingdon Local Plan: Part 1 (2012); and
 - Saved Unitary Development Plan (Local Plan: Part 2) (2007).
- 6.7. This proposal takes into account key planning documents and their policies. These are detailed below.

Hillingdon Local Plan: Part 1 (2012)

6.8. This document sets out the strategic policies for the borough. The key policies that relate to this scheme are as follows:

- Policy NPPF1 – National Planning Policy Framework – presumption in favour of sustainable development;
- Policy E1 – Managing the supply of employment land;
- Policy BE1 – Built environment;
- Policy EM8 – Noise;
- Policy EM11 – Sustainable waste management;
- Policy T1 – Accessible local destinations;
- Policy T2 – Public transport interchanges;
- Policy T4 – Heathrow Airport;
- Policy CI1 – Community infrastructure provision; and
- Policy CI2 – Leisure and recreation.

Saved Unitary Development Plan (Local Plan: Part 2) (2007)

6.9. This document sets out the strategic policies for the borough. The key policies that relate to this scheme are as follows:

- BE13 – Layout and appearance of new development;
- BE18 – Design considerations – pedestrian security and safety;
- BE21 – Siting, bulk and proximity of new buildings/extensions;
- BE25 – Modernisation and improvement of industrial and business areas;
- BE35 – Major development adjacent to major roads;
- BE38 – Retention of topographical and landscape features, and provision of new planting and landscaping in development proposals;
- OE1 – Protection of the character and amenities of surrounding properties;
- OE3 – Buildings or uses likely to cause noise annoyance – mitigation measures;
- OE5 – Siting of noise sensitive developments;
- R16 – Accessibility for elderly people, people with disabilities, women and children;
- R17 – Use of planning obligations;
- LE1 – Proposals for industry, warehousing and business development;
- LE2 – Development in designated Industrial and Business Areas;
- AM1 – Accessibility and movement;

- AM2 – Assessment of traffic generation, impact on congestion, and public transport availability and capacity;
- AM7 – Consideration of traffic generated by proposed developments;
- AM14 – Car parking standards; and
- AM15 – Disabled car parking standards.

Emerging policy

- 6.10. The council has prepared a Proposed Submission version of the Local Plan Part 2 which will comprise the following documents:
- Development Management Policies – sets out detailed planning policies for specific topics.
 - Site Allocations and Designations – will identify sites for development, protection or other designations.
 - Policies Map – visually sets out the various policy designations in the Development Management Policies and Site Allocations documents.
- 6.11. Once adopted it will deliver the detail of the strategic policies set out in the Local Plan Part 1: Strategic Policies (2012). Together the documents will form a comprehensive development strategy for the borough up to 2026.
- 6.12. The emerging Local Plan Part 2 was consulted on between 22 September and 4 November 2014. Following this, changes to the documents were made and were out for a second round of consultation. Following the conclusion of this process the documents will be submitted to the Secretary of State for Communities and Local Government for independent examination.

Emerging Development Management Policies (October 2015)

- 6.13. The proposed submission version sets the detailed planning policies which support the Local Plan Part 1. The key policies of this document are as follows:
- DME 1 – Employment Uses on Designated Employment Sites;
 - DME 5 – Hotels and Visitor Accommodation;
 - DME 6 – Accessible Hotels and Visitor Accommodation;
 - DMHB 10 – High Buildings and Structures;
 - DMHB 11 – Design of New Development;
 - DMHB 12 – Streets and Public Realm;
 - DMHB 14 – Trees and Landscaping;
 - DMHB 15 – Planning for Safer Places;
 - DMEI 1 – Living Walls and Roofs and on-site Vegetation;
 - DMEI 2 – Reducing Carbon Emissions;
 - DME1 3 – Decentralised Energy;

- DMEI 7 – Biodiversity Protection and Enhancement;
- DMEI 10 – Water Management, Efficiency, and Quality;
- DMEI 14 – Air Quality;
- DMCI 7 – Planning Obligations and Community Infrastructure Levy;
- DMT 1 – Managing Transport Impacts;
- DMT 2 – Highways Impacts;
- DMT 5 – Pedestrians and Cyclists; and
- DMT 6 – Vehicle Parking.

6.14. This development considers the policies above and provides benefits to the residents and local community of the area. The policies are dealt with in detail in the next section of the report.

7. The Key Considerations

Principle of use

- 7.1. The site is currently vacant with the previous use comprising of the Waggon and Horses Public House, with visitor accommodation. This has been established in the LB Hillingdon and GLA pre-application advice, as well as the planning history. The site is located within the Springfield Industrial Business Area within the Local Plan Part 1. Within the emerging Site Allocations and Designations Document, the site is located within the Hayes Industrial Area. The relevant policy in relation to this designation is policy E2 of the Local Plan Part 1 and policy LE2 of the current Local Plan Part 2 and emerging policy DME 1 of the emerging Local Plan Part 2. Policies 2.17 and 4.5 of the London Plan are also relevant.
- 7.2. This area has historically been a centre for general industry. Increasingly however, the area is supporting distribution and logistics uses associated with Heathrow. Nonetheless, as established through the planning history, this particular site has not been used for industrial or logistics purposes in the past.
- 7.3. Further to this, the GLA's pre-application response refers to part E of policy 4.5 of the London Plan which recognises the need for aparthotels in the context of the broader policies of the plan. The GLA understand that there is currently a limited supply of aparthotels in the UK, and given the site's location beside the soon to be Hyatt Place hotel, there is a very substantial market for this product in this location.
- 7.4. The council's pre-application advice (received on 22 April 2015) states that the proposal must meet emerging policy LE2 of the Local Plan: Part 2. This policy will not permit development within the Springfield Industrial Area which is not B1, B2, B8 or appropriate sui generis unless:
- i. There is no realistic prospect of the land being used for industrial and warehousing purposes in the futures;
 - ii. The proposed alternative use does not conflict with the policies and objectives of the plan; and
 - iii. The proposal better meets the plan's objectives particularly in relation to affordable housing and economic regeneration.
- 7.5. The site is currently a vacant former pub site (with visitor accommodation) with a lawful A5 use. It is therefore not in industrial or warehousing employment use and has not been in this use in the past. As such it is unlikely that the site will be developed for industrial or warehouse use and this would not represent the best use of the site in terms of meeting the economic aspirations of the plan including, regeneration benefits.
- 7.6. The council stated in their pre-application advice received on 22 April 2015 that the principal concern was in relation to the impact of noise on future occupiers of the aparthotel. It goes on to state that:
- "There are concerns that a suitable environment within the proposed apart hotel could not be achieved having regard to the existing noise conditions in the IBA".*
- 7.7. Several other uses including, retail and hotel use have been introduced into the IBA. It is not uncommon for hotels to be located in commercial locations and the recent planning permission for the conversion of Hayes Gate House, a vacant office building, into a 170

bedroom hotel, demonstrates this. The accompanying note on the suitability of this site for the proposed aparthotel from a commercial property perspective (**Appendix 8**) and noise report considers this point further. The reports conclude that the proposed development would not have any inhibiting effect upon the long terms commercial use of the surrounding properties.

- 7.8. This site is a sustainable location for an aparthotel due to its location in Uxbridge, a major local centre, its transport connections, and its proximity to central London and Heathrow. Its location adjacent to the hotel development demonstrates that this site is a sustainable location for a new aparthotel in the UK, which will work in conjunction with the surrounding uses and businesses. In addition to this, the high increase in jobs that this development will generate is a key positive of the scheme that will benefit local people on a site which is designated as a local employment zone.
- 7.9. Therefore, the principle of this use in this location is acceptable and in line with current and emerging local planning policy. Further to this, the comments received from the GLA confirm at paragraph 15 that:

“There is evidence at a strategic planning level of a limited supply of Apart/Hotel in London, the proposed redevelopment and loss of the public house use on the site is supported in principle”.

- 7.10. Therefore, we conclude that the application should be supported on grounds of the principle of the use.

Employment

- 7.11. Policy E2 of the Local Plan states that the council will accommodate a minimum of 3,800 additional hotel bedrooms and new hotels and visitor facilities will be encouraged in Uxbridge, Hayes, and in other sustainable locations. This is supported by policy 4.5 of the London Plan which states at part E that boroughs and relevant stakeholders should recognise the need for aparthotels in the context of the broader policies of the plan.
- 7.12. In applying part (i) and part (ii) of policy LE2 the council state that it will take into account the potential loss of employment generating uses. The GLA advice confirmed at paragraph 14 that *“the development will create the much needed employment benefit for the local people”*. It is therefore considered an employment generating use.
- 7.13. The public house employed a maximum of three people. The development will generate construction jobs as well as 35 full-time jobs once the hotel is in operation, amounting to approximately 100 employees. Therefore, the development meets parts (ii) and (iii) of policy LE2.
- 7.14. Hotel and tourism growth is a key objective of Hillingdon spatial planning and the borough views this as a key mechanism to employment growth in the borough. The use of the site as an aparthotel will boost the employment opportunities in the area. The development will create much needed employment benefit for local people, by creating approximately 100 jobs. In addition to this, the applicant will provide apprenticeships and on-the-job training for young people interested in pursuing a career in the hospitality industry. This will be secured through a section 106 agreement. This is in line with policy E7 of the Local Plan part 1 which links tourism development with regeneration in the Hayes and wider Heathrow Opportunity Area. Coupled with the redevelopment of Hayes Gate, the regeneration of this site will act as a catalyst for the area and bring in inward investment.
- 7.15. This development is in line with local, regional and national planning policy and provides a sustainable development which increases the job opportunities in the local area, meeting the employment designation of the site.

Design, scale, massing and bulk

- 7.16. The existing context of the site is of two-storey residential properties and two-storey warehouse buildings to the south and the 13-storey hotel to the west, which is under construction. Policy BE1 of the Local Plan Part 1 requires all new development to improve and maintain the quality of the built environment in order to create successful and sustainable neighbourhoods, where people enjoy living and working and that serve the long-term needs of all residents. In addition to this, policy 7.7 of the London Plan sets out specific requirements for tall buildings and those that will have an impact on the skyline. This development has met these policies through a thorough engagement with the local planning authority and the GLA on the design of the scheme.
- 7.17. The design is curved on elevation and plan. This creates a cohesive design which relates to the retail park and industrial buildings to the east and south of the site, which are of a smaller scale and the hotel to the west which is 13 storeys in height. This directly responds to the character and built form of area and is therefore in line with policy BE13 of the Local Plan: Part 2. This creates a building which is responsive to the surrounding area in regards to scale, massing and bulk.
- 7.18. In addition to this, a character appraisal has been conducted to ensure that the building is informed by the immediate and wider context of the site as well as the intended end use of the building, and it remains subservient to Hyatt Place to the west. The current design seeks to sit comfortably within the surrounding built form, as well as provide sufficient space for accessing and servicing. This is line with policy BE1 of the Local Plan: Part 1, which requires new development to *“be designed to be appropriate to the identity and context of Hillingdon’s buildings, townscapes, landscapes and views”*.
- 7.19. As well as this, policy BE1 requires that in the case of tall buildings, they should not adversely affect their surroundings including the local character, or impact on key views. The benchmark for height in this context is set by neighbouring Hyatt Place which is 13 storeys in height and is a landmark in its own right. The building has been reduced in scale and bulk to ensure that it remains subservient to the adjacent hotel. Therefore, the massing and scale of the building has been sensitively thought out to consider the built form of the surrounding area and take account of policy BE1.
- 7.20. The proposal is therefore in line with local policy which requires an understanding of the local character and be appropriate to the positive qualities of the surrounding townscape, as well as ensuring that the layout and appearance of development harmonise with the existing street scene. The GLA confirm in paragraph 18 that:

“12-storey height is in keeping with the emerging contextual height of the 13-storey adjacent hotel building and reflects the overall hierarchy of the streets, the layout of the scheme reflects the aspirations of improving the quality of Uxbridge Road”.

Noise

- 7.21. Local planning policy states that planning permission will not normally be granted for uses that are detrimental to the character of an area because of noise and vibration (policy OE1 of the Local Plan Part 1). Policy OE3 and EM8 go on to state that those potentially noise generating uses will be required to mitigate the impact within acceptable levels. This is further reiterated in policy OE5 which relates to the effect of external noise and vibration.
- 7.22. To this effect, the accompanying noise report assesses in detail the principal noise sources of concern which are heating, ventilation, air conditioning and energy equipment. It also assesses the principal noise-sensitive receivers which are the houses on the north side of Uxbridge Road. The assessment takes account of the most up to date standards: BS8233:2014 (1) and BS4142:2014 (2) to determine the environmental noise climate and establish noise impact on existing and future sensitive uses.

- 7.23. It concludes that the internal sound levels at the loudest elevation, for both the largest and smallest room types, remain below the reasonable daytime and night-time noise limits. The internal sound levels with more typical sound levels at the elevation, for both the largest and smallest room types, remain below the equivalent residential daytime and night-time noise limits. These limits are 5dB(A) lower than are deemed reasonable. Such a wide margin between achievable and reasonable sound insulation means there is more than sufficient scope to address periodic variations in noise levels due to either the Industrial Business Area or overall noise climate.
- 7.24. It also concludes that the proposed development will not adversely affect the amenity of the existing residents of the houses on the north side of Uxbridge Road. However, the technical design of the building will develop the acoustic performance to ensure reasonable internal and external noise levels are maintained. This is therefore in line with policy EM8 of the Local Plan Part 1 which requires noise impacts to be adequately controlled and mitigated.
- 7.25. In addition to this, given that the London Borough of Hillingdon has expressed concerns that such a use may impinge on the operation and activity of the surrounding industrial uses, the report also investigates the prevailing ambient noise levels due to the IBA and the local road traffic. The report concludes that the risk of such a constraint on the IBA is negligible. The bedrooms would remain suitable for sleep and rest during all periods of the night and day.
- 7.26. The noise report submitted with the application concludes that the development is in line with local planning policy and meets in particular policies, OE 1, OE3, OE5 and EM8 of the Local Plan Part 1 and Part 2.

Transport and highways

- 7.27. A transport assessment and travel plan have been submitted with the application. The principles of the transport assessment have been agreed with the London Borough of Hillingdon, GLA and TfL to ensure that the correct level of assessment and analysis has been undertaken.
- 7.28. The main vehicular access to the site will remain from Uxbridge Road as existing, with separate entry and exit points to enable effective traffic management. This has been discussed with the London Borough of Hillingdon and the GLA.
- 7.29. The London Borough of Hillingdon's parking standards state that the London Plan standards are to be used unless a specific Hillingdon is listed, which is not the case for hotel use. There is not a maximum standard in relation to hotel car parking levels. In locations with a PTAL rating of 1 – 3 (as is the case here) provision should be consistent with objectives to reduce congestion and traffic levels and to avoid undermining walking, cycling or public transport. The development is expected to attract a high proportion of business users from abroad and therefore its location close to central London and Heathrow is vitally important. The vast majority of users are expected to arrive by taxi or public transport and not by private car. The travel plan arrangements and levels of parking have taken this into account.
- 7.30. Given the high accessibility of the site and the arrival of Crossrail in 2018, the car parking levels have been derived to satisfy the operational need of the development. A total of 13 spaces are proposed including, two spaces at ground floor level for disabled use. Two spaces are also allocated for use by management staff leaving nine spaces for able-bodied guests. Further to this, charging points for electric vehicles will be provided in accordance with the London Plan standard. The levels of parking have been discussed with TfL who advised to reduce the number of staff parking (four spaces were initially proposed). The GLA confirm in its written response that the quantity proposed is *“reasonably acceptable as being within London Plan standards”*.
- 7.31. In total the scheme provides nine long stay cycle parking spaces and 13 short stay cycle parking on the site. This takes account of the hotel use as well as the bar and restaurant facilities which will be open to the public. The GLA confirm that this quantum is welcomed

as it exceeds the London Plan standards.

- 7.32. The scheme also includes provision for a taxi and coach pick up and drop off point which is located in front of the main foyer of the aparthotel. A shuttlebus service will also be provided from and to Heathrow Airport and Southall railway station. This service will enhance the sustainability of the site and reduce the impact of the development on the local highway network.
- 7.33. The transport assessment further demonstrates through the tracking exercise that there is sufficient space available within the site to allow vehicles to enter, turn around within the site and exit without the need to reverse onto Uxbridge Road. This is further supported by the swept path analysis included within the transport assessment.
- 7.34. The transport assessment concludes that the amount of traffic that the development will generate represents only a very small proportion of the traffic that already exists on Uxbridge Road, with the daily traffic generation of 150 vehicles equating to less than 0.6% of the Annual Average Daily Flow based on 2015 data. Therefore, the additional traffic will be imperceptible and will be absorbed within the daily fluctuations of traffic on Uxbridge Road. Further to this, the car parking accumulation exercise confirms that the car park will operate within capacity at all times throughout the day. In any case, the parking survey has established that any overspill parking from the development could be accommodated on-street without affecting the ability of local residents to park.
- 7.35. Therefore, the site is considered accessible and sustainable and will not give rise to any significant transport impacts. The development is therefore considered acceptable in transport terms in the context of paragraph 32 of the NPPF.

Daylight and sunlight

- 7.36. Accompanying the planning application is a daylight and sunlight assessment which considers the impact of the proposed scheme on the availability of daylight and sunlight of the adjacent buildings and amenities. The assessment has been carried out in line with up to date BRE guidance.
- 7.37. The result of daylight assessment indicates that the windows of all the identified neighbouring property will continue to receive adequate level of daylight with the proposed development in place. Sunlight assessment for the identified surrounding buildings also indicates that all the surrounding developments will receive adequate levels of annual and winter sunlight with the proposed development in place.
- 7.38. Daylight level within the meeting rooms on the ground floor level and suites on floors above was also tested. The levels were checked against the British standard BS 8206-02. The assessment confirms that daylight levels within all the tested spaces are above the minimum standards and all rooms receive ADF values exceeding the minimum standards. Therefore, it can be concluded that all these rooms will be well day lit throughout the year.
- 7.39. An overshadowing analysis was carried for the amenity spaces associated with the residential developments located on the Uxbridge Road. The assessment showed that even with the proposed development in place more than half of their area would receive at least 2 hours of sunlight on 21 March, thus meeting the BRE criteria.
- 7.40. Therefore the development meets the requirements of emerging policy DMHB 11 of the Local Plan Part 2 which states that, development proposals should not adversely impact on the amenity, daylight and sunlight of adjacent properties and open space.

Ecology

- 7.41. An ecological appraisal has been submitted with the planning application which includes a baseline ecology surveys and a desktop study to establish the existing ecological interest of

the site. The report concludes that there are no identified statutory or non-statutory nature conservation designations located within or immediately adjacent to the site.

- 7.42. The report concludes that the site is of extremely limited ecological value, particularly given the urban location and existing disturbed nature of the habitats present. However, the report does set out a number of recommendations to safeguard and enhance the biodiversity of the site. This is in line with the NPPF which encourages developments to maximise the opportunities for biodiversity. The enhancements proposed are as follows:
- New planting within the landscape scheme to include native tree and shrub species, which will contribute to the foraging potential of the site for birds and invertebrates and provide long-term nesting opportunities for birds; and
 - Inclusion of insect and bird boxes where practical.
- 7.43. Given the findings of the report, there is no reason to suggest that any ecological designations, habitats of nature conservation interest of any protected species will be significantly harmed by the proposals.

Sustainability

- 7.44. The scheme has been designed to optimise its sustainability in accordance with the Mayor's targets of achieving a 35% reduction from 2013 Building Regulations TER. The Mayor's targets also include a 20% target for on-site renewables. The energy and sustainability report submitted with the application takes into account the Mayor's standards as well as policy 5.9 of the London Plan and the Mayor's Supplementary Planning Guidance (April 2015) on preparing energy statements. It concludes that in terms of tonnes of CO₂ emitted by the development, a 5% reduction (27 tonnes per annum) could be expected through passive and active design measures. A further 13% (76 tonnes per annum) is being achieved through the use of on-site CHP. In addition to this, using energy efficient hot water pump system as the primary source of fuel for heating and cooling along with the introduction of PV panels on the roof gives a further improvement of 37% (219 tonnes per annum).
- 7.45. During the pre-application meeting with the GLA it was discussed whether the applicant could consider the feasibility of serving this site and the adjacent hotel via a single energy centre. This would potentially allow the provision of a more efficient CHP system. Therefore, the CHP included is modular and the capacity of the CHP system can be increased to serve both sites.
- 7.46. In conclusion, the total cumulative reductions are 323 tonnes of CO₂ per annum, against a target reduction of 207 tonnes of CO₂ per annum. Therefore, the development meets the requirement of achieving above 35% reduction on the BER.

Air quality

- 7.47. An air quality assessment has been prepared to support the planning application. The site sits within an AQMA which are areas designated as having existing poor air quality. Policy 7.14 of the London Plan requires that development proposals within Greater London to be at least 'air quality neutral' and not lead to further deterioration of existing poor air quality.
- 7.48. The report concludes that the impact of the development on the local air quality is negligible in all locations tested and therefore the development will not worsen the air quality. However, the report does include mitigation measures such as:
- Insulating ductwork and other components from the cold;
 - Ensuring the appropriate location of inlet and extract to allow for maintenance and change of filters; and

- Checking filters following construction as they may be blocked with construction dust.

7.49. The development is therefore in line with policy 7.14 of the London Plan which is the key policy marker in relation to air quality.

Trees and landscaping

- 7.50. As part of the application, an arboricultural report and a landscaping scheme has been prepared. The arboricultural report states that there are two trees on the site including, a middle aged Lawson cypress in the south east corner and a twin trunked ash near the north east corner. The report concludes that the cypress is a poor specimen with limited potential and the ash has severe decay at the base which makes it unsafe. Therefore, the removal of these trees would have little effect on local amenity and the proposed landscaping would more than compensate for their loss.
- 7.51. The landscaping scheme includes soft and hard landscaping and results in an active frontage. The landscaping scheme integrates the building with the hotel next floor and creates a strong identity and sense of place. It also provides a high quality and secure public entry into the building. This has been achieved by using a mix of treatments including, formal hedgerows, upright street trees and specimen shrubs.
- 7.52. The rear of the site, which includes the podium above the car park entrance, will be designed to create a living wall, utilising a framework of steel posts and wires to form a trellis structure.
- 7.53. These measures are in line with both national and local planning policy. The NPPF requires the planning system to contribute and enhance the natural and local environment. This development enhances the current site in regards to landscaping and contributes to the area by providing an enhanced public realm.
- 7.54. In addition to this, saved policy BE38 seeks the provision of new planting and landscaping wherever it is appropriate. This development accords with this policy by providing an extensive landscaping scheme for the site.

8. Conclusion

- 8.1. This planning statement is in support of the planning application for the redevelopment of 15 – 17 Uxbridge Road to provide an aparthotel. The applicant has engaged in pre-application discussions with the local planning authority and the GLA to agree the scope and principle of the development.
- 8.2. The proposal represents an economically, socially and environmentally sustainable scheme which will meet the council's regeneration objectives and London's strategic objectives in terms of economic growth. It will address the need for more aparthotels in London.
- 8.3. The application is accompanied by a suite of supporting documents. Each document confirms that the proposals are acceptable and this statement also confirms that the proposals are policy compliant. Therefore, giving the council the comfort to support the application and approve it without delay.

APPENDIX 1

Officers Report

Planning Applications Team
London Borough of Hillingdon
Civic Centre, High Street
Uxbridge

Rishi Patel
Scp Architects
Argyle House
Joel Street
Northwood Hills HA6 1NW

Tel: 01895 250230
Case Officer: Matt Kolaszewski
Email:
MKolaszewski@hillingdon.gov.uk

Dear Rishi Patel

RE: Proposed Apartment Hotel

SITE: 15-17 Uxbridge Road Hayes Middlesex

I refer to your request for pre-application planning advice dated 19/09/2014 and our subsequent meeting on 03/10/2014 relating to the above development. The advice provided is based on the following drawings and documents issued to the Local Planning Authority for consideration:

Plan Numbers: S102B - received 01 Sep 2014
S301B - received 01 Sep 2014
S303B - received 01 Sep 2014
S304B - received 01 Sep 2014
S305B - received 01 Sep 2014
S701B - received 01 Sep 2014

Outlined below is a preliminary assessment of the proposal, including an indication of the main issues that should be addressed should you choose to submit a formal planning application. Please note that the views expressed in this letter represent officer opinion only and cannot be taken to prejudice the formal decision of the Council in respect of any subsequent planning application, on which consultation would be carried out which may raise additional issues. In addition, the depth of analysis provided corresponds with the scope of information made available to Council officers.

The Site and Surrounds

The application site is that of the Former Waggon and Horses Public House and is currently vacant with all the previous buildings having been demolished. The site formerly housed a water pump which has also been removed from the site, this feature was of some local interest but was not listed or protected by planning policy.

The site is located on the southern side of Uxbridge Road, approximately 290m from the borough boundary with Ealing, and has a Public Transport Accessibility Level (PTAL) of 2. The site is within the Springfield Road Industrial and Business Area (IBA) and has a 46m frontage to Uxbridge Road, which varies between 25m and 40m in depth.

Uxbridge Road has a mixed character in this location with the southern side being primarily dominated by retail parks and business units and the northern side providing 2 storey dwellinghouses and a short parade of shops, approximately 60m from the application site.

To the north of the site are two storey residential dwellings, to the east is an area of soft

landscaping including a number of small silver birch trees. The areas to the east and south consist primarily of 1 or 2 storey retail and industrial buildings within the IBA (Curry's and a Southern Electricity Depot). Immediately to the west is a MOT garage which is currently occupied and further to the west is Hayes Gate House. The surrounding industrial uses are part of the designated industrial and business area and are not generally restricted in terms of the uses on site or hours of operation. Hayes Gate House is a 13 storey building, which currently benefits from permission to be converted to a 14 storey hotel, and while not currently of particular merit in terms of external appearance it provides a landmark and forms part of the areas character.

The Proposal

The current proposal is for an apartment hotel part 9 (fronting Uxbridge road) and part 12 storey oval shaped hotel building with 12 storey glazed stair and lift towers at either end.

Planning Policy

The proposed development would be assessed against the Development Plan Policies contained within Hillingdon Local Plan: Part 1, Saved Unitary Development Plan policies, the London Plan 2015, the NPPF and supplementary planning guidance prepared by both LB Hillingdon and the GLA.

The Hillingdon Local Plan: Part 1- Strategic Policies document was adopted by the Council on 8 November 2012.

BE13 Layout and appearance of new development.

BE18 Design considerations - pedestrian security and safety.

BE19 New development within residential areas - complementing and improving amenity and character of the area.

BE20 Daylight and sunlight considerations.

BE21 Siting, bulk and proximity of new buildings/extensions.

BE24 Design of new buildings - protection of privacy.

BE25 Modernisation and improvement of industrial and business areas.

BE36 Proposals for high buildings/structures in identified sensitive areas.

BE38 Retention of topographical and landscape features, and provision of new planting and landscaping in developments proposals.

OE1 Protection of the character and amenities of surrounding properties.

OE3 Buildings or uses likely to cause noise annoyance - mitigation measures.

OE5 Siting of noise sensitive developments.

OE7 Development in areas likely to flooding - requirement for flood protection Measures.

OE8 Development likely to result in increased flood risk due to additional surface water run-off - requirement for attenuation measures.

OE11 Development involving hazardous substances and contaminated land - requirement for ameliorative measures.

H10 Proposals for hostels or other accommodation for people in need of care.

S12 Service uses in Secondary Shopping Areas.

R1 Development proposals in or near areas deficient in recreational open space.

R10 Proposals for new meeting halls and buildings for education, social, community and health services.

R16 Accessibility for elderly people, people with disabilities, women and Children.

R17 Use of planning obligations.

LE1 Proposals for industry, warehousing and business development.

LE2 Development in designated Industrial and Business Areas.

LE3 Provision of small units in designated Industrial and Business Areas.

LE4 Loss of existing industrial floorspace or land outside designated Industrial and Business

Areas.

AM2 Assessment of traffic generation, impact on congestion, and public transport availability and capacity.

AM7 Consideration of traffic generated by proposed developments.

AM8 Priority consideration to pedestrians in the design and implementation of road construction and traffic management schemes.

AM9 Provision of cycle routes, consideration of cyclists' needs in design of highway improvement schemes, provision of cycle parking facilities.

AM13 Increasing the ease of movement for elderly people and people with disabilities.

AM18 Developments adjoining the Grand Union Canal - securing facilities for canal borne freight

Other relevant documents include:

(a) London Plan 2015

(b) National Planning Policy Framework (NPPF)

(c) Council's Supplementary Planning Guidance - Community Safety by Design

(d) Council's Supplementary Planning Document - Air Quality

(e) Hillingdon Supplementary Planning Document: Accessible Hillingdon

(f) Hillingdon Supplementary Planning Document: Residential Layouts.

Main Planning Issues

1. Principle of development

The application site lies within the Springfield Road IBA. The site is retained as a 'Strategic Industrial Location' within the Adopted Local Plan Part 1 and the Emerging Local Plan Part 2.

Policy LE2 of the Local Plan Part 2, states that the Local Planning Authority will not permit development for other uses other than B1, B2, B8 or appropriate sui generis in industrial and business areas unless it is satisfied that:-

(i) There is no realistic prospect of the land being used for industrial and warehousing purposes in the futures; and

(ii) The proposed alternative use does not conflict with the policies and objectives of the plan.

(iii) The proposal better meets the plan's objectives particularly in relation to affordable housing and economic regeneration.

The policy subtext of the UDP indicates the considerations which will be taken into account, including evidence of lack of demand for industrial and warehousing units, the length of time a premises has been vacant and marketed to appropriate potential buyers, the amount and nature of vacant floorspace in the borough, and the size and layout of the existing premises.

While not explicitly stated in the policy subtext it is also considered necessary to take account of the intention of the policy, which extends further than the protection of individual sites and seeks to protect the viability of IBA's as a whole.

It should also be noted that the IBA designation applies to the site and while the historical use of the site as a Public House means its use for purposes within Use Class A5 could continue without planning permission it does not remove the need to comply with policy LE2 in any redevelopment proposal, nor does it necessarily mean that the redevelopment of the site for other non industrial or warehousing uses will be

acceptable.

The submission fails to provide any evidence of the length of time that the site has been vacant or the marketing of the premises for uses which may be appropriate within the IBA.

There are not considered to be any physical constraints on or around the application site which would prevent its utilisation for appropriate industrial or warehousing purposes and on the basis of the information provided at this stage it is not considered that the applicant has demonstrated that there is no realistic prospect of the site being utilised for these purposes in the future.

In relation to criteria (ii) the applicant has not demonstrated that the proposed development does not conflict with the policies and objectives of the local plan.

Of these the principal concern is in relation to the impact of noise on future occupiers of the apart hotel proposed. Apart-Hotel accommodation represents a sensitive use which should not be situated in proximity to noise generating uses such as those within classes B2 and B8.

There are concerns that a suitable environment within the proposed apart hotel could not be achieved having regard to the existing noise conditions in the surrounding IBA. Or that they do not preclude the establishment of higher noise generating uses being established within the vicinity of the site in the future, consideration of which is required by policy OE5 of the Saved Policies UDP.

There is also concern that the presence of an apart-hotel use in this location is likely to give rise to complaints relating to nuisance and would likely result in a sanitising affect on the free operation and viability of the surrounding IBA by introducing an additional constraint to its use for noise generating industrial purposes.

The proposal is therefore, in its current format, considered to conflict with the policies and objectives of the London Plan and the Local Plan, which seeks to protect employment land for future use.

Overall the proposal is contrary to policy LE2 as it does not sufficiently address criteria (i) or (ii) of this policy. The site has been assessed as part of Hillingdon's 2009 Employment Land which concludes that Springfield Road IBA remains a vibrant and significant employment location. There is a strong concern that any accommodation element on this site could sanitise the free operation of industrial activity in the Springfield Road IBA and result in a conflict between industrial uses and residential occupiers of the site.

In addition Policy E2 of The Local Plan Part 1 states that '...The Council will accommodate a minimum of 3800 additional hotel bedrooms, and new hotels and visitor facilities will be encouraged in Uxbridge, Hayes, on sites outside of designated employment land on the Heathrow perimeter and in other sustainable locations'. In this regard you will need to demonstrate a need for the hotel as the proposal is located outside of preferred hotel areas.

2. Design

Policy BE13 states that new development will not be permitted if the layout and

appearance fail to harmonise with the existing street scene or other features of the area which the local planning authority considers it desirable to retain or enhance.

The current proposal is for a part 9 (fronting Uxbridge Road) and part 12 storey (oval shaped) hotel building with 12 storey glazed stair and lift towers at either end.

Uxbridge Road has a mixed character in this location with the southern side being primarily dominated by retail parks and business units and the northern side providing 2 storey dwellinghouses and a short parade of shops, approximately 60m from the application site. Whilst there is a 12 storey building adjoining the proposal site, which is currently in the process of being converted from an office to a hotel, this is a stand alone development and is not in any way a character of the area.

A number of concerns are raised in regard to the development proposal. These are outlined below:

With regard to scale and bulk, the proposed development is between 8 and 12 storeys high, within a single oval shaped building positioned parallel to the Uxbridge Road. The 8 storey element fronts the Uxbridge Road and steps up to 12 storeys on the rear section of the building facing the Industrial Business Area to the rear.

The proposed building is excessively large and is out of keeping with the overall character and built form of the area. No attempt has been made to create a cohesive design which relates to the retail park and industrial buildings to the east and south of the site, which are of a much lower scale. A stepped design stepping down towards the eastern boundary where the low rise retail and industrial buildings are located should be considered.

It is considered that the proposals should be informed by a comprehensive character appraisal of the surrounding building form. A future design should be informed by the overall built form of the area, and not solely by Hayes Gate House, as is the case with the current pre-application design.

3. Amenity

IMPACT ON RESIDENTIAL AMENITY

The closest residential units are located on the opposite side of Uxbridge Road, some 60m from the application site.

Policy BE20 of the Hillingdon Local Plan: Part 2 - Saved UDP Policies (November 2012) and the HDAS - 'Residential Layouts' seek to ensure that new development does not result in harm to neighbouring occupiers through loss of daylight or sunlight. The application should be supported by a Daylight and Sunlight Assessment, which assesses the impact of the development on the level of sunlight and daylight reaching neighbouring properties and for future occupiers of the development.

Given the distance to the closest residential properties, it is not considered that there would be any significant impact on the amenities of neighbouring occupiers.

4. Highways

At present, details show a basement car park but no information of layout or number of spaces proposed has been provided. Therefore the Council is only able to provide

limited guidance on highways matters.

Should you choose to proceed with an application, it is recommended that the applicant employs the specialised services of an experienced transport consultant at the feasibility stage of their proposal and that a transport statement is submitted. It should contain:

Existing & proposed trip rate generation using TRICS &/or TRAVL;
Number of additional staff, players and spectators expected to be accommodated in the new building;
Accident Stats & Analysis;
Parking provision (car, disabled, motorcycle & cycle) & accumulation;
Public Transport Infrastructure & PTAL score, including locations of bus stops & train stations, service details, capacity & occupancy (key point data);
Accident statistics & analysis for the last 3 years;
Pedestrian & vehicular (forward and junction) visibility splays, both vertical & horizontal depending on location;
Speed & traffic surveys using ATC during the school term - Hillingdon can supply general school times, however the applicant is recommended to contact local schools to get specific operating hours & term times;
Commercial & refuse vehicle tracking as appropriate - applicant is advised that industrial sites should allow CVs to enter & leave site in forward gear;
Junction turning counts & appropriate analysis (eg Transyt, Arcady, PICARDY, LINSIG);
Refuse collection location (& turning facility);
Link capacity;
Local waiting & parking restrictions (incl. CPZ);
Location & Engineering layout drawings;
Stage 1 or combined Stage 1 & 2 Road Safety Audit by qualified auditor independent of the design process;
Drop off & set-down locations;
Cycle network infrastructure;
Pedestrian crossing facilities & pedestrian desire routes & counts (PV² analysis)

Finally, the applicant is advised to take into account existing planning permissions & current submissions in their analysis, and that consultation with TfL and/or the Highways Agency may also be required (generally A & M class roads). This consultation is independent of the Transportation DC team, and TfL's/ HA input is also recommended at an early stage.

CAR PARKING

Car parking and cycle storage for the site must be provided in accordance with the Council's current car parking standards. For car parking these require a maximum of one space per five bedrooms plus one space per 50m² of dining and function rooms. 10% of spaces must be designed for use by disabled persons. Cycle parking should be provided at a minimum of one space per 20 bedrooms and one space per three staff.

The Council's adopted car parking standards can be viewed at the following weblink: www.hillingdon.gov.uk/environment/udp/alterations.php. It should be noted that the car parking standards are maximum standards and the cycle parking standards are minimum standards.

Careful consideration should be given to pedestrian access to the building from the street frontage ensuring it does not conflict with the vehicular access to the site and is suitable for people with disabilities.

Consideration should also be given to the vehicular access/exit to ensure it is of a sufficient width. Sufficient space should be provided within the site to allow vehicles to manoeuvre and enter/exit the site without needing to reverse out onto Uxbridge Road.

At present no tracking diagrams have been submitted and it is not clear that there is enough manoeuvring area on site for the sorts of vehicles that would be associated with a hotel. Tracking and swept path analysis should be submitted to demonstrate how the access would work.

It is important to note that if the tracking diagrams do not show vehicles can adequately manoeuvre in the site, the scheme would not be supported.

5. Other ECOLOGY

The area is not considered to be within a high quality area of ecology. However, it is likely that an ecological survey/report will be required to accompany any future application, if any European Protected Species, including bats, are present on the site.

ACCESS FOR PEOPLE WITH DISABILITIES

The London Borough of Hillingdon is committed to achieving the highest standards of access and inclusion. The proposal must be constructed according to the policies and design details as outlined in the SPG Hillingdon Design and Accessibility Statement (HDAS) Accessible Hillingdon (available on the Councils website <http://www.hillingdon.gov.uk/environment/planning/hdas.php>).

The council would also require with the application submission an emergency plan to ensure that older and disabled people could evacuate reliably, or, move independently to a safe refuge in the event of a fire.

Additionally, any application should be designed in accordance with the most recent guidance contained within BS8300:2009 in order to ensure compliance with the London Plan, the London Plan SPG Accessible London: achieving an inclusive environment, the London Plan SPG, Planning for Equality and Diversity in London and CABE's Principles of Inclusive Design.

+CRIME PREVENTION

The design and layout should also have regard to secure by design principals. You may wish to contact the Metropolitan Police Crime Prevention Officer, Mark Dowse in terms of secure by design. His contact details are as follows:

Direct Line: 02087333465
Email: mark.dowse@met.police.uk

NOISE

Given the proximity of the site to commercial development to the west, any planning application will require a noise assessment. The Council's Supplementary Planning Document: 'Noise' provides further advice on this matter.

CONTAMINATION ISSUES

An application at this site should be supported by a desk top study confirming known or potential contamination issues. The level of information required at this stage will vary dependent on the Local Planning Authority's concerns. However, it is likely that decontamination of the site will be required. Further information can be found in the Council's Supplementary Planning Guidance 'Land Contamination', which is available on the Council's website. Clarification, if required, can be sought from the Council's Environmental Protection Unit (Mick Brough, ph 01895 277 440).

Applications will be distributed to the Council's Environmental Protection Unit and the Environment Agency (where applicable) for their comment, and conditions recommended by these bodies applied in the event of an approval.

WASTE MANAGEMENT

Policy 5.17 of the London Plan sets out the Mayor's Spatial Policy for Waste Management including the requirements for new developments to provide appropriate facilities for the storage of refuse and recycling.

RENEWABLE ENERGY / SUSTAINABILITY

Applicants are advised to consult the Mayor's Supplementary Planning Guidance on Sustainable Design and Construction (available at http://www.london.gov.uk/mayor/strategies/sds/sustainable_design.jsp) to assist in achieving a sustainable development.

Energy

The development needs to meet Policy 5.2 of the London Plan and set out a 35% reduction in CO2 emissions using 2013 Part L as the baseline. We would expect to see a full energy assessment which incorporates a strategy (or strategies) as to how the 35% reduction would be achieved. It is acceptable to set out a couple of different options for reaching the 35% reduction, provided that there is clear analysis of their applicability within the development. The 35% reduction must be set against a clearly defined 2013 Building Regulation baseline, measured in kWhr and KgCO2. This should be a total for the whole development. The designs of the development must clearly incorporate the identified measures. For example if PVs are proposed, we would expect to see a roof plan setting out the location, orientation, pitch and the appropriate amount.

Electric Charging Bays

Policy 6.13 of the London Plan requires 1 in 5 parking spaces to be served by an electric charging point. . The Council would require a strategy that shows 20% of all

spaces (10% active and 10% passive) to be served by a charging point, with a plan for phasing in the future points.

Further guidance on Energy and Sustainability on an updated scheme can be provided on request by the Council's Sustainability Officer (Ian Thynne - ian.thynne@hillington.gov.uk) who will be able to advise you on energy issues.

Water Resources

The Borough is in a seriously water stressed area and the Local Planning Authority would expect to see proposals that achieve 105 litre per person per day in accordance with Policy 5.15 of the London Plan. The proposals should demonstrate the inclusion of water collection and reuse measures to reduce the demand on potable water.

Sustainable Urban Drainage (SUDS)

All new development should incorporate sustainable drainage systems. The proposals need to include a clear drainage strategy that is reflected within the design of the development. Policy 5.13 of the London Plan sets out a hierarchy to work towards, including the greenfield run-off rate to be met. This means that simply suggesting that the run-off rate will not be increased is not sufficient.

You will need to demonstrate a greenfield run-off rate in a 1:100year (+ climate change) storm event. This needs to set out quantities of run-off, pre and post development, and include the methods of attenuation to reduce it down to a greenfield rate. If infiltration methods of SUDS are proposed, you will need to demonstrate the receiving subsoils will be adequate. You will also need to set out adoption and maintenance regimes which may require consideration within a subsequent Section 106 legal agreement.

6. Planning Obligation and CIL (Mayor and LBH)

S106 PLANNING OBLIGATIONS

Policy R17 of the Hillingdon Local Plan: Part 2 - Saved UDP Policies (November 2012), requires that where developments generate the need for additional facilities, financial contributions will be sought.

The proposed development is likely to generate requirements for planning obligations in respect of:

1. Construction Training: in line with the s106 SPD a contribution towards or an in-kind scheme delivered during the construction phase will be sought as a result of this proposal. The formula is: £2,500 for every £1m construction cost + 43/160 x £71,675= total contribution.
2. Highways: in line with the s106 SPD any and all highways works will be required to be met by the applicant.
3. Air Quality contributions.
4. Project Management and Monitoring Fee: in line with the s106 SPD a contribution equal to 5% of the total cash contributions secured under the s106 will be sought to enable the management and monitoring of the resulting agreement.

COMMUNITY INFRASTRUCTURE LEVY (CIL)

Please be advised that as from 1 April 2012, all planning approvals for schemes with a net additional internal floor area of 100m² or more will be liable for the Mayoral Community Infrastructure Levy (Mayoral CIL), as legislated by the Community Infrastructure Levy Regulations 2010 and The Community Infrastructure Levy (Amendment) Regulations 2011. The liability payable will be equal to £35 per square metre. The London Borough of Hillingdon is a collecting authority for the Mayor of London and this liability shall be paid to LBH in the first instance.

In addition the development represents Chargeable Development under the Hillingdon Community Infrastructure Levy, which came into effect on 1st August 2014. The liability payable will be £40 per square metre.

Should you require further information please refer to the Council's Website www.hillingdon.gov.uk/index.jsp?articleid=24738

It is important to note that this CIL liability will be in addition to the planning obligations (s106) that the Council may seek from your scheme.

7. Application Submission

- Planning Statement demonstrating hotel need/demand
- Marketing Report / Employment Land Analysis
- Design and Access Statement
- Arboricultural survey
- Energy/ Sustainability Statement
- Ecological Report
- Planning Noise Assessment
- Transport Assessment
- Drainage Strategy
- Geo-environmental Desk Study
- Statement of Community Involvement
- Illustrative Visuals (would be useful)

8. Conclusion

The application seeks permission for the erection of an apart-hotel part 9 (fronting Uxbridge road) and part 12 storey oval shaped hotel building with 12 storey glazed stair and lift towers at either end.

The proposal fails to appropriately demonstrate that an Apart-Hotel is an acceptable land use within an IBA, that that it would not have a detrimental impact upon the future operation of the Springfield Road IBA, that there is a need/demand for such a use in this location and that future occupiers of the development would not be subject to excessive noise and disturbance from uses within the IBA.

Furthermore, the scale and massing of the proposed development is considered to be out of keeping with the character and built form of the area.

Please be advised that the Council require confirmation that you wish to enter into a PPA as soon as possible, in order to ensure the necessary resource are in place to meet the terms of the PPA.

Thank you for entering into the Councils pre-application advice service and I trust you have found this service of assistance.

Matt Kolaszewski
Planning Officer
Major Applications Team
London Borough of Hillingdon

Planning Guarantee

For complex applications which are likely to exceed the statutory time frames, the applicant is encouraged to enter into a Planning Performance Agreement (PPA) to allow for the negotiation of complex cases. Central Government encourages the use of PPAs for larger and more complex planning proposals to bring together the developer, the Local Planning Authority and key stakeholders to work in partnership throughout the planning process.

Providing a PPA helps ensure that major proposals progress through the application process in a timely fashion and result in high quality development but the service is both time consuming and costly. The charge for all planning performance agreements will ensure that adequate resources and expertise can be provided to advise on major development proposals, the charges are determined on a site by site basis.

Hillingdon are committed to ensure the best possible service provision to all of our applicants. In order to ensure this, we will not be able to facilitate negotiation which would result in an application being determined outside of statutory timeframes, unless the applicant has entered into a Planning Performance Agreement.

APPENDIX 2

GREATER **LONDON** AUTHORITY
Development, Enterprise and Environment

Camille Juttla
Planner - Indigo Planning
87 Chancery Lane
LONDON
WC2A 1ET

Our ref: D&P/3796/TT002
Date: 4 December 2015

Dear Ms Juttla,

Town & Country Planning Act 1990 (as amended); Greater London Authority Act 1999 & 2007; Town & Country Planning (Mayor of London) Order 2008

15-17 Uxbridge Road, Hayes – Apart / Hotel
LB: Hillingdon
Our reference: D&P/3796

Further to the pre-planning application meeting held on 10 November 2015, I enclose a copy of the GLA's assessment which sets out our advice and matters which will need to be fully addressed before the application is submitted to the local planning authority.

The advice given by officers does not constitute a formal response or decision by the Mayor with regard to future planning applications. Any views or opinions expressed are without prejudice to the Mayor's formal consideration of the application.

Yours sincerely,



Colin Wilson
Senior Manager – Development & Projects

cc Alex Williams, TfL

15 – 17 Uxbridge Road, Hayes

in the London Borough of Hillingdon

The proposal

Construction of 12-storey Apart-Hotel to provide 119 self-contained Suites/Rooms.

The applicant

The applicant is **Rock Ventures Holdings Limited** and the architect is **Juttla Architects**.

Context

1 A request was received for a pre-planning application meeting with the Greater London Authority on 2 September 2015 on the proposal to develop the above site for the above uses. On 10 November 2015 a pre-planning application meeting was held at City Hall with the following attendees:

GLA/TfL

- | | | |
|------------------|-----------------------------------|-------------------|
| • Tefera Tibebe | GLA - Strategic Planner | Case officer |
| • Samantha Wells | GLA - Principal Strategic Planner | Principal officer |
| • Euan Mills | GLA - Senior Strategic Planner | Design officer |
| • Mark Roberts | GLA - Senior Energy Officer | Energy officer |
| • Rachel York | TfL - Borough Planning | Transport officer |

Applicant

- | | |
|-------------------|-----------------------------|
| • Philip Villars | Indigo Planning |
| • Camille Juttla | Indigo Planning |
| • Narinder Juttla | Juttla Architects |
| • Rishi Patel | Juttla Architects |
| • David Gomm | BSE3D Sustainability/Energy |
| • Oliver Smith | Glanville Transport |

Council

- | | |
|---------------|------------------------------|
| • Tiago Jorge | London Borough of Hillingdon |
| • Alisha Lad | London Borough of Hillingdon |

2 The advice given by officers does not constitute a formal response or decision by the Mayor with regard to future planning applications. Any views or opinions expressed are without prejudice to the Mayor's formal consideration of the application. Please note that the quality of the advice you receive will be dependent upon the documentation that you let us have.

3 Upon request from the applicant this advice report was delayed in order for the applicant to submit on additional planning document (design drawings and transport documents).

Site description

4 The application site is located in the London Borough of Hillingdon, on the south side of A4020 Uxbridge Road, Hayes and has an area of approximately 2,500 sq.m. Currently, the application site is vacant and cleared of any buildings. The previous use comprised the Waggon and Horses Public House. The site is bounded by a mix of low-rise residential buildings north of Uxbridge Road, and industrial buildings to the south. Immediately to the west of the site, at 27 Uxbridge Road (Heathrow Gate) is a 13 storey hotel tower currently being developed for the Hyatt Group, following the award of planning permission in 2014. These works are being carried out by the same owners as this proposal.

5 Access to the site is from Uxbridge Road, which is a busy arterial route that leads into London from the west, connecting Uxbridge with Hayes, Southall, Ealing and Acton. There are several bus routes that run along Uxbridge Road (part of the Strategic Route Network) and bus stops are within walking distance. The public transport accessibility level (PTAL) of the site is 2, based on a scale of 1 to 6, where 1 is lowest and 6 is highest.

Details of the proposal

6 The proposal is for redevelopment of the site comprising the construction of a new 12-Storey building, to provide an apart-hotel (Use Class C1) with 119 self-contained suites/rooms. The proposal includes dining area, lounge bar, swimming pool and gym facilities, creation of new basement, erection of main building and associated landscaping works.

Strategic planning issues and relevant policies and guidance

7 The relevant issues and corresponding policies are as follows:

- Tourism/hotel *London Plan;*
- Employment *London Plan;*
- Urban design *London Plan;*
- Access *London Plan; Accessible London: achieving an inclusive environment SPG;*
- Sustainable development *London Plan; Sustainable Design and Construction SPG; Mayor's Climate Change Adaptation Strategy; Mayor's Climate Change Mitigation and Energy Strategy; Mayor's Water Strategy;*
- Transport *London Plan; the Mayor's Transport Strategy; MALP Transport;*

8 For the purposes of Section 38(6) of the Planning and Compulsory Purchase Act 2004, the development plan in force for the area 2012 Hillingdon Local Plan: Part 1 - Strategic Policies, and the Part 2 - Saved policies of the Unitary Development Plan (2012), and the 2015 London Plan (Consolidated with Alterations since 2011).

9 The National Planning Policy Framework and Technical Guide to the National Planning Policy Framework, the draft Minor Alteration to the London Plan (MALP, 2015), and the Council's emerging Local Plan: Part 2 - Development Management Policies and Site Allocations and Designations are also relevant material considerations.)

Principle of use – Apart/Hotel

10 The London Plan clearly defines Apart-Hotels as Self-contained hotel accommodation (C1 use class) that provide for short/long-term occupancy purchased at a nightly rate with no deposit against damages (ODPM Circular 03/2005). They will usually include concierge and room service, and include formal procedures for checking in and out. Planning conditions may limit length of stay to occupiers.

11 Policy 4.5(e) of the London Plan states that the Mayor, and boroughs and relevant stakeholders should recognise the need for Apart-Hotels in the context of the broader policies of the Plan and in Para 4.30, it advises that in considering proposals for Apart-Hotels boroughs should take particular account of their potential impacts on housing capacity.

12 At the meeting the applicant confirmed that the proposed Apart/Hotel would operate in a similar way to a hotel, in that it offers serviced, short or long-stay accommodation with communal areas. The communal areas for visitors comprise dining area, lounge bar, swimming pool, gym facilities and a business centre. The key difference between the two types of accommodation is that an Apart/Hotel provides a more spacious, flexible, alternative to hotels, whilst maintaining the same level of service.

13 The applicant envisages that the adjacent new hotel and the proposed apartment hotel will work in conjunction with each other as the Hyatt Group will be operating both. The Hyatt House apart-hotel is a new brand within the Hyatt Group and offers customers the option to hire suites, which contain long stay amenities, rather than short stay individual guestrooms. As discussed at the meeting the proposal for the apart-hotel is for the provision of a mix of 30 transient guestroom (30 sq.m.), 62 studios (42 sq.m.), 24 one-bedroom (45 sq.m.), and 3 two-bedroom (75 sq.m.) units.

14 It is understood that there is presently limited provision of Apart-hotels in the UK, and the applicant asserts that there is a potentially very substantial market for this particular type of accommodation. The applicant has stated that the Uxbridge site has been identified as being suitable due to its location in a major local centre, its transport connections, its proximity to both central London and to Heathrow and, most crucially, the fact that the development will create the much needed employment benefit for the local people on the site which is designated as local employment zone. The arrival of Crossrail to the area is also an additional consideration in the provision of this Apart/Hotel.

15 Considering the above arguments and given the fact that there is evidence at a strategic planning level of a limited supply of Apart/Hotel in London, the proposed redevelopment and loss of the public house use on the site is supported in principle. However, the Council should impose obligations that limit the length of stay to occupiers in order to retain the Apart/Hotel function.

Employment

16 The applicant stated that the staffing needs of the Apart/Hotel is approximately 100 people. The applicant also confirmed that the facility will provide apprenticeships and on-the-job training for young people interested in pursuing a career in the hospitality industry. This is welcomed, and should be secured through the section 106 agreements.

Urban design

17 In relation to design, the applicant has set out the constraints that affect the site planning, the surrounding context and urban design principles it has adopted. Chapter 7 of the London Plan sets out the relevant policies that apply in relation to design, specifically architecture, tall buildings, and local character. Policy 7.7 is of particular relevance to the proposed scheme, setting out specific additional design requirements for tall and large-scale buildings, which are defined as buildings that are significantly taller than their surroundings and/or have a significant impact on the skyline and are larger than the threshold sizes set for the referral of planning applications to the Mayor. In this instance, the existing context is a more suburban setting of 2-storey residential buildings with 2-storey warehouse buildings to the south and the 13 storey hotel to the west, under construction.

18 As discussed at the meeting, 12-storey height is in keeping with the emerging contextual height of the 13-storey adjacent hotel building and reflects the overall hierarchy of streets, the layout of the scheme reflects the aspirations of improving the quality of Uxbridge Road. The design of the proposed scheme does not present strategic concern. However, there are issues as discussed at the meeting and set out below that should be considered as the scheme is further developed. Officers have welcomed the opportunity to review further information as a result of discussions.

19 At the meeting, GLA officers noted that care needs to be taken to ensure that the space in front of the building is designed as a better pedestrian environment, and that it should be perceived as an extension of the public realm, with any planting or landscape features allowing for easy movement of pedestrians across and along this area.

20 The internal layout of the building creates a relatively well animated front to the building facing Uxbridge Road providing active uses, contributing to the sense of safety and overlooking of the public realm which is welcomed.

21 In regard to the appearance of the building the utmost care should be taken in selecting quality materials and in designing the detailing, in particular for the fenestration and returns of the windows. As advised, GLA officers consider that the elevations should be aligned to a leaf shape form - from ground to top floors, due to the ceiling height at ground floor differing from the upper floors. The Hotel Logo should be placed on an appropriate elevation, appropriately scales and sized.

22 The amended drawings received after the meeting include updated ground floor plan and elevations which seem to take on board the GLA's comments. In particular, the elevations have been amended to ensure that the windows fenestrations are uniform and regular. As well as this, the ground floor has been set in further to soften the Uxbridge Road elevation and allow further activity to be created on this frontage. A distinctly different element of the facade (separate to the upper floors) has been added, and as such a significant set-in has been introduced into the entrance area, which also helps to more clearly define the entry to the building. At the meeting, the applicant was asked to explore an extension to the ground floor treatment up to the first floor and accentuate the corner adjacent to the existing hotel. Having reviewed this aspect, the applicant has advised that option does not allow the ground floor to sit independently from the upper floors, and also poses problems with integrating into the cladding to the upper floors. For these reasons, the applicant has concluded that this would not be feasible. In this instance, the applicant's conclusion is accepted.

23 In regard to the landscaping, this has been improved significantly, as demonstrated on the updated drawings. Outdoor seating is incorporated, facilitating an enhanced public realm environment. The applicant has confirmed that it will provide a detailed landscaping scheme as part of the application submission, which will evolve through the planning application process and be finalised via a planning condition. This is welcomed.

Inclusive design

24 As discussed at the meeting the applicant is required to submit a design and access statement that fully complies with policies 7.2 and 4.5 of the London Plan and should be DDA compliant. Access standards in this development will be commensurate with current standards, specifically Part M of the Building Regulations, s. It should demonstrate that 10% of the Apart/Hotel units will be DDA compliant in terms of wheelchair accessible rooms. The 10% provision of wheelchair accessible rooms is a minimum policy requirement of the London Plan (policy 4.5), and therefore at least 12 bedrooms should be wheelchair accessible and not clustered, but spread out across the site, close to lifts. to lifts. These wheelchair accessible suits should be clearly shown in the floor plans. The proposals to comply fully with DDA standards in terms of bathroom and kitchen layouts, controls, fixtures & fittings, and measures for the visually and auditory impaired should be demonstrated.

25 The access statement should also demonstrate that the approach to entrance doors will be level as defined in the current Building Regulations – i.e., at better than 1:20, and that the threshold into the lobby will be level accessed. All proposed lifts should be passenger lifts fully DDA compliant lifts in the main circulation core from parking areas to all levels. A one-to-one ratio of wheelchair accessible units to disabled parking bays should be considered.

26 All the above measures should be incorporated in the final design and access statement. In addition to this, a hotel accessibility management plan should also be provided, details of which are set out in paragraph 4.9.7 of the Mayor's Accessible London SPG <http://www.london.gov.uk/what-we-do/planning/implementing-london-plan/supplementary-planning-guidance/creating-london>.

Energy

27 The Mayor applies the 35% carbon reduction target beyond Part L 2013 of the Building Regulations as set out in the revised energy assessment guidance available on the GLA website. This guidance provides further information on the revised targets to take into account Part L 2013 of the Building Regulations. It also provides details on the information that should be submitted within the energy statement to be submitted at Stage 1. See link for the latest guidance published in April 2015: <https://www.london.gov.uk/sites/default/files/GLA%20guidance%20on%20preparing%20energy%20assessments%20April%202015.pdf>. The applicant should ensure the submitted Stage 1 energy strategy is prepared in accordance with the April 2015 guidance.

28 The carbon emission figures should be reported against a Part L 2013 baseline and results should be presented in tonnes per annum for each stage of the energy hierarchy. The applicant should note that the baseline figures should be determined using a gas boiler and electric cooling (see GLA guidance on preparing energy assessments for further details).

29 The applicant should commit to meeting Part L 2013 by efficiency measures alone. Sample SAP calculation worksheets (both DER and TER sheets) and BRUKL sheets including efficiency measures alone should be provided to support the savings claimed.

30 Evidence should be provided on how the demand for cooling will be minimised through passive design in line with London Plan policy 5.9, and the passive measures proposed should be clearly detailed against each stage of the cooling hierarchy. Dynamic overheating modelling in line with CIBSE Guidance TM52 and TM49 weather files is recommended.

31 The applicant has investigated opportunities for connection to nearby district heating networks, however no networks are located within the vicinity of the development. As discussed at the pre-application meeting, the applicant could consider the feasibility of serving both this site and the neighbouring site (27 Uxbridge Road), which is currently being redeveloped via a single energy centre. This would potentially allow the provision of a more efficient CHP system to provide baseload heat across both sites.

32 A plan showing the size and proposed location of the energy centre should be provided.

33 The current draft energy strategy proposes air source heat pumps (ASHP) for heating and hot water with CHP supplementing. This approach is not supported as the energy hierarchy requires that CHP is first optimised before considering the use of renewable technology for heating. Further information should be provided on how the ASHPs proposed will not impact on the optimisation of the CHP system and on ensuring that the development is designed to connect to district heating in the future.

34 It should also be noted that should ASHP be proposed any heating carbon dioxide savings should be included in the 'be green' section of the energy hierarchy - not the 'be lean' section (refer to GLA guidance linked above for details).

35 The applicant is proposing solar PV, a plan showing the proposed location of the installation should be provided. This should detail the roof space available with suitable orientation and shading analysis of any nearby taller buildings.

Transport

36 TfL will require a robust Transport Assessment (TA) to be prepared as part of the planning submission in accordance with TfL's Transport Assessment Best Practice Guidance (April 2010): <http://www.tfl.gov.uk/assets/downloads/businessandpartners/transport-assessment-best-practice-guidance.pdf>

37 This should contain a robust multi-modal trip generation assessment, employing the traffic surveys at agreed locations along Uxbridge Road (part of the Strategic Route Network) and referring to other committed development in the area. Depending on the likely (cumulative) development impact,

TfL may seek mitigation measures / contributions to maintain or enhance the surrounding transport and highway network. Furthermore the applicant should provide an audit of the local pedestrian environment, the local cycling infrastructure environment and the two nearest bus stops. Should deficiencies be identified it is recommended that the Council secures funding towards their improvement.

38 A two-way cycle lane runs across the two wide accesses to the site along Uxbridge Road and on the other side of the road is a one-way bus priority lane running into the centre of London. The proposal includes the creation of a new basement with 9 guest spaces, 4 for staff and 2 disabled spaces, with a further 2 staff spaces and 2 disabled-design at ground level on-site. This quantity (19) is reasonably acceptable as being within London Plan standards; however, the proportion reserved for staff is high and will not promote sustainable modes of travel. One small dedicated servicing space is provided in the basement (headroom permitting – this needs to be clarified) and adequate space is provided at ground floor for refuse and other servicing vehicles to dwell, turn on site and exit in a forward gear. TfL considers these arrangements for vehicles acceptable however electrical vehicle charging points should be provided to London Standards.

39 At the meeting the feasibility was discussed of slightly narrowing the accesses (to provide better cycling and pedestrian amenity) or even removing one in favour of linking this site with the soon-to-open hotel on the adjacent site also owned by Hyatt. Whilst either option has its merits it is important that revisions are only progressed after establishing with auto-tracking that all vehicles associated with the site can turn without queuing to drive in, out and within the site(s), and do this safely in relation to pedestrian/cycling pathways. Demand for coaches by apart-hotel residents is agreed to be most likely minimal and thus use of the coach bay to be provided on the hotel site next door was supported, formal arrangements to be further explored.

40 Initially there were no cycle parking indicated, however on the revised Ground Floor plan submitted after the meeting, the provision of 13 long-term & 9 separate short-term cycle parking bays are shown, the quantum of which exceeds the London Plan standards. This is welcomed. However, the cycle stands are in the open: both the long-term and separate short-term cycle parking bays must provide secure, integrated, convenient and accessible cycle parking facilities, plus developments should provide on-site changing facilities and showers for staff. These requirements are in line with Policy 6.9 of the London Plan and the guidance set out in the London Cycle Design Standards (or subsequent revisions).

41 To minimise the impact of this development on the highway network during the construction and operational phase TfL requests that a delivery and servicing plan (DSP) and construction logistics plan (CLP) are secured by condition and submitted to the council for approval. Both a residential and workplace travel plan would also be required; these should be secured within the section 106 agreement.

42 The Mayor commenced CIL charging for developments permitted on or after 1 April 2012. It is noted that the proposed developments are within the London Borough of Hillingdon, where the Mayoral charge is £35 per square metre Gross Internal Area (GIA). Further details can be found at: <http://www.london.gov.uk/publication/mayoral-community-infrastructure-levy>.

Other strategic issues

43 Other strategic issues that were not discussed at the meeting but were understood relevant to the proposed development are the issues of noise and air quality. This is due to the close proximity of the application site to the noisy and congested Uxbridge Road. The applicant should ensure that appropriate investigation of the noise and air quality in the context of the proposed scheme are conducted and mitigation measures proposed should be submitted in a report as part of the planning application.

Conclusion

44 The proposed development is broadly supported in strategic planning terms. However, the future planning application will need to address the matters raised in this report to ensure accordance with the London Plan.

For further information, contact GLA Planning Team (Development & Projects):

Colin Wilson, Senior Manager (Development & Projects)

020 7983 4783 email: colin.wilson@london.gov.uk

Samantha Wells, Principal Strategic Planner (Development & Projects)

020 7983 4266 email: Samantha.wells@london.gov.uk

Tefera Tibebe, Case Officer

020 7983 4312 email: tefera.tibebe@london.gov.uk

APPENDIX 3



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- KEY**
- Site location
 - Consulted units

Project	15-17 Uxbridge Road
Title	Initial Consultation Scope
Client	Rock Venture Holdings Ltd

LPA	London Borough of Hillingdon
Date:	22.12.15
Project No:	22190001
Drawing	22190001/P1
Drawn By:	KN
Scale:	1:5,000



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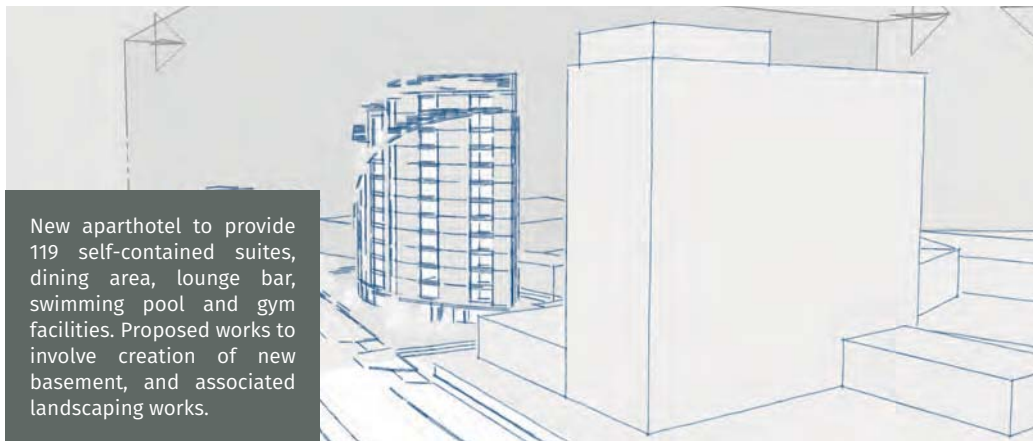


Proposed aparthotel to run in conjunction with the adjacent Heathrow Gate Hotel, Uxbridge Road, Hayes

As you may be aware, the existing adjacent building on 27 Uxbridge Road is currently in the process of being developed into a hotel for the Hyatt Group following the award of planning permission in 2014.

The application site is currently vacant and cleared of any buildings. The proposed aparthotel will run in conjunction with the Hyatt hotel next door and will function and be serviced in the same way.

These hotels go hand in hand and will benefit the local area in terms of boosting employment opportunities and improving its local character.



New aparthotel to provide 119 self-contained suites, dining area, lounge bar, swimming pool and gym facilities. Proposed works to involve creation of new basement, and associated landscaping works.



We would like to invite you to our public consultation where we can tell you about our ideas, and get your thoughts and suggestions.

Please feel free to visit us anytime between 4pm and 8pm on Friday 11th September 2015

in the Marquee within the grounds of Heathrow Gate Hotel, Uxbridge Road, Hayes, UB4 0JN

If you are unable to make the consultation, but would like to learn more about the proposals and give your thoughts, please call Indigo Planning on 0207 269 6300, and ask for Camille Juttla.

indigo **SCP** ARCHITECTS 

01 WHO?

The proposed aparthotel will be a **HYATT house**, a new brand within the Hyatt Group.



Our proposal is to provide 119 self-contained suites, dining area, lounge bar, swimming pool and gym facilities.

HYATT house guests are looking for accommodations that feel more like an upscale apartment than a hotel, and value comfortable social spaces.

“...places where you’d feel comfortable inviting friends and family.”



In a world of mass production, Hyatt has built its brands by a consistent commitment to personalised service. Around the world, Hyatt hotels are distinguished from their competitors by their reputation for the highest level of hospitality.

Hyatt has consistently received top rankings, awards and accolades for service and guest experience from independent publications and surveys, including:



HYATT house is a distinctive hotel concept that will evolve the extended-stay model into a social and modern environment where guests feel like residents of an upscale apartment community.

Inspired by extensive research of guest experiences, HYATT house is designed to surprise and delight with form and function that will remind guests of home.



HYATT house®

02 WHERE?

The proposed site is currently vacant and cleared of any buildings.



The proposal is for a site on **Uxbridge Road in Hayes**, adjacent to the current hotel construction



Proposed apartment hotel

As you may be aware, the existing adjacent building on 27 Uxbridge Road is currently in the process of being developed into a hotel for the Hyatt Group following the award of planning permission in 2014.

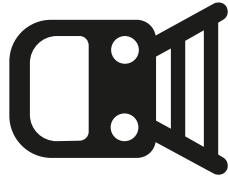
It is envisaged that the new Hyatt hotel and the proposed Hyatt house apartment will work in conjunction with each other. They will go hand in hand and will benefit the local area in terms of boosting employment opportunities and improving its local character.

This is an exciting opportunity and will allow Haynes to be at the forefront of London's growth

03 WHY?

It will bring a vacant and underused area of the borough back into use, and will bring people into the area, creating activity. It will raise the profile of the area with international travellers. It will become a destination for residents and businesses of the borough. HYATT House offers numerous public areas that provide an inviting space to socialise with colleagues, family and friends. For instance, the H Bar centres on creating social gathering places.

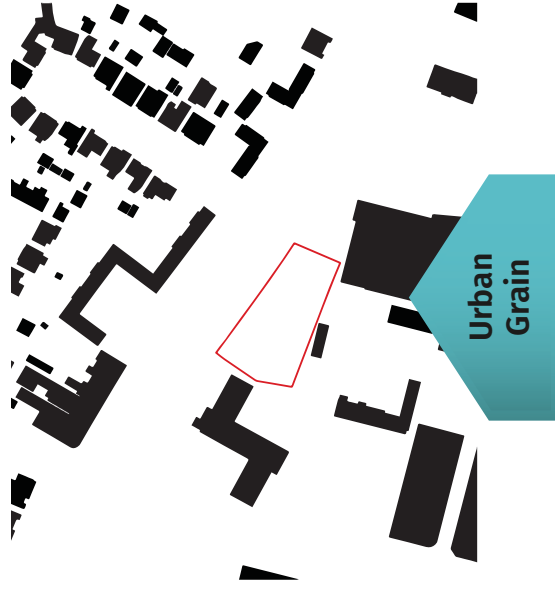
Hillingdon is located a stone's throw from Heathrow Airport and is a short train ride from central London. The borough is thriving and continually growing. HYATT's choice to locate the UK's first HYATT House here demonstrates the growing nature of the borough. This site is the perfect catalyst for the further regeneration of the area and will lead to countless benefits for the area and borough as a whole. The two offers will complement each other, which would not be possible if the two offers were not located adjacent to each other.



Not only will it provide over 30 full-time jobs when the hotel is in operation, it will generate numerous jobs during the construction.

04 WHY?

There are a number of reasons why Uxbridge Road in Hayes has been chosen as the site



The majority of the plots tend to be mostly built up resulting in the properties being positioned close together, both in the residential and commercial context. As such, the proposed building could occupy most of the site area without appearing to be out of context.



This view has been taken from the Northala Fields, which are a part of the Northolt and Greenford Country Park. It is located approximately 2 miles away from the proposed site, and has a significant vantage point over the surrounding areas as it is elevated approximately 22 metres above ground level.

Southall
Gas
Works

Hayes
Gate
House

Hayes
Industrial
Estate

Woburn
Tower

The adjacent hotel tower can be seen from this location, as well as part of the adjacent industrial estate. This view highlights the significance of the site and the wider context in which it sits.

06 CONCEPT



Louvered grill



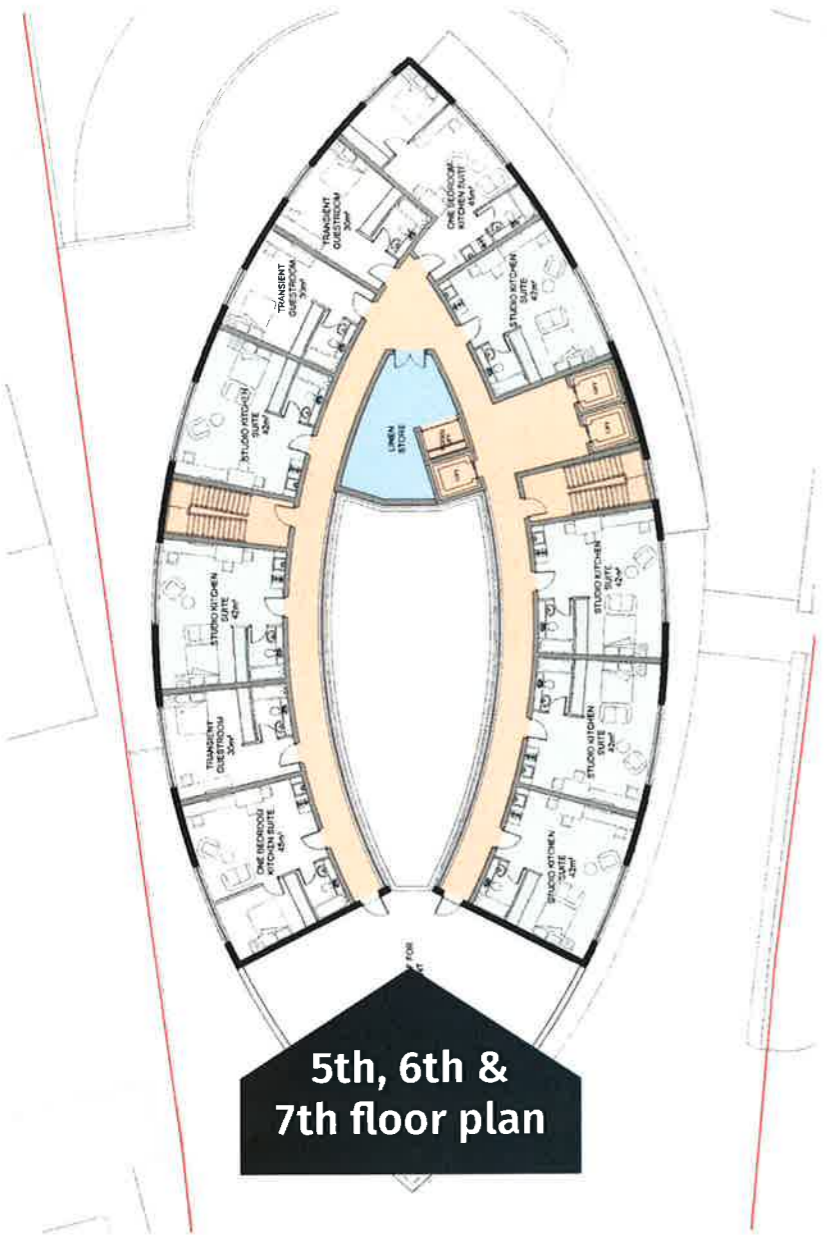
08 CONCEPT



Louvered grill and solar panels



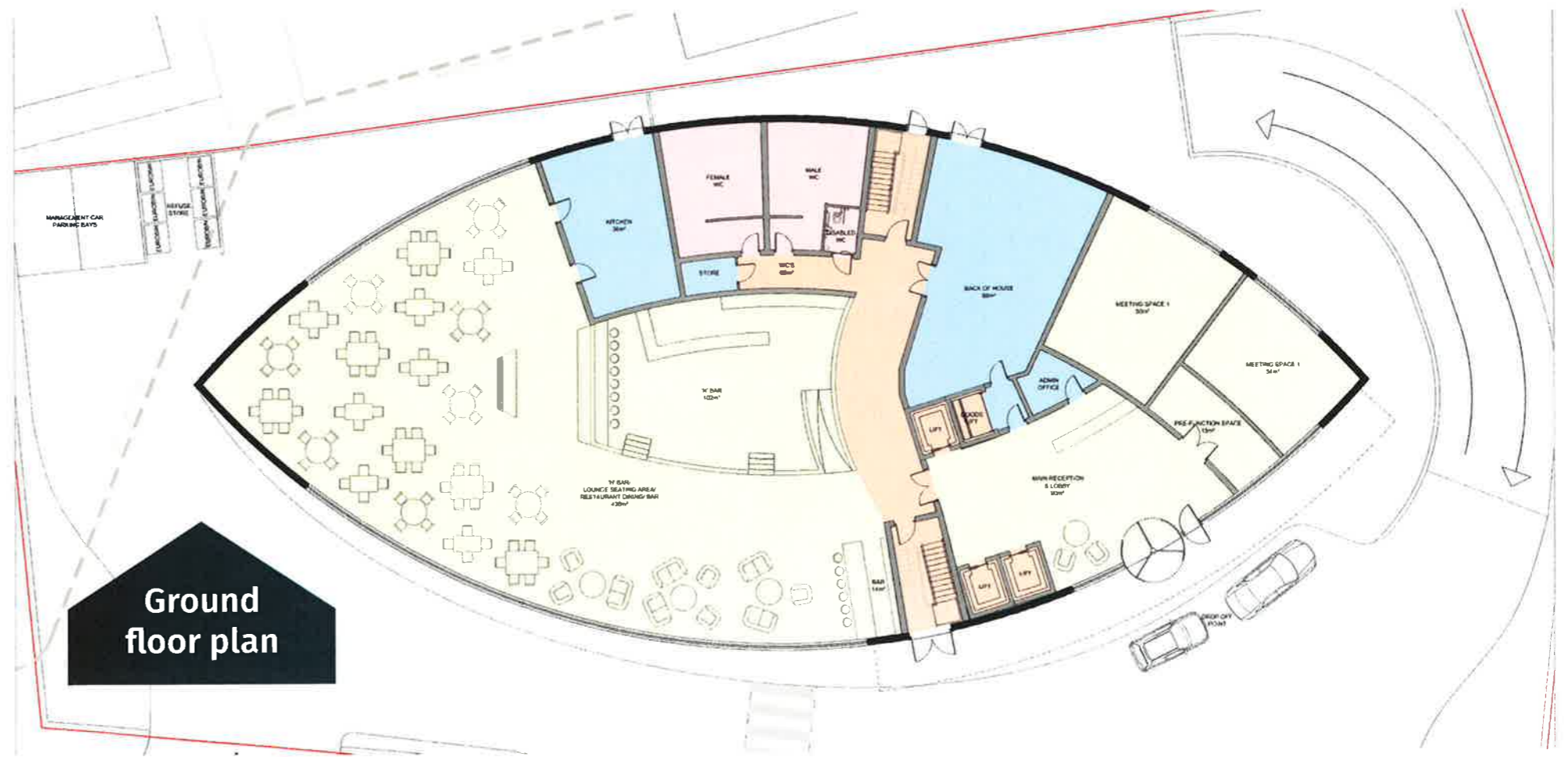
09 PLANS



5th, 6th & 7th floor plan

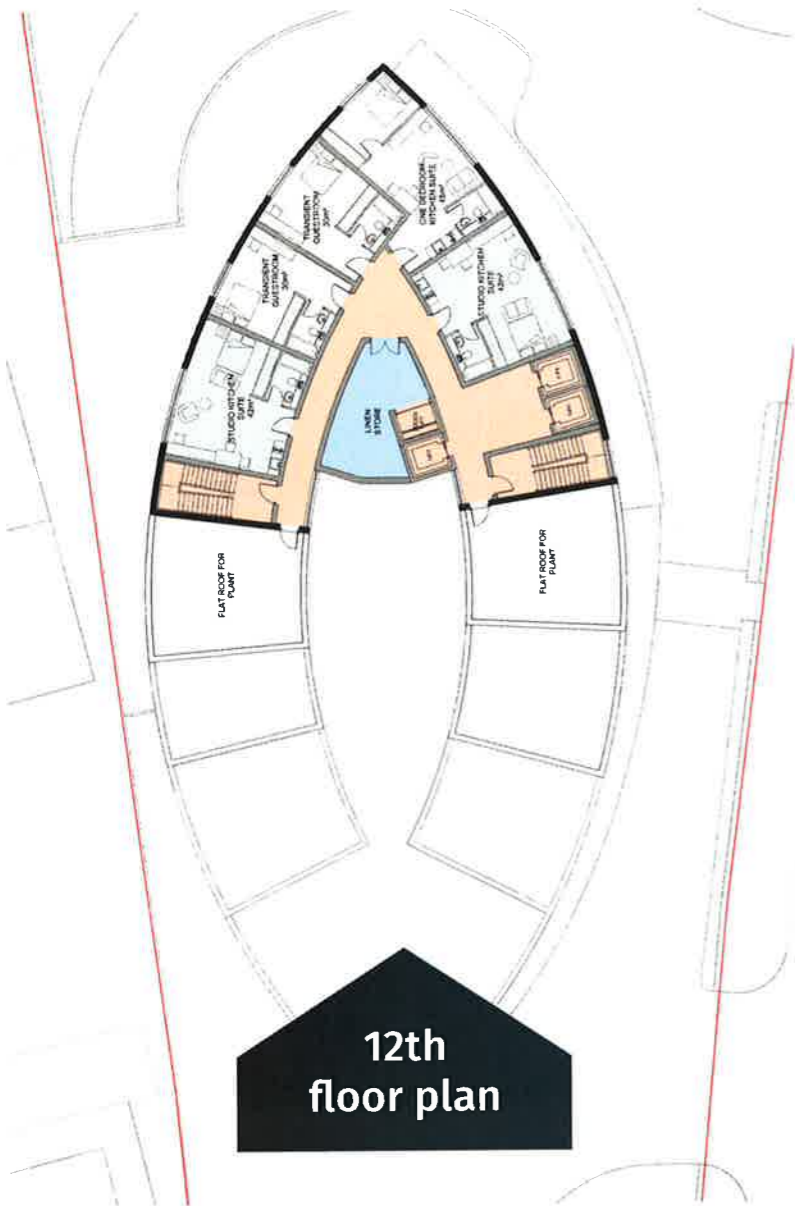


Block plan

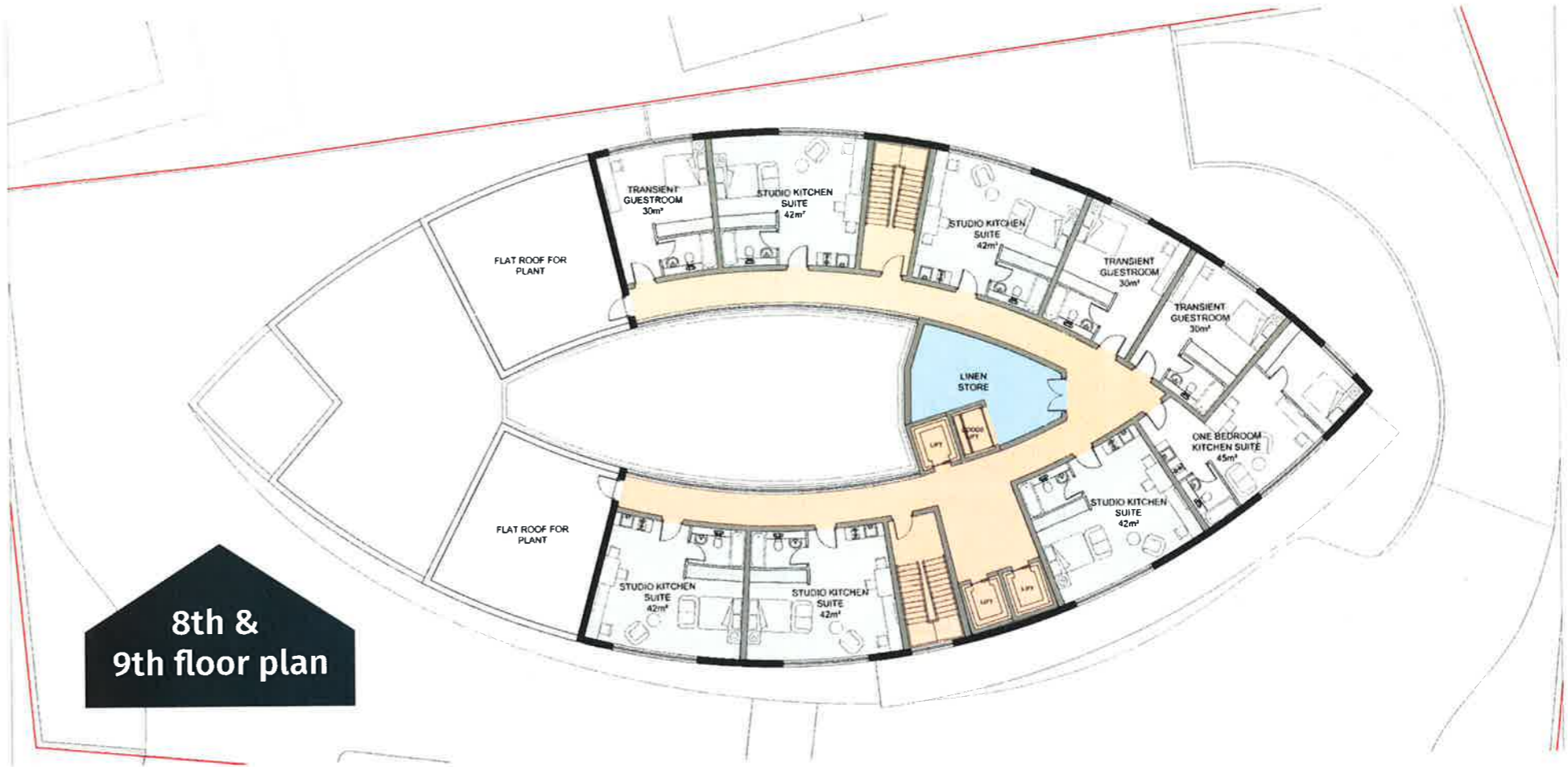


Ground floor plan

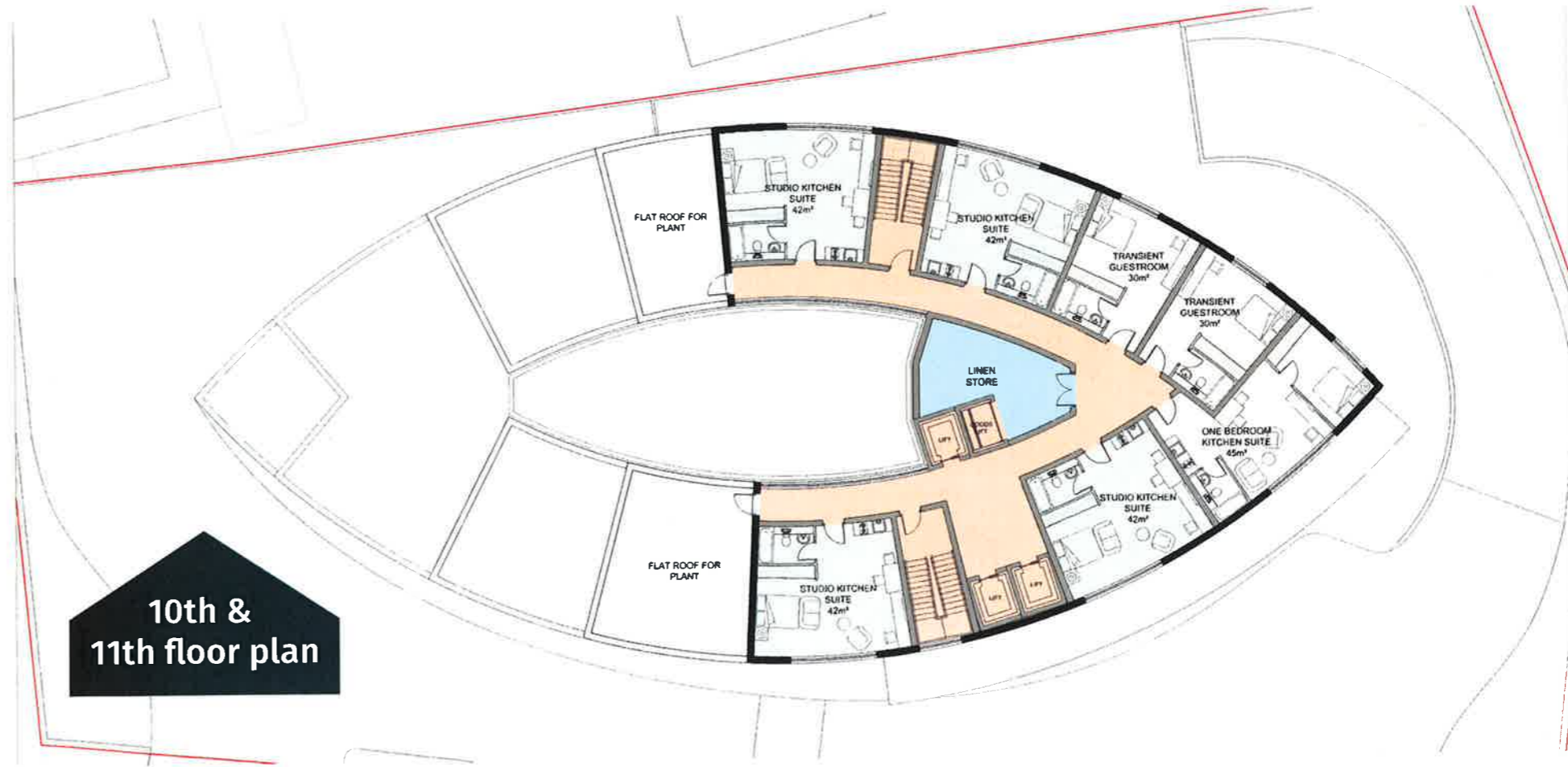
10 PLANS



12th floor plan



8th & 9th floor plan



10th & 11th floor plan

THANK YOU FOR COMING TO OUR CONSULTATION EVENT

Do you support the redevelopment of the site for a Hyatt House?

Please circle

Strongly disagree

1

2

3

4

5

Strongly agree

We would be grateful to receive your comments, thoughts and any suggestions below:

The proposed intervention appears to be very interesting as there is a definite need for a reputable hotel within the area.

NAME:

THANK YOU FOR COMING TO OUR CONSULTATION EVENT

Do you support the redevelopment of the site for a Hyatt House?

Please circle

Strongly disagree

1

2

3

4

5

Strongly agree

We would be grateful to receive your comments, thoughts and any suggestions below:

NAME:

THANK YOU FOR COMING TO OUR CONSULTATION EVENT

Do you support the redevelopment of the site for a Hyatt House?

Please circle Strongly disagree 1 2 3 4 5 Strongly agree

We would be grateful to receive your comments, thoughts and any suggestions below:

SUCH A LARGE SCALE COMMERCIAL DEVELOPMENT WOULD BEING MORE UNWELCOME TRAFFIC, CONGESTION AND POLLUTION INTO THIS AREA. TRAFFIC CANNOT U-TURN AT PROPOSED JUNCTION. WE ARE NOT CONVINCED THAT POTENTIAL CUSTOMERS WOULD ALL ARRIVE DEPENDING BY TRANSPORT THAT WOULD NOT NEED PARKING. LITTLE ATTENTION SEEMS TO HAVE BEEN GIVEN TO LOCAL RESIDENTS AS SHOWN IN THE LIMITED AMOUNT OF LEAFLETING UNDERTAKEN. A WIDER CONSULTATION IS NECESSARY AND A GREATER UNDERSTANDING OF THE LOCAL ENVIRONMENT SHOULD BE TAKEN INTO ACCOUNT.

NAME: [REDACTED]

APPENDIX 7



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KEY
● Site location
— Further consultation scope

Project	15-17 Uxbridge Road
Title	Further Consultation Scope
Client	Rock Venture Holdings Ltd

LPA	London Borough of Hillingdon
Date:	22.12.15
Project No:	22190001
Drawing	22190001/P2
Drawn By:	KN
Scale:	1:5,000



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 info@indigo-planning.com



Ms Camille Juttla
Indigo Planning

Our Ref EFW/lf/A340078
Your Ref

BY EMAIL: Camille.juttla@indigoplanning.com

22 December 2015

Dear Ms Juttla

THE ERECTION OF AN APARTHOTEL (USE CLASS C1), INCLUDING 131 GUESTROOMS; 13 CAR PARK SPACES; 22 CYCLE SPACES; AND ASSOCIATED FACILITIES INCLUDING A HOTEL LOUNGE, MEETING ROOM SPACE AND GYM– 15/17 UXBRIDGE ROAD, HAYES, MIDDX, UB4 0JN

On behalf of the owners of this site, Rock Ventures Holdings Ltd, you have asked us to provide our opinion as to the suitability of this site for the proposed apart hotel from a commercial property perspective and we are pleased to report as follows.

Altus Edwin Hill is one of the largest commercial property consultancy and agencies in the UK with 9 offices covering each of the major regions. Particularly in relation to the subject of this report the firm has 4 offices which ring the M25 and which serve outer London and the Home Counties. The majority of the firm's clients are business occupiers and we act on behalf of over 16,000 throughout the UK with over 500 of these in West London and the Western Home Counties. The firm has an office located at Langley near Slough which was set up some 25 years ago and comprises one of the most active and experienced commercial property advisory and agency teams specialising in the area. As a result we have detailed knowledge of the demand for and occupational requirements of business space in the locality.

1. Scope of this report

We are specifically asked to address the suitability of the site in the light of observations contained in the pre-application planning advice from officers at Hillingdon Council, issued following a meeting on 3 October 2014.

In particular the second paragraph of the conclusion in section 8 states that "the proposal fails to appropriately demonstrate that an apart hotel is an acceptable land use within an IBA, that it would not have a detrimental impact upon the future operation of the Springfield Road IBA..." The more detailed reasoning underlying these concerns is set out in section 1 of the advice in paragraphs 3 to 6 inclusive of page 4. It is these issues which we principally address and concern the effect of the apart hotel on adjoining commercial uses and potential uses.

2. The Adjoining Uses

To the west lies a building currently being refurbished as a conventional hotel following planning permission having been granted by the Local Planning Authority. Clearly the apart hotel and the conventional hotel would sit comfortably together, one probably adding a business synergy to the other. That is evidenced by our understanding that the Hyatt Group is willing to operate both buildings.

To the east lies a retail park with the adjoining unit occupied by Curry's/PC World. This property has a value for its existing use which significantly exceeds that for industrial or other class B uses and thus should be considered a long term use for the site. Again such a use would not be adversely affected by the existence of the apart hotel and vis versa since neither would provide anything of a nuisance to the other.

To the north the site is bordered by the main road A4020 which is dual carriageway and presumably generates a quite constant level of noise. However, with adequate noise insulation to the apart hotel building traffic noise should not prove a nuisance. There is presumably aircraft noise at many times of day affecting the area generally.

To the south lies the Scottish and Southern Electricity (SSE) West London Depot. The occupier holds this as an unencumbered freehold and the existing buildings are mainly modern. Given the location in the Springfield Road business area there is no clear form of redevelopment for a higher value use except perhaps retail, albeit that the property has no road frontage. It is therefore very likely that SSE will be the long term occupier for what is a strategic depot which is well located to serve west London given its accessibility to the main road network. The current use does not generate significant noise and is quiet outside of normal business hours. It should be borne in mind that much of the depot is open yard space and that a use involving a greater built density is likely to generate less noise since more of the activity would be within buildings.

Even if the site were to be available for an alternative Class B user, then if a new building were to be developed along the boundary with the subject site then there would of course be a good degree of noise attenuation. As already noted, the apart hotel could have air conditioning and sound insulation which would effectively remove any external noise from the internal environment of the proposed hotel. Overall therefore we cannot see that the proposed development would have any inhibiting effect upon the long term commercial use of the SSE site.

3. Potential for Industrial Development on the Subject Property

The land was actually used, partly as a car repair workshop, and in respect of which there were some buildings on the land, and partly as another business by another owner for the sale of second hand cars. Both these uses only ceased after the acquisition by Rock Venture Holdings Ltd on or around 24 March 2014

Nonetheless, if it is assumed that at some point industrial or warehouse development could take place the site would make only a small contribution to the stock of industrial property in the area. The site area is approximately 0.603 acres (0.244 ha) and thus using a standard density of about 40% the resultant gross internal floor area of an industrial unit would be in the order of 10,500 sq ft. In our opinion it is unlikely that a warehouse or industrial unit in the order of 10,500 sq ft would employ as many as 35 full time employees at the property.

We understand from Hyatt that there would be 35 full time employees at the property to which should be added the employment effect of outside services such as cleaning, maintenance and deliveries. Accordingly, it is likely that the employment level for the proposed scheme would be effectively significantly higher than for most of the types of uses seen in the Springfield Road industrial area.

Further, the site is not located in a zone which is readily taken by directly airport related occupiers and so that extent the development of it for a hotel would have no effect on the core Heathrow originating end users of business space. This is evidenced by the nature of existing occupiers in Springfield Road, which are mainly in local service industries, including the automotive trade, plus wholesaling.

We would see the apart hotel as assisting in supporting the business community in the Hayes area by providing not only accommodation but also the attendant space for meetings and small conference and catering facilities in a business environment. Whilst Hayes generally has an active business property market, nonetheless it is on the fringe of the Heathrow area and is not particularly well supplied with the nature of accommodation which this development would provide. Hence the market demand from Hyatt to occupy the proposed building.

Yours faithfully,



ALTUS GROUP

indigo