

Our Ref: SM/B0066/24

17 September 2024

Hillingdon Council
Civic Centre
High Street
Uxbridge
UB8 1UW

via the Planning Portal

Dear Sir/Madam,

Planning, Heritage, Design & Access Statement
London Hayes Heathrow (North A4020) Premier Inn, 362 Uxbridge Road, Hayes, UB4 0HF
Planning Portal Reference: PP-13411054

We are instructed by Premier Inn Hotels Ltd to submit the following application for full planning permission in relation to the existing Premier Inn hotel at 362 Uxbridge Road, Hayes. Specifically, this application proposes:

“External alterations to the existing restaurant building to provide additional bedrooms, reconfigured restaurant and all associated works”.

The application has been submitted via the Planning Portal and in addition to the completed forms and requisite fee, it is accompanied by the following drawings and documents:

- This Planning, Heritage, Design & Access Statement
- Location Plan
- Existing and Proposed Site Plans
- Existing and Proposed Elevations
- Existing and Proposed Floor and Roof Plans
- Drainage Strategy Report
- Noise Impact Assessment
- Sustainability Statement
- Transport Statement
- Fire Statement
- CIL Form



Introduction

This application is submitted in relation to the Premier Inn hotel at 362 Uxbridge Road, Hayes. The application seeks planning permission for external alterations to the existing restaurant building to facilitate additional hotel bedrooms and a reconfigured restaurant.

Site and Surroundings

The site lies at the junction of Yeading Lane and Uxbridge Road (A4020). It comprises of a three-storey hotel building with two-storey ancillary Beefeater restaurant. Car parking and landscaping make up the remainder of the site, with the site's vehicular access from the west off Yeading Lane.

Trees to the west of the hotel building are protected by a Tree Preservation Order. These, as well as the other trees on the site, provide screening along the site's boundaries.



London Hayes Heathrow (North A4020) Premier Inn (west elevation)



Beefeater restaurant (south and west elevations)



To the north and east of the site are residential properties along Wimborne Avenue and Yeading Lane. On the opposite side of the Uxbridge Road is the Lombardy Retail Park and to the west is Uxbridge Road local centre which provides a modest range of shops and services.

Planning permission (ref: 10703/APP/2006/3572) was granted in 2007 for the erection of a three-storey hotel extension, taking the total number of hotel bedrooms to 86.

The site is located within Flood Zone 1 and is considered to be at low risk of flooding.

The building is not statutorily listed, and the site is not located within a conservation area. No statutorily listed buildings or their settings would be affected by the proposals.

The Beefeater restaurant building is locally listed as 'The Grapes' (no. 107). The reasons for its designation (taken from the LPAs one page review document) are:

- Architectural: Early 20th century. Two principal elevations, facing Uxbridge Road and Yeading Lane. Two and half storey, in brick with tiled roof. Upper floor rendered. Decorative timber detailing applied to elevation fronting Uxbridge Road. Open eaves. Exposed chimney breast and stack to the corner. Entrance through a modern gabled porch.
- Townscape: Key landmark.
- Historical: Built originally as Grapes Hotel. Community associations



Aerial image of the site outlined in red (Google)



Proposal

The Premier Inn hotel experiences high levels of occupancy throughout the year and the applicant has identified a demand for the provision of additional budget hotel accommodation in this location, having regard to the proximity of the site to Heathrow Airport, commercial/business uses, tourist and leisure attractions and its location on the road network. Equally, the existing Beefeater restaurant has shown a continued shortfall in demand. The applicant therefore seeks to reconfigure the hotel bedroom and restaurant offer on the site to ensure its success and future viability. In order to allow for this, external alterations to the restaurant building are required and proposed.

At ground floor level, the restaurant area would be reconfigured and reduced in size to allow for 9 additional hotel bedrooms. 9 additional hotel bedrooms would also be provided at first floor level. The second floor would remain as it is, as it is unsuitable for conversion into hotel bedrooms.

The proposal would result in an increase in hotel bedrooms on the site from 86 to 104. A restaurant would be retained on the ground floor for hotel guests.

Modest and sensitive external alterations to the façade of the existing building are required in the way of new triple glazed windows and doors to serve the new layout. Materials for these would match existing. Where existing windows are not required / do not fit with the layout of the new hotel bedrooms, they will be replaced with feature brick recesses.

New heating and cooling plant to support the new hotel bedrooms would be provided within the existing bin store to the rear of the restaurant (as shown on the Proposed Site Plan). The existing kitchen plant would be retained.

The level of car parking (107 spaces) would remain the same.

Planning History

The existing hotel and restaurant use on the site were most recently re-established by the local planning authority in 2007 by the granting of the planning permission ref. 10703/APP/2006/3572. Both the hotel and restaurant are therefore fully established, with the requirement for additional rooms and a retained (albeit smaller) restaurant in keeping with the site's planning history and reflective of ongoing demand for additional rooms at this location.

Google imagery dating back to 2008 also shows the restaurant has been operating as a Beefeater (a table service restaurant) for well over 10 years.

Planning Policy

The adopted development plan for the borough consists of the Hillingdon Local Plan Part 1 (2012), Local Plan Part 2 (2020) and London Plan (2021).

The National Planning Policy Framework (NPPF), amended in 2023, is also applicable to the scheme.



NPPF 2023

Paragraph 3 states that the Framework should be read as a whole (including its footnotes and annexes).

Chapter 6 is concerned with building a strong and competitive economy. Paragraph 85 explains that planning decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. Paragraph 87 identifies that planning decisions should recognise the specific locational requirements of different sectors.

Chapter 9 sets out the Government's policy in relation to transport. Paragraph 116 explains that applications for development should create places that are safe, secure and attractive. Paragraph 115 confirms that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

Chapter 11 relates to the effective use of land. Paragraph 124 explains that planning decisions should promote and support the development of under-utilised land and buildings.

Chapter 12 is concerned with creating well-designed and beautiful places. Paragraph 135 states planning decisions should ensure that new development adds to the overall quality of the area and is visually attractive as a result of good architecture, layout and appropriate and effective landscaping. It also confirms that development should be sympathetic to local character, and that development optimises the potential of the site to accommodate and sustain an appropriate amount of development.

Paragraph 208 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal.

Hillingdon Local Plan

The Local Plan recognises the importance of the tourism economy to the borough in its opening sections. It predicts a requirement for an additional 3,800 – 5,600 hotel bedrooms between 2011 and 2026.

Policy BE1 requires a high standard of built design.

Policy EM8 seeks to avoid unacceptable levels of noise.

Policy T1 promotes sustainable transport methods.

Policy DME 5 supports additional visitor accommodation in accessible, sustainable locations which does not have an adverse impact on neighbouring uses or occupants.



Policy DME 6 requires hotel development to have appropriate inclusive access.

Policy DMEI 10 requires development to demonstrate appropriate water management.

Policy DMT 1 requires development to meet the transport needs of the development.

Policy DMT requires development to have an acceptable highways impact.

Policy DMT 6 requires an appropriate level of parking provision.

London Plan

Policy D14 requires development to avoid significant adverse noise impacts on health and quality of life.

Policy HCI requires development to conserve the significance of heritage assets.

Planning Context

Assessment

Principle of Development, Design and Visual / Heritage Impact

The NPPF makes it clear that sustainable development has three overarching objectives: an economic objective to help build a strong, responsive and competitive economy; a social objective to support strong, vibrant and healthy communities; and an environmental objective to contribute to protecting and enhancing our natural, built and historic environment.

The proposed additional hotel bedrooms and reconfiguration of the restaurant area would support each of these three objectives. The existing Premier Inn hotel is a well-used facility providing overnight accommodation for tourists and business travellers. There is demand for additional hotel bedrooms which would create additional employment opportunities during the operational and construction phases, as well as supporting third party suppliers. The additional hotel bedrooms would be on an existing hotel site and would make more efficient use of the site without needing to extend either of the existing buildings or expand outside its curtilage.

As such, the proposed hotel extension would bring economic, social and environmental benefits.

The hotel operates viably and successfully in this location, whereas there is a lack of demand for a restaurant of the current size, hence the proposal for additional guest bedrooms and a smaller restaurant space. The principle of the hotel in this location has been long-established.

A hotel is classified as a town centre use which would normally require the sequential test to be passed. However, this is not a new hotel. It is an established hotel in a sustainable location which fulfils an important roadside function in providing overnight accommodation for business and leisure travellers using the surrounding road network. The proposal seeks planning permission to facilitate



works to allow for a modest increase in bedrooms to an existing successful hotel. An extension of this scale would not be built in isolation. A sequential test is not therefore considered necessary or appropriate in this instance.

National and local policies note the importance of tourism to local economies. With eating out and other incidental purchases (provisions, petrol, bus and train fares, local purchases at newsagents/chemists) the proposed development will increase the amount of spending in the area. Bringing more visitors to the area will, therefore, have a recognisable benefit on the local economy.

There is an abundance of alternative food and drink facilities available for guests and non-guests within walking distance of the site and via sustainable transport modes and which will stand to benefit from the proposed development.

The external alterations are modest, appropriate and in-keeping with the existing building such that the building's character and appearance will not be adversely impacted. Those architectural features listed in the Council's reasons for the building being locally listed will be conserved in accordance with Policy HCI. The only changes to the principal south and west elevations comprise four sets of replacement 'like for like' windows, which will be triple glazed to serve new hotel bedrooms. Changes to the north and east elevations remain sensitive to the building such that its character will not be harmed.

The proposals will allow for the continued viable use and upkeep of the building without any significant changes in accordance with the Local Plan, London Plan, Paragraph 208 of the NPPF.

The relevant local plan policies offer support for this development and contain nothing that indicate that planning permission should not be granted.

Transport and Parking

A Transport Statement, prepared by RGP, fully explores the parking provision on site as well as the wider transport issues. In summary, the site currently accommodates car parking spaces for 107 cars including 3 disabled bays. This number would remain the same.

Although the proposal would result in an increase in guest bedrooms but the same number of parking spaces, the parking demand would be offset by the smaller restaurant area which generates a higher parking demand.

A car parking survey was carried out on site, the full results of which can be found in the Transport Statement. The results of the survey conclude that the proposed car parking capacity is sufficient to cater for all parking demands and that it complies with all relevant policies and standards.

The site is located in a highly accessible location with well-established transport and highway infrastructure. Budget hotels such as Premier Inn are generally more inclined to rely on access by private car than public transport, hence they are frequently located on or close by to main highway networks.



The site's existing access would remain unchanged. The existing arrangements for delivery and refuse collections etc. will remain unchanged.

Amenity

Hotels are not noisy land uses or inappropriate neighbours, especially when, like Premier Inn, the operators have a policy of refunding payments to guests whose sleep is disturbed or otherwise inconvenienced. As a result, the residential amenity of nearby houses will not be adversely affected by this development.

A Noise Impact Assessment is provided in support of the proposals which confirms that, with appropriate and the recommended mitigation, new and replacement plant would not impact the amenity of the hotel bedrooms or any neighbouring land uses in accordance with Policy D14.

Sustainability and Design

A Whitbread Sustainability Statement is submitted. This sets out wider sustainability credentials relating to the construction of the hotel, the waste management strategy; cooking methods; water saving features; energy-saving measures; and other sustainability features.

Drainage

A Drainage Strategy Report is included with this application.

As the proposed development comprises of an internal conversion and external alterations only, there is no change to the impermeable area or surface water drainage on site.

A pre-development sewer capacity enquiry has been submitted and a response from Thames Water to confirm that the public sewer system has capacity to accommodate additional foul flows from the development is due. It is anticipated that Thames Water will not raise any concerns regarding the capacity of the existing foul sewer network.

Subject to confirmation from Thames Water, the Drainage Strategy Report concludes *“that it will be possible to dispose of surface & foul water runoff from the development without increasing the level of flood risk to the site or neighbouring properties. Therefore, the scheme can be considered acceptable in terms of drainage strategy and flood risk.”*

Fire

A Fire Statement is also submitted. This confirms that it:

“...demonstrates that the fire safety provisions of the proposed development are commensurate with the requirements of London Plan Policy D12 and Policy D5 and provide the basis for meeting the functional requirements of the Building Regulations.”



Conclusion

This development offers an opportunity for both economic and sustainable development in a well-established and highly suitable location.

There is considerable policy support for this development and there are no policies contained within the local development plan that would seek to restrict a development of this nature in this location; this coupled with the sustainable and established location of the site means that the development is fully development plan compliant.

Considering all of the above and in line with the National Planning Policy framework we urge that planning permission is granted without delay.

I trust that the information supplied is sufficient to enable the application to be registered and progressed. However, if you require any additional information or you have any queries then please do not hesitate to contact me.

Yours faithfully,



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