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Ref: IC/2580
VIA PLANNING PORTAL

November 2021

Head of Planning
London Borough of Hillingdon

Dear Sir/Madam,

**APPLICATION SUBMITTED ON BEHALF OF WENDY'S RESTAURANTS OF THE UK LTD.
IN RESPECT OF 57 HIGH STREET UXBRIDGE UB8 1JP
APPLICATION FOR PLANNING PERMISSION AND APPLICATION FOR
ADVERTISEMENT CONSENT**

We are instructed by our clients, **Wendy's Restaurants of the UK Ltd.**, to submit two contemporaneous applications pursuant to its occupation of the above site namely:

- Application for planning permission for shopfront changes as well as A/C and kitchen extract infrastructure; and,
- Application for advertisement consent.

The property lies on the western of the high street opposite the point to which the High street turns into Belmont Road.

It comprises a ground floor retail unit with two storeys of accommodation above.

The ground floor retail is set back behind an overhang (as indeed is the entirety of the section of this parade). The property also has a first floor with connectivity to the ground.

At the very top is a further layer of accommodation which provides access to the residential estate.

The property was until recently trading as "Bon Marché".

Wendy's is a well-known burger chain making a return to the United Kingdom after an absence since 2000.

This site is part and parcel of a nationwide programme of new units and a number are now open and trading successfully.

Wendy's will occupy the unit under Class E, specifically the following subsection:

Class E. Commercial, Business and Service

(b) for the sale of food and drink principally to visiting members of the public where consumption of that food and drink is mostly undertaken on the premises,

The application is for the operational works to facilitate this occupation and no change of use is required nor sought.

In respect of planning history there is a reference for earlier applications for advertisement consent albeit these date back a number of years.

It is acknowledged that one of the advert applications was refused on the basis of advertisement clutter with a concern cited at that stage as to the display of unnecessary additional adverts on the premises.

We have had regard to this previous refusal, albeit quite dated now, in formulating the current scheme.

There are also historical references to shopfront alterations as approved dating back to 2001 and it seems that these consented the shopfront in its current form.

In respect of relevant planning policy we have had regard to the proposals map accompanying the Local Plan of 2020 principally the development management policy section of the Development Plan.

This confirms that we are within a defined town centre as one would expect, however, outside of the adjoining conservation area.

We also acknowledge that the local planning authority has published an SPD on shopfront changes dating back to 2006, however, this is now quite dated and we prefer to follow the basic principle of good design raising the standard of design quality locally as per national planning policy guidance.

We note that this application does not concern a change of use for the reasons outlined yet still the reintroduction of Wendy's into the High Street and the contribution that it will make to its vitality and viability is still a relevant matter.

As previously noted, these applications facilitate this occupation.

Operational development.

The proposal is broadly based on retaining the current layout of the existing shopfront and we confirm the principal changes are as follows.

- A deeper fascia board will be added and will be formed by a mix of grey rainscreen effect cladding and a wood effect composite panel system of light oak.
- A new exterior door of the same dimensions as that existing is also proposed with a light oak timber effect finish.
- The darker materials create a commercial focus to the property and the overall shopfront design is based on a limited mix of complementary colours which work to add definition in the context of the white finish to the levels above which also applies to the remainder of the parade.

- The fenestration is balanced with the horizontal element above the door matching that either side and this works to create a framed shopfront of glazing which is clean, contemporary and appropriately coordinated.

A series of A/C units and kitchen extract infrastructure are to be located within the building and the yard to the rear of the property and work their way internally through the building.

The noise impacts of this infrastructure is mitigated and the application is supported by a noise report (SLR Consulting) which has been submitted in support of this application.

Its report explains the approach in the following terms:

This report has been prepared to inform of mechanical plant noise impacts from installation of mechanical an electrical (M&E) installations, comprising of new supply and extract fan systems, heat recovery unit and air conditioning systems venting through the front façade of the building. External units have otherwise been considered within the basement service area of the site, as a direct replacement to those existing in connection with former site use.

There is a provision for the mechanical intake/ extract to the frontage at first floor level to be met by an adaptation of the existing window feature on this elevation.

As can be seen from the image below, the same approach has been adopted on the adjoining unit.



Advertisement signage

We therefore conclude with signage and note that there are three signs for which express consent is sought and also a further sign which is non-illuminated and which falls within the deemed consent provisions.

In terms of the three signs for which express consent is required these comprise two which are located alongside each other above the door on the lighter panel system namely the blade signage which is the white individually applied lettering to read the company name which sits alongside the company logo (white background blue/red/green).

A single projecting sign referred to as Wendy's blade is located on the west-hand side of the shopfront (in the same location as the pre-existing retail sign for the earlier occupant) and matches the design of that above the main door.

We also note that individually applied lettering to read **"QUALITY BURGERS SINCE 1969"** are all non-illuminated and therefore can be displayed under the deemed consent provisions however are shown in order to present the totality of the advertisement package.

The advertisement signage is limited and coordinated and set on the pre-existing fascias thereby replicating the previous locations of signage displayed on the building.

There is no issue of clutter or proliferation and in any event the site lies within a busy commercial centre.

We seek express advertisement consent for the requisite period and then will continue to display under the deemed consent provisions of the Regulations.

All works are therefore pursuant to the occupation by Wendy's Restaurants of the UK Ltd. and represent minimal interventions to the public face of the building pursuant to this new use

Ian Coward from these offices is dealing with this matter.

Yours faithfully

Collins & Coward
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