



PROGRESS PLANNING

Planning, Design and Access Statement

91 Station Road, West Drayton, UB7 7LT

Erection of a three storey building with lower ground floor level to accommodate student accommodation and a retail shop following demolition of existing hot food takeaway and mini cab premises with associated access works

Prepared by Progress Planning on behalf of:

Mr N Karbani

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Executive Summary

This statement has been submitted in support of our application for erection of a three storey building with lower ground floor level to accommodate student accommodation and a retail shop following demolition of existing hot food takeaway and mini cab premises with associated access works.

We consider that the development, incorporating the principles established below, makes the most efficient use of this under utilised brownfield land that is situated in West Drayton Town Centre, Hayes/West Drayton Growth Corridor and the Heathrow Opportunity Area. In terms of principle of development, there is local and London Plan support for efficiently using existing brownfield sites to provide more residential accommodation and to increase retail floorspace in town centres.

Given the design approach taken, the development will sit comfortably within the site and it would reflect the character and appearance of the street, providing continuity in the streetscene. It is of an appropriate scale, set back from neighbouring properties and the proposed accommodation would provide quality living space for future occupiers both internally and externally.

The building has been positioned away from neighbouring residential properties and its height and bulk can be satisfactorily accommodated in this location without appearing overbearing on the surrounding area or unacceptably detracting from the amenities of adjoining occupiers by reason of loss of light, privacy, or outlook.

The proposal would be car free which complies with adopted policy for student accommodation, particularly in this town centre location. Also, an appropriate level of cycle parking spaces has been provided. Overall, the development would reflect the 12 core principles of sustainable development as set out in the NPPF. The application scheme meets the strategic policy objectives of the London Plan as well as the aims and objectives of local Council policy.

Therefore, we look forward to our pre-application meeting to discuss the merits of the scheme and to receive your feedback on how best to take the proposal forward.

Site Description

The site is located on the north-eastern side of Station Road, approximately 35m northwest of its junction with Drayton Gardens, West Drayton. The site known as 91 Station Road currently comprises a dated part single storey and part two storey building which has a small hot food takeaway at the front and a much larger mini cab business to the rear and upstairs. The building is neither listed nor located within a conservation area. There is vehicular access at its southeast corner which is used by delivery vehicles for the takeaway and cars associated with the mini cab business.

The plot is situated between a 3 storey residential building known as Albany House and Brandville Road Car Park to the southeast. The site is located in West Drayton Town Centre and has a PTAL rating of 3, and is situated in walking distance of West Drayton Crossrail Station (The new Elizabeth Line). The area is characterised by a mixture of property types that reflect its town centre setting.

The site is located in Flood Zone 1 and apart from being located within a town centre, there are no other planning designations relevant to this plot.

The Proposal

The proposal is for erection of a three storey building with lower ground floor level to accommodate student accommodation and a retail shop following demolition of existing hot food takeaway and mini cab premises with associated access works.

The student accommodation would comprise 15 individual rooms with separate communal living space, cycle parking, podium and rear gardens. This is a reduction of 2 rooms on the proposals submitted for formal pre-application with the Council. The building has also been reduced by a full storey in height.

The retail shop is positioned to the front of the building and it would measure 36.63sqm. This would replace a 13.94sqm existing hot food takeaway which also has access to a small 1.33sqm WC.

Planning Policy Context

The proposed development would be assessed against Hillingdon's Local Plan; the London Plan, the London Plan, the NPPF, and supplementary planning guidance by both the London Borough of Hillingdon and GLA.

Principle of Development

The proposed development seeks to replace an existing hot food takeaway and mini cab business with a Class E commercial unit and student accommodation.

Despite the isolated commercial nature of the existing building in this town centre location (in terms of relationship with adjacent commercial uses), the proposal would re-provide a ground floor commercial use, replacing the existing takeaway and mini cab with a commercial Class E unit. The existing hot food takeaway measures only circa 15 sqm which is small. In order to make a more viable commercial unit, the replacement proposal seeks a commercial unit measuring 36.63 sqm which is over twice the size and a much more viable proposition. The provision of Class E floorspace in a town centre is supported by planning policy.

The mini cab office which occupies most of the existing site is considered Sui Generis and is not protected by adopted planning policy. Its loss is not considered harmful and the provision of a larger Class E unit is considered to overall improve the vitality and vibrancy of this part of the town centre.

Policy DMTC 1 'Town Centre Developments' of the Local Plan Part 2 – Development Management Policies states that:

'The Council will support 'main town centre uses' where the development proposal is consistent with the scale and function of the centre. Town centre development will need to demonstrate that:

- i) Adequate width and depth of floorspace has been provided for the town centre uses; and
- ii) Appropriate servicing arrangements have been provided.'

Policy DMTC 2: Primary and Secondary Shopping Areas of the Local Plan Part 2 – Development Management Policies states that:

'In secondary shopping areas, the Council will support the ground floor use of premises for retail....provided that:

- i) A minimum of 50% of the frontage is retained in retail use; and
- ii) The uses specified in policy DMTC4 are limited to a maximum of 15% of the frontage;
- iii) The proposed use does not result in a concentration of non retail uses which could be considered to cause harm to the vitality and viability of the town centre.'

Policy DMTC 3: Maintaining the viability of Local Centres and Local Parades of the Local Plan Part 2 – Development Management Policies states that:

'The Council will protect and enhance the function of local centres and local shopping parades by retaining uses that support their continued viability and attractiveness to the locality they serve. In considering applications for changes of use of shops the Council will ensure that:

- i) The local centre or shopping parade retains sufficient essential shop uses to provide a range and choice of shops appropriate to the size of the parade, and its function in the Borough shopping hierarchy;
- ii) At least 50% of the local centre or shopping parade is retained as Use Class A1 shops; and
- iii) The surrounding residential area is not deficient in essential shop uses.'

The replacement Class E floorspace comprising a retail unit would occupy almost the entire width of the plot, thereby activating it and ensuring that the vitality and viability of the town centre is enhanced. From a planning policy perspective, a retail use is desirable in town centres.

The existing commercial units are in a relatively isolated position in relation to other commercial uses within the town centre. The site is not situated within a parade of shops. As such, it is considered that it is even more the case in this situation that the provision of a retail unit to replace A5 and Sui Generis uses would be consistent with adopted planning policy and specifically policies DMTC 1, 2 and 3 of the Local Plan Part 2 – Development Management Policies. Therefore, the principle of replacing the existing commercial units with a retail unit at ground floor level would accord with policy and should be supported.

With regards to the proposed student accommodation, Policy DMH 5: Houses in Multiple Occupation (HMOs) and Student Accommodation of the Local Plan Part 2 – Development Management Policies states that:

'In all parts of the Borough, proposals for the provision of large HMOs, residential hostels, student accommodation and secure accommodation will be required to demonstrate that:

- i) There is good accessibility to local amenities and public transport;
- ii) They accord with the Accessible Homes standards and provide satisfactory living conditions for the intended occupiers; and
- iii) There will be no adverse impact on the amenity of neighbouring properties or the character of the area.'

In response to paragraph i) above, the proposal is located within a town centre with good accessibility to local amenities and public transport. The student accommodation proposed would accord with the Accessible Homes standards (see further below in this report for more detail) as per the requirement of paragraph ii). Nor, would the development adversely impact the amenity of neighbouring properties or the character of the area (see relevant sections below for full consideration). Therefore, the proposed

provision of student accommodation at this location in the nature illustrated in the accompanying drawings would fully comply with policy DMH5 Houses in Multiple Occupation (HMOs) and Student Accommodation of the Local Plan Part 2 – Development Management Policies.

Overall, the principle of replacing the existing hot food takeaway and mini cab business with a commercial unit and student accommodation would comply with local, regional and national planning policy and the proposal would enhance the vitality and viability of West Drayton Town Centre.

Affordable and Nominations

The formal pre-application response from Hillingdon to the previous proposals also refers to policy H15 of the London Plan and specifically the additional requirements on schemes involving the provision of student accommodation to meet the following guidelines:

- The use of accommodation is secured for students and the majority of the bedrooms in the development including all of the affordable student accommodation bedrooms are secured through a nominations agreement for occupation by students of one or more higher education provider
- The development should contribute to a mixed and inclusive neighbourhood
- The accommodation provides adequate functional living space and layout

Policy H15 also requires that the maximum level of affordable student accommodation as defined by the London Plan is secured. The supporting text for the Mayor's Affordable Housing and Viability Supplementary Planning Guidance (SPG) states that for specialist forms of residential development such as H15 Purpose Built Student Accommodation, schemes providing the relevant threshold level of affordable housing and other relevant criteria will be considered under the Fast Track Route, whilst if this is not the case, schemes will follow the Viability Tested Route.

A Financial Viability Assessment has been prepared by DJC Housing Consultants Ltd and submitted in support of this application which demonstrates that the development would be unviable to provide any affordable student rooms.

Design and impact on the character of the area

Strategic 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. Policies BE13 and BE19 of the Hillingdon Local Plan: Part Two – Saved UDP Policies (Nov 2012) seek to ensure that the new development complements or improves the character and amenity of the area, whilst policy BE38 seeks the retention of topographical and landscape features and provision of new planting and landscaping in development proposals.

Policy DMHB 11: Design and New Development of the Local Plan Part 2 – Development Management Policies states that 'all development, including extensions, alterations and new buildings will be required to be designed to the highest standards and, incorporate principles of good design including harmonising with the local context by taking account the surrounding:

- Scale of development, considering the height, mass and bulk of adjacent structures;
- -Building plot sizes and widths, plot coverage and established street patterns;
- Building lines and setbacks, rooflines, streetscape rhythm, for example gaps between structures and other streetscape elements, such as degree of enclosure;
- Architectural composition and quality of detailing;
- Local topography, views both from and to the site; and
- Impact on neighbouring open spaces and their environment.'

Policy DMHB 12: reiterates and provides further clarification for policy DMHB 11 by stating that development should be well integrated with the surrounding area and be accessible by improving legibility and promote routes and wayfinding between the development and local amenities; public realm design takes account of the established townscape character and quality of the surrounding area; includes landscaping that is suitable for the area; makes provision for the safe and direct movement of pedestrians and cyclists; incorporates appropriate and robust hard landscaping; incorporates public art where appropriate and incorporates inclusive design. Public realm improvements will also be sought from developments close to transport interchanges and community facilities.

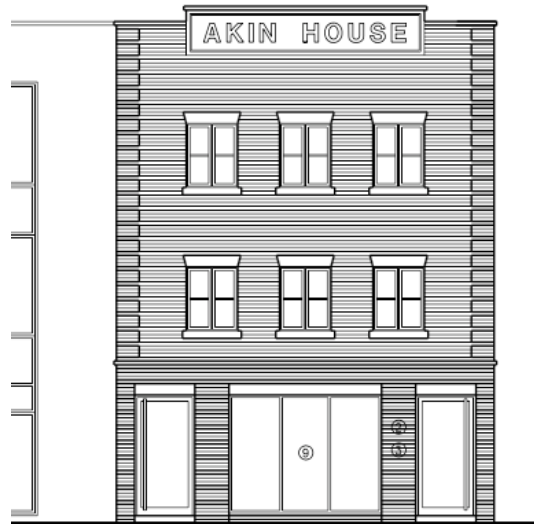
Policy DMHB 13: Shopfronts of the Local Plan Part 2 – Development Management Policies states that:

'New shopfronts and alterations to existing shopfronts should complement the original design, proportions, materials and detailing of the building of which it forms a part and the surrounding streetscene.

New shopfronts must be designed to allow equal access for all users and in order to improve and maintain the quality of the public realm, the design of shopfronts should be of a high quality, taking into consideration:

- Retention and maintenance of active shopfronts at all times;
- The relationship between the shopfront and upper floors;
- The relationship with surrounding shopfronts and buildings;
- The use of materials which are appropriate to and enhance the character of the local area; and
- The value of existing architectural and historic features.'

The site is not located within a Conservation Area or Areas of Special Local Character. Being located in West Drayton Town Centre, there is a varied mix of property types of different scale and ages. The new shopfront and the replacement building would be a traditional design as suggested during the pre-application. The height of the building has also been reduced with the removal of 1 storey. The parapet of the proposed building would now align with the adjoining building and continue the parade in an orderly fashion. (see image below).



Front elevation of the replacement building

The replacement shopfront would provide an active street frontage with level access to the retail unit and student accommodation.

The proposed building would primarily be 3 storeys in height to reflect the height of the adjacent building Albany House. The upper floors of the proposed replacement building is set back from the ground floor level in order to book end the block. (see photograph below). The single storey element would not project any farther forward than the existing building and would be generally lower in height than the current building, thereby reducing its bulk and mass when viewed in the streetscene.



Albany House

The building line on both sides of the street is rather varied with buildings stepping in and out. A good example is the other bookend property located on the same side of the road but positioned to the northwest at No. 55 Station Road. The design approach to the application site is to provide a similar bookend at the south-eastern end of the parade.



Bookend property to the northwest (No 55 Station Road)

Opposite the site there a number of other examples of existing 3 storey buildings that are consistent with what is being proposed. Similarly, its building line is varied with elements stepping out forward towards the public highway.



Residential Block Opposite 1



Residential Block Opposite 2

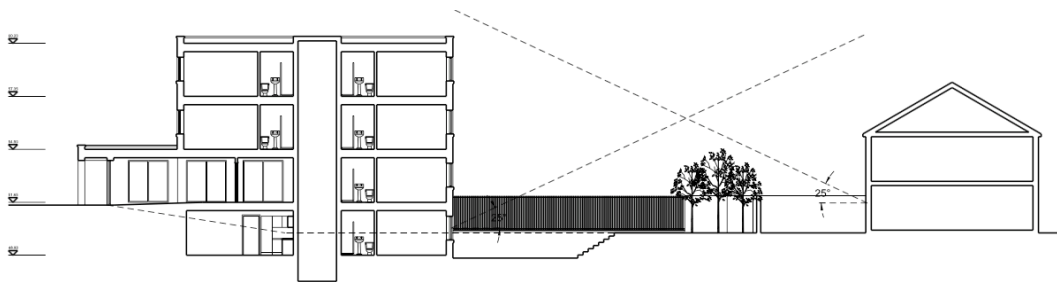
The proliferation of 3 storey buildings in this location made it clear that a baseline height of 3 storeys would be acceptable at this position. The proposal at pre-application stage did incorporate a smaller 4th storey, however, on reflection, and following the advice from officers, a storey has been removed.

The proposed front elevation as shown earlier in this statements illustrates how the main parapet would align with the neighbouring building known as Albany House and its materiality would match that of the neighbouring building too. The combination of matching height, materiality and similar scale and design is considered to ensure that the proposal would be in keeping with the character of the area and not appear dominant or overbearing.

The entire development has been set back at first and second floor levels to retain a sense of openness on the street and the inclusion of a green roof at first floor level to the front would soften the building's appearance and add some visual interest and verdancy to the street.

The building would not project forward of the existing building on site and the upper floor levels have been set back to respond to the adjacent building Albany House. There is a car park to the southeast of the site which is owned by the London Borough of Hillingdon. It is anticipated that this will come forward for development in the near to medium future given the area's status as an Opportunity Area and in the Hayes/West Drayton Growth Corridor which is identified to deliver 13,000 homes and employment. This proposal is likely to set the tone for any wider redevelopment of this site and would be likely to facilitate an enhanced scheme to the benefit of the Council. The proposed student accommodation would be likely to house students from the local Brunel University which itself is a significant employer in the area. This proposal would aid and support this growth.

Given the design approach taken, the development is considered to sit comfortably within the site and it would reflect the character and appearance of the street. It provides an appropriate transition between it and the adjacent building and would infill this currently under utilised site, effectively finishing the street with a bookend development. On this basis, the development proposal is considered to be acceptable in terms of its impact on the character and appearance of the area, in accordance with Strategic Policy BE1 of the



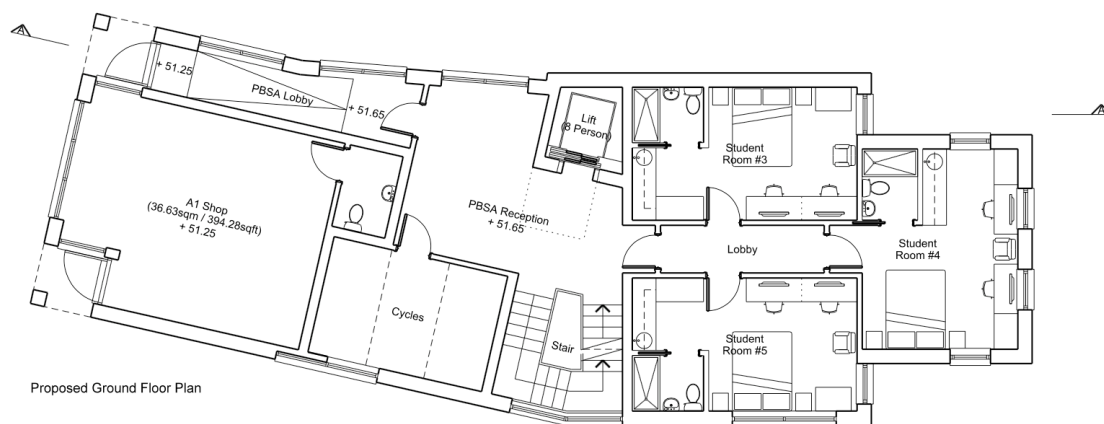
Proposed section and 25 degree relationship with properties to the rear

As shown in the accompanying proposed section, the development would comply with the BRE 25 degree rule, therefore, demonstrating that the development would not adversely impact these neighbours in terms of loss of light, outlook, overshadowing or dominance.

The proposal which is a storey less than that sought under the previous pre-application is positioned away from neighbouring properties and is of a modest scale that would not adversely impact neighbouring properties. Therefore, the proposal would not be detrimental to the residential amenity of neighbouring properties, in accordance with policy DMHB 11 of the Local Plan Part 2 – Development Management Policies.

Quality of proposed student accommodation

The proposed student accommodation would have level threshold access to the main core area as shown below.



Proposed Ground Floor Plan

Ample circulation space has been provided internally along with a lift that provides level access to all of the individual rooms.

Future occupiers of the development have their own individual rooms which are adequately sized and benefit from reasonable outlook and access to daylight/sunlight. The proposed section drawing above in the previous part of this statement shows that the lower ground floor level windows would also benefit from adequate daylight and outlook and their view from their windows would not be obscured above the BRE 25 degree line which demonstrates that they would have a reasonable level of internal amenity with regards to these considerations. The size of the rooms are also all quite spacious and provide an ensuite, study area, wash basin and sleeping area.

In addition, all future residents will have access to a communal living room, separate kitchen/diner, and rear garden. At pre-application stage, the quality of the flats was considered acceptable. The proposed quality of accommodation is considered to be well designed, providing high quality accommodation that would comply with the Accessible Housing Standards as requested in local policy. Therefore, the proposal is considered to be acceptable in this regard.

Transport Considerations

DMT1 Managing Transport Impacts of Hillingdon's Local Plan: Part 2 – Development Management Policies states that development proposals will be required to meet the transport needs of the development and address its transport impacts in a sustainable manner.

DMT6 Vehicle Parking of Hillingdon's Local Plan: Part 2 – Development Management Policies sets the local parking standards required for development.

Table 1 of Appendix C: Parking Standards of the Local Plan Part 2 – Development Management Policies sets out the car and cycle parking standards for development. For student accommodation, it states that car parking will be considered on an individual basis whereas 1 cycle parking space should be provided per student.

Paragraph E of Policy T6.1 of the London Plan states that large scale purpose built shared living, student accommodation and other sui generis residential uses should be car free. The proposed development is car free as recommended in the London Plan. Given the site is located in a town centre, has a PTAL rating of 3, and given the nature of the use, a car free approach is considered acceptable.

Given the proposal is car free, the proposal will not lead to any highway safety concerns and would be likely to reduce traffic in comparison with its existing use, in particular the mini cab office which causes a range of traffic implications.

Cycle parking consistent with local and London Plan policies is provided at ground floor level for the student accommodation that would encourage alternative green means of transport.

This application is supported with a Transport Statement that assesses the impact of a car free development at this location. Given the sites location in a town centre, the PTAL is 3 and the Council's Transport Engineer in the pre-application response has acknowledged that the location benefits from good access to public transport. Given the modest scale of the development and its nature, the proposal is likely to reduce parking stress in comparison with the existing uses. The accompanying Transport Statement demonstrates that the proposal would not cause any parking stress that this location is suitable for a small scale car free purpose built student housing development. For these reasons, the proposal is considered to comply with local, regional and national planning policies with regards to transport.

Sustainable Waste Management

Waste and recycling will be managed by a private company ensuring that the development is serviced appropriately. Given the scale and nature of the development, this approach is considered acceptable. Particularly, as the proposed use is likely to see a significant reduction in servicing requirements in comparison with the existing takeaway use.

Flooding and Drainage Issues

The EA Flood Zone map indicates that the site is not located within an area at risk of flooding.

Therefore, given that the site is not at risk of flooding and given its scale, it is not likely to raise issues with regards to flooding, in accordance with policy EM6 'Flood Risk Management' in the Hillingdon Local Plan: Part 1, policy 5.12 Flood Risk Management of the London Plan, and the National Planning Policy Framework.

Conclusion

In conclusion, we consider that the development, incorporating the principles established above, makes the most efficient use of this under utilised brownfield land. In terms of principle of development, there is local and London Plan support for efficiently using existing brownfield sites to provide more residential accommodation and to increase retail floorspace in town centres.

Given the design approach taken, the development will sit comfortably within the site and it would reflect the character and appearance of the street, providing continuity in the streetscene. It is of an appropriate scale, set back from neighbouring properties and the proposed accommodation would provide quality living space for future occupiers both internally and externally.

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The proposal would be car free which complies with adopted policy for student accommodation, particularly in this town centre location. Also, an appropriate level of cycle parking spaces has been provided. Overall, the development would reflect the 12 core principles of sustainable development as set out in the NPPF. The application scheme meets the strategic policy objectives of the London Plan as well as the aims and objectives of local Council policy.

Therefore, we look forward to our pre-application meeting to review our development proposals together and to agree the most expedient route to submitting a full planning application.