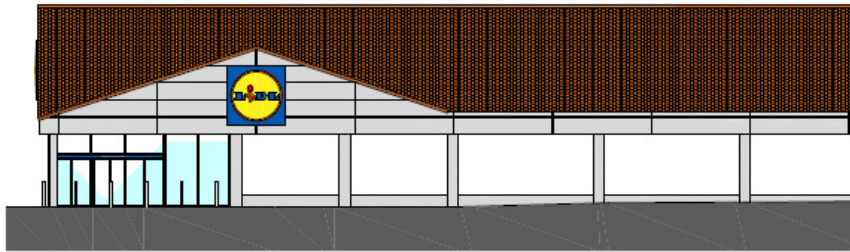
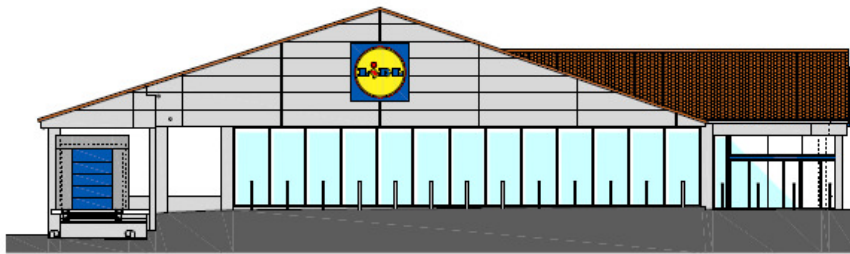


PROPOSED ALTERATIONS TO

LIDL STORE, 482 UXBRIDGE ROAD, HAYES UB4 0SB



DESIGN AND ACCESS STATEMENT

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02 PROJECT DETAILS

Site Address: 482 Uxbridge Road
Hayes
UB4 0SB

Applicants: **Lidl UK GmbH**
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Local Planning Authority: **London Borough of Hillingdon**
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03 INTRODUCTION

This Design & Access Statement has been prepared by Poole and Pattle, Chartered Architects, for Lidl UK GmbH in support of a full planning application. It follows guidance in *'Design and access statements - How to write, read and use them'*, published in 2006 by the Commission for Architecture and the Built Environment.

The site has been occupied by Lidl for 11 years. As part of an ongoing national programme of works, the company is seeking permission to carry out various alterations with the aim of improving the appearance and operation of this important store.

The proposed works include new shopfront glazing, a remodelled entrance, new fascia and signage treatment and alterations to the car park layout.

Lidl UK GmbH commenced trading in 1994 and now operates from more than 600 locations. It has become an important player in the food retail market, providing a limited range of high quality foods at heavily discounted prices.

04 CONTEXT / SITE APPRAISAL

The site is located on the north side of the busy Uxbridge Road (A4020) at its junction with The Warren, in the northern part of Hayes. Uxbridge Road is a major radial route linking the area with the regional road network. It has two lanes each side of a central reservation. Access to the application site is therefore only available to traffic travelling south east.

Immediately to the south east is the Mecca Bingo Club in the impressive former Savoy Cinema building. Commercial uses extend for 700m in each direction on this side of the road, from Park Road in the west, to the Lombardy Retail Park at the junction with The Parkway (A312) in the east (Sainsbury's, Homebase, Next, JJB Sports etc). On the opposite side, residential uses predominate, with a more open aspect, and areas of mature trees and shrubs.

Further afield, the surrounding area is occupied mainly by housing – mostly two storey, semi-detached and terraced houses – from the inter-war and post-war periods which saw the rapid development of this part of west London.

The store itself faces onto the rear car park and away from the main road. The car park runs around the west and north sides of the building. A modest flat roofed extension was added on the west side of the store earlier this year (see planning history below) and the current proposal involves further extending that side of the building on a line which has already become well defined.

The building is not located within a conservation area. The area is well served by high frequency bus routes.

05 APPLICATION PROPOSALS

The proposals are extremely modest:

- an increase in length of the extension allowed by the inspector (see 06 below);

- a remodelled glazed entrance incorporating a carefully tested arrangement of outer and inner automatic doors;
- shopfront glazing extended in height to ground level;

and

- rearrangement of the parking layout to incorporate two new shopping trolley bays.

The materials from which the proposed works would be formed, which have become the basis for a new generation of Lidl stores, are those already in place in the existing building in its most recently extended form: crisply detailed smooth alucobond cladding, white and grey rendered walls; and blue framed glazing.

06 PLANNING HISTORY

The store itself was built in 2003. The recent extension was the subject of planning application 26168/APP/2013/509, which was initially refused by the Local Planning Authority under delegated authority on 16 May 2013, on the following grounds:

1) The proposed development, by reason of its position, size, scale and design, would represent an incongruous and visually intrusive form of development which would be detrimental to the character and appearance of the existing building, the street scene and the surrounding area, contrary to Policies BE13 and BE19 of the Hillingdon Local Plan: Part Two – Unitary Development Plan Saved Policies (November 2012).

Permission was subsequently allowed at appeal (ref APP/R5510/A/13/2200447). The inspector concluded as follows:

8. I have taken all matters raised into account but none alter my conclusion. I conclude that the proposal would not have a harmful effect on the character or appearance of the store itself, the street scene or the wider area. It would not conflict with policies BE13 or BE19 and it would be a sustainable development consistent with the National Planning Policy Framework.

07 PLANNING POLICY

The introduction of the National Planning Policy Framework has emphasized the importance of sustainable development which is seen as the basis for both plan-making and decision-taking. The proposals have been developed with the themes of the NPPF in mind, including its emphasis on good design (“a key aspect of sustainable development”) and the factors listed in NPPF 58.

The policies against which the previous application and appeal were judged, remain applicable. As the inspector concluded last year, we suggest that, once again, the proposals would not have a harmful effect on the character or appearance of the store itself, the street scene or the wider area. They would not conflict with policies BE13 or BE19 and would form a sustainable development consistent with the National Planning Policy Framework.

08 CONCLUDING STATEMENT

The existing building trades well and provides a valuable retail resource in the area.

The very fact that the applicant is prepared to carry out further improvements so quickly after the last phase of work, gives a clear indication of its importance to local shoppers.

The proposed works are appropriate in their form and scale.

The design will be fresh and modern with crisp detailing and entirely in keeping with the existing building.

Access to the building will be improved for all users.

The proposed works represent another significant financial commitment to the area by the applicants who expect the refurbished store to improve its trading performance, to continue to provide valuable local employment and to increase economic activity locally.

The detailed design of the proposed works will focus on low energy consumption and sustainability.

The design proposals are straightforward, logical and sustainable. They meet the needs of the applicants and take an inclusive approach to all the issues of accessibility.



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