

9th September 2021

PLANNING STATEMENT

199 Field End Road, Eastcote, HA5 1QZ

Ref: 2698/APP/2021/2355

The application site is an end of terrace commercial unit previously used on the ground and basement level for an A2 bank use. The upper floors of the building have recently been approved for the conversion into residential units. The ground floor has permission for use as A1 / A3, retail /café. The subject of this planning application is to change the use of the basement and ground floor from financial and professional services (A2), retail and cafe (Use Class E) to a mixed-use comprising retail, restaurant and cafe (Use Class E) and a drinking establishment (Sui Generis).

The entrance to the premises will be from the front of the building which is on the corner of Field End Road and North View to avoid any disturbance to the rear of the building. The refuse storage facility will be sighted at the rear of the property using the existing facility which consists of one 1100 litre waste bin and 1 no. 1100 litre recycling bin. These are emptied on a weekly basis. If additional capacity is needed due to the incorporation of the basement the contractor will be instructed to increase the collections to twice weekly.

There is an existing cycle storage facility at the rear of the building. This cycle storage facility will mainly be used for staff in order to discourage customer activity at the rear of the building. The cycle storage and bin storage has been shown on the submitted site plan.

The proposal has been designed with the policies contained within the Hillingdon Local Plan Part 1 (2012) and Part 2 (2020) including the Supplementary Planning Guidance and all the relevant policies and guidance contained within the current London Plan (The Spatial Development Strategy for London consolidated with alterations since 2011 (2016 and national guidance).

The following policies are considered relevant to the current application:

DMHB 11	Design of New Development
DMHB 12	Streets and Public Realm
DMT 2	Highways Impacts
DMT 6	Vehicle Parking
DMTC 1	Town Centre Development
DMTC 2	Primary and Secondary Shopping Areas
DMTC 4	Amenity and Town Centre Uses

Policy DMHB 11 has been taken into consideration by designing the building to limit disturbance and avoid having an adverse impact on the adjoining residential units to the rear by limiting the access for customers to the front of the building.

Policy DMHB 12: The design would not have an adverse effect on the established character of the townscape as the extension to the property to utilise the basement would not be seen in the street. The building would essentially have the same appearance.

DMT 2 and DMT 6 concerning Highways and Parking have been addressed in the design.

Policies DMTC 1, DMTC 2 and DMTC 4 relating to the uses within the shopping area have been considered and there is not going to be an adverse effect as there is not a large concentration of drinking establishments in the area. As access is provided from the front of the building only for customers this will encourage a quick dispersal of customers and protect the character of the area.

Prepared by:

MR JEFFREY GILLET, R.I.B.A.

9th September 2021