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Alex.Rogerson@eu.jll.com

13th December 2019

Our ref: 920000000030357

Dear Sir/Madam

Town & Country Planning Act 1990 (As Amended)
Town & Country Planning (Control of Advertisements) Regulations 2007

Parkview, 82 Oxford Rd, Uxbridge. UB8 1UX

Full Planning and Advertisement Consent for external alterations to the property alongside the installation of new non-illuminated signage and repositioning of existing signage at Parkview, 82 Oxford Rd, Uxbridge.

Planning Portal Reference: PP-08344054

JLL has been instructed by M&G RE UKEV Ltd (hereafter 'M&G'), to submit a full planning and advertisement consent application for external alterations to the property alongside the installation of new non-illuminated signage.

The works are required to improve the appearance of the building itself and its immediate surroundings, and are part of a wider refurbishment which is being undertaken at Parkview to meet current occupier requirements and to entice further interest from prospective office tenants.

The description of development being applied for is as follows:

"Full planning and Advertisement Consent for external alterations to the property alongside the installation of new non-illuminated signage and repositioning of existing signage."

The application, submitted via the Planning Portal (Ref: PP-08344054), comprises the following documents:

- Site Location (Drawing Ref: PL1200);
- Existing Site Plan (Drawing Ref: PL.1201);
- Proposed Site Plan (Drawing Ref: PL.1210 Rev A);
- Existing & Proposed Fourth Floor Roof Access Plans (Drawing: PL.1311 Rev A);
- Existing Elevations (Drawing Ref: PL1501)
- Proposed Elevation (Drawing Ref: PL510 Rev C); and
- Proposed signage (Drawing Ref: PL1550).

The statutory planning application fee of £1,302.00 has been paid by Credit Card to London Borough of Hillingdon via Planning Portal.

Site Description and its Surroundings

Jones Lang LaSalle Limited
Registered in England & Wales Number 1188567
Registered Office 30 Warwick Street London W1B 5NH



The site extends to approximately 4,115 sqm and comprises a modern L-shaped 5-storey office building (within Use Class B1a) (known as Parkview).

The site is bounded by Oxford Road to the east and is located within the north-western part of Uxbridge Town Centre. The building is currently occupied by Tata Global Beverages, Cisco Systems, and Sunquest Information Systems. The first floor is subdivided and half of it is currently vacant, as is the entirety of the second and fourth floors.

Despite being within a predominantly commercial area, comprising a number of office blocks (including The Atrium), together with the Pavillion Shopping Centre within 150m, the site is adjacent to the Rockingham Bridge Conservation Area (to the south), and opposite Parkview to the north is the locally listed Fountain's Mill building.

A number of office buildings are located to the west of Parkview, with tenants of note including JATO Dynamics, Neas Energy and Regus. Beyond this to the west is the River Colne and Colne Valley Regional Park, which is located within 150m of the site.

Uxbridge Underground Station, which is served by the Metropolitan and Piccadilly lines, is approximately 500m to the south-east of the site and provides access to Central London, Cockfosters, and Aldgate.

Bus stops are located approximately 200m from the site and provide access to neighbouring town centres (Ruislip, High Wycombe, Hemel Hempstead, Acton, Slough and Hayes Town) and Heathrow Airport via bus numbers 101 Chiltern Hundreds, 102 Chiltern Hundreds, 105 Chiltern Hundreds, 331, 580, U9, U10 and 3, 222, 427, N207, U1, U3, U4, U5, U7 respectively. Parkview has a PTAL rating of 4, indicating that the site has good accessibility to public transport.

Relevant Planning History

A review of London Borough of Hillingdon's online planning records has been undertaken. Relevant applications pertaining to the Site are detailed in the table below:

Reference	Proposal	Decision
391/ADV/2016/22	Installation of 2 non-illuminated fascia signs and 1 internally illuminated fascia sign.	Granted 7 th March 2016
391/ADV/2010/41	Installation of 2 x non-illuminated panel signs on the north and south elevations	Granted 9 th June 2010
391/ADV/2009/74	Installation of 2 internally illuminated fascia signs.	Refused 13 th October 2009
391/APP/2006/3039	Details of materials in compliance with condition 3 of planning permission REF: 391/APP/2006/1604 Dated 30/06/2006 'Erection of a new upper floor, new external staircase and recladding of existing building'.	Granted 7 th March 2007
391/APP/2006/1604	Erection of a new upper floor, new external staircase and recladding of existing building.	Granted 2 nd June 2006

The planning history search confirms that the Council refused advertisement consent for internally illuminated high level fascia signs (LPA Ref: 391/ADV/2009/74), due to the overall number, size, siting, design, height, appearance and illumination of the advertisements. In refusing the application, the Council considered that the design was visually intrusive and an over dominant form of development which could potentially distract passing traffic to the detriment of highway and pedestrian safety. However, in 2016 a revised application (LPA Ref: 391/ADV/2016/22) was submitted and subsequently approved for 2 non-illuminated fascia signs for notional occupier signage and 1

internally illuminated fascia sign at the entrance of the building, which are currently in situ. These 2 fascia signs had been redesigned to be non-illuminated and reduced in dimensions to align with a single panel of the cladding rather than two panels.

The recladding of Parkview with anodised aluminium panels and a frameless glass canopy was granted permission (LPA Ref: 391/APP/2006/1604 and 391/APP/2006/3039) 2006, with the details of materials being discharged in 2007. This demonstrates that the Council has accepted the principle of modernisation works to the property previously.

Proposed Development

The proposed works are required to improve the appearance of the building itself and its immediate surroundings, and are part of a wider refurbishment which is being undertaken at Parkview to meet current occupier requirements and to entice further interest from prospective office tenants. These works are being pursued by M&G in a bid to put the presently vacant floorspace at second and fourth floors back into a sustainable economic use.

Planning permission and advertisement consent is required for the external alterations and works to the immediate vicinity of the building, together with the new non-illuminated signage. The wider refurbishment works, however, include alterations within the building to improve its facilities and overall functionality and, due to the internal nature of these works, planning permission is not required for this element.

The proposed external works, for which planning permission is being applied for, are set out below:

- Minor reconfiguration to the existing cladding to create a new portico framing the entrance doorset to the south east elevation;
- Replacement of the entrance doorset which will be similar to the existing;
- New metal casement glass to the rear access of the building on the north west elevations;
- Reconfiguration to the access to the roof plant with a new cat ladder to access the upper roof; and
- A strip of LED lights is proposed to be recessed under the canopy of the new portico.

The proposed signage that requires advertisement consent is detailed below;

- Sign 1 – non-illuminated signage to be positioned above the building’s main entrance which will be suspended from the new proposed portico framing. The signage comprises individual acrylic lettering in dark grey, and its dimensions are 5.78m (w) x 0.79m (h) x 0.1m (d). The signage will enhance the legibility of the building from street level and be in keeping with the wider refurbishment works.
- Sign 2 – non-illuminated high-level ‘Parkview’ signage positioned on the building’s north facing gable end. This will be located 17.5m from the ground and its dimensions are 2.24m (h) x 3.35 (w) x 0.075 (d). The lettering will be 103cm in height and dark grey to provide consistency with the building and other proposed signage. The signage will replace the existing agent’s signage and the notional occupier signage which gained consent in 2006 (LPA ref: 391/APP/2006/1604) will be relocated lower down the façade.
- Sign 3 – non-illuminated high-level ‘Parkview’ signage positioned on the building’s south facing gable end. This will be located 16.61m from the ground and its dimensions are 2.24m (h) x 2.84 (w) x 0.075 (d). The lettering will be 85cm in height and will also be dark grey to align with the other proposed signage. As with the above, the signage will replace the existing agent’s signage, with the notional occupier signage being relocated below.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the development plan unless material considerations indicate otherwise. The application site falls within the administrative boundary of London Borough of Hillingdon and in this instance the Development Plan consists of:

- The Hillingdon Local Plan: Part 1- Strategic Policies (November 2012) ('LPP1')
- Saved Unitary Development Plan policies adopted as the Hillingdon Local Plan: Part 2 (2012)('LPP2')
- London Plan (2016, amended 2017)

In addition to the Development Plan, the following policy documents and guidance are material considerations in the determination of this application:

- Revised National Planning Policy Framework (NPPF) (2019) – The revised Framework replaces the previous NPPF published in March 2012, and revised in July 2018;
- Emerging London Borough of Hillingdon Local Plan Part 2 Site Allocations and Designations with Modifications March (2019)
- Emerging London Borough of Hillingdon Local Plan: Part 2 Development Management Policies (2019)
- Draft London Plan (2019)
- National Planning Policy Guidance - Outdoor advertisements and signs: a guide for advertisers (June 2007)

Policy Position

The Emerging Local Plan Part 2 comprises Development Management Policies, Site Allocations and Designations and Policies Map. Once adopted it will deliver the detail of the strategic policies set out in the Local Plan Part 1: Strategic Policies (2012). Together they will form a comprehensive development strategy for the borough up to 2026.

The Council submitted the Local Plan Part 2 (LPP2) to the Secretary of State on 18 May 2018 to begin the examination in public phase. The Inspector's Report was provided on 22 October 2019. The adoption of the Local Plan Part 2 is to be discussed by Cabinet on 17 December 2019. Due to the advanced nature of the LPP2, its policies are given substantial weight in the assessment of this proposal.

The Hillingdon Local Plan: Part 1- Strategic Policies (November 2012)

Policy BE1 (Built Environment) states that the Council will require all new development to improve and maintain the quality of the built environment in order to create successful and sustainable neighbourhoods, where people enjoy living and working and that serve the long-term needs of all residents. To achieve this, Policy BE1 states that all new development should, inter alia:

- 1. Achieve a high quality of design in all new buildings, alterations, extensions and the public realm which enhances the local distinctiveness of the area, contributes to community cohesion and a sense of place;*
- 2. Be designed to be appropriate to the identity and context of Hillingdon's buildings, townscapes, landscapes and views, and make a positive contribution to the local area in terms of layout, form, scale and materials and seek to protect the amenity of surrounding land and buildings, particularly residential properties;*
- 7. Improve the quality of the public realm and provide for public and private spaces that are attractive, safe, functional, diverse, sustainable, accessible to all, respect the local character and landscape, integrate with the development, enhance and protect biodiversity through the inclusion of living walls, roofs and areas for wildlife, encourage physical activity and where appropriate introduce public art;"*

Saved Unitary Development Plan policies adopted as the Hillingdon Local Plan: Part 2 (2012)

Policy BE4 states that, *“New development within or on the fringes of conservation areas will be expected to preserve or enhance those features which contribute to their special architectural and visual qualities; development should avoid the demolition or loss of such features. There will be a presumption in favour of retaining buildings which make a positive contribution area. Applications for planning permission should contain full details including siting and design, or replacement buildings.”*

Policy BE10 states that *“planning permission or listed building consent will not normally be granted for proposals which are considered detrimental to the setting of a listed building.”*

Also relevant to the proposal is Policy BE13, which states that *“development will not be permitted if the layout and appearance fail to harmonise with the existing street scene or other features of the area which the local planning authority considers it desirable to retain or enhance.”*

Policy BE15 states that *“proposals for alterations and extensions to existing buildings will be permitted where they harmonise the scale, form, architectural compositions and proportions of the original building.”*

Policy BE25 states that the local planning authority will *“seek to ensure modernisation and improvement of industrial and business areas through careful attention to the design and landscaping of buildings and external spaces.”* The Policy goes on to state that, *“Where appropriate it will seek improved vehicular and pedestrian access and circulation routes through the area and environmental improvements.”*

Policy BE26 seeks that *“within town centres the design, layout and landscaping of new buildings will be expected to reflect the role, overall scale and character of the town centres as a focus of shopping and employment activity.”*

Policy BE27 notes that express consent for advertisements will only be permitted if they are of such a size and so designed and located that they:

- i) “Complement the scale, form and architectural composition of individual buildings;*
- ii) Do not materially harm the visual amenity in the area; and*
- iii) Do not unduly compromise public safety.”*

Furthermore, Policy BE29 seeks to limit the number and size of advertisements and signage on business premises to protect the interests of amenity and public safety.

London Plan (2016, amended 2017)

Policy 7.4 (Local Character) notes that developments should have considerations to the form, function and street scene of the surrounding area.

Material Considerations

Emerging London Borough of Hillingdon Local Plan: Part 2 Development Management Policies (2019)

Emerging Policy DMHB4 (Conservation Areas) requires any alterations and extensions to existing buildings within and on the fringes of conservation areas *“to preserve and enhance the character or appearance of the area.”* The policy also states that *“proposals for new development, including any signage or advertisement, to be of a high-quality contextual design.”*

Part A of emerging Policy DMHB11 (Design of New Development) sets out the Council’s design principles for all developments, including extensions and alterations. The principles include, inter alia:

- i) *“harmonising with the local context by taking into 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.*
- ii) *ensuring the use of high-quality building materials and finishes;*
- iv) *protecting features of positive value within and adjacent to the site, including the safeguarding of heritage assets, designated and un-designated, and their settings;”*

Part A of emerging Policy DMHB13 (Advertisements and Shop Signage) seeks to improve and maintain the quality of the public realm and, in so doing, requires new advertisements and signage to:

- i) *“complement the scale, form, materials and architectural composition of the individual buildings of which they form a part;*
- ii) *complement the visual amenity and character of the site and surrounding area;*
- iii) *enhance historic assets and their setting;*
- iv) *not have an adverse impact on public or highway safety;*
- v) *not lead to visual clutter;*
- vi) *provide an appropriate type and level of illumination, suitable to the site and its surroundings; and*
- vii) *enhance the visual amenity of vacant sites, building sites and the surrounding area during the construction period.”*

Draft London Plan (2019)

The Draft London Plan (2018) encourages high quality architectural design that responds to the character of the locality, as referred to in emerging Policy D1 (London’s form and characteristics).

Emerging Policy D7 (Public realm) encourages *“safe, accessible, inclusive, attractive, well-connected, easy to understand and maintain, and that related to the local and historic context, and incorporates the highest quality design...”*

National Planning Policy Framework (Amended 2019)

Paragraph 8 sets out the economic, social and environmental objectives to achieving sustainable development.

Chapter 12 (Achieving well-designed places) promotes high quality design to support sustainable development.

Paragraph 127 details this point, encouraging the design of developments have appropriate and effective landscaping, create safe and inclusive places, and be *“sympathetic to local character and history ... while not preventing or discouraging appropriate innovation or change.”*

Paragraph 132 notes that the quality and character of places can suffer when advertisements are poorly sited and designed and states that, *“advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

National Planning Policy Guidance - Outdoor advertisements and signs: a guide for advertisers (June 2007)

National Planning Practice Guidance (NPPG) notes that ‘amenity’ is not defined in The Town and Country Planning (Control of Advertisements) Regulations 2007, except in so far as to specify that it includes visual amenity and that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

Planning Policy Compliance

External Alterations to Parkview

A full scope of proposed external works is detailed in an earlier section of this Covering Letter, and also within Spratley & Partners Design Pack, which accompanies this full planning and advertisement consent application.

In the first instance, the proposed works are being pursued by M&G to improve the appearance of the building itself and its immediate surroundings, partly to meet current occupier requirements and partly in a bid to put the presently vacant floorspace at second and fourth floors back into a sustainable economic use. In this respect the proposed works are seeking to support the uptake in office floorspace within Uxbridge Town Centre and, in doing so, this aligns with the aims and objectives of Policies E2 and E4 of the LPP1.

The enhancements to the building include the installation of a new portico framing the entrance doorset, new metal casement glass to the rear access doorway, and the reconfiguration and installation of the cat ladder on the roof. The proposed alterations are minimal, but through the use of high-quality materials – which are in-keeping with the building itself and which reflect the commercial nature of the surroundings – and a sensitive design approach, they significantly modernise the appearance and legibility of the building, whilst respecting the character and appearance of the wider Rockingham Bridge Conservation Area (which lies adjacent to the south). In this respect, it is considered that the proposed works comply with Policy BE25 which encourages the modernisation and improvement of office stock through “*careful attention to the design and landscaping of buildings and external spaces*”, together with Part A of emerging Policy DMHB11 and Part 1 Policy BE1, which requires new development to harmonise with the local context by ensuring the use of high-quality building materials and finishes.

The most significant alteration is the reconfiguration of the main entrance which will ensure that the entrance is legible and enticing. A strip of LED lights is proposed to be recessed under the canopy of the new portico frame which seeks to enhance the appearance of the entrance. The lights will be orientated downwards to light up the pavement below to improve wayfinding. Taken together with the wider works, this will improve the public realm, both in terms of its visual appearance and functionality. This complies with emerging Policy DMHB15 and Part 7 of Policy BE1 which seek to improve the quality of the public realm and provide for public and private spaces that are attractive, safe, functional, diverse, sustainable, and accessible to all.

Advertisement Consent

The proposal includes three non-illuminated signs (1-3). Sign 1 is to be positioned above the building’s main entrance and suspended from the new proposed portico framing. Signs 2 and 3 are high level ‘Parkview’ signs positioned on the building’s north and south facing gable end, respectively. The specification and dimensions of the signage is set out in an earlier section of this Covering Letter and are detailed in the following plans prepared by Spratley & Partners: Proposed Elevation (Dwg. Ref. PL1510) and Proposed Signage (Dwg. Ref. PL1550).

Sign 1 will enhance the legibility of the building from street level. Its dimensions allow it to sit comfortably within the new portico framing, meaning it is well related to the building and offers an interesting focal point. In this respect Sign 1 complies with Policy BE27 and Part A of emerging Policy DMHB13 which together encourage new advertisements to complement the scale form and architectural composition of individual buildings.

Signs 2 and 3, being high level ‘Parkview’ signs positioned on the building’s north and south facing gable end, will replace the existing agent’s signage, which gained consent in March 2016 by virtue of 391/ADV/2016/22. The

principle for non-illuminated signage in these locations on the building has already been accepted by the Council in terms of design, amenity and public or highway safety. As signs 2 and 3 are non-illuminated and comprise broadly similar dimensions to that already approved in this location (which they are seeking to replace), it is considered that the proposed signage is entirely acceptable in this instance.

It should be noted that signs 1-3 have been sensitively designed (comprising high-quality materials and being non-illuminated), to complement the commercial and vibrant nature of the surrounding area, whilst also respecting the character and appearance of the Rockingham Bridge Conservation Area (which lies adjacent to the south). In this respect, the proposed signage when considered as a whole, complies with emerging Policy DMHB4, which seeks to preserve and enhance the character or appearance of such locations.

Policy BE29 seeks to limit the number and size of advertisements and signage on business premises. The proposal will result in one more additional sign than that already consented at Parkview in 2016. It should be noted, however, that the additional sign is the one proposed above the main entrance to improve the legibility of the building at ground level, which will create an interesting focal point. Through its non-illuminated nature, together with its high-quality design and appropriate dimensions, sign 1 has been designed so as to protect the interests of amenity and public safety. In this respect it complies with Policy BE29 and the Paragraph 132 of the NPPF.

Conclusions

The proposed development at Parkview is for the external works to the entrance, the rear access, and access to the roof, as well as the reconfiguration, removal and new signage to align with the internal refurbishment of the Parkview. The external alterations are considered to be minimal, however collectively will significantly enhance the appearance of Parkview and make it a more attractive location for potential tenants who are seeking office space in Uxbridge Town Centre.

The proposed works have been sensitively designed to complement the commercial and vibrant nature of the surrounding area, whilst also respecting the character and appearance of the Rockingham Bridge Conservation Area (which lies adjacent to the south). The proposed non-illuminated signage (comprising Signs 1-3) will enhance the legibility of Parkview. The design, scale and siting of the signs have been carefully designed to align with the context of the surrounding area, and so as to protect the interests of amenity and public safety.

Against this background it is clear that the proposed scheme complies with local, strategic and national planning policy and represents an opportunity to enhance the appearance of Parkview and secure much-needed tenants for the currently vacant office floorspace. It is concluded, therefore, that this proposal should be supported and the additional investment into the area welcomed.

I trust that the documents submitted via the Planning Portal are acceptable to validate the planning applications and I look forward to receiving the notices of registration. If you require any further information or clarification, please contact the undersigned on the details at the top of the letter.

Yours Faithfully,

A handwritten signature in black ink, appearing to read 'A. Rogerson', with a long, sweeping horizontal line extending to the right.

Alex Rogerson
Senior Planning Consultant
For and on behalf of Jones Lang LaSalle