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Planning Statement



Project: External Changes and Advertisement Consent
Site Name: Unit 1, Swan Wharf, Waterloo Road, Uxbridge, UB8 2RA
On behalf of: Alan Dean
Date: July 2018

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A. SUMMARY & CONCLUSION

1. This planning statement supports a joint application for external changes and the repositioning/addition of air conditioning units, and advertisement consent at Unit 1, Swan Wharf, Waterloo Road, Uxbridge, UB8 2RA.
2. This joint application follows the grant of full planning permission (Council Ref: 41449/APP/2018/930) for the change of use of the ground floor of Unit 1, Swan Wharf from Offices (Use Class B1a) to a tattoo parlour (Use Class Sui Generis).
3. The site is located on the Swan Wharf Estate and is bound by Waterloo Road to the east, Cowley Mill Road to the south and existing industrial and residential units to the west and north respectively.
4. The site is not located within either the green belt, a conservation area or an Area of Outstanding Natural Beauty.
5. The proposal includes changes to the external materials of the existing façades, the repositioning and addition of air conditioning units and fenestration changes, including the insertion of a new shopfront, in association with the approved change of use to a tattoo parlour. 5 no. non-illuminated signs are also proposed to the front, rear and side elevations to advertise the new use.
6. We consider that the proposal is in line with the Council's design principles and will not have a negative impact on the character of the area. The proposed development complies with the National Planning Policy Framework 2018 ("the Framework") and the National Planning Practice Guidance (NPPG), as well as all relevant Local Plan policies.
7. The advertisements will not result in harm to amenity or public safety in accordance with Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
8. We therefore respectfully request that the Council grants planning permission for the external changes and repositioned/additional air conditioning units, and advertisement consent for the proposed signs.

B. INTRODUCTION

9. This supporting statement has been prepared by DLBP Ltd on behalf of Mr Alan Dean to accompany the application for external changes and repositioned/additional air conditioning units, and advertisement consent in relation to Unit 1, Swan Wharf, Waterloo Road, Uxbridge.
10. This joint application follows the grant of full planning permission (Council Ref: 41449/APP/2018/930) for the change of use of the ground floor of Unit 1, Swan Wharf from Offices (Use Class B1a) to a tattoo parlour (Use Class Sui Generis).

The Site

11. The site is located on the Swan Wharf Estate and is bound by Waterloo Road to the east, Cowley Mill Road to the south and existing industrial and residential units to the west and north respectively.
12. Swan Wharf is located within the London Borough of Hillingdon.
13. The site is currently vacant and has been for more than 2 years.
14. The site is not located within either the green belt, a conservation area or an Area of Outstanding Natural Beauty.
15. There are no listed buildings on the site or in the surrounding area.
16. The site is located within flood zone 1 (low probability of flooding).
17. There are no tree preservation orders (TPOs) on the site or in the surrounding area.

Relevant Planning History

18. The relevant planning history for the site is detailed below.
 - **41449/APP/2018/930** - Change of use of ground floor from light industrial/office use (B1) to tattoo parlour (Sui Generis) - Approved 26 June 2018.
 - **41449/APP/2008/2186** - Elevation Alterations Comprising the Installation of Two Windows on the First Floor Front Elevation and Additional Windows and Alterations to Windows on Both the Side and Rear Elevations - Approved 8 October 2008.
 - **41449/C/89/3517** - Installation of an Internally Illuminated Fascia Sign - Approved 21 March 1989.
 - **41449/88/3041** - Retention of Illuminated Sign - Approved 9 May 1988.

C. THE PROPOSAL

19. This supporting statement has been prepared by DLBP Ltd to accompany the application for external changes and advertisement consent in relation to Unit 1, Swan Wharf, Waterloo Road, Uxbridge.
20. The proposal has three main elements:
- External changes to amend the fenestration of the building, including the provision of a new shop front;
 - The repositioning of 3 no. air conditioning units and the addition of a fourth on the rear (south) elevation; and
 - Advertisement consent for 5 no. new signs to the front (north), side (east) and rear (south) elevations.
21. The external changes and new signs are broken down into the following:
- Remove old concrete cladding and replace with cladding of the same profile as the neighbouring unit in poppy red to match the colour of the Royal Mail depot unit;
 - Remove old guillotine shutter and replace with new aluminium glass shop front and flush-fitting roller shutter to the front elevation as seen on drawing no. Drg SW11;
 - Remove old front window and door; replace with new uPVC black door with obscured glass as seen on drawing no. Drg SW08;
 - Fit new white uPVC window, bottom opening, to kitchen area with obscured glass, left of the back door as seen on drawing no. Drg SW10;
 - Reposition 3 no. existing air conditioning units from the side to the rear elevation and add an additional fourth air conditioning unit as seen on drawing no. Drg SW10; and
 - Fit 5 no. new flat panel, non-illuminated signs to the front, side and rear elevations as seen on drawing nos. Drg SW08, SW09, SW10 and SW11. Details of the appearance of the signs can be seen on the submitted Advertisement Details produced by Action Signs.

Planning Application

22. The planning application is supported by the following documents:
- Application Form;
 - Planning Statement;
 - Plans:
 - Location plan;
 - Block plan;
 - Existing and proposed floor plans;

- Existing and proposed elevations; and
- Annotated advertisement plans.

23. There are no changes proposed to size or scale of the building as part of this application.

D. PLANNING POLICY & COMPLIANCE

24. The current development plan for the area consists of:
- The London Plan (2016);
 - Hillingdon Local Plan (Part 1 - Strategic Policies) (2012); and
 - Saved Unitary Development Plan (1998 - Updated 2007).
25. The National Planning Policy Framework (“the Framework”) (2018) is a material consideration when determining planning applications.
26. Hillingdon’s Local Plan - Part 2 (Site Allocations and Designations, Development Management Policies and Policies Map) was submitted for examination in public on 18 May 2018. Hearing sessions for the EIP are due to commence on 7 August 2018. Once adopted, this will replace the remaining saved policies of the 1998 unitary development plan.
27. Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 is a consideration for the proposed signage.

Principle of Development

28. Paragraph 11 of the Framework establishes a presumption in favour of sustainable development defined in paragraphs 9 to 217 of the Framework as a whole.
29. One of the core planning principles in relation to this site, as detailed within paragraph 81 of the Framework, is to:

“Set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration.”

30. The proposed development will seek to support the local economy of Uxbridge by facilitating the previously approved change of use to a tattoo parlour, which will provide employment opportunities and a professional service, and allowing for suitable advertisement of the services on offer by means of the proposed signs.

Surrounding area

31. The site is adjacent to, but outside of, a designated Industrial and Business Area. The character of the area, however, is mainly industrial and the site backs onto Cowley Mill Road, a local distributor road.
32. Opposite the site to the south is the Royal Mail Uxbridge Sorting Office and Cowley Mill Road has a mix of houses and ground floor commercial premises with flats above. Waterloo

Road is more residential but the site would be read as part of the Swan Wharf Industrial Estate which is typically industrial in appearance.

Design

33. The appearance of Unit 1 would be improved through the replacement of the existing cladding and the insertion of a shopfront, replacing the large metal doors on the north elevation fronting the car park.
34. The new shopfront would complement the original design, proportions, materials and detailing of the existing industrial building and would not be out of character with the surrounding industrial areas and street scene.
35. The proposed fenestration and external materials would therefore comply with saved policy BE28 of the Hillingdon Unitary Development Plan and policy DMHB 13 of the emerging Hillingdon Local Plan Part 2 - Development Management Policies.
36. New advertisements are also proposed and covered in more detail below.

Materials

37. The existing grey profiled sheet metal cladding panels (first floor) and aggregate concrete cladding panels (ground floor) would be replaced with cladding at first floor level of the same profile as the adjoining unit in poppy red to match the colour of the nearby Royal Mail depot, and new rendering over the ground floor concrete cladding.
38. The existing guillotine shutter to the front elevation will be replaced with a new aluminium glass shop front and flush-fitting roller shutter. To existing front window and door providing access to the first floor offices will be replaced with a new uPVC black door with obscured glass.
39. To the rear, a new white uPVC window will be inserted to the ground floor kitchen area with obscured glass.
40. The three existing air conditioning units have been repositioned to the rear elevation and a fourth air condition unit has been installed.

Amenity

41. The proposed changes to the exterior and fenestration changes will not result in any harm to the amenity of the neighbouring premises, the majority of which are industrial or commercial in nature.
42. The repositioned/additional air conditioning units are positioned such that no additional harm to neighbour amenity will result from their use adjacent to a busy road.

Advertisement Consent

43. The proposed signage is sensitively designed, of an appropriate scale and in keeping with the character of the original building. The proposed signage on the elevations of the property are to clearly advertise the new business following the recent approval of the change of use to a tattoo parlour.
44. The signage will not be illuminated and so will not cause any safety concerns for passing traffic nor result in harm to local amenity. The signs therefore comply with paragraph 132 of the Framework, Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, saved policy BE27 of the Hillingdon Unitary Development Plan and policy DMHB 12 of the emerging Hillingdon Local Plan Part 2 - Development Management Policies.
45. We trust that the supporting information attached to the planning application is sufficient to grant planning permission and advertisement consent for the proposed development.