

Planning, Design & Access Statement

654 UXBRIDGE ROAD, HAYES, UB4 0RY

1.0 INTRODUCTION

- 1.1 This application has been submitted on behalf of our client, Power Leisure Bookmakers Ltd., for external alterations to shopfront, together with the display of 1 no. replacement internally illuminated fascia sign and 1 no. replacement internally illuminated projecting sign.
- 1.2 The planning application submission comprises the following material:
- Duly completed Planning Application Form;
 - Completed Certificate B;
 - Completed Agricultural Holdings Certificate;
 - CIL Additional Information Form;
 - Site Location & Block Plans (Dwg no. 001);
 - Existing Ground Floor Plan and Existing Elevations (Dwg no. 002);
 - Proposed Ground Floor Plan and Proposed Elevations (Dwg no. 100);
 - Fire Appliance & Evacuation Assembly Point Plan (Dwg no. 003);
 - Fire Strategy Statement prepared by Hybrid Planning & Development; and
 - Planning, Design & Access Statement prepared by Hybrid Planning & Development.

2.0 APPLICATION PREMISES

- 2.1 This application relates to a 0.02 acre site located on the northern side of Uxbridge Road and within the Hayes Town Centre.
- 2.2 The site comprises Paddy Power's existing branch premises at 654 Uxbridge Road, which is arranged over ground floor level, only. The remainder of the 3-storey premises comprises residential accommodation (at first and second floor level), accessed by an external stair from the rear.
- 2.3 The property is not statutorily or locally listed, nor is it situated within a conservation area.
- 2.4 The surrounding area is predominantly comprised of commercial units at ground floor level, with residential accommodation over.

3.0 PLANNING HISTORY

- 3.1 We are aware of the following planning history for the premises of relevance to the application proposals:
- LPA ref: 44/APP/2012/507 - Installation of replacement air conditioning units to the rear and installation of detached satellite dishes with associated fencing to the rear. Approved 01 May 2012.
 - LPA ref: 44/APP/2012/503 - Single storey rear extension and installation of new shop front.

Approved 01 May 2012.

- LPA ref: 44/ADV/2012/14 - Installation of 1 x internally illuminated fascia sign and 1 internally illuminated hanging sign. Approved 01 May 2012.

4.0 THE PROPOSALS

4.1 The external alterations to these premises include:

- | | |
|-----------------|--|
| Front Elevation | <ul style="list-style-type: none">- Existing window frames to shopfront retained and refurbished, together with aluminium clad fascia and pilaster panelling, retention of existing CCTV, and relocation of existing alarm siren.- Retention of existing black tiled stallriser to be retiled in new black ceramic tiling.- Replacement of existing single leaf aluminium entrance door with new single leaf aluminium entrance door.- Display of 1 no. replacement internally illuminated fascia sign and 1 no. replacement internally illuminated projecting sign (in accordance with Drawing no. 100). |
|-----------------|--|

5.0 NATIONAL, REGIONAL AND LOCAL PLANNING POLICY

National Planning Policy Framework (NPPF)

- 5.1 The revised National Planning Policy Framework (NPPF), published in December 2023, aims to strengthen local decision making and to reinforce the importance of up to date plans.
- 5.2 The Framework prescribes a 'presumption in favour' of sustainable development (**Paragraph 11**), and supports proposals that are in accordance with the policies of an up-to-date development plan.
- 5.3 To achieve sustainable development, economic, social, and environmental objectives need to be pursued in mutually supportive ways (**Paragraph 8**), and should be delivered through the preparation and implementation of plans and the application of the policies in the Framework. However, they are not criteria against which every decision can or should be judged (**Paragraph 9**).
- 5.4 The NPPF continues that the creation of high quality, beautiful and sustainable places, is fundamental to what the planning and development process should achieve, and states at **Paragraph 131**, that good design is a key aspect of sustainable development, creates better places in which to live and work, and helps make development acceptable to communities.
- 5.5 **Paragraph 135** of the NPPF confirms that planning policies and decisions should ensure that developments will function well and add to the overall quality of an area, are visually attractive and sympathetic to local character and history (including the surrounding built environment, while not preventing or discouraging appropriate innovation or change), establish or maintain a strong sense of place, optimise the potential of the site to accommodate and sustain an appropriate mix of development and support local facilities and transport networks, and create places that are safe, inclusive and accessible which promote health and well-being, with a high standard of amenity for existing and future users.
- 5.6 In determining applications (**Paragraph 139**), significant weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.

- 5.7 Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.
- 5.8 Current national guidance on advertisement control is set out in the NPPF, which recognises that the control over outdoor advertisements should be simple, efficient, and effective. The NPPF clarifies (at **Paragraph 141**) that the display of outdoor advertisements can only be controlled in the interests of “amenity” and “public safety”, taking account of cumulative impacts.

London Plan (2021)

- 5.9 On 02 March 2021, the Mayor of London published the London Plan 2021. The spatial development strategy sets out a strategic framework for planning in Greater London and forms part of the statutory Development Plan for London. The following policies from the London Plan (2021), are considered to be relevant to the application proposals:
- Policy D4 – Delivering Good Design; and
 - Policy D12 – Fire safety.

Hillingdon’s Local Plan

- 5.10 Hillingdon’s Local Plan is made up of a suite of documents, including the Local Plan: Part 1 Strategic Policies (2012), Local Plan Part 2: Development Management Policies (2020), Local Plan Part 2: Site Allocations And Designations (2020) and various Supplementary Planning Documents.
- 5.11 **Policy DMHB 11** ‘Design of New Development’ states all development, including extensions, alterations and new buildings will be required to be designed to the highest standards and, incorporate principles of good design.
- 5.12 **Policy DMHB 13** ‘Shopfronts’ sets out the following criteria for proposals:
- A. 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 street scene.
 - B. The Council will resist the removal of shopfronts of architectural or historic interest, particularly those listed on the Register of Locally Listed Buildings.
 - C. New shopfronts must be designed to allow equal access for all users.
 - D. Inset entrances on shopfronts should be glazed and well-lit to contribute to the attractiveness, safety and vitality of the shopping area and avoid blank frontages to the street.
 - E. Blinds, canopies and shutters, where acceptable in principle, must be appropriate to the character of the shopfront and its setting. External security grilles will not normally be permitted, unless they are of good quality design.
 - F. 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:
 - i) retention and maintenance of active shopfronts at all times;
 - ii) the relationship between the shopfront and upper floors;
 - iii) the relationship with surrounding shopfronts and buildings;
 - iv) the use of materials which are appropriate to and enhance the character of the local area; and
 - v) the value of existing architectural and historic features.
- 5.13 Furthermore, **Policy DMHB 13A** ‘Advertisements and Shop Signage’ explains the requirements for proposed advertisements and signage:

- A. In order to improve and maintain the quality of the public realm, advertisements, signs and hoardings will be required to demonstrate that:
 - i) they complement the scale, form, materials and architectural composition of the individual buildings of which they form a part;
 - ii) they complement the visual amenity and character of the site and surrounding area;
 - iii) they enhance historic assets and their setting;
 - iv) they do not have an adverse impact on public or highway safety;
 - v) they do not lead to visual clutter;
 - vi) they provide an appropriate type and level of illumination, suitable to the site and its surroundings; and
 - vii) they enhance the visual amenity of vacant sites, building sites and the surrounding area during the construction period.
- B. Shop signage will generally be limited to the strip above the shop window and below the upper floor, plus where appropriate one projecting sign. Proposals for further advertising additional to the shop name will be resisted.
- C. Illumination to shopfronts must be sited and designed to avoid any visual intrusion from light pollution to adjoining or nearby residents. Flashing internal or external lighting and/or internally illuminated box lights will not be permitted.

6.0 DESIGN ASSESSMENT

- 6.1 This full planning application seeks several minor alterations/improvements to the building that constitute external alterations. However, it does not propose to alter any vehicular access/egress to the premises from a public highway. The main footprint and bulk of the existing building is to be unaltered by these proposals, with the external changes being made in order to refurbish a 'tired' commercial unit in line with Paddy Power's corporate branding and the applicant's business needs.
- 6.2 Accordingly, it is proposed that the existing aluminium shopfront is retained and redecorated to Colour Signal Black (RAL 9004) in conjunction with overcladding to the existing tiled pilasters with new pressed aluminium, to be finished RAL 130 60 60 (Colour Primal Green). In addition, the existing upper fascia panel will be removed and overclad with a new black aluminium panel (RAL9004), whilst the existing black tiled stall riser will be retained and retiled in Black ceramic tiles (RAL9004), to match; thus, maintaining continuity of materials and colours along the frontage of the unit (see Dwg no. 100).
- 6.3 The existing single leaf aluminium entrance door across the front elevation will be replaced with a new single leaf aluminium entrance door (Colour Signal Black), with a clear opening of 1000mm to comply with latest DDA regulations. The existing level threshold will also be maintained, thus ensuring the unit will be accessible for all, in accordance with the latest Paddy Power retail specifications. The entrance door itself will be safety glazed, and fitted with a matching green push handle, and a stainless steel letter plate in the bottom panel (see details on Drawing no. 100).
- 6.4 It is considered that the proposed alterations to the existing shopfront will improve the appearance of the building and that the design and materials respect the character of the building and would not appear unduly prominent in the street scene; such that they will preserve and enhance the appearance of the Town Centre location of which they form part. The proposed alterations will also facilitate window displays along the entire extent of the Uxbridge Road frontage, which will enhance the attractiveness of the shopping facilities, and also ensure that Paddy Power maintain an appearance akin to that of a shop, thereby avoiding dead frontage.
- 6.5 In addition, the existing 1 no. fascia sign on the front elevation will be removed and replaced with 1 no. 'Paddy Power' fascia sign (see Dwg no. 100). The replacement fascia sign will be fabricated from a powder coated aluminium fascia panel (finished to RAL 130 60 60, Colour Primal Green), and will measure approximately 6.06m x 1.385m; comprising white laser cut acrylic 'Paddy Power' lettering with a RAL 180 30 25 (Colour Fjord Green) return, which will be

internally illuminated by LED to ensure that the means of illumination (no greater than 250cd/m²), is not unduly visible and prominent. In our view, the proposed fascia signage would be of an appropriate size, scale, design, and appearance for the building and would not prejudice highway, safety, or any residential amenities.

- 6.6 The projecting sign on the front elevation (see Dwg no. 100), would be proportionate to the size of the building and would not appear out of character on the unit or in the street scene. The 'Paddy Power' lettering will be internally illuminated by LED. As such, the proposed projecting sign would not have any moving or flashing parts. Accordingly, the proposed projecting signage would not be detrimental to highway, safety or residential amenity and is considered acceptable in terms of scale, design, appearance, and materials.
- 6.7 In our view, all of the proposed signage would be unobtrusive within the street scene and would not detract from the existing character and appearance of the Town Centre location.
- 6.8 As detailed above, the proposed alterations at 654 Uxbridge Road would respect the style, proportions and character of the existing building, its visual appearance within the streetscene, and would be likely to make a positive contribution to, the character and quality of the Hayes Town Centre location. This would accord with the aims and objectives of the NPPF (2023), and Policies DMHB 11, DMHB 13 and DMHB 13A if the Local Plan Part 2: Development Management Policies (2020).

7.0 ACCESS

- 7.1 The planning application seeks several minor alterations/improvements to the existing building that constitute external alterations. However, it does not propose to alter any vehicular access/egress to the site from a public highway.
- 7.2 The existing single leaf entrance door will be replaced by a new single leaf entrance door, whilst the existing level access from Uxbridge Road will be maintained, thus ensuring that the premises will remain accessible for all. The new entrance will also be sufficiently wide to allow for wheelchair bound persons and non-disabled persons to pass.

8.0 CONCLUSIONS

- 8.1 The proposal accords with the relevant national, regional, and local policy and guidance and will:
- Enhance the appearance of the building and contribute to the street scene enabling it to be updated in line with the latest Paddy Power corporate branding and the applicant's business needs;
 - Not have a detrimental impact on residential amenity;
 - Not have an adverse impact on traffic and safety in surrounding roads; and will
 - Maintain access arrangements for pedestrians including those with disabilities.
- 8.2 To conclude, the proposed changes to the appearance of 564 Uxbridge Road would not only improve the general appearance of the building but would assist in enhancing the general appearance of the surrounding area and increasing the building's commercial viability.
- 8.3 Taking account that the proposal accords with the pertinent planning policy and guidance and, seeks to improve the overall appearance of the building, we believe that there is no principal objection to the proposed external alterations.