

Planning, Design and Access Statement

Haydon House, 296 Joel Street, Pinner, HA5 2PY

Proposal: Prior Approval for a change of use into 8 flats and car parking, with associated refuse area and cycle storage.

Author:

Mr Miheer Mehta

(Owner of Sterling Rose Homes and former Local Authority Planner)

Submitted to:

LB Hillingdon

Dated:

28/05/2025

Author Background

Mr Miheer Mehta is an award winning Property Entrepreneur with over 20 years of Town Planning and Development experience within Greater London. He was a former Local Authority Planner with around 8 years of Local Government experience as a Development Management Senior Principal Planner with delegated authority at various London Boroughs, which include the London Boroughs of Lewisham, Camden and Ealing from 2006 to 2014. During his time within Local Authority, he has approved in excess of 2,000 homes across London and therefore holds a very expert understanding of Local Government matters.

Subsequent to his experience in Local Authority, he went on to create a planning gain company which sought to unlock primarily, brownfield development within Town Centres and Suburban Area within Greater London and to provide faster planning solutions across sites to provide mixed-use housing and a range of new housing for first time buyers. In 2015, he created Sterling Rose Homes and has led the business to gain planning consent for in excess of 2,500 homes since 2015 and has built more than 1000 new homes for first time buyers, young professionals and families during this time. He has also created a significant build to rent portfolio for working professionals within high PTAL locations around London and fully understands the needs of all aspects of the planning, construction and development process to also include the demands of occupiers too. He currently houses in excess of 500 tenants.

With his wealth of knowledge and expertise, he continues to understand and seek positive outcomes, working with all required stakeholders to gain new housing outcomes across Greater London at pace. He personally is involved in every element of the design process and pays meticulous care and attention to the appearance and layout of each new development.

**Yours Sincerely,
Miheer Mehta**

Photos of recent developments by Sterling Rose Homes



Site & Surrounding

This statement supports a prior approval application at Haydon House, 296 Joel Street, Pinner, HA5 2PY, and is made on behalf of Sega Investments Ltd.

The proposal is for a change of use of the building from offices into 8no. residential flats, under the Class MA of The Town & Country (General Permitted Development England) Order 2015, as amended in 2022.

Haydon House is a two-storey commercial building situated in Pinner. The Applicant has confirmed that the building has been vacant since December 2021.

Relevant Planning History

51321/APP/2022/1861 – 2nd November 2022 – Approved for change of use into 6 flats

Background

This statement is submitted in support of an application for the change of use into 8 self-contained flats. The site benefits from a previous consent for 6 flats and this proposal is in similar context.

Proposal

The proposal optimises the floor areas of the building and provides 8 flats with 8 car parking spaces.

Policy

This proposal is submitted via prior approval and seeks a marginal change to the previously consented approval. It is considered that no external alterations are included and that the office use still remains.

The legislation for this application requires various aspects to be met and this has been backed up the submission of separate statements that provide daylight/sunlight analysis, fire risk, flood risk, noise assessment, transport and air quality/sustainability. These have all been met previously with the extant consent and therefore there are strong material considerations that exist to ensure that the application as submitted and its former approval give significant weight for this application to be approved.

The proposal is solely residential.

Standards of Accommodation

The Nationally Described Space Standard (NDSS) including the London Plan states a 1 bedroom 1 person unit must be a minimum of 37 sqm and that a 1 bedroom 2 person unit must be a minimum of 50 sqm. The proposed internal floor area of the 8 flats meet these

requirements. A separate amenity space is proposed to 3 of the ground floor units which is an improvement to the previous development, providing sufficient amenity space.

As such, it is considered, that the proposal would provide a satisfactory level of living accommodation for future occupiers.

Parking and Transport Considerations

The previously approved application provided 9 car spaces for 6 flats. This proposal provides for 8 car spaces for 8 flats, which is considered acceptable for units of this size and nature. The parking layout remains unchanged.

As such, the proposal would not impact on the highway and pedestrian conditions of the area.

Trees, Landscaping, Biodiversity and Ecological Implications

There are no trees within the site or surrounds that could be impacted from the proposals. As such, the scheme would not impact on the boroughs biodiversity, trees and landscapes.

Waste

The proposed plans as part of the approved scheme indicated the location for the waste storage facilities to be contained along the side of the building within a concealed elevated enclosure.

A planning application to discharge this condition can be lodged and therefore the same siting and details would follow as part of the previous scheme approved.

Conclusion

The proposal would be in complete compliance with current policy.

The proposed flats have sufficient accommodation with amenity provision.

Therefore, as an overall planning balance, this proposal and the introduction of an additional 2 units would form a suitable improvement to the development having an overall increase in much needed housing provision.

Accordingly, it is suggested this application can be approved so work can be undertaken in 2025. We would seek your favourable recommendation and consideration, as we can implement this work in advance of the winter, whilst we are programmed to be on site shortly.