



7 Star Furniture Ltd

---

# PLANNING STATEMENT

Unit 4, Swallowfield Way, Hayes





7 Star Furniture Ltd

---

## PLANNING STATEMENT

Unit 4, Swallowfield Way, Hayes

**TYPE OF DOCUMENT (VERSION) PUBLIC**

**PROJECT NO. 700117512**

**OUR REF. NO. RPT.PS.700117512.001**

**DATE: DECEMBER 2023**

WSP



4th Floor  
6 Devonshire Square  
London  
EC2M 4YE

Phone: +44 20 7337 1700

WSP.com

# QUALITY CONTROL

---

| Issue/revision | First issue   | Final Draft  |  |  |
|----------------|---|--|--|--|
| Remarks        |   |  |  |  |
| Date           | 20/12/2023  | 21/12/2023   |  |  |
| Prepared by    | Josh Webb   | Josh Webb  |  |  |
| Signature      |   |  |  |  |
| Checked by     | Michael Wood  | Michael Wood   |  |  |
| Signature      |   |  |  |  |
| Authorised by  | Michael Wood  | Michael Wood   |  |  |
| Signature      |  |  |  |  |
| Project number | 700117512   | 700117512  |  |  |
| Report number  | 001   | 001  |  |  |
| File reference |   |  |  |  |

# CONTENTS

---

|          |                                |           |
|----------|--------------------------------|-----------|
| <b>1</b> | <b>INTRODUCTION</b>            | <b>1</b>  |
| 1.2      | OTHER APPLICATION DOCUMENTS    | 1         |
| 1.3      | DOCUMENT STRUCTURE             | 1         |
| <b>2</b> | <b>SITE CONTEXT</b>            | <b>2</b>  |
|          | RELEVANT PLANNING HISTORY      | 3         |
| <b>3</b> | <b>PROPOSED DEVELOPMENT</b>    | <b>4</b>  |
|          | DESIGN                         | 4         |
|          | ACCESS                         | 5         |
| <b>4</b> | <b>PLANNING POLICY</b>         | <b>6</b>  |
| 4.2      | NATIONAL PLANNING POLICY       | 6         |
| 4.3      | STATUTORY DEVELOPMENT PLAN     | 6         |
|          | LONDON PLAN (2021)             | 6         |
|          | LOCAL PLAN                     | 7         |
| <b>5</b> | <b>PLANNING CONSIDERATIONS</b> | <b>8</b>  |
| 5.1      | PRINCIPLE OF DEVELOPMENT       | 8         |
| 5.2      | DESIGN AND MASSING             | 8         |
| 5.3      | TRANSPORT AND ACCESS           | 8         |
| 5.4      | AIR QUALITY                    | 9         |
| 5.5      | OTHER MATTERS                  | 9         |
| <b>6</b> | <b>CONCLUSIONS</b>             | <b>11</b> |

---

---

## ***FIGURES***

|  |   |
|--|---|
| Figure 2-1 - Site Location (red edge)                      | 2 |
| Figure 2-2 - Approved Extension Elevation                  | 3 |
| Figure 3-1 - Proposed Area Schedule                        | 4 |
| Figure 3-2 - Proposed Southern Elevation                   | 5 |
| Figure 3-3 - Proposed Transport and Servicing Arrangements | 5 |

# 1 INTRODUCTION

---

- 1.1.1. This planning application has been prepared by WSP on behalf of 7 Star Furniture Ltd ('the Applicant') in support of a full planning application at Unit 4, Swallowfield Way, Hayes, UB3 1AW.
- 1.1.2. The application is submitted for consideration and determination to the London Borough of Hillingdon ('the Council') as Local Planning Authority ('LPA'). Permission is sought for the following development:
- "Full planning permission for a two-storey extension to existing warehouse unit (use class B2/B8) and associated parking"*
- 1.1.3. The purpose of this Planning Statement is to demonstrate that the proposed development accords with the aims and objectives of national planning policy and the Development Plan and is acceptable having regard to any other material planning considerations.
- 1.1.4. In summary, the applicant is looking to secure the long-term future of the site. The proposed extension will create a fit for purpose modern warehouse that suits the bespoke and expanding needs of the operator.
- 1.1.5. This brownfield site represents a sustainable opportunity to promote and retain local employment and economic development.

## 1.2 OTHER APPLICATION DOCUMENTS

- 1.2.1. This Planning Statement forms part of a wider planning submission pack, and should be read in conjunction with the following documents:
- Existing and Proposed Plans and Elevations
  - Site Location Plan
  - Design and Access Statement

## 1.3 DOCUMENT STRUCTURE

- 1.3.1. This Planning Statement is structured as follows:
- **Section 2** describes the existing site and its context;
  - **Section 3** outlines the proposals;
  - **Section 4** identifies the key planning policies and material considerations;
  - **Section 5** assesses the proposed development against the relevant guidance; and
  - **Section 6** sets out the conclusions.

## 2 SITE CONTEXT

- 2.1.1. The site is a 0.23ha plot currently used for storage and distribution purposes (Class B8). It comprises a two-storey building providing approximately 1,760sqm GIA of floorspace. An associated car park is located to the side of the current unit where some additional container storage is located. The building is principally occupied as a furniture warehouse though it does include an ancillary office and small show-room to support the warehouse, located on the first floor.
- 2.1.2. The site is served by a single point of access from Swallowfield Way. This is a shared access route with the adjacent commercial unit. The site itself has a gated access point and is bounded by high security fencing.
- 2.1.3. The site is in Flood Zone One, with little to no risk of flooding.
- 2.1.4. A Site Location Plan (drawing ref. 2329 - PL1-01) showing the full extent of the site has been submitted with this application. Figure 2.1 below shows the wider context of the site location.

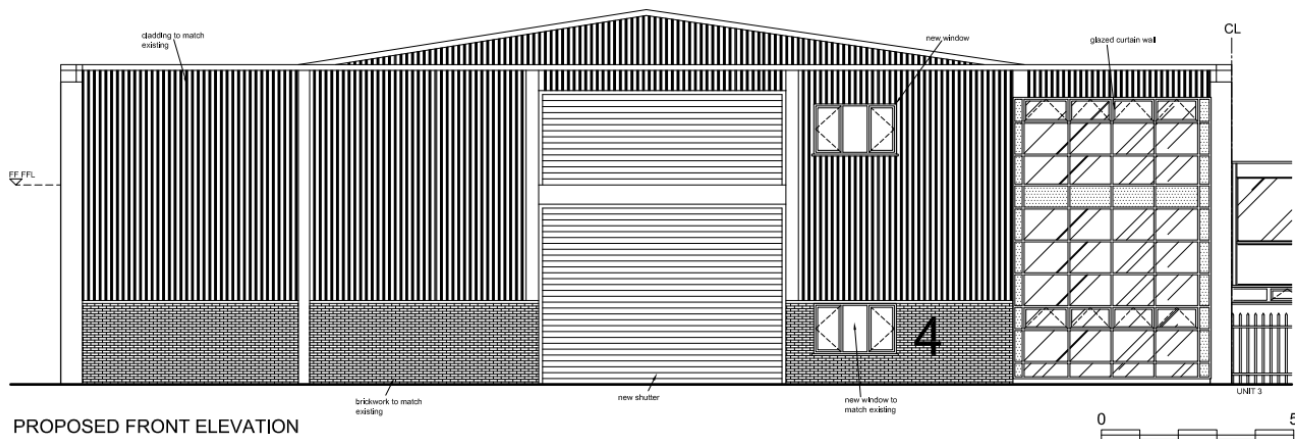


**Figure 2-1 - Site Location (red edge)**

- 2.1.5. The surrounding area is characterised by commercial and warehouse/storage uses to the east, west and south of the site. To the north of the site lies the Grand Union Canal, beyond which more industrial units exist.
- 2.1.6. Indeed, the site forms part of the Rigby Lane / Swallowfield Way Industrial Area. This site along with several others form part of 'Cluster 8' known as Hayes Industrial Area located near Hayes Town Centre, which is designated as a Strategic Industrial Location.

## RELEVANT PLANNING HISTORY

- 2.1.7. The site is subject to an extant planning permission (LPA Ref. 72037/APP/2020/2554) for a two-storey extension to provide additional warehouse and showroom space. The permitted extension would be located to the side of the existing unit and would measure just over 10m in width. It would have a flat roof which would be the same height as the existing industrial unit and would be the same depth as the existing unit.
- 2.1.8. This permission has not yet been implemented and this application seeks to revise the approved scheme to provide additional space.



**Figure 2-2 - Approved Extension Elevation**

- 2.1.9. Prior to the above application, the site was subject to a retrospective application (LPA Ref. 72037/APP/2016/2511) for the creation of a parking area on the site though this was refused due to a lack of information being submitted.



### 3 PROPOSED DEVELOPMENT

- 3.1.1. Planning permission is sought for:  
*“Full planning permission for a two-storey extension to existing warehouse unit (use class B8) and associated parking”*
- 3.1.2. The proposed development seeks to implement a scheme materially similar to that approved in 2020 (LPA ref: 72037/APP/2020/2554). The appearance of the extension is similar in nature with the aim of creating a sympathetic extension within the site and established streetscape.
- 3.1.3. The Proposed Area Schedule at Figure 3-1 below sets out the proposed development.

| Existing Unit |              |          |        |           |           |            |
|---------------|--------------|----------|--------|-----------|-----------|------------|
|               |              | Showroom | office | Warehouse | GIA(sq.m) | GIA(sq.ft) |
|               | Ground Floor |          | 15     | 858       | 873       | 9397       |
|               | Mezzanine    |          | 14     |           | 14        | 151        |
|               | First Floor  | 208      | 48     | 617       | 873       | 9397       |
| Total         |              | 208      | 77     | 1475      | 1760      | 18945      |

| Proposed Extension |              |          |        |           |           |            |
|--------------------|--------------|----------|--------|-----------|-----------|------------|
|                    |              | Showroom | office | Warehouse | GIA(sq.m) | GIA(sq.ft) |
|                    | Ground Floor |          | 101    | 379       | 480       | 5167       |
|                    | Mezzanine    |          |        |           | 0         | 0          |
|                    | First Floor  | 191      |        | 289       | 480       | 5167       |
| Total              |              | 191      | 101    | 668       | 960       | 10333      |

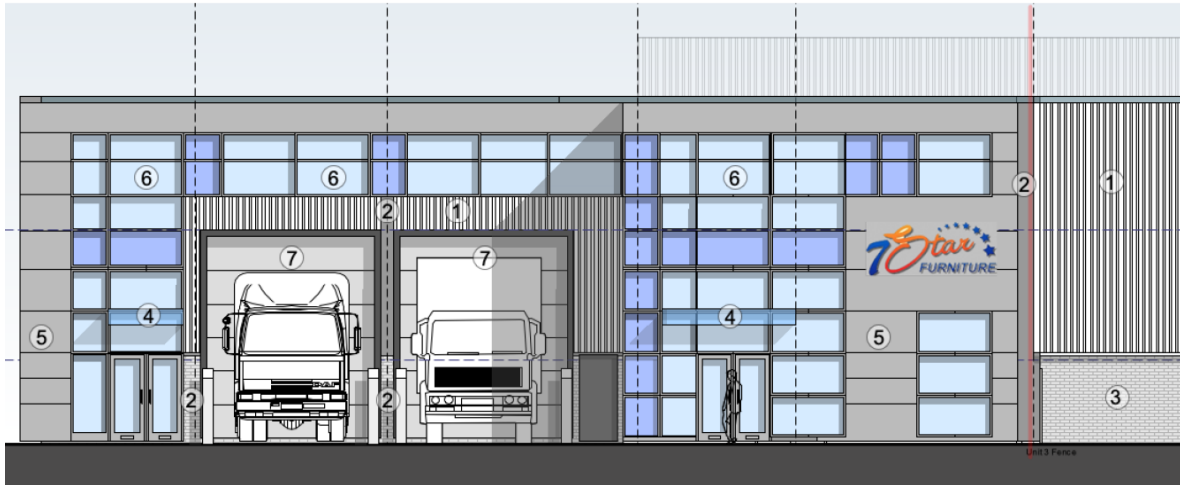
|               |  | Showroom | office | Warehouse | GIA(sq.m) | GIA(sq.ft) |
|---------------|--|----------|--------|-----------|-----------|------------|
| OVERALL TOTAL |  | 399      | 178    | 2143      | 2720      | 29278      |

**Figure 3-1 - Proposed Area Schedule**

- 3.1.4. The proposals represent a high-quality commercial building, with optimised loading and parking arrangements to modernise the existing unit both in appearance and its operational capacity.

#### DESIGN

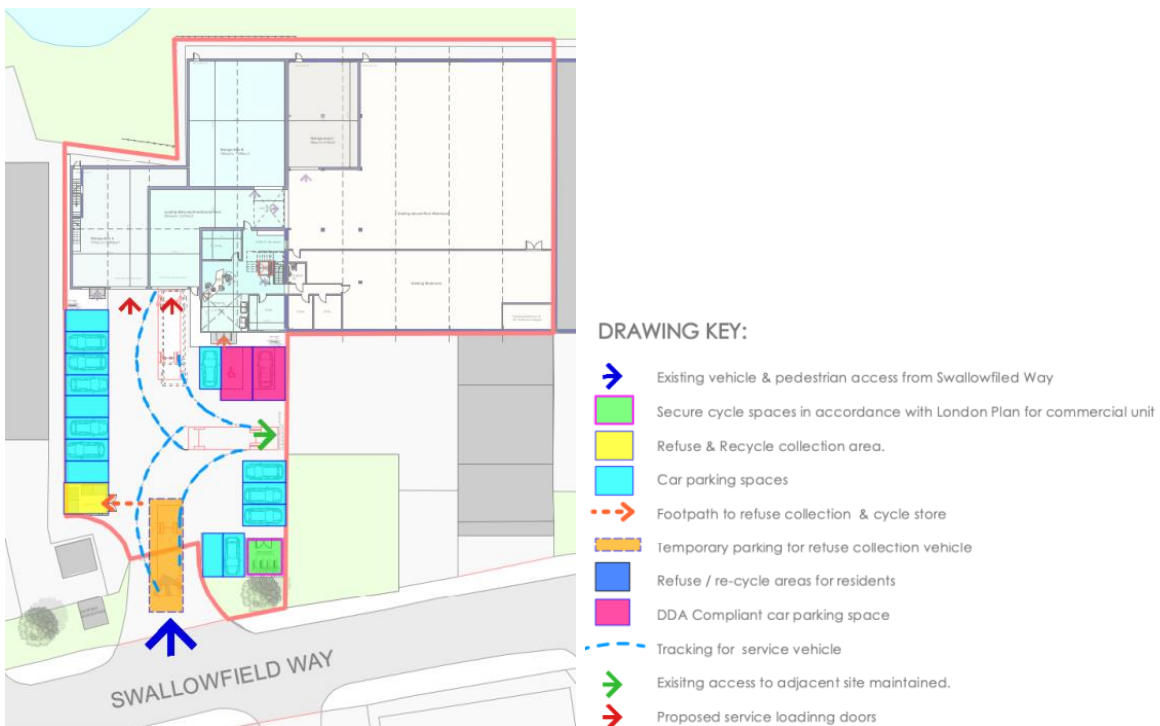
- 3.1.5. The application proposes a design that complements and reflects its industrial setting. The proposed fenestration and clad design ensure the design matches that existing on the site, while adding interest and articulation to the unit frontage. The differentiation of vertical and horizontal emphasis on the cladding enhances the appearance of the proposed unit, with fenestration adding visual interest in the unit.
- 3.1.6. The height of the extension aligns with the existing building along the entire Swallowfield Way frontage to ensure it is sympathetic to the existing building context.
- 3.1.7. Figure 3-2 below shows the proposed design in further detail.



**Figure 3-2 - Proposed Southern Elevation**

## ACCESS

- 3.1.8. The development will utilise the existing vehicular access off Swallowfield Way while maintaining the shared access to the adjacent commercial unit. Pedestrian access off Swallowfield Way is also retained as part of the proposals.
- 3.1.9. There are 16 car parking spaces proposed, including 2 disabled spaces. There are appropriate turning circles provided within the site, particularly for the loading bay as shown at Figure 3-3 below.
- 3.1.10. A new cycle store is provided at the site frontage together with short stay spaces adjacent to the frontage. The proposed transport and servicing arrangements are shown at Figure 3-3 below.



**Figure 3-3 - Proposed Transport and Servicing Arrangements**

## 4 PLANNING POLICY

---

- 4.1.1. In this section, we identify the planning policies that are most relevant to the determination of this application and that form the basis for the assessment in Section 5 of this Planning Statement.

### 4.2 NATIONAL PLANNING POLICY

- 4.2.1. The latest National Planning Policy Framework (NPPF) was published on 20 December 2023. This sets out the government's planning policies for England and how these are expected to be applied. The NPPF (2023) is an important material consideration in the determination of planning application. Central to the NPPF (2023) is the presumption in favour of sustainable development in paragraph 11. It is advised that, for decision-taking, this means approving development proposals that accord with the development plan without delay.
- 4.2.2. With reference to this planning application, key chapters of the NPPF (2023) include:
- Chapter 2: Achieving Sustainable Development;
  - Chapter 6: Building a strong, competitive economy;
  - Chapter 8: Promoting healthy and safe communities;
  - Chapter 9: Promoting sustainable transport;
  - Chapter 11: Making efficient use of land;
  - Chapter 12: Achieving well-designed places;
  - Chapter 14: Meeting the challenge of climate change, flooding and coastal change; and
  - Chapter 15: Conserving and enhancing the natural environment.
- 4.2.3. The national planning guidance (NPPG) provides guidance on how these policies should be applied. Both the NPPF and NPPG are important material considerations in the determination of planning applications.

### 4.3 STATUTORY DEVELOPMENT PLAN

- 4.3.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 4.3.2. The proposals are designed to accord with all relevant national, regional and local planning policy and guidance. Broadly speaking, policy and guidance at the national and regional levels promotes the efficient and sustainable use of land for employment uses.
- 4.3.3. The statutory development plan for this site comprises the London Plan (2021) and the London Borough of Hillingdon Local Plan Part 1 (Strategic Policies - 2012) and Part 2 (Development Management Policies - 2020). The Council has commenced a Local Plan Review, but this is at the very early stages of preparation and, therefore, has very limited weight as a material consideration.

#### LONDON PLAN (2021)

- 4.3.4. The London Plan was published in March 2021 and supports the delivery of industrial development on employment sites. The following policies are relevant to the proposed development:
- Policy GGS Making the best use of land;
  - Policy GG5 Growing a good economy;
  - Policy D3 Optimising site capacity through the design-led approach;

- Policy D4 Delivering good design;
- Policy D5 Inclusive design;
- Policy D8 Public realm;
- Policy D11 Safety, security and resilience to emergency;
- Policy D12 Fire safety;
- Policy D14 Noise;
- Policy E2 Providing suitable business space;
- Policy E4 Land for industry, logistics and services to support London's economic function;
- Policy E5 Strategic Industrial Locations (SIL);
- Policy E7 Industrial intensification, co-location and substitution;
- Policy G1 Green Infrastructure;
- Policy SI 1 Improving air quality;
- Policy SI 2 Minimising greenhouse gas emissions;
- Policy SI 12 Flood Risk Management;
- Policy SI 13 Sustainable drainage;
- Policy T1 Strategic approach to transport;
- Policy T3 Assessing and mitigating transport impacts;
- Policy T5 Cycling;
- Policy T6 Car Parking;
- Policy T6.5 Non-residential disabled persons parking; and
- Policy T7 Deliveries, servicing and construction.

## **LOCAL PLAN**

- 4.3.5. The Local Plan Part 1 sets out the overall level and broad locations of growth up to 2026. The policies of relevance are as follows:
- PT1.BE1 Built Environment
- 4.3.6. The Local Plan Part 2 sets out the development management policies. The policies of relevance are as follows:
- DME 1 Employment Uses in Designated Sites;
  - SEA 1 Strategic Industrial Locations;
  - DMHB 11 Design of New Development;
  - DMHB 12 Streets and Public Realm;
  - DMT 1 Managing Transport Impacts;
  - DMT 2 Highways Impacts;
  - DMT 5 Pedestrians and Cyclists;
  - DMT 6 Vehicle Parking;
  - DMEI 11 Protection of Ground Water Resources;
  - DMEI 14 Air Quality;
  - DMEI 8 Waterside Development;
  - LE2 Development in designated Industrial and Business Areas; and
  - LE5 Small scale business activities within the developed area.

## 5 PLANNING CONSIDERATIONS

---

### 5.1 PRINCIPLE OF DEVELOPMENT

- 5.1.1. Policy DME1 of the adopted Local Plan supports employment proposals in Strategic Industrial Locations (SILs) in accordance with relevant policies of the London Plan. Policies E4 and E5 of the London Plan reinforces this approach confirming that development proposals for industrial-type activities should be supported as part of the Plan's drive to provide sufficient land and premises to support London's industry, logistics and services sectors.
- 5.1.2. The proposed extension would provide additional B8 floorspace to support the existing business on the site and is, therefore, fully aligned with the principles and objectives of Policies DME1, E4 and E5. The ancillary reception and showroom are compatible with the site's primary use and, therefore, would not be harmful to the surrounding industrial estate.

### 5.2 DESIGN AND MASSING

- 5.2.1. Policy BE1 of the Hillingdon Local Plan requires all new development to maintain a high quality of urban design. Policies DMHB11 and DMHB12 of the Local Plan Part 2 requires development to complement and harmonise with its surroundings and the existing street-scene.
- 5.2.2. As shown within the submitted drawings, the proposed extension has been designed to complement and enhance the appearance of the existing building. The extension would sit below the roof pitch of the existing building and would not, therefore, appear incongruous or overbearing when viewed from the street-scene. The attractive south elevation will present to the street-scene providing a more coherent and welcoming layout when compared with the existing situation where the building's frontage sits perpendicular to the street-scene.
- 5.2.3. The extended building would be typical of the type of buildings in the industrial estate. It would not extend on to land that is currently landscaped so would not result in the loss of any trees or existing greenspace within the site.
- 5.2.4. The development will also provide the much-needed additional storage space within the site which will negate the need for the temporary containers. This will enhance the appearance of the site when viewed from the public realm. Furthermore, the formalisation of the service yard and parking area to the front of the property will enhance the appearance of the site whilst also improving its functionality.
- 5.2.5. Overall, the development would enhance the character and appearance of the existing property and the surrounding street-scene.

### 5.3 TRANSPORT AND ACCESS

- 5.3.1. The proposed extension provides an opportunity to rationalise the layout of the existing site to ensure if functions for servicing, vehicle parking and cycle storage. The proposals would result in the removal of the existing storage containers to provide sufficient space for access and parking.
- 5.3.2. The layout plan shown at Figure 3-3 details how the parking arrangements and servicing would work within the revised site whilst keeping the existing access arrangements from Swallowfield Way. The scheme will provide 16 car parking spaces including two accessible disabled bays immediately outside the proposed reception area. A designated bicycle store is also proposed which will provide

space for 4 cycles, short-term cycle storage is provided externally to the front of the proposed extension.

- 5.3.3. The surrounding streets are extensively controlled during the working week through a Controlled Parking Zone and the site is in an area with relatively low public transport accessibility (PTAL Level 1b). Local Plan Part 2 Policy DMT6 requires all new development to comply with the Council's adopted parking standards unless a deviation can be justified.
- 5.3.4. For B2 and B8 uses, the standards require a maximum of 2 spaces plus a further space per 50-100 sqm of gross floorspace. The extended building would total 2,720 sqm in size and, therefore, the maximum standard would require between 29 and 56 spaces. It is considered that this is excessive and would not be proportionate to the likely levels of employment generated from the site or the visitor spaces required. The scheme proposes 16 spaces in total in a formalised arrangement that will be a significant improvement over the existing. This falls within the maximum parking requirements for the site in-line with the parking standards.
- 5.3.5. Within the previously approved application officers noted that the risk of on-street parking was reduced as the *"surrounding road network acts as a natural deterrent to an alternative parking facility for patrons/staff of the development. This deterrent is realised by virtue of the extensive local parking restrictions that surround the location which inherently assist in discouraging any likelihood of untoward parking displacement onto the public domain by the proposal"*. This context has not changed and, therefore, officers' conclusions should remain the same. The development is unlikely to result in a materially harmful impact on the surrounding road network by virtue of increased car-parking pressures.
- 5.3.6. In terms of vehicle trip movements, it was also concluded that the rationalisation of the existing storage use and showroom meant that it was unlikely that the proposed works would impact the surrounding highway network. Whilst this revised scheme proposes a further c.300 sqm of additional floorspace, it is reasonable to reach the same conclusion that the impacts on trips would be negligible.
- 5.3.7. In terms of cycle parking, the proposed four secure spaces would fully comply with the London Plan requirements for the site.
- 5.3.8. Overall, the development will rationalise the site layout which will improve parking and servicing conditions whilst also facilitating the installation of dedicated cycle storage to encourage sustainable modes of travel. The scheme will not, therefore, give risk to unacceptable impacts on the highway network or pedestrian and highway safety.

## 5.4 AIR QUALITY

- 5.4.1. The site is located within an Air Quality Management Area (AQMA) but does not propose new residents to the area and, therefore, will not have an impact on the air quality of existing residents. The development will extend the existing operation on the site so is unlikely to have a material impact on the number of trip movements to or from the site so as to generate meaningful impacts on the AQMA.

## 5.5 OTHER MATTERS

- 5.5.1. In regard to biodiversity and urban greening, given the minor status of this application Biodiversity Net Gain and Urban Green Factor assessments are not required. The scheme layout does propose

some green landscaping to help with these considerations, but the nature of the site and its use does not lend itself to these considerations (as acknowledged by the omission of B2/B8 developments from the UGF London Plan policy requirement altogether).

- 5.5.2. The development will be constructed to fully meet building regulation requirements when it comes to energy performance and drainage. As with the extant permission, as the application is a minor, it does not trigger the requirement for specific assessments for these matters and any requirements could be secured through conditions.

## 6 CONCLUSIONS

---

- 6.1.1. This application seeks permission for a revision to the extant planning permission on the site to provide an extended warehouse building supporting the continued growth of the existing business on the site. The revised proposals increase the extended warehouse by a further 300sqm providing additional employment capacity for the site.
- 6.1.2. The development is fully in accordance with the key strategic policy drivers for the area. The site falls within a Strategic Industrial Location (SIL) wherein proposals for additional industrial floorspace such as this are fully supported and encouraged. The principle of the development should, therefore, be granted significant positive weight.
- 6.1.3. The proposed extension is a significant improvement on the previously approved scheme and will enhance the appearance of the existing site and the surrounding area. Furthermore, the formalisation of the site's curtilage, including the removal of the stacked storage containers, will provide a more coherent layout which will enhance both the function and appearance of the site's frontage.
- 6.1.4. All other key material considerations have been assessed within this Statement and the development will not result in material harm or any conflict with adopted policies of the Development Plan. Accordingly, planning permission should be granted without delay.





4th Floor  
6 Devonshire Square  
London  
EC2M 4YE

**wsp.com**

PUBLIC