
References: P/2016/0620 00707/480/P2

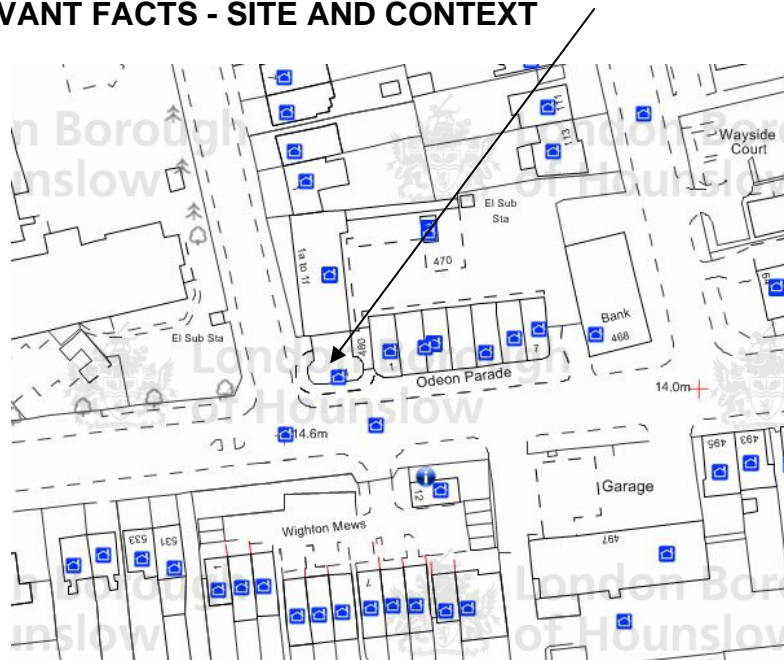
Address: 480 London Road, London TW7 4RL

Proposal: Retrospective application for change of use of the ground, first and second floor from a restaurant (Class A3) to Offices and Radio Station (Class B1 and B1a), replacement of front windows at first and second floor and doors at ground floor, aligning doors with the front façade to remove the alcoves, erection of a wall on Harvard Road elevation, associated cycle and car parking.

Drawing Numbers: 1069.10.01.Exg.001; 1069.10.01.Exg.022; 1069.10.01.Exg.023; 1069.10.01.Exg.024; 1069.10.01.Exg.060; 1069.10.01.Exg.061; 1069.10.01.Exg.062; 1069.10.02.Des.002; 1069.10.02.Des.022; 1069.10.02.Des.023; 1069.10.02.Des.024; 1069.10.02.Des.060; 1069.10.02.Des.061; 1069.10.02.Des.062; Heritage Statement Ref: 2127 by Heritage Collective; Energy Strategy Report Ref: 15-1716 by Syntegra Consulting; Noise Impact Assessment by Syntegra Consulting; Received 04/02/2016.

Application received: 04/02/2016

1.0 RELEVANT FACTS - SITE AND CONTEXT



- 1.1 The site is a Locally Listed Building on the north east side of the junction of London Road and Harvard Road in Isleworth.
- 1.2 The building is a four-storey art deco building with an oval plan and flat roof finished in cream coloured stone with horizontal partially recessed brick banding and horizontal slit windows. The building has a projecting flat roof at first floor level.

- 1.3 The building has been extended at the rear with a five-storey modern flatted block facing Harvard Road. The four storey glazed link building that connects the former Odeon building with the flatted block is part of the property.
- 1.4 The area is predominantly residential to the north, educational to the west, with the West Thames College on the west side of the junction with further residential uses to the south. To the east is a retail parade.
- 1.5 The site is in the Spring Grove Conservation Area, Large Neighbourhood Centre, Industrial History Site and Archaeological Priority Areas.
- 1.6 The PTAL rating of the application site is 3.

2.0 Relevant history

00707/C/P8 Restoration of Odeon frontage, demolition of existing studio's/offices, erection of 16 flats and 18 Live-in work units retaining corner offices with associated parking

Approved 24/05/2002

00707/480/P1 Change of use of the ground floor from a restaurant to retail (Class A1) or financial and professional services (Class A2) use and conversion of 1st and 2nd floors into two two-bedroom self-contained flats.

Approved 02/10/2013

00707/480/AD1 Installation of 3 non illuminated hanging sign

Current application.

3.0 DETAILS OF PROPOSAL

- 3.1 The application is retrospective for a change of use of the ground, first and second floor from a restaurant (Class A3) to Offices and radio station (Class B1 and B1a).
- 3.2 Since July 2015 the building has been used as offices with a radio station, although planning consent was not obtained for this change of use.
- 3.3 The office operates from 08:00-18:00 and the radio station operates from 06:00-23:00.
- 3.4 The site has a pedestrian access taken directly off London Road, which is separate from the vehicle access also taken off London Road.
- 3.5 The proposal involves addition of a small brick wall (0.7m) topped with railings (1.36m) on the Harvard Road frontage, in front of the link extension, matching neighbouring buildings that have small walled front gardens to stop students congregating against office windows.
- 3.6 The proposal also involves replacement of doors along the London Road with like-for-like Art Deco style, but to a higher performance specification.
- 3.7 The doors along the London Road would be aligned with the front façade

and, in doing so, the relocation would remove the existing alcoves and the main entrance would be relocated.

- 3.8 The replacement of first and second floor windows is proposed, like for like, to improve environmental performance and ventilation.
- 3.9 A 'Community Noticeboard' is proposed on the south elevation in the existing display case.
- 3.10 New signage is proposed to the south and west elevations. (subject to an advert application).
- 3.11 There would be a car parking space to the rear, allocated to office use.

4.0 CONSULTATIONS

- 4.1 Forty five neighbours consulted on 18/02/2016, a site notice was displayed on 04/03/2016 and a press notice published on 04/03/2016. Thirteen objections received and are detailed below:

Comments	Response
Loss of heritage and destruction. This building should be preserved to reflect the character of the area.	Paragraphs 6.6 and 6.8.
Alterations to this building are not acceptable or respect the character.	Paragraphs 6.5, 6.6, 9.1
Front extension will just right out onto the pavement at a dangerous corner where cars emerge on the way out of West Thames College, and where local people walk to the shops and Isleworth station.	Paragraphs 6.9 to 6.12
The proposed infill element of this proposed development will impact to our right to light.	Paragraph 6.12

- 4.2 The application was placed on the Pending Decisions List dated 18th – 25th March 2016 (Week 11) and there was no request for the application to be considered by committee.

5.0 POLICY

Determining applications for full or outline planning permission

- 5.1 The determination must be made in accordance with the development plan unless material considerations indicate otherwise. Local finance considerations must also be assessed.

The National Planning Policy Framework

- 5.2 The National Planning Policy Framework (NPPF) came into force on 27 March 2012, and from April 2014 National Planning Practice Guidance

(NPPG) in the form of an online guidance resource to support the NPPF came into effect. The Local Planning Authority (LPA) considers that, where pertinent, the NPPF and NPPG are material considerations and as such, will be taken into account in decision-making as appropriate.

The Development Plan

- 5.3 The Development Plan for the Borough comprises the Council's Local Plan (adopted by the Council on 15 September 2015), the West London Waste Plan and the London Plan Consolidated with Alterations since 2011.
- 5.4 The Local Plan documents can be viewed on the Planning Policy pages of the Hounslow website.

Determining applications in a conservation area

- 5.5 In considering whether to grant planning permission with respect to any buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area.

Local Plan

- CC1** Context and Character
- CC4** Heritage
- TC1** Town and neighbourhood centre network
- TC3** Managing the growth or retail and other main town centre uses
- TC5** Managing neighbourhood centres and isolated local shops
- SC3** Meeting the need for a mix of housing size and type
- SC5** Ensuring suitable internal and external space
- EC1** Strategic transport connections
- EC2** Developing a sustainable local transport network

6.0 ASSESSMENT

The principle of the change of use

- 6.1 The proposal is change of use from restaurant (A3) on all three floors to Polish radio station and offices (B1 and B1a).
- 6.2 Policies TC1 and TC3 promote large neighbourhood centres and aims to strengthen their function. The Council's approach to large neighbourhood centres seeks to protect active street frontages and commercial uses on the ground floor. The proposal would retain the offices and radio station which provide an active street frontage and are acceptable in principle.

The proposed alterations impact on the character of the area and locally listed building.

- 6.3 The former cinema building dates from the 1930s, in an inventive Art Deco style, with high quality fenestration. It is four storeys, of oval plan, with curved walls, of stone, with a projecting flat roof. To the ground floor: it has timber doors set inside recesses, with fenestration above being small paned, of horizontal emphasis, in metal. It makes an important contribution to the character of the Conservation Area. It is locally listed, but the character and high quality of the building suggests that it might merit statutory listing. This is not only because of the design, but because the original cinema building appears to be remarkably unaltered. Policy CC4 is relevant.
- 6.4 The application proposes like for like replacement windows on the London Road frontage at first and second floor: Whilst the applicant's Heritage Statement states that the original first and second floor windows are already replaced and the replacement is sympathetic to the existing building and has no impact on the character; there are no details submitted for the Local Authority to confirm this and no information about what the windows looked like before. There are no detailed drawings and sections submitted. The application states they will be like for like, openable and high performing windows. The Local Planning Authority needs to be sure that the replacement windows would complement this locally listed building. Due to the absence of details, the proposed replacement windows are not acceptable and cannot be considered to have an acceptable impact on the character of the building.
- 6.5 Concerning like for like replacement of the doors, these are key parts of the original character of the elevation. The proposal would also relocate the doors to the front line of the recesses in which they sit. This is dealt with in the following paragraph. Replacement, closing up of the doors and removal of the door handles is undesirable because it would not be visually consistent with the original purpose and layout of the building, so harming its historic character. Therefore the proposal is not acceptable as it would alter the original character of this locally listed building and would harm the Conservation Area.
- 6.6 Moving the ground floor doors on the London Road frontage forwards to remove the recesses would further harm the area and the architectural and historic interest of this locally listed building. The door recesses are important elements of the design and character of the building and should be retained.
- 6.7 Enclosing the concrete area in front of the new 'link' part of the building with a wall and railing to match adjoining is acceptable in principle subject to a condition requiring that the design and materials match exactly those of the adjacent block. If the rest of the development proposed were acceptable, then it would be necessary to realign the proposed wall to 'step' it, continuing the line of the side elevation of the new building, rather than following the angled alignment shown in plan in order best to preserve the building's setting.
- 6.8 In the light of the above, the alterations and replacement to the ground floor doors and first floor windows are not acceptable and would harm this building and the Spring Grove Conservation Area and contrary to the Local Plan Policies CC1 and CC4.

Impact on neighbours

- 6.9 The proposed change of use to the offices and radio station is considered acceptable as it will have less impact on the amenities of neighbouring residents than previous use as a restaurant.
- 6.10 The proposal also involves an enclosure of an area on Harvard Road with a 0.7m wall with railings, with a total height of 1.36m.
- 6.11 Whilst there are objections to this wall, there will be still three metres of pavement for the pedestrians. Therefore the proposal would not harm the free flow of pedestrians.
- 6.12 Furthermore a 0.7 m low wall with railings which are see-through and lightweight in appearance would not cause loss of light or outlook to the neighbouring flats.
- 6.13 The proposed alterations would however harm neighbours' living conditions by harming the character of this building and Conservation Area.

Access, car and cycle parking and traffic Implications

- 6.14 The proposal includes a single car parking space allocated to the office. This is consistent with the London Plan and considered acceptable.
- 6.15 Cycle parking has been provided in the form of two vertical / hanging wall mounted cycle parking spaces. This is not considered to be acceptable as the nature of the cycle parking is not sufficient under the London Plan as, although stated to be covered, no details are available about whether they are secure.
- 6.16 Whilst no details of how delivery and servicing have been submitted nor of the transport impact of the proposal to enable it to be adequately assessed; considering the previous use of the premises was a restaurant creating a much higher servicing and delivery requirement as well as traffic generation. The proposed use as offices and radio station therefore are not considered to be harmful in terms of traffic and servicing terms.
- 6.17 The proposal is not acceptable due to inadequate cycle parking provision.

7.0 EQUALITIES DUTIES IMPLICATIONS

- 7.1 In response to its Equalities Duties and the Equality Act 2010 it is considered that there are no relevant implications that the Council needs to assess further in this case and that, in determining this application, the Council has complied with its duties.

8.0 COMMUNITY INFRASTRUCTURE LEVY

- 8.1 Some new developments granted planning permission will be liable to pay Community Infrastructure Levy (CIL) to the Mayor of London and Hounslow. This proposal is for change of use, not liable to CIL.

9.0 CONCLUSION

- 9.1 Whilst there is no objection in principle of change of use of this building; the proposed external alterations are not acceptable as they would impact to this locally listed building and the character of this Conservation Area.
- 9.2 Furthermore, the cycle parking provision is not sufficient.

10.0 RECOMMENDATION: REFUSE PERMISSION

1. The proposal, due to the unacceptable replacement and realignment of recessed doors and the replacement of first floor windows that are important elements of the design and character of the building, would be an inappropriate development, compromising the character, quality and setting of this Locally Listed Building and failing to maintain and enhance the appearance and character of this Conservation Area. Thus, it is contrary to Policy CC1, CC2 and CC4 of the Local Plan Policies.
2. The proposal, due to the inadequate provision of cycle parking spaces provided, would lead to an unsatisfactory development of the site, with an over-reliance on access by private car and fail to promote sustainable forms of transport. Thus, it is contrary to Policy 6.9 of the London Plan, Policies EC1 and EC2 of the Local Plan.

Informative:

4. No pre-app, no discussion, no amendments

CONSULTATIONS CHECKED		<input type="checkbox"/>	
CIL LIABLE	YES	<input type="checkbox"/>	NO <input checked="" type="checkbox"/>
DRAFT LIABILITY NOTICE		<input type="checkbox"/>	LIABILITY NOTICE <input type="checkbox"/>
ADVISE ENFORCEMENT OF DECISION	YES	<input type="checkbox"/>	NO <input type="checkbox"/>
PENDING LIST – WEEK NUMBER		11	
LANDFILL	YES	<input type="checkbox"/>	NO <input type="checkbox"/>
AUTHORITY TO ISSUE (Initials)		RPC	