

Report of the Head of Planning, Sport and Green Spaces

Address THE OLD VINYL FACTORY BLYTH ROAD HAYES

Development: Installation of public art (25m x 50m) for a temporary period of 18 months on the east facing wall of the Cabinet Building.

LBH Ref Nos: 59872/APP/2016/3571

Drawing Nos: 0157_P_2001
0157_P_2200 (2)
0157_P_2000[10]
12606_02 The Cabinet Building Cover Letter
CABINET BUILDING WRAP PROPOSAL SEPTEMBER 2016

Date Plans Received: 23/09/2016 **Date(s) of Amendment(s):**

Date Application Valid: 29/09/2016

1. SUMMARY

This application is for a temporary consent of 18 months for a 50m x 25m banner wrap around the eastern elevation of the Cabinet Building, which is located centrally within The Old Vinyl Factory development site. The proposed artwork is an enlarged photograph of historical pop culture showing fans at a Beatles concert. This wrap is intended to improve the external appearance of the Cabinet Building prior to any renovation works at the site taking place.

The impact of the temporary wrap on the character and appearance of the building and locality, including the Conservation Area, is considered to be acceptable and as such the application is deemed to accord with policies BE4 and B13 of the Hillingdon Local Plan (November 2012), the London Plan (March 2016) and the National Planning Policy Framework, and is therefore recommended for approval.

2. RECOMMENDATION

APPROVAL subject to the following:

1 B17 Temporary Permissions

The development hereby permitted shall be removed within 18 months of the date of this consent.

REASON

To ensure the development complies with the provisions Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012) and the London Plan (2016).

2 COM4 Accordance with Approved Plans

The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers:

0157_P_2000

0157_P_2001

0157_P_2200; and shall thereafter be retained/maintained for as long as the development remains in existence.

REASON

To ensure the development complies with the provisions Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012) and the London Plan (2016).

3 COM5 General compliance with supporting documentation

The development hereby permitted shall not be occupied until the following has been completed in accordance with the specified supporting plans and/or documents:

CABINET BUILDING WRAP PROPOSAL - SEPTEMBER 2016

Thereafter the development shall be retained/maintained in accordance with these details for as long as the development remains in existence.

REASON

To ensure the development complies with the provisions Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012) and the London Plan (2016).

4 ADV2 Non-illumination (Signs)

The public art/signage hereby permitted shall not be illuminated.

REASON

In order to protect the visual amenity of the area and/or highway safety in accordance with Policy BE27 of the Hillingdon Unitary Development Plan Saved Policies (November 2012).

INFORMATIVES

1 I52 Compulsory Informative (1)

The decision to GRANT planning permission has been taken having regard to all relevant planning legislation, regulations, guidance, circulars and Council policies, including The Human Rights Act (1998) (HRA 1998) which makes it unlawful for the Council to act incompatibly with Convention rights, specifically Article 6 (right to a fair hearing); Article 8 (right to respect for private and family life); Article 1 of the First Protocol (protection of property) and Article 14 (prohibition of discrimination).

2 I53 Compulsory Informative (2)

The decision to GRANT planning permission has been taken having regard to the policies and proposals in the Hillingdon Unitary Development Plan Saved Policies (September 2007) as incorporated into the Hillingdon Local Plan (2012) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including The London Plan - The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) and national guidance.

BE10	Proposals detrimental to the setting of a listed building
BE13	New development must harmonise with the existing street scene.
BE15	Alterations and extensions to existing buildings
BE25	Modernisation and improvement of industrial and business areas
BE27	Advertisements requiring express consent - size, design and location
BE29	Advertisement displays on business premises
BE35	Major development proposals adjacent to or visible from major road and rail connections to Heathrow and central London
BE4	New development within or on the fringes of conservation areas
LE2	Development in designated Industrial and Business Areas
LPP 4.4	(2016) Managing Industrial Land and Premises

LPP 7.4	(2016) Local character
LPP 7.5	(2016) Public realm
LPP 7.8	(2016) Heritage assets and archaeology
LPP 8.2	(2016) Planning obligations
LPP 8.3	(2016) Community infrastructure levy
NPPF	National Planning Policy Framework
NPPF12	NPPF - Conserving & enhancing the historic environment

3. CONSIDERATIONS

3.1 Site and Locality

The whole of The Old Vinyl Factory (TOVF) site consists of approximately 6.6 hectares of land set in an irregular quadrilateral shaped site. The multi-phase site was originally constructed between 1907 and 1935 by the Gramophone Company and was later the production centre of EMI Ltd, producing the majority of vinyl records for distribution worldwide. Associated record production works had ceased by the 1980s after which time the site has been largely vacant with many buildings falling into disrepair.

The Cabinet building relative to this application is located centrally within the wider site, to the north of the existing Shipping Building and Record Store. The wider site is bounded by Blyth Road to the north and by the Great Western Mainline railway to the South, with Hayes and Harlington rail station to the east of the site. Opposite the site on Blyth Road lies the Grade II Listed Enterprise House, an eight storey office building, together with a variety of industrial and office buildings. The wider area is a mixture of residential, industrial and office uses with Hayes Town Centre located to the northeast of the site.

The existing building is in a derelict condition arising from long term vacancy. The building was originally used to build the housings for the gramophones of the former Thorn EMI factory.

Much of the application site, as well as The Record Store, The Cabinet Building and The Shipping Building, which lie immediately outside of the application boundary, is situated within a Developed Area, The Botwell: Thorn EMI Conservation Area and partly within a Industrial and Business Area, as identified in the Policies of the Hillingdon Local Plan (November 2012) and a Strategic Industrial Location (SIL) as designated within the London Plan (March 2016).

3.2 Proposed Scheme

The Cabinet Building is currently awaiting renovation. This application is for temporary signage in the form of a 'wrap' to be in place for a period of 18 months to improve the external appearance of the Cabinet Building prior to any renovation works at the site taking place.

The proposed signage comprises a banner wrap around the eastern elevation of the Cabinet Building. The proposed artwork is an enlarged photograph of historical pop culture showing fans at a Beatles concert. In support of the application the applicant has provided the following explanation for the image selected:

'EMI were the record label representing the Beatles from the 1960's. The Beatles form a huge part of British pop music which saw the growth of The Old Vinyl Factory to

accommodate the increased demand for vinyl records. The proposed artwork has been chosen to reflect the history of the site as the former EMI global manufacturing base for vinyl record production.'

The proposed signage as a whole extends to a maximum width of approximately 50m across the East elevation of the Cabinet Building. The overall height of the proposed artwork extends to approximately 25m. The proposed material for the artwork consists of breathable PVC mesh.

3.3 Relevant Planning History

Comment on Relevant Planning History

The application site forms part of The Old Vinyl Factory site for which outline consent was granted under application reference 59872/APP/2012/1838.

Application reference 59872/APP/2013/3640 granted permission for a non-material amendment to the scheme, due to the proposed revised phasing of the site, and some revisions to documents. This resulted in changes to the wording of conditions 6, 18, 27, and 32 of the original planning permission.

Application reference 59872/APP/2013/3775 granted a variation of the original outline permission to allow variations to phasing of the approved development.

The Cabinet Building itself has an extant permission to be refurbished for office space under planning application reference 51588/APP/2000/1827.

4. Planning Policies and Standards

Hillingdon Local Plan: Part 1 - Strategic Policies (November 2012)
Hillingdon Local Plan: Part 2 - Saved UDP Policies (November 2012)
London Plan (March 2016)
National Planning Policy Framework

UDP / LDF Designation and London Plan

The following UDP Policies are considered relevant to the application:-

Part 1 Policies:

PT1.BE1 (2012) Built Environment

Part 2 Policies:

BE10 Proposals detrimental to the setting of a listed building
BE13 New development must harmonise with the existing street scene.
BE15 Alterations and extensions to existing buildings
BE25 Modernisation and improvement of industrial and business areas
BE27 Advertisements requiring express consent - size, design and location
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5. Advertisement and Site Notice

- 5.1** Advertisement Expiry Date:- **9th November 2016**
- 5.2** Site Notice Expiry Date:- Not applicable

2nd November 2016

6. Consultations

External Consultees

Site notices were posted at the site and an advertisement was posted in the local press on the 19th of October 2016. In addition circa 110 adjacent residents and occupiers were consulted. No objections or comments have been received.

HAYES CONSERVATION AREA ADVISORY PANEL

We have no objection to this temporary installation provided it is removed at the end of the 18 month period.

Internal Consultees

DESIGN AND CONSERVATION OFFICER

This is a prominent building located between two Locally Listed Buildings within the Botwell Thorn EMI Conservation Area. The site is currently undergoing redevelopment, the wrap will screen the eastern side of the building, which is yet to undergo refurbishment. No objection in principle as the wrap will hide the existing unsightly facade, which is in poor condition. However, we would be keen to encourage the building's owners to commence repair and refurbishment work before the expiry of the 18 months period requested. If recommended for approval, a condition should be included requiring the wrap to be removed and the building facade to be made good on the expiry of the agreed time period.

Case Officer's comments:

Paragraph 206 of the National Planning Policy Framework states "Planning conditions should only be imposed where they are necessary, relevant to planning and to the development to be permitted, enforceable, precise and reasonable in all other respects."

Whilst it would be preferable to see the building facade renovated, it is not considered that this work is necessary or reasonable in relation to the current application for consent for a temporary building wrap.

7. MAIN PLANNING ISSUES

7.01 The principle of the development

There is no objection in principle to the proposed public artwork to improve the character of the existing building, adjacent listed buildings and the Conservation Area.

7.02 Density of the proposed development

Not applicable to this application.

7.03 Impact on archaeology/CAs/LBs or Areas of Special Character

The Council's Design and Conservation Officer has commented that 'This is a prominent building located between two Locally Listed Buildings within the Botwell Thorn EMI Conservation Area. The site is currently undergoing redevelopment, the wrap will screen the eastern side of the building, which is yet to undergo refurbishment. No objection in principle as the wrap will hide the existing unsightly facade, which is in poor condition.'

The proposed temporary wrap is therefore considered to improve the appearance of the Conservation Area, as well as the setting of the adjacent locally listed buildings.

7.04 Airport safeguarding

Not applicable to this application.

7.05 Impact on the green belt

Not applicable to this application.

7.07 Impact on the character & appearance of the area

The Cabinet Building is located within the wider The Old Vinyl Factory site and therefore the proposed wrap would mainly be screened from outside the site by the large existing Record Store, UTC and Powerhouse buildings. As stated above the Council's Design and Conservation Officer has raised no objection as the wrap will hide the existing unsightly facade, which is in poor condition. The proposed image relates directly to history of the site and is therefore deemed appropriate in this setting.

The proposed temporary wrap is therefore considered to improve the character and appearance of the area prior to the renovation of the building.

7.08 Impact on neighbours

Not applicable to this application.

7.09 Living conditions for future occupiers

Not applicable to this application.

7.10 Traffic impact, Car/cycle parking, pedestrian safety

Not applicable to this application.

7.11 Urban design, access and security

Not applicable to this application.

7.12 Disabled access

Not applicable to this application.

7.13 Provision of affordable & special needs housing

Not applicable to this application.

7.14 Trees, landscaping and Ecology

Not applicable to this application.

7.15 Sustainable waste management

Not applicable to this application.

7.16 Renewable energy / Sustainability

Not applicable to this application.

7.17 Flooding or Drainage Issues

Not applicable to this application.

7.18 Noise or Air Quality Issues

Not applicable to this application.

7.19 Comments on Public Consultations

None received.

7.20 Planning obligations

Not applicable to this application.

7.21 Expediency of enforcement action

Not applicable to this application.

7.22 Other Issues

None

8. Observations of the Borough Solicitor

General

Members must determine planning applications having due regard to the provisions of the development plan so far as material to the application, any local finance considerations so far as material to the application, and to any other material considerations (including regional and national policy and guidance). Members must also determine applications in accordance with all relevant primary and secondary legislation.

Material considerations are those which are relevant to regulating the development and use of land in the public interest. The considerations must fairly and reasonably relate to the application concerned.

Members should also ensure that their involvement in the determination of planning applications adheres to the Members Code of Conduct as adopted by Full Council and also the guidance contained in Probity in Planning, 2009.

Planning Conditions

Members may decide to grant planning consent subject to conditions. Planning consent should not be refused where planning conditions can overcome a reason for refusal. Planning conditions should only be imposed where Members are satisfied that imposing the conditions are necessary, relevant to planning, relevant to the development to be permitted, enforceable, precise and reasonable in all other respects. Where conditions are imposed, the Council is required to provide full reasons for imposing those conditions.

Planning Obligations

Members must be satisfied that any planning obligations to be secured by way of an agreement or undertaking pursuant to Section 106 of the Town and Country Planning Act 1990 are necessary to make the development acceptable in planning terms. The obligations must be directly related to the development and fairly and reasonably related to the scale and kind to the development (Regulation 122 of Community Infrastructure Levy 2010).

Equalities and Human Rights

Section 149 of the Equalities Act 2010, requires the Council, in considering planning applications to have due regard to the need to eliminate discrimination, advance equality of opportunities and foster good relations between people who have different protected characteristics. The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

The requirement to have due regard to the above goals means that members should consider whether persons with particular protected characteristics would be affected by a proposal when compared to persons who do not share that protected characteristic. Where equalities issues arise, members should weigh up the equalities impact of the proposals against the other material considerations relating to the planning application. Equalities impacts are not necessarily decisive, but the objective of advancing equalities must be taken into account in weighing up the merits of an application. The weight to be given to any equalities issues is a matter for the decision maker to determine in all of the circumstances.

Members should also consider whether a planning decision would affect human rights, in particular the right to a fair hearing, the right to respect for private and family life, the protection of property and the prohibition of discrimination. Any decision must be proportionate and achieve a fair balance between private interests and the public interest.

9. Observations of the Director of Finance

None

10. CONCLUSION

This application is for temporary consent of 18 months for a 50m x 25m banner wrap around the eastern elevation of the Cabinet Building, which is located centrally within The Old Vinyl Factory development site. The proposed artwork is an enlarged photograph of historical pop culture showing fans at a Beatles concert. This wrap is intended to improve the external appearance of the Cabinet Building prior to any renovation works at the site taking place.

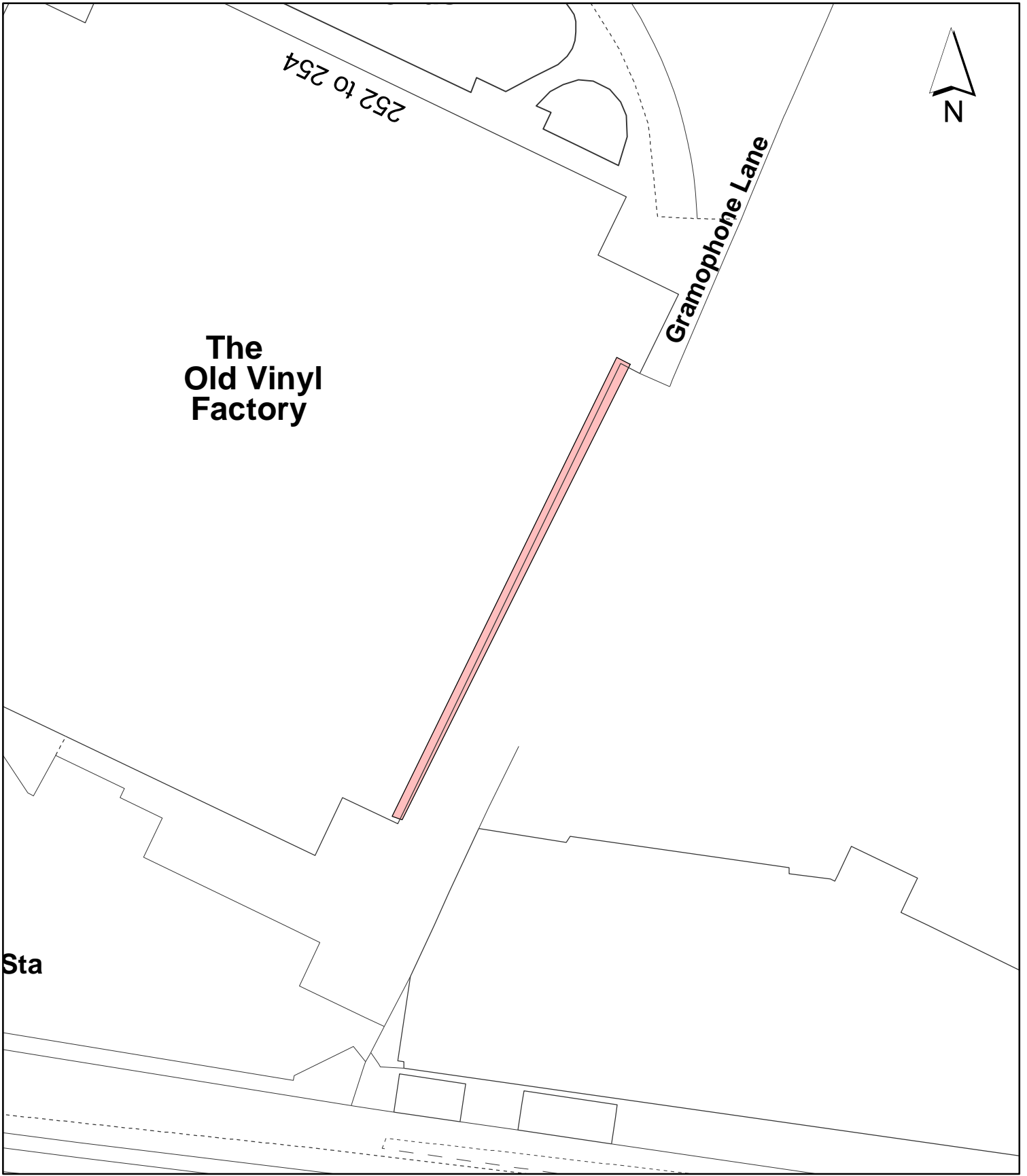
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

11. Reference Documents

Hillingdon Local Plan: Part 1 - Strategic Policies (November 2012)
Hillingdon Local Plan: Part 2 - Saved UDP Policies (November 2012)
London Plan (March 2016)
National Planning Policy Framework

Contact Officer: Ed Laughton

Telephone No: 01895 250230



<p>Notes:</p> <p> Site boundary</p> <p>For identification purposes only.</p> <p>This copy has been made by or with the authority of the Head of Committee Services pursuant to section 47 of the Copyright, Designs and Patents Act 1988 (the Act).</p> <p>Unless the Act provides a relevant exception to copyright.</p> <p>© Crown copyright and database rights 2016 Ordnance Survey 100019283</p>	<p>Site Address:</p> <p>The Old Vinyl Factory Blyth Road Hayes</p>		<p>LONDON BOROUGH OF HILLINGDON Residents Services Planning Section Civic Centre, Uxbridge, Middx. UB8 1UW Telephone No.: Uxbridge 250111</p>  <p>HILLINGDON LONDON</p>
	<p>Planning Application Ref:</p> <p>59872/APP/2016/3571</p>	<p>Scale:</p> <p>1:500</p>	
	<p>Planning Committee:</p> <p>North</p>	<p>Date:</p> <p>December 2016</p>	