

Report of the Head of Planning, Building Control, Sport & Green Spaces

Address MUSIC BOX, THE OLD VINYL FACTORY BLYTH ROAD HAYES

Development: Details pursuant to the discharge of Condition 3 (Proposed Image) of planning application reference 59872/APP/2016/1930 (Reserved Matters Application regarding the appearance and landscaping for Phase 5 'The Music Box' (formally the Record Stack) of The Old Vinyl Factory site, as required by Conditions 2 and 3 of planning permission ref. 59872/APP/2013/3775).

LBH Ref Nos: **59872/APP/2016/4461**

Drawing Nos: 5344-PL-07A Elevations 1 of 2 16.12.2016
5344PL-08A Elevations 2 of 2 16.12.2016

Date of receipt: 16/12/2016 **Date(s) of Amendment(s):**

1. MAIN PLANNING CONSIDERATIONS

This application is for details pursuant to the discharge of Condition 3 (Proposed Image) of planning application reference 59872/APP/2016/1930 (Reserved Matters Application regarding the appearance and landscaping for Phase 5 'The Music Box' (formally the Record Stack) of The Old Vinyl Factory site, as required by Conditions 2 and 3 of planning permission ref. 59872/APP/2013/3775). The relevant consultees are / are not satisfied with the proposals.

Planning History

59872/APP/2012/1838 - Outline planning application for a mixed use development of the Old Vinyl Factory site including the demolition of up to 12,643 sqm of buildings and construction of up to 112,953 sqm (112,953 sqm includes the retention and re-use of 784 sqm of the Power House and 901 sqm Pressing Plant) of new floorspace. Uses to include up to 510 residential units (maximum area of 49,000 sqm GEA), up to 7,886 sqm of new B1 floorspace, up to 4,000 sqm of A class uses (A1, A2, A3, A4, A5), up to 4,700 sqm of D1 and D2 uses, an energy centre (up to 950 sqm), car parking, works to access and creation of new accesses and landscaping.

59872/APP/2013/3775 - Variation of Condition 4 (Phasing) of planning permission 59872/APP/2012/1838 dated 19/04/2013, to allow variations to phasing of approved development to allow the Boilerhouse and the Material Store to come forward as Phases 1 and 2, and to allow the Veneer Store and/or Record Stack carparks to come forward earlier than in the approved phasing.

59872/APP/2016/1930 - Reserved Matters Application regarding the appearance and landscaping for Phase 5 'The Music Box' (formally the Record Stack) of The Old Vinyl Factory site, as required by Conditions 2 and 3 of planning permission ref. 59872/APP/2013/3775.

Case Officer's comments:

The approved building is wrapped in perforated metal panels which will have one facade and one partial facade that uses different sized punched holes to create an

abstracted version of an image. The principle of the use of perforated metal panels has been agreed as part of the Reserved matters consent. Planning application reference 59872/APP/2016/1930 was presented to the Major Applications Planning Committee on the 24th August 2016 and the 16th of November 2016. The resolution of the Committee on the 24th of August 2016 was to approve the application, delegated to the Head of Planning and Enforcement and subject to an agreement between the Committee Chairman and Opposition Lead of an appropriate image for the proposed building's external cladding. However it was not possible to agree an appropriate image and as such the application was again presented to Major Applications Planning Committee with a proposed amended image on the 16th of November 2016. Members were asked to consider whether the proposed amended image was acceptable, however Members decided that it was not and the application was deferred for a new image to be proposed.

The Applicant then requested that Planning Committee consider the granting of consent for the application with the addition of a condition requiring that a suitable image to be agreed in writing with the Local Planning Authority (which would be referred to committee for approval) prior to use of the building. This would enable the Applicant to enter into contractual arrangements and begin work on construction of the development whilst an appropriate image is sourced and submitted for consideration. The application was presented to planning committee on the 06/12/16 with a recommendation for approval, subject to the attachment of the above condition. The application was approved at committee with the following condition, which the current application seeks to discharge:

Condition 3 states:

'Notwithstanding the details shown on approved drawing 5344-PL-05 rev I and 5344-PL-06 rev H, prior to the perforated metal panels being installed on site an image for the metal panels shall be submitted to and agreed in writing with the Local Planning Authority. The approved design shall then be implemented in accordance with the approved details prior to first use of the car park.'

REASON

To ensure that the development presents a satisfactory appearance in accordance with Policies BE4 and BE13 of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012).'

The Applicant has provided the following comments in support of the proposed image:

An image for the perforated metal panels, comprising a stylised photograph of historic pop culture (screaming girls at a Beatles concert), was submitted with application 59872/APP/2016/1930. This image was not approved at committee. Instead the above condition was introduced requiring that an image was submitted to the Council for approval as part of a discharge of condition application. U+I and its masterplan architects have undertaken a lot of research to find suitable images for the Music Box facade.

The proposed screaming girls image (option A) is considered appropriate for the Music Box facade given the number of Beatles records that were pressed on site and the fact that Beatlemania was such a major part of British pop culture. The proposed image would therefore be an historic reference to the music history of the site. The image was also selected for the following qualities:

1. Strong contrast in the image to retain the legibility of the image once it has been converted to a perforation;
2. A proportion which works with the building facade;
3. Available for use in terms of copyright;
4. Non-controversial and not offensive to the public.

The image has been carefully positioned predominantly on the eastern facade, and part of the northern facade, where it will be visible from the approved new public space in front of the Cabinet Building and when approaching from the new pedestrian route through the site (referred to as the groove). The image will not be visible from the wider surroundings due to the presence of other new and existing buildings. Whilst we are aware that some councillors had a concern about the image we maintain that the image is appropriate to the site and its historical context and have submitted this application seeking a formal decision on the design from Councillors.'

The Applicant is aware of previous discussions regarding the proposed image and an alternative image has also been produced which uses the historical context of the HMV 'nipper dog' barking into a microphone (option B). The details of Option B are set out in a separate discharge of condition application (reference 18839/APP/2016/4462) that is also presented to Planning Committee for consideration.

Conclusion:

The proposed image is considered to be appropriate to the historical context of the site and the facades will be screened from outside the wider TOVF site by existing and proposed buildings. The submitted details as shown on plan references 5344 P 07A and 5344 PL 08A are deemed acceptable and as such Condition 3 (Proposed Image) of planning application reference 59872/APP/2016/1930 is recommended to be discharged.

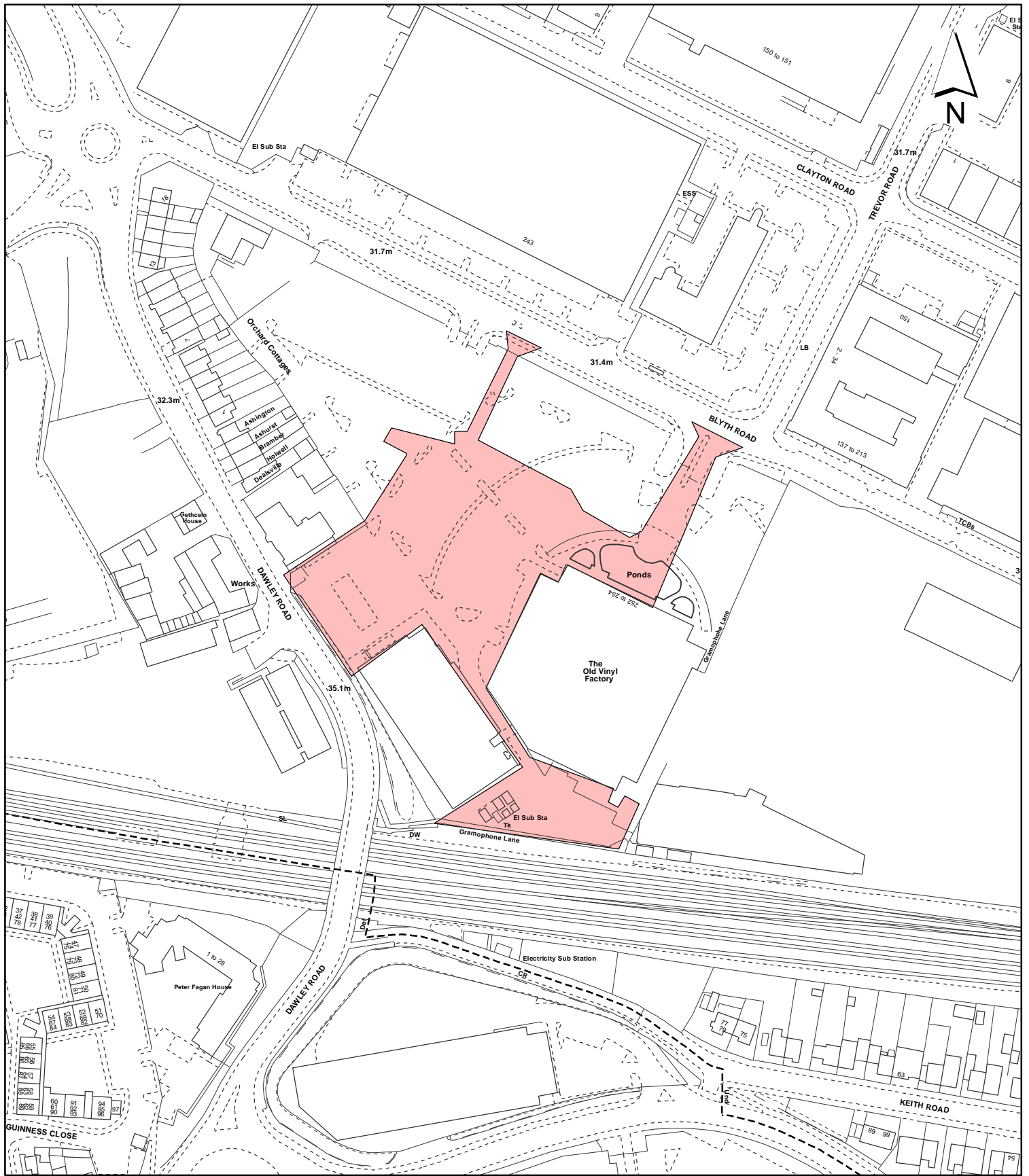
2. RECOMMENDATION

APPROVAL

INFORMATIVES

Contact Officer: Ed Laughton

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Notes:

 Site boundary

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Site Address:

**Music Box
 The Old Vinyl Factory**

**LONDON BOROUGH
 OF HILLINGDON**
 Residents Services
 Planning Section
 Civic Centre, Uxbridge, Middx. UB8 1UW
 Telephone No.: Uxbridge 250111

Planning Application Ref:
59872/APP/2016/4461

Scale:
1:2,000

Planning Committee:
Major

Date:
January 2017

