

**D | H | A**  
Planning & Development

10 / 3178 / FULL

**PLANNING, DESIGN &  
ACCESS STATEMENT**

IN RESPECT OF



**53/57 HIGH STREET  
WHITTON  
MIDDLESEX  
TW2 7LB**

**OCTOBER 2010**

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## **1.0 The Application Site and the Surrounding Area**

- 1.1 The application site is situated within the heart of Whitton town centre amongst the full range of shopping and public transport facilities. The site occupies a prominent location in that it is situated centrally within the town centre boundary and at the end of a terraced block, which also provides a pedestrian and cycle route to Cypress Avenue.
- 1.2 The High Street is a typical linear shopping frontage with retail uses in the form of convenience and comparison outlets on the ground floor and uses above in the form of ancillary storage space, offices and residential. The High Street also has a number of Class A2, A3, A4 & A5 non-retail uses to support the shopping function, vitality and viability of the town centre. The majority of the central section of the town centre is designated as a Key Shopping Frontage, where Class A1 retail uses are encouraged and to be retained.
- 1.3 The site itself forms a square shape and comprises an area of 0.044 hectares. The boundary of the site is effectively the perimeter of the existing building together with the forecourt area to the front and the part open storage and part built and enclosed area to the rear. There is a service road to the rear of the application site, which runs parallel to the High Street and extends as far as Bridge Way to the south and High Street to the north. This service road provides access to all the ground and upper floor uses along the eastern length of this part of the High Street.
- 1.4 The site has a long established use as a car showroom on the ground floor with residential accommodation above. The forecourt area is used for the parking and display of cars. It would be fair to say that the site has a Sui Generis use. The existing two-storey building with a pitched roof, whilst similar in scale and form to the prevailing buildings, is quite unique in that it's front elevation is set back significantly from the High Street to the point that it nearly aligns with the rear building line of the properties on either side.
- 1.5 The site and the surrounding area falls within a defined town centre boundary and in an Area of Mixed Use, as identified by the saved policies of the adopted UDP, where a whole range of land uses are encouraged. The Council's adopted Core Strategy objectives seek to maintain and reinforce the retail role for both

convenience and comparison goods to meet weekly shopping requirements, maintain the level of service uses and encourage other uses of a scale appropriate to district centres such as Whitton. In fact, the adopted Core Strategy earmarks Whitton town centre for an increase in retail floorspace by 600 sqm net by the year 2017.

1.6 The High Street is enclosed by an eclectic mix of buildings dating from various periods during the growth of the town centre and hence the variety of building forms, façades and roofscape provide much diversity to the streetscene. To the east of the application site lies the residential hinterland of Whitton. To the south lies the remaining part of the town centre, which at its southern end at the top of the bridge is met with Whitton mainline railway station providing regular services to London Waterloo. To the west and north of the application site lies the remaining part of the town centre.

1.7 The application site is in a very sustainable location with good access to the full range of convenience and comparison goods shopping and local amenities within Whitton town centre, not least the range of public transport nodes, particularly Whitton mainline railway station and the bus services operating along the High Street, which is a local distributor road providing immediate links to the neighbouring towns of Hounslow, Twickenham and Teddington and further links to Richmond and Kingston town centres.

## **2.0 The Application Proposals**

2.1 The proposed development would involve the demolition of all the existing buildings at the application site, namely the car showroom and residential uses above together with all the ancillary buildings to the rear.

2.2 The proposed development would then involve the erection of a three-storey building to provide for Class A1 retail use on the ground floor with two storeys of residential accommodation above.

2.3 The ground floor accommodation would comprise of a Sainsbury's food supermarket together with an associated storage area and staff facilities to include an office, breakout area and staff toilets. An enclosed refuse store area would also be provided

for the retail use. A separate bin store area and cycle store area would also be provided for the proposed residential uses together with a side entrance to the proposed flats above.

- 2.4 The first floor accommodation would comprise of 3 x 1 bedroom flats and 2 x 2 bedroom flats, which would be accessed via the side stairwell through to the central lightwell. Each of the flats would have their own private enclosed balconies.
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### **4.0 Planning History**

- 4.1 There is no planning history that is relevant to the proposed development.

## **5.0 National, Regional and Local Planning Policy**

### **National Planning Policy**

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- 5.4 Policy CP8 of the adopted Core Strategy recognises that town and local centres have an important role in providing shops, services, employment opportunities, housing and being a focus for community life. The primary objective of this policy is to maintain and reinforce the retail role of such centres.
- 5.5 With regard to Whitton town centre specifically, Policy CP8 identifies a retail floorspace need of 600 sqm net between now and the year 2017.

#### ***Key Shopping Frontages***

- 5.6 Saved Policy TC5 will not grant planning permission for changes of use or for redevelopment of shops that would result in any net loss of shopping floorspace within parts of centres which are identified as Key Shopping Frontages on the

Proposals Map. In Key Shopping Frontages, which the Council considers would benefit from further consolidation, encouragement will be given to changes of ground floor premises to shop uses.

### ***Housing Targets***

- 5.7 Policy CP14 of the adopted Core Strategy sets out the Council's housing targets for the period between 1 April 2007 and 31 March 2017 equating to an additional 2,700 dwellings or 270 dwellings per annum.

### ***Residential in Areas of Mixed Use***

- 5.8 Saved Policy HSG5 of the adopted UDP encourages residential development where it would be compatible with other land use policies and maintain the quality of the physical environment.

### ***Residential Density and Mix***

- 5.9 Saved Policy HSG11 of the adopted UDP seeks to achieve an appropriate density and mix of dwelling sizes by having regard to using land as intensively as is compatible with the protection of the quality, character and amenity of the area. Additionally, all developments will be expected to provide a minimum of 25% of small units appropriate to the site. Small units are defined as bedsits or one bedroom units.

### ***Design Considerations***

- 5.10 Saved Policy BLT11 of the adopted UDP seeks to achieve a high standard of design in new buildings and in extensions or alterations to existing buildings, while ensuring that schemes are compatible with the scale and character of existing development, its setting and the setting of new development. Policy BLT11 accepts that in some circumstances this may result in new building forms, which will need sensitive integration into existing settlements. To this end, proposals would be assessed through the application of a number of design criteria.

***Daylighting and Sunlighting***

- 5.11 Saved Policy BLT15 of the adopted UDP seeks to ensure that the design and layout of buildings enables sufficient sunlight and daylight to penetrate into and between buildings and that adjoining land or properties are protected.

***Unneighbourliness***

- 5.12 Saved Policy BLT16 of the adopted UDP seeks to ensure that adjoining premises do not encounter an unreasonable loss of privacy, pollution, visual intrusion, noise and disturbance.

***Car and Bicycle Parking Standards***

- 5.13 Saved Policy TRN4 of the adopted UDP sets out the maximum standards for all types of development. In Controlled Parking Zones and within 400 metres of a railway station, more restrictive standards will apply as these areas generally have higher accessibility levels.

***Residential Design Standards Supplementary Planning Document (2010)***

- 5.14 The above SPD sets out all the various requirements in terms of flat and room sizes, amenity space and associated development control criteria applicable to residential development proposals.

**6.0 Planning Assessment**

- 6.1 In my planning assessment of the proposed development, I consider each of the issues identified under the relevant headings below with reference to national, regional and local planning policy and any other material planning considerations.

***Principle of Existing and Proposed Land Uses***

- 6.2 The principle of the loss of the existing car showroom use at ground floor within a Key Shopping Frontage and Area of Mixed Use needs to be weighed up in the context of the proposed Class A1 retail use for a Sainsbury's convenience store, which would be



more in line with the adopted planning designations and policies for this site and the town centre as a whole.

- 6.3 The existing car showroom is a hybrid use in that it involves the sale of motor cars to the general public, yet being a Sui Generis use, it could be interpreted as being an employment use in accordance with saved Policy EMP4 of the adopted UDP.
- 6.4 Given the very strong objectives of Policy CP8 of the adopted Core Strategy in relation to Whitton town centre and the identified need for further retail floorspace together with saved Policy TC5 of the adopted UDP in relation to encouraging and consolidating further Class A1 retail frontage, on balance, the benefits associated with the proposed Class A1 retail use would far outweigh the harm associated with the loss of the existing car showroom in terms of enhancing the retail function, vitality and viability of Whitton town centre.
- 6.5 Turning to the proposed residential use on the upper parts, this would be consistent with the present use of the premises and would be consistent with saved Policy HSG5 of the adopted UDP in relation to encouraging residential uses in Areas of Mixed Use. This would also be consistent with the Living Over the Shop initiative for town centres.
- 6.6 In light of the above, the principle of the loss of the car showroom and replacement with retail floorspace together with residential accommodation above is consistent with the Council's adopted land use objectives and policies.

#### ***Housing Need, Density and Mix***

- 6.7 The proposed development would deliver a total of 9 residential units, which would make a 3% contribution towards the Council's annual housing target.
- 6.8 The proposed residential accommodation would comprise of 4 x 1 bedroom flats and 5 x 2 bedroom flats. The total number of units would equate to a development density of 205 dwellings per hectare, which would be consistent and appropriate for a town centre location, particularly where a high proportion (44%) of small units are being proposed.

- 6.9 Small units provide the first entry point to many households wishing to climb the housing ladder and the majority are likely to be single person households who cannot afford to own a car and rely on public transport services and local shopping facilities.

#### ***Residential Design Standards***

- 6.10 The proposed development has taken into account the requirements of the Residential Design Standards Supplementary Planning Document and all the proposed units meet the minimum baseline figures and the proposed accommodation contained therein is also compliant.
- 6.11 With regard to the provision of private amenity space, the SPD requires a minimum of 5 sqm for 1-2 person units, namely a 1 bed unit and an additional 1 sqm for each additional occupant. The proposed 1 bedroom units would each have their own private amenity space of 3 sqm in the form of enclosed balconies. The proposed 2 bedroom units would also have their own private amenity space of 7 sqm in the form of enclosed balconies.
- 6.12 Whilst the 1 bedroom units would fall slightly short of the minimum requirement, the proposed development as a whole would meet the standards set out in the SPD.
- 6.13 Given that the proposed development involves only 9 residential units, there is no requirement in accordance with the SPD to provide for any on-site children's play space or contributions lieu.

#### ***Design Considerations***

- 6.14 The design language of this building draws its inspiration from an art deco theme. This theme has been successfully executed in nearby buildings on the High Street.
- 6.15 The building displays a distinctive character, standing overconfident in relation to its direct neighbours. The scale, mass and height are in keeping with the High Street, being sympathetic to its neighbouring buildings by stepping back as not to overwhelm or overshadow them.

- 6.16 The chosen pallet of materials is in contrast to the typical selection found in the area. The use of white render, dark grey aluminium windows and glass railings, to the balconies, will aid in creating a crisp and clean design. The projecting flat roof overhangs coupled with systematic setbacks in the elevation help create a sense of depth and interest to the building.
- 6.17 The corner junction between the pedestrian access route and the scheme has been deliberately curved to acknowledge the corner and, at the same time, accentuate a fracture in the elevational streetscene. The corner is celebrated by an increase in roof height and a conscious series of setbacks and overhangs to further draw awareness to this component.
- 6.18 The central stair core, located facing the pedestrian access route, is intended to further underline its sense of purpose by consciously stressing a sense of verticality and height, a journey up the building. This design element provides a divide in the otherwise predominately horizontality of the building.
- 6.19 The rear elevation of the scheme has been planned to be mindful toward its neighbours by creating setbacks and screening commonly used spaces behind balconies. As with the front elevation, the use of projections and recesses creates a sense of depth and perspective to the building.

#### ***Privacy, Outlook, Sunlight and Daylight***

- 6.20 Due to the existing two-storey building with its pitched roof being set back at a significant distance from the High Street to the extent that it's front building line aligns through with the rear building line of the neighbouring properties within the terraced blocks on either side, there is already an established relationship with regard to the outlook, sunlight and daylight associated with the existing residential uses above the shops within the terrace.
- 6.21 The proposed development, whilst being set back further than the existing rear building line would not worsen the amenity of the prevailing neighbouring residential uses with regard to their outlook, sunlight and daylight. In fact, the proposed development has created a recessed area with the adjacent terraced block, which would allow for a separation distance of 4.3 metres and thus the outlook from the

facing windows would not be affected. Furthermore, the proposed development would not obstruct the path of the 25° line subtended from the facing windows and therefore the sunlight and daylight afforded to the existing residential space would also not be affected.

- 6.22 The proposed development is too far away from the residential properties situated in Cypress Avenue to have any impact on their amenities.

#### ***Access and Parking***

- 6.23 Access to the site would remain as existing via the High Street, the pedestrian access route to the side of the building and the service road to the rear.

- 6.24 No off-street car parking can physically be provided, similar to the existing uses. However, cycle parking spaces have been provided, one for each of the flats in a secure and enclosed area at ground floor level off the side pedestrian access. Similarly, separate bin store areas for the retail premises and the residential flats have also been designed into the building with access off the side pedestrian route.

- 6.25 The Council's adopted car parking standards recognise that significantly reduced or no off-street car parking in respect of proposals within a Controlled Parking Zone or 400 metres from a railway station would be acceptable. The application site would qualify for nil off-street car parking given its very high public transport accessibility level in a town centre location.

#### ***Servicing and Deliveries***

- 6.26 Although servicing and deliveries could take place from the rear of the premises, the proposed retail floorspace at ground floor level would receive its deliveries from the High Street because there are loading provisions available along this route. Refuse collection could take place from the front or rear of the premises although it has been witnessed during many sites visits that refuse lorries use the rear service road with respect to the neighbouring properties. Given the location of the bin store areas, they would be equidistant to any collections undertaken from either the front or rear of the premises.

***Sustainability and Renewable Energy***

- 6.27 The applicant commissioned xxx to prepare a sustainability and renewable energy report outlining the measures that could be incorporated into the proposed development. This report has been submitted with the proposed planning application.
- 6.28 As a new building is proposed, there is the opportunity to use building construction methods and materials which would achieve a very high level of energy efficiency and sustainability. The report has identified a number of options, which would achieve a minimum Code Level 3 rating in accordance with the Code for Sustainable Homes in respect of the proposed residential component of the scheme and BREEAM excellent rating in respect of the commercial component of the scheme.

***Planning Obligations***

- 6.29 The applicant is aware that in accordance with the Council's adopted Planning Obligations Strategy, there will be a requirement for various eligible component parts of the proposed development to make financial contributions towards education, transport, open space, community and health facilities. As these quantities remain unknown, the applicant will be relying upon the Council to inform them of the requirements, if any, and for any such requests to be properly justified in the context of advice contained in Circular 05/05.

***Other Material Considerations***

- 6.30 Although the Council would be granting planning permission for a generic Class A1 retail use and not specific to any retailer or occupier, the proposed development is however entirely predicated on the need identified by Sainsbury's to open a convenience retail outlet within Whitton town centre.
- 6.31 The proposed Sainsbury's convenience store would provide an important focal point and landmark building within the heart of the town centre and it would provide a much needed catalyst to enhance the retail function, vitality and viability of the town centre. It would result in multi-purpose trips, which in turn would help to increase the level of footfall within the town centre to the benefit of all the existing retailers and occupiers

and it would further attract interest from new retailers who would take up some of the existing vacant premises.

- 6.32 The proposed development and interest from Sainsbury's to invest in Whitton town centre offers a very unique opportunity to provide a wide range of local employment opportunities and inward investment to increase the profile of Whitton town centre in an economic climate where most businesses are making significant cuts in expenditure and investment. This is a very unique window of opportunity for Whitton town centre, which if not captured, will be lost forever.

## **7.0 Conclusion**

- 7.1 In my assessment of the proposed development, I have demonstrated in all respects that the proposed development complies with all the relevant requirements of the saved policies of the adopted UDP and policies of the adopted Core Strategy. Section 38 (6) of the Town and Country Planning Act 1990 (as amended) states that where a proposal is in accordance with the development plan and there are no material considerations to indicate otherwise, there should be a presumption in favour of the development.
- 7.2 In view of the above statutory requirements, I would hope that the Council would support the proposed development. The site possesses all the hallmarks of a sustainable location given its location within Whitton town centre, the bus services along High Street and the proximity of Whitton railway station together with the benefits of co-location with a residential hinterland.
- 7.3 The proposed development would make the most efficient use of this previously developed brownfield site. The proposal integrates well with public transport facilities and to this end it would reduce the need to travel by car. The design and materials would be of a high quality and in conclusion the proposal would be a wholly sustainable form of development.
- 7.4 In light of the above considerations, I would hope that the Council would be supportive of the proposed development and grant planning permission.

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more in line with the adopted planning designations and policies for this site and the town centre as a whole.

- 6.3 The existing car showroom is a hybrid use in that it involves the sale of motor cars to the general public, yet being a Sui Generis use, it could be interpreted as being an employment use in accordance with saved Policy EMP4 of the adopted UDP.
- 6.4 Given the very strong objectives of Policy CP8 of the adopted Core Strategy in relation to Whitton town centre and the identified need for further retail floorspace together with saved Policy TC5 of the adopted UDP in relation to encouraging and consolidating further Class A1 retail frontage, on balance, the benefits associated with the proposed Class A1 retail use would far outweigh the harm associated with the loss of the existing car showroom in terms of enhancing the retail function, vitality and viability of Whitton town centre.
- 6.5 Turning to the proposed residential use on the upper parts, this would be consistent with the present use of the premises and would be consistent with saved Policy HSG5 of the adopted UDP in relation to encouraging residential uses in Areas of Mixed Use. This would also be consistent with the Living Over the Shop initiative for town centres.
- 6.6 In light of the above, the principle of the loss of the car showroom and replacement with retail floorspace together with residential accommodation above is consistent with the Council's adopted land use objectives and policies.

#### ***Housing Need, Density and Mix***

- 6.7 The proposed development would deliver a total of 9 residential units, which would make a 3% contribution towards the Council's annual housing target.
- 6.8 The proposed residential accommodation would comprise of 4 x 1 bedroom flats and 5 x 2 bedroom flats. The total number of units would equate to a development density of 205 dwellings per hectare, which would be consistent and appropriate for a town centre location, particularly where a high proportion (44%) of small units are being proposed.

- 6.9 Small units provide the first entry point to many households wishing to climb the housing ladder and the majority are likely to be single person households who cannot afford to own a car and rely on public transport services and local shopping facilities.

#### ***Residential Design Standards***

- 6.10 The proposed development has taken into account the requirements of the Residential Design Standards Supplementary Planning Document and all the proposed units meet the minimum baseline figures and the proposed accommodation contained therein is also compliant.
- 6.11 With regard to the provision of private amenity space, the SPD requires a minimum of 5 sqm for 1-2 person units, namely a 1 bed unit and an additional 1 sqm for each additional occupant. The proposed 1 bedroom units would each have their own private amenity space of 3 sqm in the form of enclosed balconies. The proposed 2 bedroom units would also have their own private amenity space of 7 sqm in the form of enclosed balconies.
- 6.12 Whilst the 1 bedroom units would fall slightly short of the minimum requirement, the proposed development as a whole would meet the standards set out in the SPD.
- 6.13 Given that the proposed development involves only 9 residential units, there is no requirement in accordance with the SPD to provide for any on-site children's play space or contributions lieu.

#### ***Design Considerations***

- 6.14 The design language of this building draws its inspiration from an art deco theme. This theme has been successfully executed in nearby buildings on the High Street.
- 6.15 The building displays a distinctive character, standing overconfident in relation to its direct neighbours. The scale, mass and height are in keeping with the High Street, being sympathetic to its neighbouring buildings by stepping back as not to overwhelm or overshadow them.



- 6.16 The chosen pallet of materials is in contrast to the typical selection found in the area. The use of white render, dark grey aluminium windows and glass railings, to the balconies, will aid in creating a crisp and clean design. The projecting flat roof overhangs coupled with systematic setbacks in the elevation help create a sense of depth and interest to the building.
- 6.17 The corner junction between the pedestrian access route and the scheme has been deliberately curved to acknowledge the corner and, at the same time, accentuate a fracture in the elevational streetscene. The corner is celebrated by an increase in roof height and a conscious series of setbacks and overhangs to further draw awareness to this component.
- 6.18 The central stair core, located facing the pedestrian access route, is intended to further underline its sense of purpose by consciously stressing a sense of verticality and height, a journey up the building. This design element provides a divide in the otherwise predominately horizontality of the building.
- 6.19 The rear elevation of the scheme has been planned to be mindful toward its neighbours by creating setbacks and screening commonly used spaces behind balconies. As with the front elevation, the use of projections and recesses creates a sense of depth and perspective to the building.

#### ***Privacy, Outlook, Sunlight and Daylight***

- 6.20 Due to the existing two-storey building with its pitched roof being set back at a significant distance from the High Street to the extent that it's front building line aligns through with the rear building line of the neighbouring properties within the terraced blocks on either side, there is already an established relationship with regard to the outlook, sunlight and daylight associated with the existing residential uses above the shops within the terrace.
- 6.21 The proposed development, whilst being set back further than the existing rear building line would not worsen the amenity of the prevailing neighbouring residential uses with regard to their outlook, sunlight and daylight. In fact, the proposed development has created a recessed area with the adjacent terraced block, which would allow for a separation distance of 4.3 metres and thus the outlook from the

facing windows would not be affected. Furthermore, the proposed development would not obstruct the path of the 25° line subtended from the facing windows and therefore the sunlight and daylight afforded to the existing residential space would also not be affected.

- 6.22 The proposed development is too far away from the residential properties situated in Cypress Avenue to have any impact on their amenities.

### ***Access and Parking***

- 6.23 Access to the site would remain as existing via the High Street, the pedestrian access route to the side of the building and the service road to the rear.

- 6.24 No off-street car parking can physically be provided, similar to the existing uses. However, cycle parking spaces have been provided, one for each of the flats in a secure and enclosed area at ground floor level off the side pedestrian access. Similarly, separate bin store areas for the retail premises and the residential flats have also been designed into the building with access off the side pedestrian route.

- 6.25 The Council's adopted car parking standards recognise that significantly reduced or no off-street car parking in respect of proposals within a Controlled Parking Zone or 400 metres from a railway station would be acceptable. The application site would qualify for nil off-street car parking given its very high public transport accessibility level in a town centre location.

### ***Servicing and Deliveries***

- 6.26 Although servicing and deliveries could take place from the rear of the premises, the proposed retail floorspace at ground floor level would receive its deliveries from the High Street because there are loading provisions available along this route. Refuse collection could take place from the front or rear of the premises although it has been witnessed during many sites visits that refuse lorries use the rear service road with respect to the neighbouring properties. Given the location of the bin store areas, they would be equidistant to any collections undertaken from either the front or rear of the premises.

***Sustainability and Renewable Energy***

- 6.27 The applicant commissioned xxx to prepare a sustainability and renewable energy report outlining the measures that could be incorporated into the proposed development. This report has been submitted with the proposed planning application.
- 6.28 As a new building is proposed, there is the opportunity to use building construction methods and materials which would achieve a very high level of energy efficiency and sustainability. The report has identified a number of options, which would achieve a minimum Code Level 3 rating in accordance with the Code for Sustainable Homes in respect of the proposed residential component of the scheme and BREEAM excellent rating in respect of the commercial component of the scheme.

***Planning Obligations***

- 6.29 The applicant is aware that in accordance with the Council's adopted Planning Obligations Strategy, there will be a requirement for various eligible component parts of the proposed development to make financial contributions towards education, transport, open space, community and health facilities. As these quantities remain unknown, the applicant will be relying upon the Council to inform them of the requirements, if any, and for any such requests to be properly justified in the context of advice contained in Circular 05/05.

***Other Material Considerations***

- 6.30 Although the Council would be granting planning permission for a generic Class A1 retail use and not specific to any retailer or occupier, the proposed development is however entirely predicated on the need identified by Sainsbury's to open a convenience retail outlet within Whitton town centre.
- 6.31 The proposed Sainsbury's convenience store would provide an important focal point and landmark building within the heart of the town centre and it would provide a much needed catalyst to enhance the retail function, vitality and viability of the town centre. It would result in multi-purpose trips, which in turn would help to increase the level of footfall within the town centre to the benefit of all the existing retailers and occupiers

and it would further attract interest from new retailers who would take up some of the existing vacant premises.

- 6.32 The proposed development and interest from Sainsbury's to invest in Whitton town centre offers a very unique opportunity to provide a wide range of local employment opportunities and inward investment to increase the profile of Whitton town centre in an economic climate where most businesses are making significant cuts in expenditure and investment. This is a very unique window of opportunity for Whitton town centre, which if not captured, will be lost forever.

## **7.0 Conclusion**

- 7.1 In my assessment of the proposed development, I have demonstrated in all respects that the proposed development complies with all the relevant requirements of the saved policies of the adopted UDP and policies of the adopted Core Strategy. Section 38 (6) of the Town and Country Planning Act 1990 (as amended) states that where a proposal is in accordance with the development plan and there are no material considerations to indicate otherwise, there should be a presumption in favour of the development.
- 7.2 In view of the above statutory requirements, I would hope that the Council would support the proposed development. The site possesses all the hallmarks of a sustainable location given its location within Whitton town centre, the bus services along High Street and the proximity of Whitton railway station together with the benefits of co-location with a residential hinterland.
- 7.3 The proposed development would make the most efficient use of this previously developed brownfield site. The proposal integrates well with public transport facilities and to this end it would reduce the need to travel by car. The design and materials would be of a high quality and in conclusion the proposal would be a wholly sustainable form of development.
- 7.4 In light of the above considerations, I would hope that the Council would be supportive of the proposed development and grant planning permission.