



Appeal Decision

Site visit made on 22 June 2023

by A Price BSc MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 30 June 2023

Appeal Ref: APP/F5540/W/22/3311704

Units 32-34 The Centre, High Street, Feltham, Hounslow TW13 4AU

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
 - The appeal is made by Merkur Slots UK Ltd against the decision of the Council of the London Borough of Hounslow.
 - The application Ref 00230/32-34/P5, dated 22 August 2022, was refused by notice dated 10 November 2022.
 - The development proposed is the installation of a new shopfront.
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Decision

1. The appeal is allowed and planning permission is granted for the installation of a new shopfront at Units 32-34 The Centre, High Street, Feltham, Hounslow TW13 4AU in accordance with the terms of the application, Ref 00230/32-34/P5, dated 22 August 2022, subject to the following conditions:
 - 1) The development hereby permitted shall begin not later than 3 years from the date of this decision; and
 - 2) The development hereby permitted shall be carried out in accordance with the following approved plans: Site Location Plan; Block Plan; and 999-PR-03 Rev 01 Proposed Shopfront Elevation.

Procedural Matters

2. I have also dealt with other appeals at this site¹. Those appeals are the subject of a separate decision.

Main Issue

3. The main issue is the effect of the proposed development on the character and appearance of the area.

Reasons

4. The appeal site forms an established commercial unit within a modern shopping centre known as The Centre. The existing shopfront is contemporary in design, with proportions broadly correlating with the wider building.
5. The surrounding commercial units feature a range of shopfronts. These are generally of a contemporary design, but with some differing features including door and window styles, colours and positions.
6. The proposed development would include the installation of a replacement shopfront of aluminium construction with a second entrance door.

¹ 3311701, 3311708

7. The proposed development by reason of its design and appearance in this varied, modern and town centre context, would have a minimal, and acceptable, impact on the overall appearance of the building and wider streetscene.
8. Overall, the proposed development would have an acceptable effect on the character and appearance of the area, in accordance with the relevant provisions of policies CC1 and CC2 of the Hounslow Local Plan 2015-2030 (adopted 2015). These policies, in summary, seek high quality design in development which responds to the wider context and local architectural vernacular.

Conditions

9. I have included a condition in respect of statutory timeframes, together with a condition requiring adherence to the relevant plans, for certainty.

Conclusion

10. For the above reasons, having had regard to the development plan as a whole and all other relevant material considerations, I conclude that the appeal should be allowed subject to the conditions above.

A Price

INSPECTOR