

DELEGATED ADVERTISEMENT DECISION

- Please select each of the categories that enables this application to be determined under delegated powers
 - Criteria 1 to 5 or criteria 7 to 9 must be addressed for all categories of application, except for applications for Certificates of Lawfulness, etc.

APPROVAL RECOMMENDED: GENERAL

Select an Option

1.	No valid planning application objection in the form of a petition of 20 or more signatures, has been received	☐
2.	Application complies with all relevant planning policies and is acceptable on planning grounds	☐
3.	There is no Committee resolution for the enforcement action	☐
4.	There is no effect on listed buildings or their settings	☐
5.	The site is not in the Green Belt (but see 11 below)	☐

REFUSAL RECOMMENDED: GENERAL

6.	Application is contrary to relevant planning policies/standards	☐
7.	No petition of 20 or more signatures has been received	☐
8.	Application has not been supported independently by a person/s	☐
9.	The site is not in Green Belt (but see 11 below)	☐

RESIDENTIAL DEVELOPMENT

10.	Single dwelling or less than 10 dwelling units and/or a site of less than 0.5 ha	☐
11.	Householder application in the Green Belt	☐

COMMERCIAL, INDUSTRIAL AND RETAIL DEVELOPMENT

12.	Change of use of retail units on site less than 1 ha or with less than 1000 sq. m other than a change involving a loss of A1 uses	☐
13.	Refusal of change of use from retail class A1 to any other use	☐
14.	Change of use of industrial units on site less than 1 ha or with less than 1000sq.m. of floor space other than to a retail use.	☐

CERTIFICATE OF LAWFULNESS

15.	Certificate of Lawfulness (for proposed use or Development)	☐
16.	Certificate of Lawfulness (for existing use or Development)	☐
17.	Certificate of Appropriate Alternative Development	☐

CERTIFICATE OF LAWFULNESS

18.	ADVERTISEMENT CONSENT (excluding Hoardings)	☐
19.	PRIOR APPROVAL APPLICATION	☐
20.	OUT-OF-BOROUGH OBSERVATIONS	☐
21.	CIRCULAR 18/84 APPLICATION	☐
22.	CORPSEWOOD COVENANT APPLICATION	☐
23.	APPROVAL OF DETAILS	☐
24.	ANCILLARY PLANNING AGREEMENT (S.106 or S.278) where the Heads of Terms have already received Committee approval	☐
25.	WORKS TO TREES	☐
26.	OTHER (please specify)	☐

The delegation powers schedule has been changed. Interim Director of Planning, Regeneration & Public Realm can determine this application

Case Officer:

Signature:

Date:

A delegated decision is appropriate and the recommendation, conditions/reasons for refusal and informative's are satisfactory.

Team Manager:

Signature:

Date:

The decision notice for this application can be issued.

Director / Member of Senior Management Team:

Signature:

Date:

NONE OF THE ABOVE DETAILS SHOULD BE USED IN THE PS2 RETURNS ODPM

Item No. **Report of the Head of Development Management and Building Control**

Address: 39 STATION ROAD WEST DRAYTON

Development: Installation of 2no. internally illuminated fascia signs and vertical light strips.

LBH Ref Nos: 24730/ADV/2025/42

Drawing Nos: Location Plan
 25/989/02
 25/989/12
 25/989/06
 25/989/11- Rev A

Date Plans received: **Date(s) of Amendments(s):**

Date Application valid

1. CONSIDERATIONS

1.1 Site and Locality

The application relates to a two storey; terraced property located to the North of Station Road. The property is proposed to be used as a restaurant on both the ground and first floor units. The property forms part of a row of shops with residential units above.

The property is attached to Nos.37 and 37A Station Road and Flats 1-5 Aaria House, 2A Cherry Orchard to the Northwest and Nos.41 and 41A to the South East. To the rear is a small yard and alleyway which provides access to the first floor flat. Beyond the alleyway lies the side boundary of No.2 Cherry Orchard.

The site lies on potentially contaminated land and within the Yiewsley and West Drayton Town Centre (and Secondary Shopping Area) as identified within the Hillingdon Local Plan: Part Two - Development Management Policies (2020). The site has a PTAL rating of 3.

1.2 Proposed Scheme

Advertisement consent is sought for the installation of 2no. externally illuminated fascia signs.

1.3 Relevant Planning History

24730/APP/2025/2228 39 STATION ROAD WEST DRAYTON

Replacement of shopfront, installation of extractor ducting to rear, and amendment to permitted opening hours.

24730/APP/2019/3531 39 STATION ROAD WEST DRAYTON

Change of use of first floor from 1 x 2-bed flat (Use Class C3) to mixed use restaurant (Use Class A3) and takeaway (Use Class A5), involving installation of fire escape to rear and alterations to side and rear elevations

Decision: 05-08-2020 Approval

24730/APP/2019/2496 39 STATION ROAD WEST DRAYTON

Change of use of first floor from 1 x 2 bed flat (Use Class C3) to restaurant (Use Class A3) involving installation of fire escape to rear and alterations to front, side and rear elevations

Decision: 03-10-2019 Refusal

24730/APP/2018/103 39 STATION ROAD WEST DRAYTON

Details pursuant to condition 3 (Extraction Systems) of planning permission Ref: 24730/APP/2016/2637 dated 27/06/2016 (Change of use from retail (Use Class A1) to a mixed use comprising restaurant and cafe/hot food takeaway (Use Class A3/A5) and alterations to shopfront)

Decision: 01-08-2018 Approval

24730/APP/2017/2890 39 STATION ROAD WEST DRAYTON

2m high wall to rear (Application for a Certificate of Lawful Development for a Proposed Development)

Decision: 06-10-2017 Approval

24730/APP/2017/2642 39 STATION ROAD WEST DRAYTON

Single storey rear extension (Retrospective).

Decision: 16-11-2017 Refusal **Appeal:** 13-07-18 Allowed

24730/APP/2017/2607 39 STATION ROAD WEST DRAYTON

Details pursuant to condition 3 (Extraction Systems) of planning permission Ref: 24730/APP/2016/2637 dated 27/06/2016 (Change of use from retail (Use Class A1) to a mixed use comprising restaurant and cafe/hot food takeaway (Use Class A3/A5) and alterations to shopfront)

Decision: 19-10-2017 Refusal

24730/APP/2017/2447 39 STATION ROAD WEST DRAYTON

Details pursuant to condition 7 (Refuse) of planning permission Ref: 24730/APP/2016/2637 dated

14/10/2016 (Change of use from retail (Use Class A1) to a mixed use comprising restaurant and cafe/hot food takeaway (Use Class A3/A5) and alterations to shopfront)

Decision: 18-09-2017 Approval

24730/APP/2017/2120 39 STATION ROAD WEST DRAYTON

Condition 7

Decision: 01-09-2017 No Further
Action(P)

24730/APP/2017/1422 39 STATION ROAD WEST DRAYTON

Details pursuant to condition 3 (Noise Control) of planning permission Ref: 24730/APP/2016/2637 dated 14/10/2016 (Change of use from retail (Use Class A1) to a mixed use comprising restaurant and cafe/hot food takeaway (Use Class A3/A5) and alterations to shopfront)

Decision: 21-06-2017 Refusal

ENF/110/17 39 Station Road West Drayton

PEO - Rear Extension and Wall

Status: No Further No Further
Action Action(P)

24730/APP/2016/2637 39 STATION ROAD WEST DRAYTON

Change of use from retail (Use Class A1) to a mixed use comprising restaurant and cafe/hot food takeaway (Use Class A3/A5) and alterations to shopfront

Decision: 13-10-2016 Approval

ENF/219/15/ 39 Station Road West Drayton

UNAUTHORISED CONSTRUCTION OF A WALL

Status: No Further No Further
Action Action(P)

24730/APP/2015/759 39 STATION ROAD WEST DRAYTON

Single storey rear extension, new shopfront and change of use from retail (Use Class A1) to a mixed use comprising restaurant/cafe/hot food takeaway (Use Classes A3/A5)

Decision: 13-05-2015 Refusal

24730/APP/2012/3062 39 STATION ROAD WEST DRAYTON

Change of use from retail (Use Class A1) to a mixed use comprising restaurants and cafe/hot food takeaway (Use Class A3/A5) and alterations to shopfront

Decision: 30-07-2013 Approval

24730/APP/2001/913 39 STATION ROAD WEST DRAYTON

INSTALLATION OF EXTERNAL STAIRCASE TO REAR AND CONVERSION TO TWO SELF-CONTAINED FLATS

Decision: 24-10-2001 Approval

24730/D/87/1571 39 STATION ROAD WEST DRAYTON

Installation of a 1.3m diameter dish aerial on roof

Decision: 19-11-1987 Approval

24730/C/81/0301 39 STATION ROAD WEST DRAYTON

Two storey rear extension.

Decision: 01-05-1981 Approval

24730/78/0307

24730/A/XX/2580

24730/B/78/1420

24730/C /81/0301

Comment on Planning History

The planning history for the site is listed above.

It should be noted that during the process of the application recommendations were made to the applicant in attempt to achieve an acceptable scheme, these suggestions were not accepted and the development has been decided in accordance with the original plans.

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date: Not applicable

2.2 Site Notice Expiry Date: Not applicable

3. Comments on Public Consultations

Twelve neighbouring properties and Hillingdon's Highways Authority were consulted by letter on 06/10/25. During the consultation period, which expired on 27/10/25, no external comments were received.

INTERNAL COMMENTS

Highways: There are no highway objections to this proposal

4. UDP/LDF Designation and London Plan

The following Local Plan Policies are considered relevant to the application:-

Part 1 Policies:

PT1.BE1 (2012) Built Environment

Part 2 Policies:

DMHB 11	Design of New Development
DMHB 13	Shopfronts
DMHB 13A	Advertisements and Shop Signage
DMT 2	Highways Impacts
NPPF12 -24	NPPF12 2024 - Achieving well-designed places

5. MAIN PLANNING ISSUES

The application seeks consent to display advertisements and in such cases the Council can only give due regard to the impact of the advertisement on visual amenity and public safety.

Policies D1, D3 and D4 of the London Plan (2021) require development proposals to be of high quality and to enhance the local context by delivering buildings and spaces that positively respond to local distinctiveness.

Policy BE1 of the Hillingdon Local Plan: Part One seeks a quality of design in all new development that both enhances and contributes to the area in terms of form, scale and materials, is appropriate to the identity and context of the townscape and would improve the quality of the public realm and respect local character.

Policy DMHB 11 advises that all development will be required to be designed to the highest standards and incorporate principles of good design. It should also not adversely impact on the amenity, daylight and sunlight of adjacent properties and open space.

Policy DMHB 13 of the Local Plan: Part Two - Development Management Policies (2020) states 'A) New shopfronts and alterations to existing shopfronts should complement the original design,

proportions, materials and detailing of the building of which it forms a part and the surrounding street scene. B) The Council will resist the removal of shopfronts of architectural or historic interest, particularly those listed on the Register of Locally Listed Buildings. C) New shopfronts must be designed to allow equal access for all users. D) Inset entrances on shopfronts should be glazed and well-lit to contribute to the attractiveness, safety and vitality of the shopping area and avoid blank frontages to the street. E) Blinds, canopies and shutters, where acceptable in principle, must be appropriate to the character of the shopfront and its setting. External security grilles will not normally be permitted, unless they are of good quality design. F) In order to improve and maintain the quality of the public realm, the design of shopfronts should be of a high quality, taking into consideration: i) retention and maintenance of active shopfronts at all times; ii) the relationship between the shopfront and upper floors; iii) the relationship with surrounding shopfronts and buildings; iv) the use of materials which are appropriate to and enhance the character of the local area; and v) the value of existing architectural and historic features.

Policy DMHB 13A of the Local Plan: Part Two - Development Management Policies (2020) advises that in order to improve and maintain the quality of the public realm advertisements will be required to demonstrate that they complement the scale, form, materials and architectural composition of the individual buildings, the visual amenity of the surrounding area, do not have an adverse impact on the public highway and do not lead to visual clutter.

At present the existing building has a non illuminated fascia sign above its front elevation windows and entrance. The sign is positioned slightly higher than other fascia signs on the terrace block, however it broadly aligns and is therefore not significantly out of character. The lack of illumination on the sign ensures that its slightly higher position is not emphasised.

The proposed replacement fascia sign would be in the same position but with illuminated lettering. The illumination would draw attention to the fact that the sign is higher than others, making the resulting building appear prominent and its signage more out of place (when viewed alongside other signs on the terrace block).

The addition of a second fascia sign at parapet level would be out of keeping with the position of signage on the terrace block, making it visually incongruous and out of character, subsequently harming the collective appearance of the block. The illumination of the parapet sign would make it visually prominent adding to the visual harm caused by its uncharacteristic position.

The proposed light strips are completely out of character and would give the building a strong vertical emphasis, contrasting with the horizontal emphasis which exists across the terrace block. The strips and pair of illuminated signs would also make the site appear overly illuminated and visually dominant within the street (detracting from the noticeability of all other shop frontages in the area).

For the reasons mentioned above, it is considered that due to their siting, size, design and illumination the proposed signs and lighting strips would be detrimental to the character, appearance and visual amenities of the street scene. The proposal is therefore contrary to Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies DMHB 11, DMHB 13, DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (January 2020), Policy D3 of the London Plan (2021) and the NPPF (2024).

PUBLIC SAFETY

Policy DMHB 13 A part v) of the of Hillingdon Local Plan: Part Two - Development Management Policies (2020) states that signs and advertisements will have to demonstrate they do not have an

adverse impact on public or highway safety.

The proposed internally illuminated signage would not cause a hazard to pedestrian or road users or unacceptably prejudice the residential amenity of neighbouring occupiers. The Councils highway officer has been consulted on the application and has no objection to the signage.

CONCLUSION

Due to the development's adverse impact on visual amenity, the proposal is considered to be unacceptable. The application is recommended for refusal.

6. RECOMMENDATION

REFUSAL for the following reasons:

1. NON2 Non Standard reason for refusal

The proposed signs (and light strips), by virtue of their siting, size, materiality, design and illumination would be detrimental to the character and appearance of the host building, street scene and wider area. The proposal is therefore contrary to Policies BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies DMHB 11, DMHB 13 and DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (January 2020), Policy D3 of the London Plan (2021) and the NPPF (2024).

INFORMATIVES

1. I52

The decision to REFUSE 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).

I53 Compulsory Informative (2)

The decision to REFUSE planning permission has been taken having regard to the policies and proposals in the Hillingdon Local Plan Part 1 (2012) and Part 2 (2020) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including The London Plan (2021) and national guidance.

DMHB Design of New Development
11

DMHB Shopfronts

13

DMHB Advertisements and Shop Signage
13A

DMT 2 Highways Impacts

NPPF12 NPPF12 2024 - Achieving well-designed places
-24

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