

## 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 Option

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

### REFUSAL RECOMMENDED: GENERAL

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

### RESIDENTIAL DEVELOPMENT

- |                                                                                      |                          |
|--------------------------------------------------------------------------------------|--------------------------|
| 10. Single dwelling or less than 10 dwelling units and/or a site of less than 0.5 ha | <input type="checkbox"/> |
| 11. Householder application in the Green Belt                                        | <input type="checkbox"/> |

### 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 | <input type="checkbox"/> |
| 13. Refusal of change of use from retail class A1 to any other use                                                                   | <input type="checkbox"/> |
| 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.  | <input type="checkbox"/> |

### CERTIFICATE OF LAWFULNESS

- |                                                                 |                          |
|-----------------------------------------------------------------|--------------------------|
| 15. Certificate of Lawfulness (for proposed use or Development) | <input type="checkbox"/> |
| 16. Certificate of Lawfulness (for existing use or Development) | <input type="checkbox"/> |
| 17. Certificate of Appropriate Alternative Development          | <input type="checkbox"/> |

### CERTIFICATE OF LAWFULNESS

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

The delegation powers schedule has been checked. Director of Planning, Environment and Community Services can determine this application.

Case Officer

Signature:

Date:

A delegated decision is appropriate and the recommendation, conditions/reasons for refusal and informatives 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 DATES SHOULD BE USED IN THE PS2 RETURNS TO THE ODPM

**Item No.**                      **Report of the Head of Planning, Transportation and Regeneration**

**Address**                      UNIT 3, SWAN WHARF BUSINESS CENTRE WATERLOO ROAD  
UXBRIDGE

**Development:**              Installation of 3 fascia signs and freestanding 'V' shaped sign

**LBH Ref Nos:**                **74731/ADV/2019/15**

**Drawing Nos:**              Photograph  
Elevation  
Location Plan (1:1250)  
Proposed South Elevation  
Proposed V Sign South Elevation  
Left/Right Sign

**Date Plans Received:**      03/04/2019                      **Date(s) of Amendment(s):**

**Date Application Valid:**    28/05/2019

## **1.      CONSIDERATIONS**

### **1.1    Site and Locality**

The application relates to a two storey building currently, located on the adjacent corner junction of Cowley Mill Road and Waterloo Road. The site is situated within British Waterways Zones as defined by the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

The application site lies within the 'Developed Area' as identified in the Hillingdon Local Plan: Part One - Strategic Policies (November 2012).

### **1.2    Proposed Scheme**

The application seeks advertisement consent for the installation of 3 x fascia signs and freestanding 'V' shaped sign

### **1.3    Relevant Planning History Comment on Planning History**

## **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**

7 neighbouring properties were consulted by letter dated 30/5/19 and a site notice was displayed in the area. By the close of the consultation period 1 comment received.

Property Shared Services Centre: No objection

Internal consultee:

Highway Officer:

There are no highway, traffic or transportation objections to this application

Contaminated Land:

No objection

#### **4. 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:

BE13 New development must harmonise with the existing street scene.

BE15 Alterations and extensions to existing buildings

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

DMHB 13A Advertisements and Shop Signage

DAS-SF Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

#### **5. MAIN PLANNING ISSUES**

The main issues for consideration relate to the impact on the visual amenity and public safety.

Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012) requires all new development to maintain the quality of the built environment by providing high quality urban design. Policy BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) states that advertisements will only be granted express consent if they are at such a size and designed so they compliment the scale, form and architectural composition of individual buildings.

Section 8 of the Council's adopted Supplementary Planning Document, the Hillingdon Design and Accessibility Statement: Shopfronts (July 2006) considers the effects on the character of the area including historic areas, type of illumination, size of lettering and repetition of signage. New signs will only be allowed which are necessary and sympathetic to the character of the building and the number of advertisements which already exist on the building will be material in all locations as in the more visually sensitive Conservation Areas. It further advises that 'too large and obtrusive lettering, signage and fascias can overwhelm the original character of the building and obstruct the visual appreciation of the building.'

The application site is commercial in character and surrounded by commercial properties. The projecting sign has been sited within the fascia level. It is considered that 3 x fascia signs and freestanding 'V' shaped sign, by reason of their position, size, scale and design, would not be in line with the majority of the remaining signage in the street scene, would result in visually intrusive and discordant feature out of keeping with the prevailing pattern of signage in this locality. The proposed 'V' sign is sited in a visually very prominent position and its location does not relate to the unit it is advertising. Furthermore, it adds to the overall clutter at this junction.

Taking the above Policies into account, it is considered that the proposed signs would not relate satisfactorily with the appearance and character of the premises in terms of their size, colour, layout, siting design and appearance would be detrimental to the character and appearance of the existing and adjoining properties and the visual amenity of the street scene and the wider area. As such, the proposal would be contrary to Policies BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE27, and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) and Policy DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies with Modifications (March 2019).

Policies BE27 and BE29 Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) state that the Local Planning Authority will ensure that advertisements do not compromise public safety. It is considered that the introduction of the signs would not cause of any noticeable impact upon the use of the highway. There are no other implications with regard to public safety.

The application is recommended for refusal.

## **6. RECOMMENDATION**

### **REFUSAL for the following reasons:**

#### **1 NON2 Non Standard reason for refusal**

The proposed fascia signs and freestanding 'V' shaped sign by reason of their overall scale, size, design and appearance would be detrimental to the character and appearance of the existing and adjoining properties and the visual amenity of the street scene and the wider area. As such, the proposal would be contrary to Policies BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE27, and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) and Policy DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies with Modifications (March 2019).

## **INFORMATIVES**

**1** The decision to REFUSE advertisement consent 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** The decision to REFUSE advertisement consent 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.

BE13 New development must harmonise with the existing street scene.

BE15 Alterations and extensions to existing buildings

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

DMHB 13 Advertisements and Shop Signage

DAS-SF Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

- 3** In dealing with the application the Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our statutory policies from the 'Saved' UDP 2007, Local Plan Part 1, Supplementary Planning Documents, Planning Briefs and other informal written guidance, as well as offering a full pre-application advice service. However none was undertaken in this instance. You are therefore encouraged to consider the submission of a fresh application incorporating the material amendments set out within the Officer report which are necessary to make the scheme acceptable.

**Contact Officer:** Hoda Sadri

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