

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 | ☐ |
| 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 Heads of Terms have already received Committee approval | ☐ |
| 25. WORKS TO TREES | ☐ |
| 26. OTHER (please specify) | ☐ |

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 37 GREEN LANE NORTHWOOD

Development: Installation of 2 internally illuminated fascia signs and 1 internally illuminated hanging sign

LBH Ref Nos: **12546/ADV/2020/17**

Drawing Nos: 1909-37GL-001 Rev. A
 1909-37GL-020 Rev. A
 1909-37GL-202 Rev. P1
 1909-37GL-212 Rev. P2

Date Plans Received: 05/02/2020 **Date(s) of Amendment(s):**

Date Application Valid: 14/02/2020

1. CONSIDERATIONS

1.1 Site and Locality

The existing building is a prominent early 20th century, former bank located within the Northwood Town Centre, Green Lane Conservation Area. It is characterised by its classical detailing, including a stone parapet and balustrade with a hipped plain tiled roof form set behind. The ground floor is also clad in stone which extends across No.39's frontage when it became part of the former bank. The rest of the building is defined by its red brick exterior, a notable material along Green Lane. The upper floor windows comprise of vertically sliding, six over six, sash windows framed by red brick iconic pilasters. The ground floor has larger window openings representative of its former commercial use and comprises of arched windows with multi-paned top lights. There is a notable detail with a key stone above the main entrance door located on the corner of the building. The building's appearance appropriately defines its former use and status within Northwood.

The building is a strong positive contributor along Green Lane. Its corner location at the junction of Green Lane and Oaklands Gate allows it to form part of two street scenes. The corner location of the main entrance to No.37 further accentuates its corner location and this is also mirrored by No.35s to the east acting as gateway buildings into Oaklands Gate.

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 proposed advertisement consent is sought for the installation of 2 x internally illuminated fascia sign and 1 x internally illuminated hanging sign

1.3 Relevant Planning History

12546/APP/2019/3255 37 Green Lane Northwood

Change of use from bank (Use Class A2) to a mixed use comprising retail/cafe (Use Classes A1/A3) including alterations to elevations

Decision Date: 13-12-2019 Approved

12546/APP/2020/563 37 Green Lane Northwood

Details pursuant to condition 4 (Materials staff entrance) of planning permission Ref: 12546/APP/2019/3255 dated 13/12/2019 (Change of use from bank (Use Class A2) to a mixed use comprising retail/cafe (Use Classes A1/A3) including alterations to elevations)

Decision Date:

Comment on Planning History

12546/APP/2019/3255 - Change of use from bank (Use Class A2) to a mixed use comprising retail/cafe (Use Classes A1/A3) including alterations to elevations approved on 13/12/19

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date:- 25th March 2020

2.2 Site Notice Expiry Date:- Not applicable

3. Comments on Public Consultations

21 neighbouring properties were consulted by letter dated 18/2/20 and a site notice was displayed in the area. By the close of the consultation period, 5 comments received who raised their concerns as follows:

- light pollution
- illumination

Internal consultee:

Conservation officer:

Objection - substantial amendments required

Highways:

There are not highway objections to this application

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

PT1.HE1 (2012) Heritage

Part 2 Policies:

DMHB 1 Heritage Assets

DMHB 4 Conservation Areas

DMHB 13A Advertisements and Shop Signage

LPP 7.8 (2016) Heritage assets and archaeology

NPPF- 16 NPPF-16 2018 - Conserving & enhancing the historic environment

5. MAIN PLANNING ISSUES

DMHB 13A: Advertisements and Shop Signage A) In order to improve and maintain the quality of the public realm, advertisements, signs and hoardings will be required to demonstrate that: i) they complement the scale, form, materials and architectural composition of the individual buildings of which they form a part; ii) they complement the visual amenity and character of the site and surrounding area; iii) they enhance historic assets and their setting; iv) they do not have an adverse impact on public or highway safety; v) they do not lead to visual clutter; vi) they provide an appropriate type and level of illumination, suitable to the site and its surroundings; and vii) they enhance the visual amenity of vacant sites, building sites and the surrounding area during the construction period. B) Shop signage will generally be limited to the strip above the shop window and below the upper floor, plus where appropriate one projecting sign. Proposals for further advertising additional to the shop name will be resisted. C) Illumination to shopfronts must be sited and designed to avoid any visual intrusion from light pollution to adjoining or nearby residents. Flashing internal or external lighting and/or internally illuminated box lights will not be permitted.

The submitted drawings shows that the proposed front internally illuminated fascia sign would be 14.69m wide and 0.545 m high, the proposed side internally illuminated fascia sign would be 3.8m wide and 0.545 m high and the internally illuminated hanging sign would be 0.65 m wide and high.

Conservation officer was consulted who stated as follows:

"This is a unique building with a typical 'bank-style' exterior of its time. Therefore standard fascia style panel sign would not be considered appropriate to this building. The full length, internally illuminated fascia along the stone work to both elevations would be considered in principle unacceptable. It would obscure the notable string course detail along the frontage and follow an inappropriate historic precedent. The sign along Green Lane would also fail to acknowledge that the shop extends across two separate buildings of varying styles and detailing, Nos 37 and 39. The fascia panel would be considered in principle unacceptable.

As existing, there is no signage to the building allowing for its notable attractive appearance to be fully appreciated without a clutter of modern signage and forming the baseline in terms of assessing this application. Therefore it is important that the opportunity to better enhance the character and appearance of the Locally Listed Building within the Conservation Area is taken, with the potential for original signage styles to be reinstated.

It is strongly advised that research into the original signage is explored. It is highly likely however the building would have included individually fixed cast bronze lettering, similar to many other bank buildings of its time. Therefore such a similar approach in terms of individual cut lettering fixed with the frieze, between the cornice and string course would need to be adopted in this instance. Illumination of such signage may be difficult therefore subtle solutions would need to be explored if desired.

Whilst there is scope for a projecting sign to the building the proposed internal illumination of the sign would be considered in principle unacceptable. Furthermore a detailed section of the projecting sign would need to be submitted.

As proposed the signage would fail to respect the architectural style and composition of the building and its notable stone detailing. It would be considered harmful to the appearance of the street scene and detract

from the Baroque revival style of the Locally Listed Building. The proposal would fail to preserve or enhance the conservation area in accordance to the Planning (Listed Buildings and Conservation Areas) Act 1990. Taking into account the adaptation of signage to neighbouring buildings or similar appearance, it is felt that some form of signage would be possible to a lesser degree of harm to the designated and non-designated heritage assets. "

Having taken everything into consideration, it is recommended that this application is refused.

6. RECOMMENDATION

REFUSAL for the following reasons:

1 NON2 Non Standard reason for refusal

The proposed advertisements by virtue of their position, size, design, materials and means of illumination would fail to harmonise with the architectural composition of the original building, would be detrimental to the character, appearance and visual amenities of the street scene and would fail to either preserve or enhance the character or appearance of the surrounding Northwood Town Centre, Green Lane Conservation Area. The proposal is therefore contrary to Policies BE1 and HE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies DMHB 1, DMHB 4 and DMHB 13A of the Hillingdon Local Plan Part Two - Development Management Policies (January 2020), Policy 7.8 of the London Plan (2016) and the NPPF.

INFORMATIVES

- 1** 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.

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