

Our ref. : AB2190/LPA210921

Development Control
The London Borough of Hillingdon
Civic Centre
High Street
Uxbridge
UB8 1UW

21st September 2021

Dear Sir/Madam,

**FULL PLANNING APPLICATION AND ASSOCIATED EXPRESS ADVERTISEMENT CONSENT APPLICATION
56-58 HIGH STREET, RUISLIP, HA4 7AA**

On behalf of our clients, Demipower Group, please find enclosed a full planning application and associated express advertisement consent application relating to the ground floor commercial premises located at 56-58 High Street, Ruislip, HA4 7AA.

This planning application and associated express advertisement consent application, both of which are being submitted to the London Borough of Hillingdon (the LPA) electronically by way of the Planning Portal website, comprises the following documentation ;

- Completed application forms and ownership certificate.
- Completed Community Infrastructure Levy (CIL) form.
- This covering letter prepared by Beamish Planning Consultancy, incorporating a supporting planning statement and heritage statement.
- 1:1250 scale OS plan of application site and surrounding area.
- Drawing no. 0000/2021/PL210 Revision C – existing and proposed front elevations prepared by Hone Edwards Associates.

Payment of the statutory planning application fee of £234, the statutory express advertisement consent application fee of £132, plus the Planning Portal service charge fee of £28, has been made electronically when submitting these applications via the Planning Portal website.

Description of application building and surrounding area

The premises which are the subject of these applications comprise double fronted ground floor commercial premises, fronting High Street to the north-east. The premises are in lawful use as a mixed restaurant and hot food takeaway.

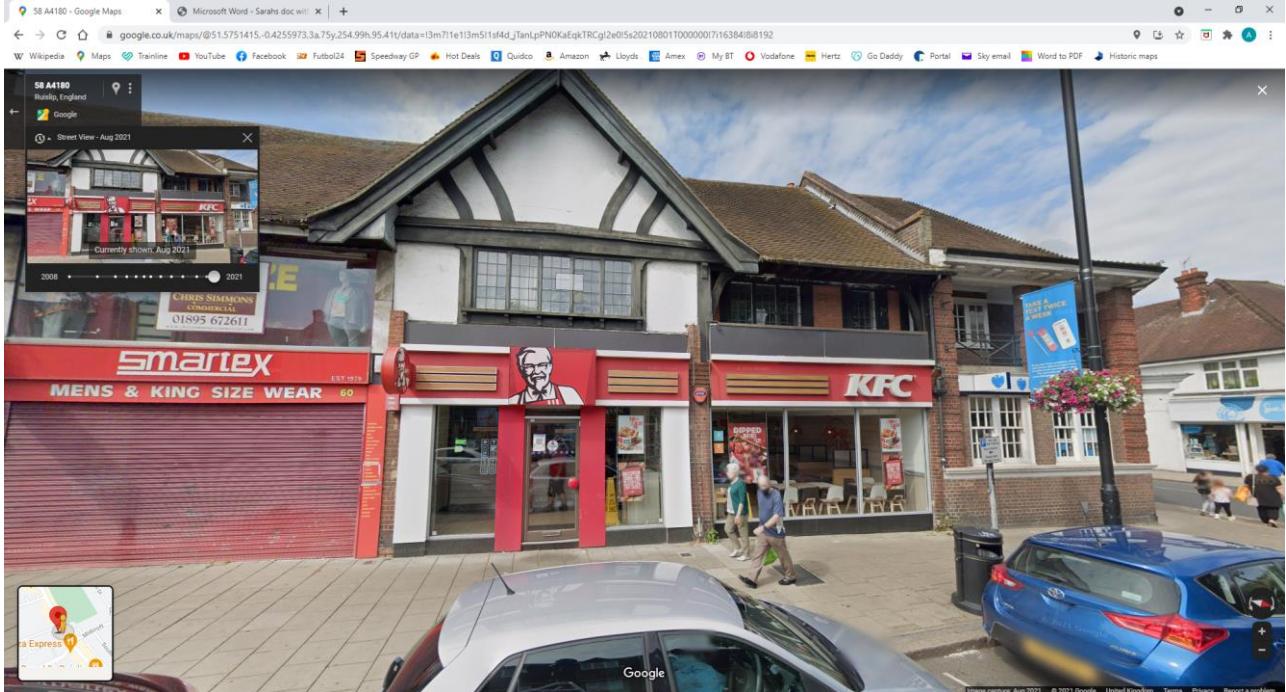
The premises form part of a two-storey mid-terrace building located within a parade comprising commercial uses at ground floor level and either ancillary or standalone commercial floorspace, or residential properties, at first floor level. The application building and its surroundings are located within the designated town centre of Ruislip.

Both the application building and its surroundings are also located within the Ruislip Village Conservation Area, which was first designated in 1969 and then extended in January 2009 to include the entirety of the High Street, including the application building which until January 2009 had fallen outside the Conservation Area.

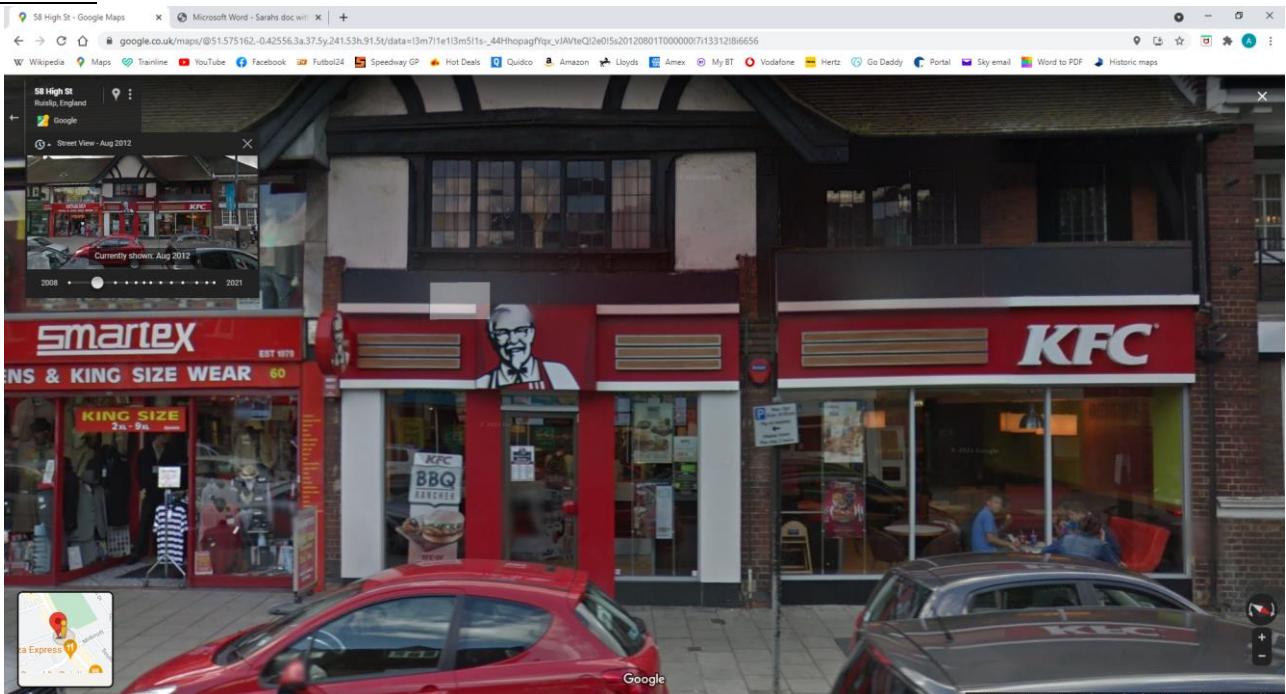
Whilst the application building itself is neither statutorily nor locally listed, the neighbouring building immediately to the north-west, no. 54 High Street, is a locally listed building.

Immediately below is an up-to-date Streetview image (dated August 2021) of how the frontage of the application premises currently appears, and also an historic Streetview image (dated August 2012) of how the frontage of the application premises previously appeared.

August 2021



August 2012



ADDRESS -

APARTMENT 231, RIVER CRESCENT, WATERSIDE WAY, NOTTINGHAM, NG2 4RE

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Proposals which are the subject of these applications

Planning permission is sought for the installation of replacement shopfronts to both frontages of the application premises, i.e. the part which previously comprised no. 58 and also the part which previously comprised no. 56. The proposed shopfronts will be very similar in terms of their design and appearance to the existing aluminium framed shopfronts, and the replacement shopfront to no. 56 will incorporate a traditional stallriser feature.

The existing aluminium panels to either side of the door within the front elevation of the part of the premises which is no. 58 will be removed and instead to either side of the door will be glazing, whilst the existing white aluminium columns affixed to either end of the shopfront to the part of the premises which is no 58 will be replaced by grey coloured aluminium panels.

Express advertisement consent is sought for proposed externally illuminated (by way of downward facing trough lighting) fascia signage incorporating a 'bucket' sign above the centrally located entrance door within the part of the frontage of the premises which comprises no. 58, whilst the existing internally illuminated KFC lettering at fascia level within the part of the frontage of the premises which comprises no. 56.

Both the existing internally illuminated lettering and 'bucket' sign have been in place since prior to August 2012 and, as our clients advise those elements have been in place continuously for more than 10 years, would now benefit from deemed consent under Class 13 of Part 2 of Schedule 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended).

Express advertisement consent is also sought for a single externally illuminated (by way of downward facing trough lighting) projecting sign located at fascia level close to the boundary of the application premises with the neighbouring property to the south (no. 60), and in virtually the same position as the existing internally illuminated projecting sign, which it is understood has also been in place continuously for over 10 years.

Full details of the proposed replacement shopfronts and the proposed signage is provided on accompanying drawing no. 0000/2021/PL210 Revision C, prepared by Hone Edwards Associates.

Relevant recent planning history of application premises

The most recent applications relating to the application premises date back to October 2016 when a planning application (ref. 17961/APP/2016/3217) was refused by the LPA for alterations to the shop front including the installation of a replacement door, new cladding and decoration, for the following reason ;

The alterations to the shopfront by virtue of the proposed fascia cladding system and extent of the fascia area; the proposed boxing and aluminium cladding panels over the existing corbel and pilaster and the proposed brick tiles to the stall riser, columns and entrance door sill would detract from the character and style of the existing heritage asset, and neither preserves nor enhances the character and appearance of the Ruislip Village Conservation Area. As such the shop front appears as an incongruous addition to the detriment of the visual amenity of the street scene and the character and appearance of the wider Ruislip Village Conservation Area. The proposal is thus contrary to Policies BE1 and HE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE4, BE8, BE13 and BE28 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012), the Council's adopted Supplementary Planning Document HDAS: Shopfronts and the National Planning Policy Framework.

At the same time as that refusal, an associated express advertisement consent application (ref. 17961/ADV/2016/73), which proposed the installation of 2 externally illuminated fascia signs, an internally illuminated hanging sign and alterations to an internally illuminated box sign, was refused by the LPA for the following reasons ;

'The internally illuminated 'KFC' lettering, by reason of the means of illumination proposed, would be visually intrusive and fail to preserve or enhance the character and appearance of the Locally Listed building and the Ruislip Village Conservation Area. As such, the proposal is contrary to Policies BE1 and HE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE4, BE8, BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved Unitary Development Plan Policies (November 2012) and to the adopted Supplementary Planning Document HDAS: Shopfronts.'

The internally illuminated 'Colonel' box, by reason of the means of illumination proposed, would be visually intrusive and fail to preserve or enhance the character and appearance of the Locally Listed building and the Ruislip Village Conservation Area. As such, the proposal is contrary to Policies BE1 and HE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE4, BE8, BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved Unitary Development Plan Policies (November 2012) and to the adopted Supplementary Planning Document HDAS: Shopfronts.

The combination of individual fascia elements (the vinyl and 'KFC' lettering) being illuminated and a trough light being used to illuminate the entire fascia would be considered an excessive level of illumination, which would be visually intrusive and fail to preserve or enhance the character and appearance of the Locally Listed building and the Ruislip Village Conservation Area. As such, the proposal is contrary to Policies BE1 and HE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE4, BE8, BE27 and BE29 of the Hillingdon Local Plan : Part Two - Saved Unitary Development Plan Policies (November 2012) and to the adopted Supplementary Planning Document HDAS: Shopfronts.'

No appeal was lodged against either the refusal of planning permission or the refusal of express advertisement consent.

Relevant planning policies and associated guidance

Having regard to the specific nature of these proposals, the Development Plan for the Borough at local level currently comprises the Local Plan Part 1 : Strategic Policies (adopted in November 2012) and the Local Plan Part 2 : Development Management Policies, Site Allocations and Designations (adopted in January 2020).

Also of relevance at local level is the LPA's Design and Accessibility Statement (HDAS) Supplementary Planning Document (SPD) entitled 'Shopfronts', which as published in July 2006.

At regional level, the Development Plan comprises the new London Plan, which has been published by the GLA in March 2021 following independent Examination in Public and subsequent review by the Secretary of State for Housing, Communities and Local Government.

At national level, the most recent update to the National Planning Policy Framework (NPPF) was published by the Government in July 2021, and the NPPF streamlines previous national planning policy into a consolidated set of priorities, to ensure that planning decisions reflect genuine national objectives, with the principle of sustainable development permeating the framework.

Similarly, the National Planning Policy Guidance (NPPG) was launched by the Government in March 2014, is regularly updated and streamlines previously published national guidance, which had taken the form of planning policy guidance notes and planning policy statements.

Planning Appraisal

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that, if regard is to be had to the Development Plan for the purpose of any determination to be made under the planning Acts, the determination must be made in accordance with the plan, unless material considerations indicate otherwise. In assessing the current proposals, the LPA is also duty bound to consider any lawful operational development and signage elements.

Reviewing the current proposals for which planning permission is sought against the scheme which was the subject of previously refused planning application ref. 17961/APP/2016/3217, the extent of the fascia area is not proposed to be extended from what currently exists, and both the width and the height of the fascia remains in proportion with the host building and the character and appearance of neighbouring ground floor commercial premises.

Additionally, the current proposals do not include the vertical extension of existing aluminium panels into the corbel and pilaster, and instead only involve the removal of the existing/lawful red aluminium panels on either side of the entrance door and the replacement of the existing white aluminium panels at either end of the shopfront to no. 58 with grey coloured aluminium panels, i.e. effectively a like-for-like replacement.

The replacement aluminium framed shopfronts would also effectively be like-for-like replacements of the existing aluminium framed shopfronts and ensure that active frontage is retained along with the existing stallriser feature to no. 56, with that stallriser painted black and replacing the existing/lawful black tiled shopfront (previously brick tiles were proposed which the LPA considered to be unacceptable).

In conclusion regarding the operational development for which planning permission is sought, the proposed replacement shopfronts are in keeping with both the host building and neighbouring commercial properties, and do not have any detrimental impact upon the character and/or appearance of the host building, the Ruislip Village Conservation Area within which the application premises is located or the neighbouring locally listed building.

The proposed operational development therefore accords with adopted Local Plan Part 1 policies HE1 (Heritage) and BE1 (Built Environment), and adopted Local Plan Part 2 policies DMHB 1 (Heritage Assets), DMHB 2 (Listed Buildings), DMHB 4 (Conservation Areas) and DMHB 11 (Design of New Development), as well as relevant design and heritage policies as set out in the London Plan, the LPA's SPD relating to shopfronts and the Ruislip Village Conservation Area Appraisal

With regards to the proposed signage, when assessing express advertisement consent applications the only two material considerations which can be taken into consideration are amenity and public safety.

A single externally illuminated projecting sign is proposed, which will be positioned at fascia level and in effectively the same position as the current, internally illuminated projecting sign, which has been in place since prior to August 2012 and, as we are advised has been in place for more than 10 years, therefore benefits from deemed consent. The dimensions of the projecting sign are also slightly less than the existing projecting sign. We presume that the LPA will welcome the replacement of internally illuminated signage with a more traditional externally illuminated projecting sign.

Similarly, the current internally illuminated 'bucket' sign, which has also been in place prior to August 2012 and, as we are advised has been in place for more than 10 years, therefore benefits from deemed consent, is proposed to be replaced by an externally illuminated (by way of downward facing trough lighting) 'bucket' sign, with the reduced proportions of the proposed 'bucket' sign ensuring that it does not over-dominate either the fascia or the frontage, and with the position of that 'bucket' sign set-in from the highest and lowest parts of the proposed fascia.

Finally it is proposed to retain the existing internally illuminated white KFC lettering within the fascia above no. 56, with that lettering having also been in place prior to August 2012 and, as we are advised has been in place for more than 10 years, therefore also benefitting from deemed consent.

The proposed signage is therefore simple and proportionate in both size and appearance having regard to the building as a whole and does not over-dominant the frontage of either the application premises or its surroundings, including the neighbouring locally listed building, and the Ruislip Village Conservation Area within which the premises are located. Nor would the proposed signage have any adverse impact upon highway safety.

The proposed signage therefore accords with adopted Local Plan Part 2 policy DMHB 13A (Advertisements and Shop Signage).

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Conclusion

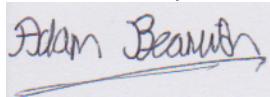
For the reasons set out within this application submission, the proposed operational development would accord with the adopted development plan, as well as with national planning policies and associated guidance as set out in the NPPF and NPPG and would not have any adverse impact upon designated heritage assets.

Accordingly planning permission should be granted for that operational development, subject to the imposition of appropriate, necessary and reasonable conditions.

Similarly, the proposed signage will have no adverse impact upon amenity (including designated heritage assets) or public safety, and therefore express advertisement consent should be granted for that signage, subject to the standard advertisement conditions.

We look forward to corresponding with the Case Officer to whom these applications are allocated in the coming weeks, but should any further information or clarification be required please do not hesitate to contact us.

Yours faithfully,

A handwritten signature in blue ink that reads "Adam Beamish". The signature is fluid and cursive, with a blue horizontal line underneath it.

Adam Beamish
BA (Hons), DIP TRP, MRTPI