

**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	<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 the 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 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**



stairs.

**Decision:** 07-08-2025      Approval

24399/APP/2024/1166      37 VICTORIA ROAD RUISLIP

Erection of a single storey extension to the rear of existing retail shop (Class E).

**Decision:** 26-06-2024      Approval

24399/APP/2020/1709      37 VICTORIA ROAD RUISLIP

Single storey rear extension

**Decision:** 10-08-2020      Approval

24399/APP/2019/61      37 VICTORIA ROAD RUISLIP

Change of use from retail (Use Class A1) to restaurant (Use Class A3) (Notification for Prior Approval Under the Town and Country Planning (General Permitted Development) (England) Order 2015 - Schedule 2, Part 3, Class C)

**Decision:** 24-05-2019      Refusal

24399/APP/2015/745      CHARMWOOD 37 VICTORIA ROAD

Installation of storage container to rear

**Decision:** 13-05-2015      Refusal

24399/APP/2013/1340      CHARMWOOD 37 VICTORIA ROAD

Retention of ATM and associated litter bin and alterations to glazing (Part Retrospective)

**Decision:** 11-07-2013      Approval

24399/ADV/2013/44      CHARMWOOD 37 VICTORIA ROAD

Installation of 1 internally illuminated fascia sign (Retrospective)

**Decision:** 11-07-2013      Approval

24399/APP/2013/210      CHARMWOOD 37 VICTORIA ROAD

Retention of an ATM and associated litter bin (Retrospective)

**Decision:** 22-03-2013      Refusal

24399/ADV/2013/7      CHARMWOOD 37 VICTORIA ROAD

Installation of 1 internally illuminated fascia sign (Retrospective)

**Decision:** 22-03-2013      Refusal

### **Comment on Planning History**

Planning permission was granted on 07-08-2025 (app ref. 24399/APP/2025/1066) for a change of use from retail shop (Use Class E) to hot food takeaway (Sui Generis). The current application seeks advertisement consent in association with the hot food takeaway.

## 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

12 neighbouring properties and Ruislip Residents Association were consulted on 7th October 2025 (consultation period expired on 28th October 2025). The Highway Authority were consulted on 9th October 2025 (consultation period expired on 30th October 2025). An additional neighbouring property was consulted on 30th October 2025 (consultation period expired on 20th November 2025).

Two objections have been received from local residents with concerns relating to the following:

- Impact on residential amenity with regards to light pollution
- Design and appearance of the signage and its impact on character of the local area.

Officer Response:

In terms of residential amenity, it was originally proposed that the projecting sign would be illuminated, as well as the fascia sign. The proposal has been amended during the application to omit the illumination of the projecting sign, only the fascia sign is proposed to be illuminated. Furthermore, should consent be granted, conditions would be imposed to restrict the intensity of illumination to below 300 cd/sqm (Condition 3 - Intensity of Illumination) and will ensure that the illumination of the sign is a fixed constant light (Condition 5 - Type of Illumination). Furthermore, Condition 4 (Hours of Illumination) will limit the hours of illumination to be in line with the hours of opening, i.e. the sign shall not be illuminated between 11pm and 9am (Monday to Saturday) and 10pm and 10am (Sundays, Public or Bank Holidays).

In terms of the impact on the character of the area, whilst the local residents' comments are noted, it is considered that advertisement signage schemes are appropriate for the area as the site lies within a designated Minor Town Centre and Primary Shopping Area. In addition, the visual impact is weighed against the mixed-use nature of the locality, where commercial frontages at ground floor level sit below residential units above.

The proposed fascia sign replaces an existing signage scheme and is of a scale and design that is consistent with other commercial premises within the parade and is not considered to result in visual clutter or an over-dominance of advertising. Subject to the conditions controlling the form and level of illumination, the proposal is considered acceptable and would not cause material harm to the visual amenity of the wider street scene or the character of the area.

Highways:

There are no objections from the Highways Authority for 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 12	Streets and Public Realm
DMHB 13	Shopfronts
DMHB 13A	Advertisements and Shop Signage
DMT 2	Highways Impacts

#### 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 amenity, the character of the area and public safety.

In considering these issues the Council can refer to its planning policies as contained within the adopted Hillingdon Local Plan: Part One - Strategic Policies (2012) and Hillingdon Local Plan: Part Two - Development Management Policies (2020).

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 DMHB 11 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020) advises that all development will be required to be designed to the highest standards and incorporate principles of good design. It should take into account aspects including the scale of the development considering the height, mass and bulk of adjacent structures; building plot sizes and established street patterns; building lines and streetscape rhythm and landscaping. It should also not have an adverse impact on the amenity, daylight and sunlight of adjacent properties and open space.

Policy DMHB 12 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020) seeks to ensure that development is well integrated with the surrounding area including the public realm.

Policy DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies

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.

The application proposes the installation of 1no. externally illuminated fascia sign and 1no. projecting sign.

The Council's Highway Officer has been consulted on the application and raises no objection to the proposed signage scheme.

The proposed signs would be set back from the highway comprised within a parade of retail and commercial units with many similar signage schemes in the locality. The fascia sign would comprise front-lit LED lights with a maximum illuminance of 300 cd/m<sup>2</sup>. The projecting sign would not be illuminated. The level of illuminance for the fascia sign is considered to be appropriate for a mixed use urban area whereby there are residential properties in the immediate vicinity, in this case directly above the shop unit. In addition, the illumination would be restricted to hours of opening, i.e. the sign will not be illuminated between 11pm and 9am (Monday to Saturday) and 10pm and 10am (Sundays, Public or Bank Holidays). Overall, it is considered that the proposed signage scheme is appropriate for the area and will not cause any significant harm in terms of visual or residential amenity.

Taking all of the above into account, it is considered that the proposal will not result in an adverse visual impact on the character and appearance of the surrounding area, nor would it cause harm to public safety, in compliance with Policy BE1 of the Hillingdon Local Plan Part 1 and Policies DMHB 11, DMHB 13 and DMHB 13A of the Hillingdon Local Plan Part 2.

The application is recommended for approval.

## 6. RECOMMENDATION

**APPROVAL subject to the following:**

### 1. ADV1 Standard Advertisement Conditions

i) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

ii) No advertisement shall be sited or displayed so as to:-

(a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air or;

(c) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

iii) Any advertisement displayed, and any site used for the display of advertisements, shall be

maintained in a condition that does not impair the visual amenity of the site.

iv) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

v) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

vi) The consent hereby granted shall expire at the end of a period of five years from the date of this consent.

#### REASON

These requirements are deemed to be attached by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

### 2. **COM4** **Accordance with Approved Plans**

The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans:

B0001

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and shall thereafter be retained/maintained for as long as the development remains in existence.

#### REASON

To ensure the development complies with the provisions Hillingdon Local Plan Parts 1 (November 2012) and 2 (January 2020) and the London Plan (2021).

### 3. **ADV4** **Intensity of Illumination - specified**

The intensity of illumination of the advertisement(s) shall not exceed 300 cd/m<sup>2</sup>.

#### REASON

To ensure that the brightness of the proposed advertisement(s) will not have an adverse effect on the amenities of the area and to avoid distraction to passing motorists in accordance with Policy DMHB 13A of the Hillingdon Local Plan Part 2 (2020).

### 4. **ADV7** **Type of Illumination**

The illumination of the sign is to be by fixed and constant light and not by lights which are, or appear to be, intermittent, moving, flashing or vibrating.

#### REASON

In order to protect the visual amenity of the area and/or highway safety in accordance with Policy DMHB 13A of the Hillingdon Local Plan Part 2 (2020).

### 5. **ADV6** **Hours of Illumination**

The sign shall not be illuminated between the following hours:

11pm and 9am (Monday to Saturday)

10pm and 10am (Sundays, Public or Bank Holidays)

#### REASON

In order to protect the visual and residential amenity of the area, in accordance with Policy D3 of the London Plan (2012) and Policy DMHB 11 of the Hillingdon Local Plan Part 2 (2021).

#### INFORMATIVES

##### 1. I52

The decision to GRANT 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).

##### I53 Compulsory Informative (2)

The decision to GRANT advertisement consent 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 Streets and Public Realm  
12

DMHB Shopfronts  
13

DMHB Advertisements and Shop Signage  
13A

DMT 2 Highways Impacts

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