

## PLANNING STATEMENT

ADVERT CONSENT APPLICATION – REPLACEMENT FASCIA SIGN  
AND PROJECTING SIGN

166 HIGH STREET, RUISLIP, LONDON

MARCH 2021



## 1.0 SITE CONTEXT

- 1.1 The application site consists of a ground floor commercial unit, in E Use Class. The most recent use was as a 'Subway' sandwich shop and the premises has now been vacant for around 2 years. At first floor level there is a residential flat. The frontage consists a fascia signage panel and metal framed shop front (with metal grille/security shutter) with a door to the commercial unit and a door to the first floor flat. The premises is situated within a two-storey mid-terrace property, on the western side of Ruislip High Street, which is primarily retail at ground floor level with residential flats above.
- 1.2 The site is located within the designated Primary Shopping Area of Ruislip Town Centre and within Ruislip Village Conservation Area. It is also within a critical drainage area.

## 2.0 PROPOSAL

- 2.1 This advert consent application proposes a replacement fascia sign and a replacement projecting sign.
- 2.2 The previous shopfront signage is shown below:



PREVIOUS SIGNAGE

2.3 The unit has been vacant for around 2 years and the current shopfront is shown below:



CURRENT SHOPFRONT

2.4 The proposed fascia sign would be no deeper than the existing fascia panel and previous fascia sign. It comprises a composite aluminium tray (red) with the following dimensions: 5100mm length, 1150mm height, 70mm depth. It would have polished stainless steel built-up letters (yellow) illuminated with LED, and white vinyl graphic letters also.

2.5 The proposed projecting sign would be round in shape and comprise composite aluminium and plastic (red, clear and silver trim) with the following dimensions: 900mm height, 50mm depth. It would have coloured lettering/logo and be internally illuminated.



PROPOSED SIGNAGE



Example signage

### 3.0 ADVERT CONSENT REGULATIONS AND POLICY

3.1 Regulation 3 of the Town and Country (Control of Advertisements) 2007 legislation requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Para 132 of the NPPF echoes this stating that 'Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

3.2 Hillingdon Local Plan policy DMHB 13A sets out the Council's criteria for advertisements and shop signage, which includes that it must maintain the quality of the public realm, be limited to one fascia and one projecting sign, and illumination must be designed to avoid visual intrusion from light pollution to adjacent residents. More detailed guidance on shopfronts is set out in Appendix B of the Local Plan Part 2.

## 4.0 AMENITY IMPACTS

### Visual amenity

4.1 The proposed fascia signage would be no deeper than the existing wooden fascia panel and the previous fascia signage (for 'Subway'). There are other commercial units along this parade which have deeper fascia signs. The proposed fascia sign would be of an appropriate scale which would not appear excessively deep, dominant or out of keeping within the streetscene. The proposed material, composite aluminium, would be in keeping with other fascia signage material along this parade (as shown in photos below) and the previous signage on the site. The built-up letters would be individually illuminated, as per the previous 'Subway' fascia sign at the site, and there is at least one other premises ('Wimpy') within this part of the High Street which has individually illuminated letters on its fascia sign so this forms part of the character of the shopping frontage. The proposal accords with policy DMHB 13A (C) which resists flashing signage or internally illuminated box lights.

4.2 One projecting sign is proposed, which would be positioned at fascia level and would be no deeper (in height) than the fascia. This accords with Local Plan Appendix B Guidance and policy DMHB 13A (B) which states shop signage should generally be limited to one fascia sign and, where appropriate, one projecting sign. The proposed material, composite aluminium and perspex, would be in keeping with other projecting signage material along this parade (as shown in photos below) and the previous signage on the site. There are several other projecting signs within the vicinity of the site, including at 'Wimpy', 'Eye Design Opticians', 'Fashion Tree' and 'Nail World' so they form part of the existing character of the terrace (as shown in the photos below). The projecting sign would be internally illuminated. The previous signage on the site (for 'Subway') included a projecting sign, which was internally illuminated.



4.3 The signage would enhance the visual amenity of this vacant site, which currently looks scruffy. This accords with policy DMHB 13A (a, vii).

#### Residential amenity

4.4 Local Plan policy DMHB 13A requires that illuminated signage be designed to avoid visual intrusion from light pollution to adjacent residents. The light from

the signage would be static and not intermittent/flashing. No lumen levels have been specified on the drawings and the applicant is happy for this being set by the Council by way of planning condition (along with hours for illumination if felt necessary), to avoid any light spill issues and ensure acceptable impacts on the residents of flats above.

## 5.0 PUBLIC SAFETY IMPACTS

- 5.1 The light from the signage would be static and not intermittent/flashing. The signage scale, design and illumination type and level (which can be controlled by condition) is not considered to result in an undue distraction to drivers and thus there would be no reduction in highways safety. The projecting sign would provide 3.5m clearance from footway level to the bottom of the sign, which would ensure it would not cause any obstruction to passing pedestrians.

## 6.0 CONCLUSION/SUMMARY

- 6.1 The signage proposals, subject to planning conditions to control level/hours of illumination, would not result in any harm to the visual and residential amenity of the area, nor have an adverse impact on public safety. As such, the proposals would accord with the advert regulations, the NPPF, and Hillingdon Council's Local Plan policy DMHB 13A and Appendix B Guidance.

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