

KS/JT/P19-2493

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

02 September 2024

Dear Sir / Madam,

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Application for Advertisement Consent

The Chimes Multi-Storey Car Park, Chippendale Way, Uxbridge, UB8 1LB

Planning Portal Ref: PP-13292496

Pegasus Group have been instructed by Metropolitan Retail JV (Jersey) Unit Trust ('the Applicant') to submit an advertisement consent application for the following proposed development at The Chimes Multi-Storey Car Park, Chippendale Way, Uxbridge, UB8 1LB:

"Installation and display of 2no. signs to south-eastern elevation and 1no. projecting sign to north-eastern elevation of multi-storey car park"

Accordingly, the following documentation has been submitted via the Planning Portal (ref. PP-13292496):

1. Planning Application Form;
2. Signage drawings, prepared by Acorn Signs:
 - a. Site Location Plan (ref. CCW_SITEPLANA3_0824);
 - b. Site Plan (ref. CCW_SITEPLANAO_0824);
 - c. Signage Locations Plan (ref. CCW_SIGNLOC_0824);
 - d. Existing and Proposed West (Cumbrian Way) Elevations (ref. CCW_ELEV 01_0824);
 - e. Existing and Proposed North (Chippendale Way) Elevations (ref. CCW_ELEV 02_0824);
 - f. Proposed Signage Details – Projecting Sign (ref. CCW_PSSD 01_0824);
 - g. Proposed Signage Details – Wall Mounted Sign (ref. CCW_WMSD 01_0824);
3. Planning Assessment (included within this letter); and
4. Photographs (included within this letter).

Payment of the requisite application fee of £165 has been made to the Council under separate cover.

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Site Description

The application site comprises the multi-storey car park associated with The Chimes Shopping Centre. The car park is accessed from Chippendale Way, and also benefits from a frontage onto Cumbrian Way. There are a small number of existing signs situated on this southern elevation, as can be seen in Figure 1 below.



Figure 1: Application Site at south-eastern elevation of The Chimes Multi-Storey Car Park showing existing wall mounted signage

The site is located adjacent to Chippendale Way which comprises a dual carriageway which runs along the north-eastern façade of the multi-storey car park. The site is located in the Town Centre, and the surrounding area is characterised by a mix of uses, including commercial uses. The closest residential properties are situated approximately 38m to the north of the application on the opposite side of Chippendale Way.

The site is not located within a conservation area, nor does not comprise a statutory nor locally listed building.

According to the Environment Agency's Flood Map, the site lies wholly within Flood Zone 1 which indicates a 'low' probability of flooding.

Planning History

A search of the Council's online planning records has revealed the following applications of relevance to the proposal at the application site and within the surrounding area:

- **42966/ADV/2013/17** – *Installation of 9 x internally-illuminated fascia signs, 1 x non-illuminated fascia sign, 3 x internally-illuminated hanging signs* at The Chimes Shopping Centre, High Street, Uxbridge UB8 1GB. Granted 13th May 2013.
- **42966/ADV/2020/5** – *Installation of 1 x internally illuminated fascia sign at intu Uxbridge Multi-Storey Car Park, Chippendale Waye, Uxbridge, UB8 1LB.* Granted 20th March 2020.
- **42966/ADV/2020/71** – *Installation of various signage* at The Chimes Shopping Centre, High Street, Uxbridge. Granted 18th November 2020.

Proposed Development

The proposal seeks to replace the existing 'The Chimes' sign on the façade with 2no. signs of forthcoming occupiers of the shopping centre, and install a new 'The Chimes' projecting sign.

Specifically, advertisement consent is sought for installation and display of the following on the south-eastern elevation of the multi-storey car park serving The Chimes:

- 1no. "Hollywood Bowl" internally illuminated sign.
- 1no. "TK Maxx" internally illuminated sign.

Advertisement consent is also sought for installation and display of the following on the north-eastern elevation:

- 1no. "The Chimes" halo illuminated sign.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended) requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.

The adopted Development Plan for the London Borough of Hillingdon comprises the Local Plan: Part 1 Strategic Policies (adopted November 2012), Local Plan: Part 2 Development Management Policies (adopted January 2020) and London Plan (adopted March 2021).



London Borough of Hillingdon are preparing a Local Plan Review, which completed its Regulation 18 consultation on 24th June 2024. The Draft Local Plan is set to undergo Regulation 19 consultation in early 2025 with adoption predicted to be in 2026 / 2027. Due to the early stage of the Local Plan Review, little if any weight can be afforded to it at this time.

Other material considerations that are relevant to the application proposals include the National Planning Policy Framework (NPPF) (2023), and relevant supplementary planning documents and guidance.

The key policies relevant to this application are outlined below.

Local Plan: Part 1 Strategic Policies (adopted November 2012)

Policy E4 'Uxbridge' – The Council will strengthen the status of Uxbridge Town Centre as a Metropolitan Centre by delivering growth set out in Table 5.4 and promoting Uxbridge as a suitable location for retail, offices, hotels, recreation and leisure, entertainment and culture, evening and night-time economy, education, community services, and mixed-use development.

Policy E5 'Town and Local Centres' – The Council will improve town and neighbourhood centres across Hillingdon.

Policy BE1 'Built Environment' – The Council will require all new development to improve and maintain the quality of the built environment in order to create successful and sustainable neighbourhoods, where people enjoy living and working and that serve the long-term needs of all residents.

Local Plan: Part 2 Development Management Policies (adopted January 2020)

Policy DMHB 11 'Design of New Development' – All development, including extensions, alterations and new buildings will be required to be designed to the highest standards and incorporate principles of good design.

Policy 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.

Planning Assessment

The following section considers the proposal against the relevant planning policies and considers the impact of the proposed signage on public safety and highways.

Design

The design of the signage has been carefully considered in order to respect the character and appearance of the existing building and will accord with the design principles set out within the Local Plan Part 1 and Policies DMHB 11, DMHB 13 and DMHB 13 A of the Hillingdon Local Plan: Part 2.

There are currently five signs situated on the south-eastern elevation, which includes signage for The Chimes, Decathlon, Odeon, Next, Boots and Lidl. The proposal seeks to replace the existing 'The Chimes' sign for signage of two new forthcoming occupiers at The Chimes; TKMaxx and Hollywood Bowl. Further to this, it seeks to provide a new 'The Chimes' projecting sign on the north-eastern elevation.

The principle of fascia signage on the south-eastern façade is well established, with an internally illuminated sign incorporating updated branding for the shopping centre granted advertisement consent in May 2013 (ref. 42966/ADV/2013/17) and then again in November 2020 (ref. 42966/ADV/2020/71). Further to this, the existing internally illuminated Lidl sign on this façade was granted advertisement consent in March 2020 (ref. 42966/ADV/2020/5).

The principle of projecting signage on the north-eastern elevation adjacent to Chippendale Waye has also been established through advertisement consent refs. 42966/ADV/2013/17 and 42966/ADV/2020/71, which granted consent for a sign of a similar type of shopping centre sign as proposed, on the northern end of this elevation, as seen in the image below.



Figure 2: Existing Projecting Sign on north-eastern elevation fronting Chippendale Waye, to the northern end of The Chimes Multi-Storey Car Park

The proposed signs will be in keeping with the scale, form and composition of the building, and will not materially harm the visual amenity in the area in accordance with Policy DMHB 13A. The proposed signage will utilise appropriate materials which will be in keeping with the contemporary character of the building, and the proposed signs are of a relatively modest scale when viewed in the context of the five-storey building to which they are affixed and will not obscure any notable architectural features.

The proposed fascia signs have been designed to be in keeping with the existing signage in terms of scale and form and will not lead to visual clutter on the building in accordance with Policy DMHB 11 and Policy DMHB 13A. There are currently 5no. signs installed to the facade, and the proposal seeks to replace the largest 'The Chimes' sign at the top with 2no. smaller signs. The two signs together are no larger than the existing sign they seek to replace – and the new signs will be of the same scale and form as the 3no. retained signs below, ensuring visual consistency throughout.

The proposed 'The Chimes' projecting sign will be exactly the same scale, form and appearance of the existing projecting sign on the opposing northern end of the Chippendale Waye elevation that has previously been considered acceptable by the Council (ref. 42966/ADV/2020/71). The north-eastern façade is very long, in excess of 100m, and therefore the installation of an additional projecting sign will not result in visual clutter. To the contrary, it will provide balance to either end of this long façade – and continue to indicate presence of the shopping centre to those on the approach towards it.

In respect of the detailed design, the proposed fascia signs will incorporate Hollywood Bowl and TK Maxx's branding. The proposed design of the Hollywood Bowl sign will comprise a pink background with the Hollywood Bowl logo in white text situated centrally. The proposed design of the TK Maxx sign will comprise a red background with 'TK Maxx' in white lettering. The proposed



projecting sign will incorporate The Chimes Shopping Centre's branding and has been designed to match the design of the existing projecting sign on the opposing end of the building. The proposed design will comprise a white background with green and orange lettering, which reflects that used on The Chimes branding across the wider centre. The proposed signs will be clear and legible and of high-quality materials which will be in keeping with the contemporary character of the building and commercial character of the Town Centre, in accordance with Policy DMBH 11 and Policy DMHB 13A.

With regard to the method of illumination proposed, the proposed TKMaxx and Hollywood Bowl signs will be internally illuminated. The principle of this method of illumination to signs in this location is well established, having been granted consent for the existing The Chimes sign and the Lidl sign (refs. 42966/ADV/2020/71 and 42966/ADV/2020/5). Notwithstanding this, it should be noted that the illumination will be static and will be relatively modest to ensure a discreet level of illumination to the sign which will not adversely impact visual amenity.

The projecting sign will comprise illumination to the lettering only; specifically halo illumination to "The" and internally illuminated lettering for "Chimes". This will match the method of illumination of the existing 'The Chimes' projecting sign on the opposing end of this elevation, that has previously been approved by the Council (ref. 42966/ADV/2013/17). The principle of this method of illumination to this elevation is therefore established. The advertisement will comprise static illumination and will be discreet in nature to ensure the sign which will not adversely impact visual amenity.

On the basis of the above, the proposed signage by reason of its careful and considered siting, scale and detailed design, will accord with the requirements of the relevant policies set out in the 'Local Plan Part 1' and the policies within the Local Plan Part 2.

Impact on Amenity and Highways

The design of the signage has been carefully considered with regard to the impact on amenity, including public safety and highways.

The proposed fascia signs seek to replace existing signage and are located sufficiently high enough in order that it will not impinge on pedestrian or highway safety. Similarly, the proposed projecting sign will also be located at a sufficient height to allow safe clearance of pedestrians below. As such, there will be no adverse impact on public or highway safety or the amenity of the area, in accordance with Policy DMHB 13A which states that advertisements must not compromise public safety.

As set out above the proposed method of illumination is established in this location and will provide a subtle level of illumination. All illumination will be static. As such there will be no adverse impact on pedestrian or highways safety, or the amenity of the area, and the proposed signage should be considered acceptable in this respect.



Conclusion

The application proposals seek advertisement consent for the installation and display of 2no. new fascia signs to serve forthcoming tenants, and 1no. projecting sign for The Chimes to replace the existing fascia sign.

The proposed signage has been designed to be in keeping with the scale, form and siting of the existing signage to the north-eastern and south-eastern elevations on which they are sited, to ensure a cohesive and balanced appearance that will respect the appearance of the host building. The proposed signage will utilise high quality material that respects the contemporary character of the building, and the proposed method of illumination will be relatively discreet and in keeping with the existing consented signage on this part of the building. Furthermore, the proposals will not adversely impact the surrounding amenity, or public or highway safety. As such, the proposal will wholly comply with national and local planning policy.

I trust the above and enclosed is sufficient to allow the validation of this application and I look forward to receiving confirmation of this in due course. If you require any additional information, then please do not hesitate to contact Kate Simpson (Kate.Simpson@pegasusgroup.co.uk) or myself.

Yours faithfully,

James Tullett

Planner

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Enc.