

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

External alterations to shopfront, together with the display of 1no. replacement internally illuminated fascia sign and 1no. replacement internally illuminated projecting sign

44/APP/2012/503 654 UXBRIDGE ROAD HAYES
Single storey rear extension and installation of new shop front
Decision: 01-05-2012 Approval

44/ADV/2012/14 654 UXBRIDGE ROAD HAYES
Installation of 1 x internally illuminated fascia sign and 1 internally illuminated hanging sign
Decision: 01-05-2012 Approval

44/APP/2012/507 654 UXBRIDGE ROAD HAYES
Installation of replacement air conditioning units to the rear and installation of detached satellite dishes with associated fencing to the rear
Decision: 01-05-2012 Approval

44/E/87/2212 654 UXBRIDGE ROAD HAYES
Continued use of ground floor premises as employment agency
Decision: 24-02-1988 Approval

44/D/87/3043 654 UXBRIDGE ROAD HAYES
Inst of a projecting box sign & fascia sign
Decision: 05-05-1987 Approval

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Decision: 24-02-1988 Approval

44/D/87/3043 654 UXBRIDGE ROAD HAYES

Inst of a projecting box sign & fascia sign

Decision: 05-05-1987 Approval

Comment on Planning History

Planning history listed above.

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

Four neighbouring properties were consulted in relation to the proposed development on 05-11-24. No public comments were received following expiry of the consultation period which ended 26-11-24.

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 Polices:

DMHB 13 Shopfronts

DMHB 13A Advertisements and Shop Signage

DMT 2 Highways Impacts

5. MAIN PLANNING ISSUES

Policy 13A of the Hillingdon Local Plan: Part 2 - Development Management Policies (2020) states

that

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.

Policy D8 of the London Plan states that development proposals should ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscape treatment, planting, street furniture and surface materials should be of good quality, fit-for-purpose, durable and sustainable. Lighting, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution.

The application site is located within a shopping parade on the south western side of Uxbridge Road. It is surrounded by several ground floor units that incorporate fascia and projecting signage, along with similar window detailing. The area features a variety of shopfronts displaying diverse signage styles, colours, and designs. Within this context, the proposed advertising is consistent with the existing streetscape and would not appear out of place. The scale of the proposed signage would be proportionate to the shopfront and building and would not be excessive or out of scale and would not otherwise detract from the appearance of the street scene on Uxbridge Road or lead to visual clutter. The application form indicates that the proposed signage illumination will be static, and the submitted drawings demonstrate that the new signage will closely resemble the existing signage it is replacing. Furthermore, the additional alterations to the shop frontage, including the cladding, tiling and door replacement, are considered appropriate.

Given that the signage would sit within the context of similar surrounding advertising and would not be flashing, excessive in scale or otherwise distracting, it is considered that the advertising would not be of detrimental to highway amenity or public safety. The extent of signage is sufficiently limited in scope, such that this would not impact negatively on the amenity of any surrounding land uses, including residential uses.

Accounting for the above assessment, officers consider that the proposals would not conflict with Policies DMHB 11, 12, 13, 13A, and DMT 2 of the Hillingdon Local Plan: Part 2 - Development Management Policies (2020); and Policies D4 and D8 of the London Plan 2021.

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:

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002
003
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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/m².

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).

INFORMATIVES

1. I99

The development hereby approved includes the provision of a sign that would oversail the adopted highway. Prior to undertaking work you may require a section 177 licence from the Highway Authority. The works shall be to the specification and constructed to the satisfaction of the Highway Authority. Fees may be payable for the approval and inspection of the works. Further information and an application form are available on the London Borough of Hillingdon website https://www.hillingdon.gov.uk/media/9318/Building-Oversail-License/pdf/aqBuilding_Oversail_License.pdf?m=1666970842643

2. I99

The Equality Act 2010 seeks to protect people accessing goods, facilities and services from discrimination on the basis of a 'protected characteristic', which includes those with a disability. As part of the Act, service providers are obliged to improve access to and within the structure of their building, particularly in situations where reasonable adjustment can be incorporated with relative ease. The Act states that service providers should think ahead to take steps to address barriers that impede disabled people

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