

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

Item No. Report of the Interim Director of Planning, Regeneration & Public Realm

Address: 1A HIGH STREET RUISLIP

Development: Installation of replacement signage to front and side of premises

LBH Ref Nos: 4628/ADV/2022/92

Drawing Nos: 1.4_PRIORY CAFE (Received 22-12-22)
Block Plan
Location Plan

Date Plans received: **Date(s) of Amendments(s):**

Date Application valid

1. CONSIDERATIONS

1.1 Site and Locality

The application site, 1A High Street is listed grade II along with numbers 1 and 1B. The buildings origins lie in the seventeenth century but 1A is housed both in the early range as well as a Victorian/Edwardian single storey brick extension to the front with leaded lights and covered porch.

The site is at the heart of the historic core of Ruislip with a number of other listed buildings in close proximity. It is within the Ruislip Village Conservation Area.

1.2 Proposed Scheme

The proposed works relate to the exterior of the building and involve the replacement of two non-illuminated signs, one to the front elevation and one to the side.

1.3 Relevant Planning History

4628/APP/2022/3510 1A HIGH STREET RUISLIP

Replacement signage on front and side of premises (Application for Listed Building Consent)

Comment on Planning History

The relevant planning history attached to this site is referenced 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

Eleven neighbouring properties and Ruislip Residents Association and Ruislip Village Conservation Panel were consulted by letters dated 29-11-22.

One representation were received by the end of the consultation process in support of the application "it will return the building back to its original front with canopies visible and will resemble pictures in historical context."

INTERNAL CONSULTEES:

HIGHWAYS OFFICER:

There are no Highways Objection to this proposal.

CONSERVATION OFFICER:

The proposal seeks to replace two existing signs for the cafe at number 1A. There is no objection to their replacement but there are concerns with the proposal. The sign plus chalkboard (Sign 1) to the front is too large and needs to be reduced in scale.

The clarification on the enamel signage is welcome and this is a traditional form of signage.

On balance think that the reduction in scale is a good compromise.

No further objections.

PLANNING OFFICER RESPONSE:

Council's Conservation Officer: No objection was raised by the Council's Conservation Officer. Noting the existing shop frontage which is currently in a poor state of repair, and the design of the proposed shop frontage and canvas awning, which would respond appropriately to the architectural character of the listed building. Refer to the main body of the report for further details.

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
PT1.HE1	(2012) Heritage

Part 2 Polices:

DMHB 4	Conservation Areas
DMHB 2	Listed Buildings
DMHB 13	Shopfronts
DMHB 13A	Advertisements and Shop Signage
DMT 2	Highways Impacts
LPP HC1	(2021) Heritage conservation and growth
NPPF16	NPPF 2021 - Conserving & enhancing the historic environment

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 adversary impact on the amenity, daylight and sunlight of adjacent properties and open space.

Policy DMHB 4 of the Hillingdon Local Plan: Part Two - (2020) states that new development, including alterations and extensions to existing buildings, within a Conservation Area or on its fringes, will be expected to preserve or enhance the character or appearance of the area. It should sustain and enhance its significance and make a positive contribution to local character and distinctiveness.

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.

Policy HC1 of the London Plan (2021) and Chapter 16 of the National Planning Policy Framework (2021) also seek to conserve and enhance the historic environment.

The current signage is of a larger scale and awkwardly placed with little consideration to the building. Therefore, the existing signage is in need of replacement, which this application addresses.

The proposed works relate to the exterior of the building and involve the replacement of two non-illuminated signs, one to the front elevation and one to the side.

Following a reduction in the scale of the blackboard, the conservation officer raises no objection to the proposed signage which will have a traditional appearance that will complement the cafe of the listed building and preserve the character and appearance of the Ruislip Village Conservation Area.

It is considered that the proposal would not result in an adverse effect on the character or visual amenity of the surrounding area or on public safety in compliance with Policies HE1 and BE1 of the Hillingdon Local Plan Part 1 (November 2012) and Policies DMHB 2, DMHB 4, DMHB 11, DMHB 13 and DMHB 13A of the Hillingdon Local Plan Part Two - Development Management Policies (January 2020) and the National Planning Policy Framework (2021)

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 named '1.4_PRIORY CAFE Pages 1-4 (revisions received 22-12-22)' 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).

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 4 Conservation Areas

DMHB 2 Listed Buildings

DMHB Shopfronts

13

DMHB Advertisements and Shop Signage
13A

DMT 2 Highways Impacts

LPP HC1 (2021) Heritage conservation and growth

NPPF16 NPPF 2021 - Conserving & enhancing the historic environment

Contact Officer: Emilie Bateman **Telephone No:** 01895 250230