

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





DETAILS OF DISABLED ACCESS ARRANGEMENTS IN COMPLIANCE WITH CONDITIONS 2 AND 3 OF PLANNING PERMISSION REF.48406/APP/2001/1601 DATED 21/11/2001; CHANGE OF USE FROM CLASS A1 TO CLASS A3

**Decision:** 28-05-2002      Approval

48406/APP/2001/2570      163 FIELD END ROAD EASTCOTE PINNER

REMOVAL OF CONDITION 9 (TO ALLOW USE AS A WINE BAR) OF PLANNING PERMISSION REF. 48406/APP/2001/1601 DATED 21/11/01; CHANGE OF USE FROM CLASS A1 (RETAIL) TO CLASS A3 (FOOD AND DRINK)

**Decision:** 01-02-2002      Approval

48406/APP/2001/1601      163 FIELD END ROAD EASTCOTE PINNER

CHANGE OF USE FROM CLASS A1 (RETAIL) TO CLASS A3 (FOOD AND DRINK)

**Decision:** 21-11-2001      Approval

48406/A/93/1691              163 FIELD END ROAD EASTCOTE PINNER

Change of use from Class A1 (Retail) to Class A3 (restaurant and takeaway)

**Decision:** 24-11-1993      Withdrawn (P)

48406/93/1395              163 FIELD END ROAD EASTCOTE PINNER

Installation of a new shopfront

**Decision:** 25-10-1993      Approval

### **Comment on Planning History**

As outlined above.

This application related to the pending full application on file (48406/APP/2026/129).

## **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**

25 neighbouring properties were consulted by letter on 27-01-26 Consultation expired on 17-02-26. No comments were received.

Following the description of the application being amended, the scheme was reconsulted on. This expired 30.3.2026. No comments were received.

#### 4. UDP/LDF Designation and London Plan

The following Local Plan Policies are considered relevant to the application:-

Part 1 Policies:

PT1.E5 (2012) Town and Local Centres

Part 2 Policies:

NPPF4 -24	NPPF4 2024 - Decision making
NPPF7 -24	NPPF7 2024 - Ensuring the vitality of town centres
LPP SD6	(2021) Town centres and high streets
DMTC 1	Town Centre Development
DMTC 2	Primary and Secondary Shopping Areas
DMHB 4	Conservation Areas
DMHB 11	Design of New Development
DMHB 12	Streets and Public Realm
DMHB 13	Shopfronts
DMHB 13A	Advertisements and Shop Signage

#### 5. MAIN PLANNING ISSUES

The application seeks consent to display an advertisement. In such cases, the Council can only consider the impact of the advertisement on amenity and public safety.

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

Visual Amenity:

Policy DMHB 4 of the of Hillingdon Local Plan: Part Two - Development Management Policies (2020) states - 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.

Paragraph 215 of the NPPF states - 'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed

against the public benefits of the proposal including, where appropriate, securing its optimum viable use.'

Policy BE1 of Hillingdon Council's Local Plan Part One Strategic Policies (2012) seeks a quality of design in all new development that enhances and contributes to the area in terms of form, scale, and materials, is appropriate to the identity and context of the townscape, improves the quality of the public realm, and respects local character.

Policy DMHB 13A of Hillingdon Council's Local Plan Part Two Development Management Policies (2020) states:

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.

The application seeks advertisement consent for:

1: Logo - A push through 115mm Flat cut Opal Acrylic with translucent vinyl to face (590 x 525 mm)

2: SIS - Push through 15mm Flat cut opal acrylic with translucent vinyl to face (490mm, approx.)

3: Projecting sign: 500 x 500 mm black coated frame with wall brackets complete with fluted clear acrylic internal LED illuminating, 2x colour vinyl graphics on both sides

4: Panel Tray: 4 sides panel tray in alubond white gloss finish with full black tray complete with LED internal modules.

5. Bar and Kitchen: Push through 15mm Flat cut opal acrylic with translucent vinyl to face.

The surrounding area is a mixture of commercial and residential uses thus the proposal would sit within the context of similar signage.. Given that the signs would be proportionately sized to the building and the proposal would not harm the character and appearance of the building or wider area. The sign would not give rise to an unacceptable level of visual clutter and light spill.

Therefore, the proposal complies with Policy BE1 of Hillingdon Council's Local Plan Part One Strategic Policies (2012) and Policy DMHB 13A of Hillingdon Council's Local Plan Part Two Development Management Policies (2020).

Public Safety:

Policy DMT 2 of Hillingdon Council's Local Plan Part Two Development Management Policies (2020) states that development proposals must ensure that:

- i) safe and efficient vehicular access to the highway network is provided to the Council's standards;
- ii) they do not contribute to the deterioration of air quality, noise or local amenity or safety of all road users and residents;
- iii) safe, secure and convenient access and facilities for cyclists and pedestrian are satisfactorily accommodated in the design of highway and traffic management schemes;
- iv) impacts on local amenity and congestion are minimised by routing through traffic by the most direct means to the strategic road network, avoiding local distributor and access roads; and
- v) there are suitable mitigation measures to address any traffic impacts in terms of capacity and functions of existing and committed roads, including along roads or through junctions which are at capacity.

Given that the signage would sit within the context of similar surrounding advertising and would not be illuminated excessively and is in scale or otherwise distracting, it is considered that the advertising would not be of detrimental to highway amenity or public safety.

The proposal complies with Policy DMT 2 of Hillingdon Council's Local Plan Part Two Development Management Policies (2020).

Conclusion:

Therefore, approval is recommended for the application.

## 6. RECOMMENDATION

**APPROVAL subject to the following:**

### 1. COM3 Time Limit

The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

REASON

To comply with Section 91 of the Town and Country Planning Act 1990.

### 2. 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.

### 3. **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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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 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.

### 4. **NONSC External Illumination and Brightness levels**

The signage shall be externally illuminated only and the intensity of illumination of the logo on the fascia sign and the projection advertisement 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 Two - Development Management Policies (January 2020)

## INFORMATIVES

### 1. I2

You are advised that if any part of the development hereby permitted encroaches by either its roof, walls, eaves, gutters, or foundations, then a new planning application may have to be submitted.

The validity of this planning permission may be challengeable by third parties if the development results in any form of encroachment onto land outside the applicant's control for which the appropriate Notice under Article 13 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 has not been served.

2. I59

On this decision notice policies from the Councils Local Plan: Part 1 - Strategic Policies appear first, then relevant Local Plan Part 2 (2020), then London Plan Policies (2021). Hillingdon's Full Council adopted the Hillingdon Local Plan: Part 1 - Strategic Policies on 8 November 2012 and the Hillingdon Local Plan Part 2 on 16 January 2020.

3. I47

The Council will recover from the applicant the cost of highway and footway repairs, including damage to grass verges.

Care should be taken during the building works hereby approved to ensure no damage occurs to the verge or footpaths during construction. Vehicles delivering materials to this development shall not override or cause damage to the public footway. Any damage will require to be made good to the satisfaction of the Council and at the applicant's expense.

For further information and advice contact - Highways Maintenance Operations, Central Depot - Block K, Harlington Road Depot, 128 Harlington Road, Hillingdon, Middlesex, UB3 3EU (Tel: 01895 277524).

For Private Roads: Care should be taken during the building works hereby approved to ensure no damage occurs to the verge of footpaths on private roads during construction. Vehicles delivering materials to this development shall not override or cause damage to a private road and where possible alternative routes should be taken to avoid private roads. The applicant may be required to make good any damage caused.

4. I15

Nuisance from demolition and construction works is subject to control under The Control of Pollution Act 1974, the Clean Air Acts and other related legislation. In particular, you should ensure that the following are complied with:-

A. Demolition and construction works which are audible at the site boundary shall only be carried out between the hours of 08.00 and 18.00 hours Monday to Friday and between the hours of 08.00 hours and 13.00 hours on Saturday. No works shall be carried out on Sundays, Bank or Public Holidays.

B. All noise generated during such works shall be controlled in compliance with British Standard Code of Practice BS 5228:2009.

C. Dust emissions shall be controlled in compliance with the Mayor of London's Best Practice Guidance 'The Control of dust and emissions from construction and demolition.

D. No bonfires that create dark smoke or nuisance to local residents.

You are advised to consult the Council's Environmental Protection Unit

(www.hillingdon.gov.uk/noise Tel. 01895 250155) or to seek prior approval under Section 61 of the Control of Pollution Act if you anticipate any difficulty in carrying out construction other than within the normal working hours set out in (A) above, and by means that would minimise disturbance to adjoining premises.

## 5. I52

The decision to GRANT planning permission 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 planning permission 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 - The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) and national guidance.

NPPF4 - NPPF4 2024 - Decision making  
24

NPPF7 - NPPF7 2024 - Ensuring the vitality of town centres  
24

LPP SD6 (2021) Town centres and high streets

DMTC 1 Town Centre Development

DMTC 2 Primary and Secondary Shopping Areas

DMHB 4 Conservation Areas

DMHB Design of New Development  
11

DMHB Streets and Public Realm  
12

DMHB Shopfronts  
13

DMHB Advertisements and Shop Signage  
13A

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