

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

70028/APP/2014/3452 201 - 203 HIGH STREET

Details pursuant to condition 3 (Colour Scheme) of planning permission Ref: 70028/APP/2014/1853 dated 13/08/2014 (Change of use from Use Class A1 (Retail) to Use Class A3 (Restaurants and Cafes) involving alterations to shop front, installation of air conditioning units and extraction equipment to rear and external seating areas to front)

Decision: 20-11-2014 Approval

70028/APP/2014/1853 201 - 203 HIGH STREET

Change of use from Use Class A1 (Retail) to Use Class A3 (Restaurants and Cafes) involving alterations to shop front, installation of air conditioning units and extraction equipment to rear and external seating areas to front.

Decision: 12-08-2014 Approval

70028/ADV/2014/36 201 - 203 HIGH STREET

Installation of 1 externally illuminated fascia sign and 1 externally illuminated hanging sign.

Decision: 18-09-2014 Approval

Comment on Planning History

No comment.

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

Old Uxbridge Conservation Panel, Conservation and Urban Design and 39 neighbouring properties were consulted by letter dated 04-05-23. The consultation period ended on 26-05-2023. One neighbouring representation was received which is summarised below:

- Concerns regarding the projecting sign causing damage to the heritage of the building as situated on the pilaster.

The neighbouring properties were re consulted with an amended description following amendments to the scheme by letter dated 19-07-23. The consultation period expired on 02-08-23 and no further neighbouring representations were received.

Officer Comments:

The impact the proposal has on the character and appearance of the building and wider street

scene will be assessed in the report below.

Representation was also received from the Council's Conservation and Urban Design officer and Highways officer who had no objections to the scheme.

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 Policies:

DMHB 4	Conservation Areas
DMHB 11	Design of New Development
DMHB 13	Shopfronts
DMHB 13A	Advertisements and Shop Signage
DMT 2	Highways Impacts

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 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 (2012) seeks a quality of design in all new development that both enhances and contributes to the area in terms of form, scale and materials, is appropriate to the identity and context of the townscape and would improve the quality of the public realm and respect local character.

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

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.

During the course of the application, amendments were sought to amend the fascia sign to be halo lit rather than internally illuminated and to amend the projecting sign to be externally illuminated in the form of a trough light, rather than being internally illuminated.

As the site lies within Old Uxbridge / Windsor Street Conservation Area, internally illuminated signs are not normally permitted as they are considered to cause harm to the character and appearance of the conservation area. On this occasion, due to the variety of illumination styles present along the high street, a 'halo lit' fascia sign is considered an acceptable alternative.

It is noted that a similar scheme was approved on the High Street in 2022 under application reference 16894/ADV/2022/1 for halo lit fascia sign and externally illuminated projecting sign.

The halo lit fascia sign and externally illuminated projecting sign, by reason of their size and location would be positioned at the front of the restaurant above the windows. In this context the size and scale of the signs is considered appropriate.

The existing fascia sign is similar in visual appearance to the pre-existing fascia sign. The difference being the replacement of the external illumination in the form of a trough light with halo lit letters, lit with low energy LEDs. The proposal also includes retrospective permission for a projecting sign, which will be lit externally in the form of a trough light.

Due to the site context and given that the signage would not be visually obtrusive, it is considered that the halo lit illumination style would be deemed acceptable in this instance. The Council's Conservation and Urban Design officer has also been consulted on the proposal and given the site context, raises no objection. Benefitting from this form of illumination, it is considered that the proposal would not cause undue harm to adjacent properties in terms of amenity, daylight or sunlight.

The proposed illuminated signs would be set back from the highway and would not exceed 300 candela per square metre. Given the location in a busy town centre, the form of illumination would be static and therefore it is considered that the proposed signs would not harm public safety. The Council's Highways officer has also been consulted on the proposal and raises no objections in terms of Highway Safety.

It is therefore considered that the proposal would be in compliance with Policy BE1, DMHB 4, DMHB 11, DMHB 13A and DMT 2 of the Hillingdon Local Plan Part Two - Development Management Policies (2020). Approval is therefore recommended.

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 596750-2 Rev A and 596750-3 Rev A 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 (2016).

3. **ADV4 Intensity of Illumination - specified**

The intensity of illumination of the advertisement(s) hereby permitted shall not exceed 300 candela per square metre.

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).

4. **ADV7 Type of Illumination**

The illumination of the sign(s) is to be by fixed and constant lights 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 Policies DMHB 11 and DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (January 2020).

INFORMATIVES

1. I26

You are advised that planning permission will be required for the installation of a shopfront at these premises. For further information and advice, contact - Residents Services, 3N/04, Civic Centre, High Street, Uxbridge, UB8 1UW (Tel. 01895 250574).

2. 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 Design of New Development

11

DMHB Shopfronts
13

DMHB Advertisements and Shop Signage
13A

DMT 2 Highways Impacts

Contact Officer: Becky Smith

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