

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 Head of Development Management and Building Control

Address: 116 INTU UXBRIDGE THE CHIMES SHOPPING CENTRE HIGH STREET
UXBRIDGE

Development: Installation of 1no. internally illuminated standing sign, 1no. internally illuminated hanging sign and internally illuminated entrance portal.

LBH Ref Nos: 78874/ADV/2024/33

Drawing Nos: Location Plan
Page 2
Page 3
Page 4
Page 5
Page 6
Page 7

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

Date Application valid

1. CONSIDERATIONS

1.1 Site and Locality

The application site comprises part of the Chimes Shopping Centre, located within the Piazza accessed via a pedestrian walkway. The site is located under the Odeon Cinema within the Chimes Shopping Centre.

The site is within Uxbridge Town Centre and a primary shopping area. It also lies within the Old Uxbridge/Windsor Street Conservation Area and is located opposite the Grade II Listed Building 'the Shrubbery'.

The surrounding area comprises predominantly retail units and restaurants.

1.2 Proposed Scheme

Advertisement consent is sought for the installation of 1no. internally illuminated standing sign, 1no. internally illuminated hanging sign, and internally illuminated entrance portal.

1.3 Relevant Planning History

Comment on Planning History

There is no planning history for the site.

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

EXTERNAL CONSULTEES:

10 neighbouring properties and The Mall Pavilions were consulted on the application by letter dated 10-07-24.

The consultation period expired 31-07-24.

No representations have been received.

INTERNAL CONSULTEES:

Conservation and Design Officer:

This is part of a modern shopping centre constructed in the 21st century. However, it is opposite a Grade II Listed Building (the shrubbery), and the Piazza also includes the locally listed 223 High Street. It forms part of the conservation area. Therefore, it is sensitive to change. We would not object to the design or location of the new signage. However, it would be recommended to be externally illuminated with a discretely positioned LED strip or spotlight, particularly the banner-style projecting sign, to ensure that it does not detract from the character of this part of the conservation area and the setting of the Listed Building. This would allow the signage to be more in keeping with the character of the conservation area and not cause harm to the designated heritage assets.

Highways Officer:

Site Description

The application site is located off The Plaza, an unadopted pedestrian area within the Chimes Shopping Centre, which is off High Street Uxbridge, a main retail/commercial road.

Transport for London use a system called PTAL (Public Transport Accessibility Level) to measure

access the public transport network. PTAL assesses walk times to the nearest public transport location taking into account service frequency. The location is then scored between 0 and 6b where 0 is the worst and 6b the best. According to the Transport for London WebCAT service the application site has a PTAL ranking of 4/5 indicating access to public transport is good compared to London as a whole suggesting that there would be opportunities for trips to be made to and from the application site by modes other than the private car which would concur with National Planning Policy Framework (NPPF) 9: Promoting Sustainable Transport and The Mayor's Transport Strategy which aims to encourage people to walk, cycle and travel by public transport.

Signs

The application proposes to provide:

Sign 01 - 1no. LED illuminated entrance portal sign with dimensions of 2.815m x 3.300m x 0.9m
1no. internally illuminated entrance sign with dimensions of 3.0m x 0.6m
1no projecting sign with dimensions of 0.5m x 2.80m located 3.6m above ground level which would not be located above the adopted highway.

The proposed signs would be provided in a location that would be unlikely to give the potential for distraction to drivers using the highway, encroach upon visibility or cause confusion to highway users which would be acceptable.

Recommendation

The Highway Authority are satisfied that the proposal would not discernibly increase road danger or raise any measurable highway safety concerns and would therefore offer no objection to the application subject to the following conditions:

Conditions

The intensity of the illumination of the advertisement shall be no greater than 300 cd/m² during hours of darkness as advised by the Institute of Lighting Professionals' publication PLG05 (2015): "The Brightness of Illuminated Advertisements", or any publication replacing or superseding this guidance.

The advertisements shall be switched off between the hours of 23.00 and 05.00.

REASON: To be in accordance with the published London Plan 2021 Policy T4 Assessing and Mitigating Transport Impacts which requires that development proposals should not increase road danger

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.E5	(2012) Town and Local Centres
PT1.HE1	(2012) Heritage

Part 2 Policies:

DMHB 1	Heritage Assets
DMHB 11	Design of New Development
DMTC 1	Town Centre Development
DMHB 12	Streets and Public Realm
LPP SD6	(2021) Town centres and high streets
DMHB 13	Shopfronts
DMHB 13A	Advertisements and Shop Signage
DMHB 4	Conservation Areas
LPP HC1	(2021) Heritage conservation and growth
LPP D3	(2021) Optimising site capacity through the design-led approach
NPPF12 -23	NPPF12 23 - Achieving well-designed and beautiful places
NPPF16 -23	NPPF16 23 - Conserving and enhancing the historic environment
NPPF4 -23	NPPF4 23 - Decision making
NPPF7 -23	NPPF7 23 - Ensuring the vitality of town centres

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 (including 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 (2012) requires all new development to maintain the quality of the built environment by providing high-quality urban design.

More specifically to this proposal, Policies HE1, DMHB 1, and DMHB 4 are relevant given that the site forms part of the Old Uxbridge/Windsor Street Conservation Area. These three policies relate specifically to heritage assets and conservation areas, seeking to avoid harm to heritage assets and ensure the preservation or enhancement of the character and appearance of the conservation area.

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. This is consistent with Policy HC1 of the London Plan (2021).

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. This is consistent with Policy D3 of the London Plan (2021) and Chapter 12 of the National Planning Policy Framework (2023).

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.

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

Paragraph B1.11: In works effecting heritage assets, including Listed Buildings and in Conservation Areas, applicants may be expected to adapt their corporate signage to sustain and/or enhance the character of the building.

Paragraph 208 of the National Planning Policy Framework (2023) requires that 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.

The proposed advertisements consist of three signs on the outside of the building. One of the signs includes an entrance portal wrapping around the entrance doorway measuring approx. 3.3m in width and 2.8m in height. The sign would be internally illuminated to 500 CD/M². The second and third signs consist of outer entrance columns and wall hanging signs, one measuring 0.6m in width and 3m in height and the other measuring 0.5m in width and 2.2m in height. Both signs are internally illuminated to 500 CD/M².

The proposed signs are advertising 'Puregym'. It should be noted that this application is solely for the proposed advertisements and does not give consent to any proposed change of use.

In terms of its impact on public safety, it is considered that there is no adverse impact on public safety in this instance, given their proposed locations. Regarding highway safety, the application site is located away from the road and, given its position, would unlikely cause distraction to drivers, encroach upon visibility or cause confusion to highway users. The highway authority has been consulted on the application and has no objection to the proposed signage, subject to conditions that would have been added if the application had been recommended for approval.

The proposed signage, by reason of the internal illumination, would not be in keeping with the character and appearance of the Conservation Area, and it would fail to relate to the traditional character and appearance of the area and result in an unwelcome precedent within the Conservation Area. A site visit has confirmed that the surrounding units all have externally illuminated signage, which fits in with the Conservation Area. The proposed internal illumination would be harmful to the conservation area and would cause harm to the visual amenities of the street scene and Conservation Area, and would fail to either preserve or enhance the character of the conservation area. The harm would not be outweighed by any public benefits. In addition, the Council's Conservation Officer has raised objections to the signage given the internal illumination.

Therefore, the proposed internally illuminated signage is unacceptable and would be visually

intrusive and out of character within this sensitive location. As such, it would be detrimental to the amenity and character of the Conservation Area that would cause less than substantial harm to the heritage asset and the harm caused would not be outweighed by any public benefits. Therefore, the proposed development fails to comply with the requirements of Hillingdon's Local Plan (including The London Plan) and the National Planning Policy Framework.

The application is recommended for refusal.

6. RECOMMENDATION

REFUSAL for the following reasons:

1. **NON2** Non Standard reason for refusal

The proposed advertisements, by virtue of their internal illumination, would cause harm to the character and visual amenities of the street scene, which fails to preserve or enhance but results in unacceptable harm to the Old Uxbridge/Windsor Street Conservation Area. The proposal therefore conflicts with Policies BE1 and HE1 of the Hillingdon Local Plan: Part One - Strategic Policies (2012), Policies DMHB 1, DMHB 4, DMHB 11, DMHB 12 and DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (2020), Policies D3 and HC1 of the London Plan (2021) and Chapters 12 and 16 of the National Planning Policy Framework (2023).

INFORMATIVES

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