

**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





## INTERNAL CONSULTEES:

Highways Officer:

There are no highway objections to this proposal.

Conservation Officer:

The proposal would be relatively modest and would not detract from the setting of the listed building nor cause harm to the conservation area. As such we would not object

## 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 Polices:

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 externally 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 will be externally illuminated by LED down lights 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.

It is considered that the proposed signage has sufficiently overcome the previous reason for refusal as it has now introduced external illumination and would be more in keeping with the Conservation Area. The Council's conservation officer has been consulted on the application and has confirmed that the signs would not detract from the setting of the listed building nor cause harm to the conservation area.

As such, the proposed signage complies with Policies DMHB 4, DMHB 11 and DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (2020).

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.

Conclusion:

The application is recommended for approval, subject to conditions.

## 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, numbers:

Location Plan

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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 500 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 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

**Contact Officer:**

Rhian Thomas

**Telephone No:**