

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: INTU UXBRIDGE 240 HIGH STREET UXBRIDGE

Development: Retrospective application for the installation of 1 no. non-illuminated fascia sign and 4 no. vinyl window stickers.

LBH Ref Nos: 79161/ADV/2024/54

Drawing Nos: 100
101
102
103
201
202

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

Date Application valid

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located on the north easterly side of High Street and comprises a commercial unit at ground floor level. The street scene is commercial in character and appearance and the application site lies within the Uxbridge Town Centre and is designated within Old Uxbridge / Windsor Street Conservation Area.

1.2 Proposed Scheme

This application seeks retrospective advertisement consent for the installation of 1 no. non-illuminated fascia sign and 4 no. vinyl window stickers. The proposed non-illuminated fascia sign is sited internally within the Chimes Shopping Centre and the proposed 4 no. vinyl window stickers are sited to the front elevation of the shop front, visible from Uxbridge High Street.

1.3 Relevant Planning History

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

22 neighbouring properties, along with the councils Conservation Officer, Highways Officer and Old Uxbridge Conservation Panel were consulted on 10-12-2024. The consultation period expired on 03-01-2025 and no neighbouring representations were received by the end of the consultation period.

Conservation Officer Comments: No objections to the proposal.

Highways Officer Comments: There are no highway objections to this proposal.

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 Policies:

DMHB 4	Conservation Areas
DMHB 11	Design of New Development
DMHB 13	Shopfronts
DMHB 13A	Advertisements and Shop Signage
DMT 2	Highways Impacts
NPPF4 -24	NPPF4 2024 - Decision making
NPPF12 -24	NPPF12 2024 - Achieving well-designed places
NPPF16 -24	NPPF16 2024 - Conserving and 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 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.

Design and Amenity:

This application seeks retrospective advertisement consent for the installation of 1 no. non-illuminated fascia sign and 4 no. vinyl window stickers. The proposed non-illuminated fascia sign is sited internally within the Chimes Shopping Centre and the proposed 4 no. vinyl window stickers are sited to the front elevation of the shop front, visible from Uxbridge High Street.

Given the site context, with the site being situated within a row of modern shopfronts, the proposed

signs would be considered to harmonise with the appearance of the surrounding area. The colours would be predominantly black and white which would appear subtle and the size and location of the signs above the doors of the shopfront would be appropriate to the context, in accordance with relevant planning policy. The proposed 4 no. window vinyls are white in colour and would also be considered appropriate in terms of size and location, with a subtle appearance central within the windows.

With regards to the illumination of the signs, the site lies within Old Uxbridge / Windsor Street Conservation Area where internally illuminated signs are not normally permitted as they are considered to cause harm to the character and appearance of the conservation area. Given all of the proposed signs are non-illuminated, this would be considered appropriate within the site context, and would not be considered to result in any harm to the character or appearance of the street scene or wider Conservation Area.

Benefitting from no illumination, it is also considered that the proposal would not cause undue harm to adjacent properties in terms of amenity.

It is also noted that the site benefits from foils at first floor level. It is considered that these foils would not be advertisements and would therefore not form part of this advertisement consent.

Overall, the design, colour, siting and appearance of the proposed fascia and window vinyls would be considered acceptable within the site context and would therefore be accepted in design terms, in accordance with Policies DMHB 4, DMHB 11 and DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (2020).

Highway Safety:

The proposed non illuminated signs would be set back from the highway. Given the site context within a busy high street, it is not 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.

Given the above considerations, 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). The application is therefore 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:

100
201
202

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. **ADV2 Non-illumination (Signs)**

The advertisements hereby permitted shall not be illuminated.

REASON

In order to protect the visual amenity of the area and pedestrian safety in accordance with Policies DMHB 11 and DMT 2 of the Hillingdon Local Plan: Part 2 (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

NPPF4 - NPPF4 2024 - Decision making
24

NPPF12 NPPF12 2024 - Achieving well-designed places
-24

NPPF16 NPPF16 2024 - Conserving and enhancing the historic environment
-24

Contact Officer:

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