

## 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 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 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 checked. Director of Planning, Environment and Community Services can determine this application.

Case Officer

Signature:

Date:

A delegated decision is appropriate and the recommendation, conditions/reasons for refusal and informatives 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 DATES SHOULD BE USED IN THE PS2 RETURNS TO THE ODPM

**Item No.                      Report of the Head of Planning & Enforcement Services****Address**                      1004 UXBRIDGE ROAD HAYES**Development:**              Installation of 1 internally illuminated ATM sign**LBH Ref Nos:**              **9910/ADV/2015/59**

**Drawing Nos:**              Design and Access Statement  
                                  Addendum to the Design and Access Statement  
                                  Location Plan (1:1250)  
                                  NM-08-2015-16-1  
                                  NM-08-2015-16-2

**Date Plans Received:**      11/08/2015**Date(s) of Amendment(s):****Date Application Valid:**    08/09/2015**1.        CONSIDERATIONS****1.1      Site and Locality**

The application relates to a ground floor retail unit, situated on the western side of Uxbridge Road, Hayes. The application property is situated in a parade of commercial properties, which are of varying uses, with residential units situated above. The application property is occupied by a 'Cost Cut' retail unit, with associated advertising.

A cycle way is situated between the footpath and the highway. The range of retail units which occupy the parade, and the variety of associated branding and advertisement, the surrounding area does present a multiplicity of building designs and appearances. The application property is located within a 'Minor Town Centre' as identified within the Hillingdon Local Plan (November 2012).

**1.2      Proposed Scheme**

The application seeks advertisement consent for the installation of 1 internally illuminates fascia sign.

The sign has already been installed, through a white laminated composite security panel incorporating the ATM Fascia with black bezel surround and white illuminated lettering 'Free Cash Withdrawls' out of black background. There is a blue LED halo illumination to ATM surround.

The advertisement would have a height of 1.25m and a width of 0.8m. The base of the advertisement would be situated 0.6m from the footpath.

**1.3      Relevant Planning History**

9910/APP/2015/3029              1004 Uxbridge Road Hayes  
                                  Installation of ATM (Retrospective)

**Decision Date:**    30-10-2015              Approved**Comment on Planning History**

Application reference no: 9910/APP/2015/3029, which is currently awaiting determination,

seeks planning consent for the installation of the ATM.

There are no other previous applications which are of relevance to the determination of this application.

## **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**

The occupiers of five surrounding properties were consulted on the application by a letter dated the 10th of September 2015. A site notice was also displayed on the 14th of September 2015, which allowed a period of 21 days for any comments to be submitted.

By the close of the consultation period, no objections to the proposal were received.

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

The following UDP Policies are considered relevant to the application:-

Part 1 Policies:

PT1.BE1 (2012) Built Environment

Part 2 Policies:

BE13 New development must harmonise with the existing street scene.

BE19 New development must improve or complement the character of the area.

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

DAS-SF Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

## **5. MAIN PLANNING ISSUES**

The primary issues for consideration within the determination of this application relates to the impact of the proposed development upon the visual amenity of the application property, and the character and appearance of the surrounding street scene.

As recognised within section 8 of the Council's adopted supplementary planning document, HDAS Shopfronts, 'advertisements and its illumination significantly affect the appearance of a shop building as well as the general character of the area'.

The impact which advertisement and signage can have upon the visual amenity of an application property is acknowledged further in paragraph 5.33 of the Hillingdon Local Plan (November 2012) which states, "the materials and appearance of shopfronts and fascias are a major element in establishing the streetscape of shopping areas".

Policy BE27 of the Hillingdon Local Plan (November 2012), states; "express consent for advertisements will only be granted if they are of such a size and so designed that they: complement the scale, form, architectural composition of individual buildings; do not

materially harm the visual amenity in the area; and do not unduly compromise public safety".

The fascia sign, which is the subject of this application, does represent a relatively minor addition to the primary elevation of the property. The sign would not project beyond the front elevation for any significant depth, and is considered to be of an appropriate scale. As such, the proposed sign is regarded as having an acceptable impact upon the visual amenity of the application property, the appearance of the surrounding street scene and the quality of the surrounding character area. It is also recognised that the surrounding street scene, as a result of the variety of retail units, already displays a multiplicity of advertisements. Therefore, owing to the variety of building styles which exists, the introduction of this internally illuminated fascia sign is considered to represent a minor alteration to the principle elevation of the application property, and the surrounding street scene.

The development is therefore considered to be in accordance with Policies BE13, BE15 and BE19 of the Hillingdon Local Plan (November 2012).

The signage would confer no impact upon public safety, in compliance with part iii of policy BE27.

In conclusion, the internally illuminated sign, is considered as having an acceptable impact upon the visual amenity of the application property, and the quality and appearance of the surrounding street scene, which is the parade of ground floor retail units in which it is situated. As such, the development is considered as being in accordance with Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE13, BE19, BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) and the Council's adopted Supplementary Planning Document: HDAS Shopfronts. Express advertisement consent can therefore be granted.

## **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** ADV4 Intensity of Illumination - specified

The intensity of illumination of the advertisement shall not exceed 100.00 candelas per 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 BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

#### **3** ADV7 Type of Illumination

The illumination of the sign 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 Policy BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

### INFORMATIVES

**1** 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).

**2** The decision to GRANT advertisement consent has been taken having regard to the policies and proposals in the Hillingdon Unitary Development Plan Saved Policies (September 2007) as incorporated into the Hillingdon Local Plan (2012) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including the London Plan (2015) and national guidance.

BE13 New development must harmonise with the existing street scene.

BE19 New development must improve or complement the character of the area.

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

DAS-SF Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

**3** On this decision notice policies from the Councils Local Plan: Part 1 - Strategic Policies appear first, then relevant saved policies (referred to as policies from the Hillingdon Unitary Development Plan - Saved Policies September 2007), then

London Plan Policies (2015). On the 8th November 2012 Hillingdon's Full Council agreed the adoption of the Councils Local Plan: Part 1 - Strategic Policies. Appendix 5 of this explains which saved policies from the old Unitary Development (which was subject to a direction from Secretary of State in September 2007 agreeing that the policies were 'saved') still apply for development control decisions.

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