

Report of the Head of Planning & Enforcement Services

Address 95A HIGH ROAD ICKENHAM

Development: 1x internally illuminated fascia sign to front and 1x internally illuminated projecting sign.

LBH Ref Nos: **63007/ADV/2010/59**

Drawing Nos: 1007-05
Planning Statement
1007-06
1007-02
1007-01
1007-03
1007-04

Date Plans Received: 14/09/2010 **Date(s) of Amendment(s):**

Date Application Valid: 07/10/2010

1. **CONSIDERATIONS**

1.1 **Site and Locality**

The application site is located on the north west side of High Road Ickenham and comprises a ground floor commercial unit in use as a hot food take-away, forming part of a terrace of 9 units, with residential above. To the north east lies 97 High Street and to the south west lies 93 High Street. The street scene comprises a mix of commercial and residential properties and the application site lies within the developed area, as identified in the adopted Hillingdon Unitary Development Plan (Saved Policies September 2007).

1.2 **Proposed Scheme**

Advertisement consent is sought for the retention of an internally illuminated box fascia and projecting signs.

The fascia sign is located on the fascia panel, measures 4.7m x 0.7m x 0.2m deep and is internally illuminated by fluorescent tubes.

The projecting sign is located along the right side of the fascia panel, measures 0.7m x 0.6m x 0.12m and is also illuminated by fluorescent tubes.

1.3 **Relevant Planning History**

63007/APP/2007/1177 95 High Road Ickenham

SUB-DIVISION OF GROUND FLOOR AND CHANGE OF USE FROM CLASS B2 (GENERAL INDUSTRY) TO CLASS A3 (RESTAURANTS, SNACK BARS, CAFES) FOR USE AS A RESTAURANT AND INSTALLATION OF NEW SHOPFRONT.

Decision Date: 29-06-2007 **Approved** **Appeal:**
63007/APP/2008/2649 95 High Road Ickenham

CHANGE OF USE FROM CLASS B2 (GENERAL INDUSTRY) TO CLASS D1 (NON-RESIDENTIAL INSTITUTIONS) FOR USE AS A DENTAL PRACTICE AND INSTALLATION OF A NEW SHOPFRONT AND ALTERATIONS TO REAR ELEVATION

Decision Date: 07-11-2008 **Refused** **Appeal:**

Comment on Planning History

The use of the premises as a hot food take away is unauthorised and is the subject of a separate planning application, also on this agenda.

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

26 adjoining owner/occupiers and the Ickenham Residents' Association (x2) have been consulted. 2 letters of objection has been received, however the comments relate to the use of the premises rather than the signage.

4. UDP / LDF Designation and London Plan

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

Part 1 Policies:

Part 2 Policies:

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

HDAS Shopfronts

5. MAIN PLANNING ISSUES

The main issues for consideration relate to the effect of the proposal on the character and appearance of the street scene, on pedestrian and highway safety and on residential amenity.

The signs are considered to be acceptable and are not considered to be visually intrusive on the appearance of the building and the street scene. They are not out of character with this type of building in this location. The form of illumination is static and therefore does not harm the residential amenities of nearby residents or public safety. Therefore the proposal complies with policies BE27 and BE29 of the adopted Hillingdon Unitary

Development Plan (Saved Policies September 2007) and the Hillingdon Design & Accessibility Statement: Shopfronts.

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.

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(s) shall not exceed 600 candelas per metre².

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 Unitary Development Plan Saved Policies (September 2007).

3 ADV7 Type of Illumination

The illumination of the signs 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 highway safety in accordance with Policy BE27 of the Hillingdon Unitary Development Plan Saved Policies (September 2007).

INFORMATIVES

- 1** The applicant is advised that this consent relates only to the fascia and projecting signs. It does not relate to the use of the premises, the shopfront or any other external works or alterations.

Contact Officer: Sonia Bowen

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<p>Notes</p> <p> Site boundary</p> <p>For identification purposes only.</p> <p>This copy has been made by or with the authority of the Head of Committee Services pursuant to section 47 of the Copyright, Designs and Patents Act 1988 (the Act). Unless the Act provides a relevant exception to copyright.</p> <p>© Crown Copyright. All rights reserved. London Borough of Hillingdon 100019283 2011</p>	<p>Site Address</p> <p align="center">95A High Road Ickenham</p>		<p align="center">LONDON BOROUGH OF HILLINGDON</p> <p align="center">Planning, Environment & Community Services</p> <p align="center">Civic Centre, Uxbridge, Middx. UB8 1UW Telephone No.: Uxbridge 250111</p>
	<p>Planning Application Ref:</p> <p align="center">63007/ADV/2010/59</p>	<p>Scale</p> <p align="center">1:1,250</p>	 <p align="center">HILLINGDON LONDON</p>
	<p>Planning Committee</p> <p align="center">North</p>	<p>Date</p> <p align="center">January 2011</p>	