Report of the Head of Planning, Sport and Green Spaces

Address THE ORCHARD ICKENHAM ROAD RUISLIP

Development: Installation of 3 x externally illuminated fascia signs, 4 x externally illuminated

stand alone signs and 1 x internally illuminated menu light box

LBH Ref Nos: 62963/ADV/2015/65

Drawing Nos: Block Plan

The Orchard - Beefeater Magpie Re Brand Pages 1-10 incorporating details of

Signs A, B, C, D, E, G and R1 and R2 dated 19th October 2015

SMLPROMO-2 REV B (4 pages)

Location Plan

 Date Plans Received:
 21/08/2015
 Date(s) of Amendment(s):
 19/10/2015

 Date Application Valid:
 01/09/2015
 27/08/2015

21/08/2015

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located between Sharps Lane and Ickenham Road, on the north side of where these two roads meet. The site comprises an established Public House and a hotel, with associated garden areas and surface level parking. The site has mature landscaping on all boundaries and vehicular access is gained from the Ickenham Road frontage.

The site is within the Ruislip Village Conservation Area as identified in the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

1.2 Proposed Scheme

Advert consent is sought for the installation of 3 x externally illuminated fascia signs, 4 x externally illuminated stand alone signs and 1 x internally illuminated menu light box.

A: Replace existing flag sign panel with like for like 1500 x 2050mm panel. Existing support post to be finished in RAL 7016 Anthacite grey.

B: (As amended) 400mm Cap height house name letters, flat cut finished white and pinmounted individually on to timber backboard (4825 x 800mm). Sign scale to match existing as closely as possible. Sign illuminated by pelmet light.

C: 450 mm Cap Beefeater letters in white with $1075 \times 718 \text{mm}$ brown cow with white outline sign written to the brickwork and illuminated by 2 no. cow lamps overhead.

D: 1500mm Directional sign with scaffold plank print to 800mm square panel with Beefeater cow and letters with arrow right.

E: 1700mm Directional sign with scaffold plank print to 800mm square panel with Beefeater cow and letters with arrow right.

G: Replace face panel to 440 x 675mm internally illuminated menu unit, mounted to a total height of 1800mm right of entrance.

2No. Vinyl cows applied facing each other on each set of entrance doors.

R1: Remove Beefeater fascia from first floor and not to be replaced.

R2: Beefeater directional sign to be removed and not replaced.

All other outdated brand signs and ancillary notices such as park disclaimers are to be removed from the site.

1.3 Relevant Planning History

62963/ADV/2010/26 The Orchard Ickenham Road Ruislip

Installation of 1 externally illuminated fascia sign, 1 non-illuminated carpark sign, 1 externally illuminated entrance sign, and 1 internally illuminated 'lollipop' sign.

Decision Date: 16-06-2010 SD **Appeal:**

Comment on Planning History

62963/ADV/2010/26 - Installation of 1 externally illuminated fascia sign, 1 non-illuminated carpark sign, 1 externally illuminated entrance sign, and 1 internally illuminated 'lollipop' sign. Split decision.

Refusal was for:

The proposed lollipop sign (H1), by reason of its size, scale, height, design, and means of illumination together with the existing sign on this frontage would result in a cluttered, visually intrusive and incongruous feature, detrimental to the visual amenities of the street scene and the wider Ruislip Village Conservation Area contrary to policies BE4, BE27 and BE29 of the Hillingdon Unitary Development Plan (Saved Policies 2007).

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date:- Not applicable

2.2 Site Notice Expiry Date:- 2nd October 2015

3. Comments on Public Consultations

EXTERNAL:

21 letters were sent to local residents and The Residents Association on 2nd September 2015. Two objections have been received as detailed below.

- Glaring brightly illuminated signs at The Orchard (especially in a conservation area) would be detrimental, not only aesthetically, but annoying for nearby residents.
- The recent alterations to the nearby White Bear Brasserie have tremendously improved the

area, but if The Orchard were allowed to install neon lights it would be a backward step. We feel the signs would be completely out of character with the surrounding area and quite disturbing. The Orchard is a traditional building with period features and we are surprised that an application for neon lights has even been considered in a conservation area. It would be advisable that the recommendations of a Conservation Officer be sought.

- The removal of the prominent sign 'The Orchard' from the front aspect of the building to be replaced with a large sign 'Beefeater' in its place (Sign B on plans) would greatly detract from the historical significance of the building. An 'Orchard' sign has been present in this place since the early 20th century when it used to be the Orchard Hotel.
- The plans submitted wish to relocate the Orchard sign to a less prominent position and to make the sign much smaller. Such a move, I think is particularly insensitive during the 75th anniversary of the Battle of Britain given that the Orchard has strong connections with RAF Northolt and Polish Airmen during the Second World War and there is a monument in the grounds of the Orchard recognising this. Apart from the above objection, I am not against any of the other existing signs being changed as detailed in the plans in line with the company's rebranding.

Ward Councillor has requested this application be called into committee if approval is recommended.

Ruislip Village Conservation Panel:

The site lies within the Ruislip Village Conservation Area. The name of this cafe, restaurant, hotel, has always contained the word Orchard ever since the then simple single-storey structure opened to the public at Easter 1905. As a restaurant it was famed throughout the Home Counties from 1933-71 and much patronised by RAF men during the 2nd World War

The Conservation Panel notes that there was great public concern and agitation last time the name was practically eradicated and much praise for the owners when it was reinstated

We seem to have come full circle with another attempt to 'lose' the attractive name.

Owners of property within a Conservation Area have a duty to ensure that any alteration made to a building within it, should enhance and compliment the area. This duty includes conserving historic elements, which increase the attractiveness of and add interest to the place.

For these reasons, the Conservation Panel is opposed to the proposed signage mentioned in the above application.

Ruislip Residents Association:

We are writing to oppose this planning application as we consider that the proposed changes to the existing signage represent a backward step in terms of tradition and local history. The Orchard name has been central to this restaurant's ambience for over 100 years and is deservedly seen as a local landmark coupled with its famous links with RAF personnel in the second world war.

The site is situated in the Ruislip Village Conservation Area where the intent is to preserve all that enhances and complements the vicinity, which is not considered to be the case with the proposed changes.

INTERNAL:

Conservation and Urban Design:

The Orchard is an Edwardian and later public house/restaurant which has recently been extended to create a small hotel. The building is prominently located in the Ruislip Village Conservation Area and opposite the listed 'White Bear PH'. It is a much loved local landmark, known by all, for many decades as 'The Orchard', despite its many changes in ownership and signage.

Recently, one such change in signage resulted in enforcement intervention to restore 'The Orchard' lettering to the gable end, and replaced the more obtrusive signs with signs more befitting this sensitive conservation area location.

Whilst the requirement for advertising to catch the eye of passing motorists is understood, there needs to be a balance between advertising and the sensitivity of the area. The following signs are considered acceptable: A, C, D, E, F, G and the removal of R1 and R2.

Officer Comments: The conservation Officer has therefore objected to signs B and H. sign H has been deleted from the plans and is no longer under consideration. Sign B was the most contentious sign and involved removing the prominent 'The Orchard' sign. This scheme has been revised and although a new sign is proposed, it retains the text 'The Orchard', thus ensuring a historical link to the buildings past is retained.

Highway comments:

There are no highway objections to the proposals.

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:

BE4 New development within or on the fringes of conservation areas
BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

5. MAIN PLANNING ISSUES

When assessing advertisement applications, the local planning authority is only able to consider two matters, these are the impact on amenity and public safety, and any other relevant factors. Unless the nature of the advertisement is in itself harmful to amenity or

public safety, there is a presumption in favour of granting advertisement consent.

The initial proposal detailed the replacement of 'The Orchard' lettering in the gable end with the Beefeater sign and the boarding over of the gable. This was the focus of the objections received from the Ruislip Village Conservation Panel and the Ruislip Residents Association. It should be noted that when this lettering was removed previously, there was considerable local opposition to the proposal and the lettering was then reinstated.

In light of these concerns the applicant has amended the proposals and Sign B now proposes lettering detailing the name 'The Orchard'. This change has overcome the Conservation Officer's previous objection and therefore this element of the proposal is now considered to be acceptable.

The previously proposed Sign H, an illuminated display panel standing 2.25m height by the roadside, has been deleted from the proposal.

Signs A, D and E represents the replacement of existing signs in the same locations. Whilst they are adjacent to the roadway, it would not have any increased visual or highways impact.

Sign C would sit on the elevation at ground floor level. Whilst prominent from the roadway it is not unduly large and its illumination is limited to 2 cowl lamps positioned above. It is therefore not considered to represents any undue impact on visual amenity.

Sign G would sit on the elevation replacing the existing menu box and would not create a detrimental impact on visual amenity.

No objection is made to the removal of signs R1 and R2 which would help reduce visual clutter.

It is considered the proposal would accord with policies BE4, BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

6. **RECOMMENDATION**

APPROVAL subject to the following:

1 ADVERT1 Standard Condition

All advertisement consents carry the following 5 standard conditions as contained in the Town and Country Planning (Control of Advertisements) Regulations 1992 and unless specified to the contrary the consent expires after 5 years.

- 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 ADV8 Removal of Existing Signs

Prior to the display of the advertisement(s) hereby approved, all other advertisements on the premises shall be removed.

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 - UDP Saved Policies (November 2012).

INFORMATIVES

- 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. 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.
- 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).
- 3 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 (July 2011) and national guidance.

BE4 New development within or on the fringes of conservation areas

BE27 Advertisements requiring express consent - size, design and location

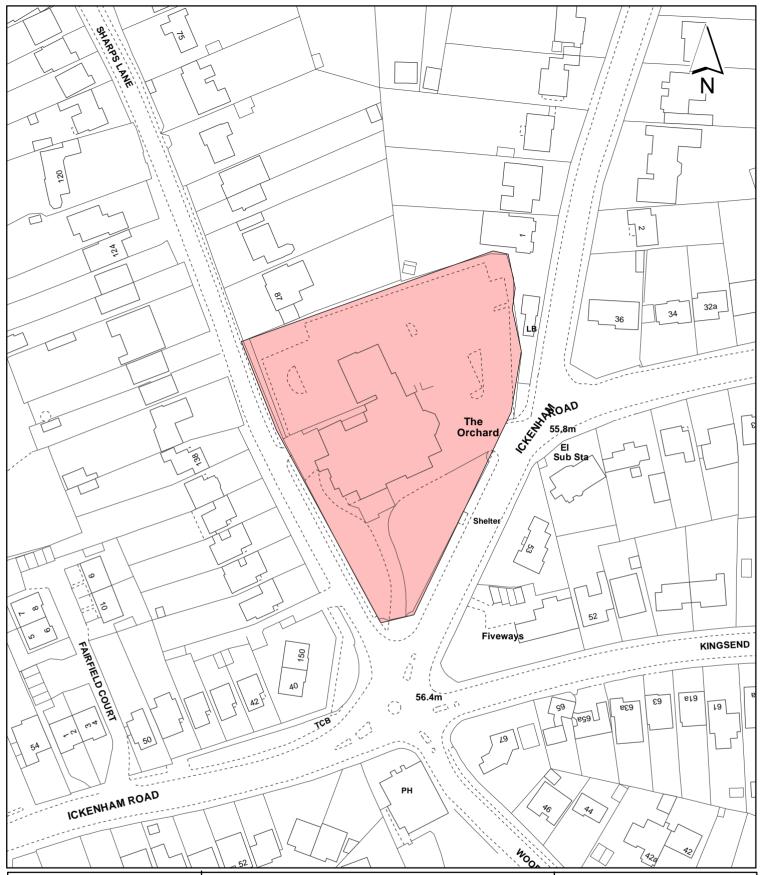
BE29 Advertisement displays on business premises

The Council will recover from the applicant the cost of highway and footway repairs, including damage to grass verges.

Care should be taken during the building works hereby approved to ensure no damage occurs to the verge or footpaths during construction. Vehicles delivering materials to this development shall not override or cause damage to the public footway. Any damage will require to be made good to the satisfaction of the Council and at the applicant's expense.

For further information and advice contact - Highways Maintenance Operations, Central Depot - Block K, Harlington Road Depot, 128 Harlington Road, Hillingdon, Middlesex, UB3 3EU (Tel: 01895 277524).

Contact Officer: Alex Chrusciak Telephone No: 01895 250230







Site boundary

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Site Address:

The Orchard lckenham Road

Planning Application Ref: **62963/ADV/2015/65**

Scale:

Date:

1:1,250

Planning Committee:

North

February 2016

LONDON BOROUGH OF HILLINGDON Residents Services

Residents Services
Planning Section
Civic Centre, Uxbridge, Middx. UB8 1UW

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HILLINGDON