

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 represent 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

- 1** 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.
- 2** 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.

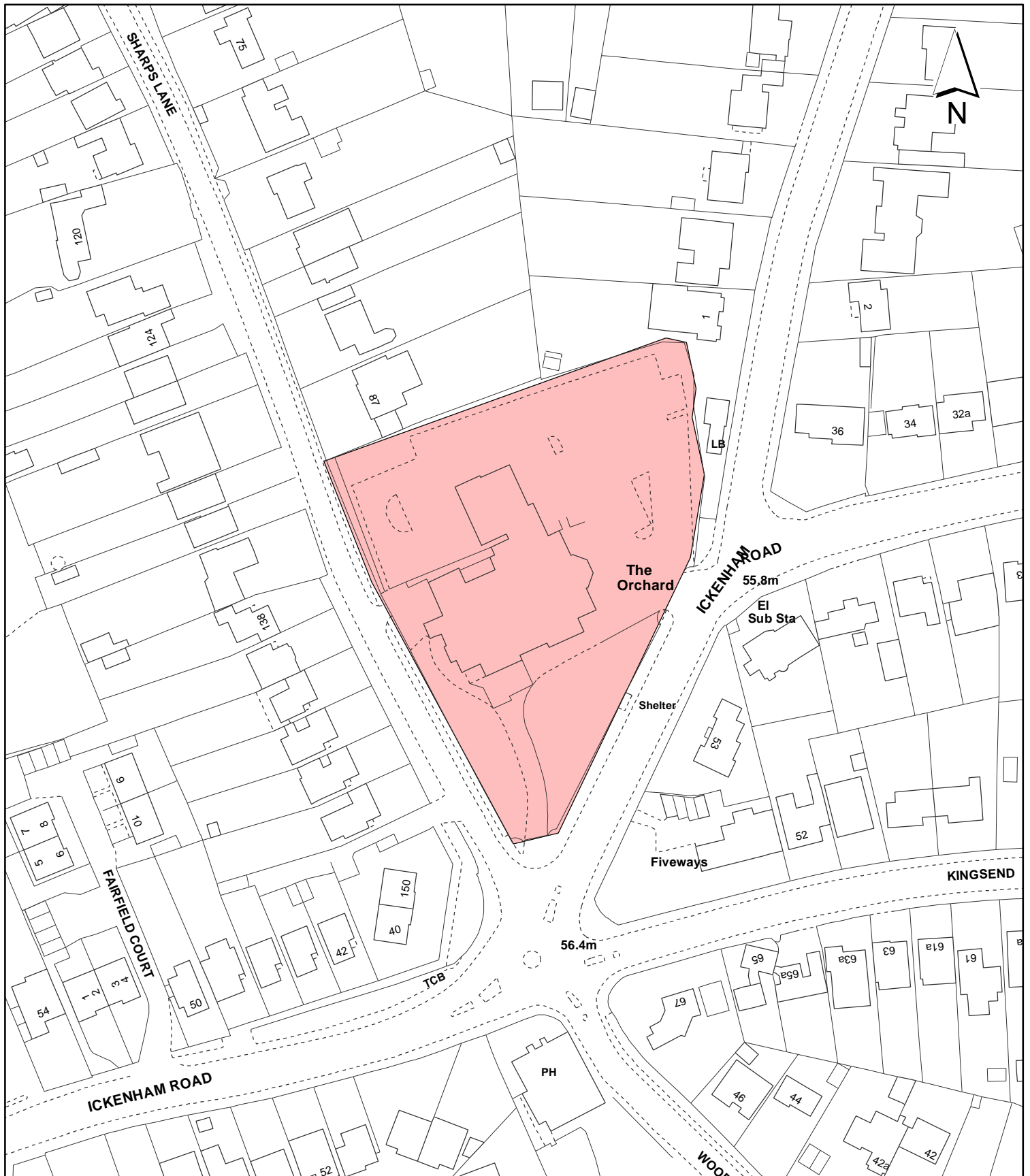
- BE4 New development within or on the fringes of conservation areas
- BE27 Advertisements requiring express consent - size, design and location
- BE29 Advertisement displays on business premises
- 4** The Council will recover from the applicant the cost of highway and footway repairs, including damage 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



Notes:

 Site boundary

For identification purposes only.

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Site Address:

**The Orchard
Ickenham Road**

**LONDON BOROUGH
OF HILLINGDON**
Residents Services
Planning Section

Civic Centre, Uxbridge, Middx. UB8 1UW
Telephone No.: Uxbridge 250111

Planning Application Ref:

62963/ADV/2015/65

Scale:

1:1,250

Planning Committee:

North

Date:

February 2016



HILLINGDON
LONDON