

Report of the Head of Planning, Sport and Green Spaces

Address TAMARA LOUNGE, 5 BYRON PARADE UXBRIDGE ROAD HILLINGDON

Development: Display of illuminated sign on front elevation (Advertisement Consent)

LBH Ref Nos: 61362/ADV/2016/3

Drawing Nos: Location Plan (1:1250)
100A
103A
102A
101A

Date Plans Received: 08/01/2016

Date(s) of Amendment(s):

Date Application Valid: 08/01/2016

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located on the north side of Uxbridge Road between the junction of Star Road and Heath Road. The site is located adjacent to Byron shopping parade designated as a local centre within the Hillingdon Local Plan: Part One - Strategic Policies (November 2012) and is bordered to the north by 9-13 Heath Road and a block of garages, to the east by 1-7A Heath Road and to the west by 7 and 8 Byron Parade and the rear gardens of 2-8 Star Road.

1.2 Proposed Scheme

Advertisement consent is sought for the display of an illuminated sign on the front elevation. The proposed sign would be 4.393m wide, 0.062m deep and 0.512m high. The sign would comprise of individual 300mm high brass letters on a black coated aluminium background. The letters would be individually illuminated by LED lights set behind the letters. The sign would be located 2.638m above ground level.

1.3 Relevant Planning History

61362/APP/2012/2390 Tamara Lounge 5 Uxbridge Road Hillingdon

Part change of use to Sui Generis to be used as a Shisha Lounge, 2 x single storey rear extensions and single storey side extension involving and installation of roller shutter to front, and demolition of stores to rear (retrospective)

Decision Date: 18-12-2012 Refused **Appeal:**03-DEC-13 Part Allowed

61362/APP/2014/701 Tamara Lounge 5 Uxbridge Road Hillingdon

Details in compliance with conditions 1 (Sound Proofing Scheme/Sound Attenuation Measures) and 2 (Secured by Design Details) of the Secretary of State's Appeal Decision APP/R5510/A/13/2190196 dated 3 December 2013.

Decision Date:

61362/APP/2014/868

Single storey front extension to entrance area

Appeal:

Tamara Lounge, 5 Byron Parade Uxbridge Road Hillingdon

Decision Date: 12-06-2014

Approved

Appeal:

61362/APP/2016/146

New proposed canopy to terrace at rear of smoking area of restaurant

Tamara Lounge, Byron Parade Uxbridge Road Hillingdon

Decision Date:**Appeal:****Comment on Planning History**

The application site has previously been subject to an enforcement investigation; an enforcement notice was served in October 2012 for the unauthorised erection of an illuminated sign on the front elevation. An appeal against the enforcement notice was dismissed and the enforcement notice upheld in December 2013. The sign was considered to be unacceptable in regards to its design and size, in particular its height which protruded above the flat roof level of the front elevation. The unauthorised sign was removed in March 2014.

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

Consultation letters were sent to 22 local owners/occupiers and a site notice was displayed. No responses were received at the time of this report.

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.

BE15 Alterations and extensions to existing buildings

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

Policy BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) states that advertisements will only be granted express consent if they are at such a size and designed so they compliment the scale, form and architectural composition of individual buildings, they do not harm the visual amenities of the area, and do not compromise public safety. Policy BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) states the local planning authority will seek to limit the number of signs and the size of advertisements in the interests of amenity and public safety.

Therefore the main considerations are the impact upon public safety, and the impact on the visual amenity of the street scene and surrounding area.

With regard to public and highway safety, the proposed sign would be located on the front elevation of the building. The front elevation is set 10m back from the public highway and so would not impact on highway safety.

In regards to visual amenity, the sign is considered to be acceptable in terms of its size and design. The top of the sign would be located below the flat roof and so would not appear as an intrusive addition to the front elevation. The proposed sign would match the existing sign on the front elevation in terms of the colour and design. The sign would therefore not have a detrimental impact on the character and appearance of the building or the surrounding area

The proposal thereby complies with Policies BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012). The application for advertisement consent is therefore recommended for approval.

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 ADVERT5 Type of illumination

The illumination of the sign(s) 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

3 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, 103A 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: Part Two Saved UDP Policies (November 2012) and the London Plan (2015).

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.

BE15 Alterations and extensions to existing buildings

BE27 Advertisements requiring express consent - size, design and location

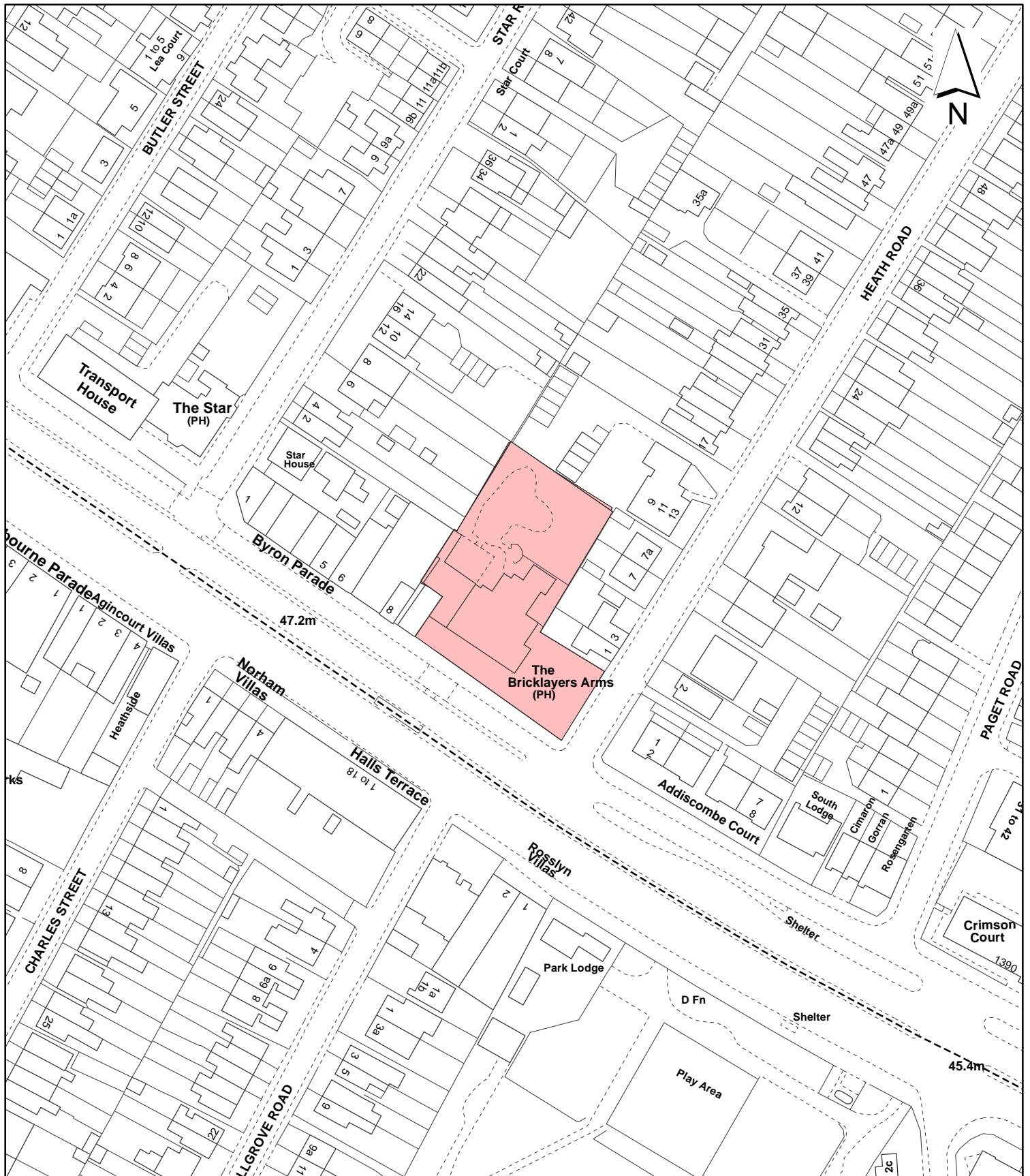
BE29 Advertisement displays on business premises

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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Notes:

 Site boundary

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Site Address: **Tamara Lounge
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 Hillingdon**

**LONDON BOROUGH
 OF HILLINGDON**
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 Telephone No.: Uxbridge 250111

Planning Application Ref:
61362/ADV/2016/3

Scale:
1:1,250

Planning Committee:
Central and South

Date:
February 2016

