

Report of the Head of Planning, Sport and Green Spaces

Address 66 VICTORIA ROAD RUISLIP

Development: Installation of 1 internally illuminated fascia sign, 1 internally illuminated hanging sign and 1 non-illuminated retractable awning

LBH Ref Nos: 34884/ADV/2017/141

Drawing Nos: 53./A.1.4
53./A.1.2
53./A.1.3
53./A.1.0
Design & Access Statement

Date Plans Received: 22/12/2017

Date(s) of Amendment(s):

Date Application Valid: 22/12/2017

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located on the south west side of Victoria Road with the principal elevation facing north east. The site forms part of a two storey terrace of commercial units on the ground floor with residential above, accessed from the front, Victoria Road with a service road to the rear. The ground floor unit, the subject of this application, is currently used as Bakery. The property has a single storey rear extension.

To the north lies 64 Victoria Road and to the south is 68 Victoria Road. The street scene is commercial in character and appearance. The application site lies within the Ruislip Manor Town Centre and the Primary Shopping Area, as identified in the adopted Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

1.2 Proposed Scheme

The proposal is to replace the existing signage on the frontages of the building with new signage.

The application is seeking permission for the installation of 1 x internally illuminated fascia sign, 1 x internally illuminated hanging sign and 1 x non-illuminated retractable awning.

The internally illuminated fascia sign would have white text on 'Umbra Grey' background, measuring 0.87m high x 5.4m in length x 0.08m in depth and would be an aluminium tray powder coated RAL 7022. The proposed company name would be centred on the fascia sign with each letter of "Costa" being brushed stainless steel rim with white LED illumination.

The internally illuminated double-sided hanging sign would be 600mm in diameter with white text on 'Costa Red' background. This would have screen printed Costa Red double sided polycarbonate panels mounted onto an internal sub-frame with de-scaled stainless steel beaded edge. Fixed using integral galvanised steel frame, finished silver with

The illuminance levels for both signs would be 300 cd/m².

1.3 Relevant Planning History

Alterations to elevation (P)

Erection of single-storey rear extension and minor alterations

Change of use from Use Class A1 (Shop) to Use Class A1/A3 (Shop/Cafe) for use as a coffee shop.

Installation of a new shopfront and internal alterations

Comment on Planning History

34884/E/96/1599 - Installation of a new shopfront and internal alterations. Approved
17.12.1996

34884/A/91/0097 - Erection of single-storey rear extension and minor alterations. Approved
26.04.1991

2. Advertisement and Site Notice

2.2 Site Notice Expiry Date:- Not applicable

3. Comments on Public Consultations

North Planning Committee - 5th April 2018
PART 1 - MEMBERS, PUBLIC & PRESS

No objections or comments have been received.

Trees - No objections:

There are no tree, or landscape planning, constraints affecting the site.

Comment: No trees will be affected by the proposed signage and awning. There are no opportunities for landscape enhancement.

Recommendation: No objection and no need for landscape conditions.

Highways - No objections:

No objections subject to an informative that they would need a licence from the highway authority. Highway authority contact is wgreenshield@hillingdon.gov.uk.

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.

BE27 Advertisements requiring express consent - size, design and location

BE28 Shop fronts - design and materials

BE29 Advertisement displays on business premises

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

5. MAIN PLANNING ISSUES

The application seeks advertisement consent and in such cases the Council can only give due regard to the impact of the advertisement on amenity and public safety.

Shop frontages with illuminated fascia panels are already well established in this location along the street scene and at the application site. The proposal is principally to update the corporate signage to advertise a proposed change of use of the premises to a coffee shop. The replacement signs would have no significant impact on the location and are acceptable in principle.

Public Safety - There are no public safety concerns as there is a wide pavement and the signage would be little different to the existing signage in the area. The proposed illumination would be static.

Visual Amenity - The proposed signage would be relatively low key and would be consistent with the existing corporate design of the premises and surrounding commercial street scene.

The form of internal illumination would be static and therefore it is considered that the

proposed signs would not harm the visual amenity or safety. The application specifies a level of illumination of 300 candelas per square metre. In order to control the brightness, a condition is to be added limiting the lighting to 300 candelas per square metre.

The awning would be plain with minimal text, no graphics and of a traditional style in keeping with the building and the proposed signs and design of the new shop front. The proposal is therefore considered acceptable and has been sensitively designed such that there are no adverse impacts to either public safety or the visual amenity. It is therefore considered that the proposed development is in accordance with policies BE13, BE27, BE28 and BE29 of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012) and the SPD for shopfronts (2006).

This application is therefore recommended for approval subject to appropriate conditions.

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(s) hereby approved which are the fascia and hanging sign, shall not exceed 300 candelas per metre² and all other signs shall be non-illuminated.

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 fascia and hanging 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 Unitary Development Plan Saved Policies (September 2007).

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 (2016). 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** A licence must be obtained from the Highway Authority before any works are carried out on any footway, carriageway, verge or other land forming part of the public highway. This includes the erection of temporary scaffolding, hoarding or other apparatus in connection with the development for which planning permission is hereby granted. For further information and advice contact: - Highways Maintenance Operations, 4W/07, Civic Centre, Uxbridge, UB8 1UW or email wgreenshield@hillington.gov.uk.
- 3** 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: Hardeep Ryatt

Telephone No: 01895 250230



Notes:

 Site boundary

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Site Address:

**66 Victoria Road
Ruislip**

Planning Application Ref:

34884/ADV/2017/141

Planning Committee:

North

Scale:

1:1,250

Date:

April 2018

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

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



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