

Report of the Head of Planning, Transportation and Regeneration

Address 9 HIGH STREET YIEWSLEY

Development: Installation of internally illuminated fascia and projecting sign

LBH Ref Nos: 21027/ADV/2018/57

Drawing Nos: 54.43/A.1.2
54.43/A.1.3
Design and Access Statement
54.43/A.1.0

Date Plans Received: 16/08/2018 **Date(s) of Amendment(s):**
Date Application Valid: 24/08/2018

1. CONSIDERATIONS

1.1 Site and Locality

The application site is situated on the North-West side of the High Street, Yiewsley with the principal elevation facing South-East. The site forms part of a three storey terrace of commercial units on the ground floor with residential and offices above, accessed from the front with a service road to the rear. The ground floor unit, the subject of this application, is currently used as a retail unit which sells ornaments. The property has a single storey rear extension.

To the South lies 7 High Street which sells bathrooms and kitchen and to the North is 11 High Street which is a cafe. The street scene is commercial in character and appearance. The application site lies within the Yiewsley/West Drayton Town Centre and the Secondary Shopping Area, as identified in the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

1.2 Proposed Scheme

Advertisement consent is sought for the installation of an internally illuminated fascia and projecting sign.

The main shop signage would consist of a 3 mm thick aluminium folded tray which would measure 1.45 m in height, 5.29 m in width with the base set 3.1 m above ground level. The sign would comprise of a red wine colour with white internally illuminated text containing the word 'COSTA' situated centrally.

The projecting sign would measure 0.6 m x 0.78 m and would have a base height of 3.49 m. The sign would similarly comprise of a red wine background with white text and would be internally illuminated.

1.3 Relevant Planning History

21027/B/86/3023 9 High Street Yiewsley
Advertisement (P)

Decision Date: 14-04-1986 **Approved** **Appeal:**

Comment on Planning History

21027/B/86/3023ADV: Advertisement - Approved

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

A total of 4 adjoining and nearby neighbouring properties were consulted via letter dated 29.08.18 including the erection of a site notice adjacent to the premises on 03.09.17.

No representations received.

Highways: There are no highway, traffic or transport concerns with this application.

EPU: No comments received.

Access Officer: No comments received.

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:

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

The main issues for consideration relate to the impact on the visual amenity and public safety.

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, do not harm the visual amenity of the area and do not unduly compromise public safety.

The Council's Adopted SPD the Hillingdon Design and Accessibility Statement: Shopfronts

(July 2006) or HDAS, contains design guidance (below) for all types of alterations and forms of advertisements to shopfronts. Internal form of illumination will only be granted in areas where it does not fall within the boundaries of a Conservation Area.

The proposed fascia sign would comprise of a aluminium folded and welded tray with a red wine colour background and would be internally illuminated with white text to measure 1.45 m in height, 5.29 m in width and would be situated 3.1 m above ground level.

The second form of signage would consist of a hanging sign measuring 0.6 m x 0.78 m and would be situated 3.49 m above ground level. The sign would similarly be internally illuminated and would comprise of a red wine background with the 'COSTA' logo.

Taking the above Policies into account, it is considered that the proposed fascia sign would relate satisfactorily with the appearance and commercial character of the shopfront of the retail unit in terms of its size, colour, layout and siting. It is considered that the sign development accords with Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012) and Policies BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012). The Highways Officer stated there are no highway, traffic or transport concerns with this application.

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 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 plan numbers 54.43/A.1.2 and 54.43/A.1.3 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 (2016).

3 ADV7 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 Unitary Development Plan Saved Policies (September 2007).

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 - The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) and national guidance.

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** 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

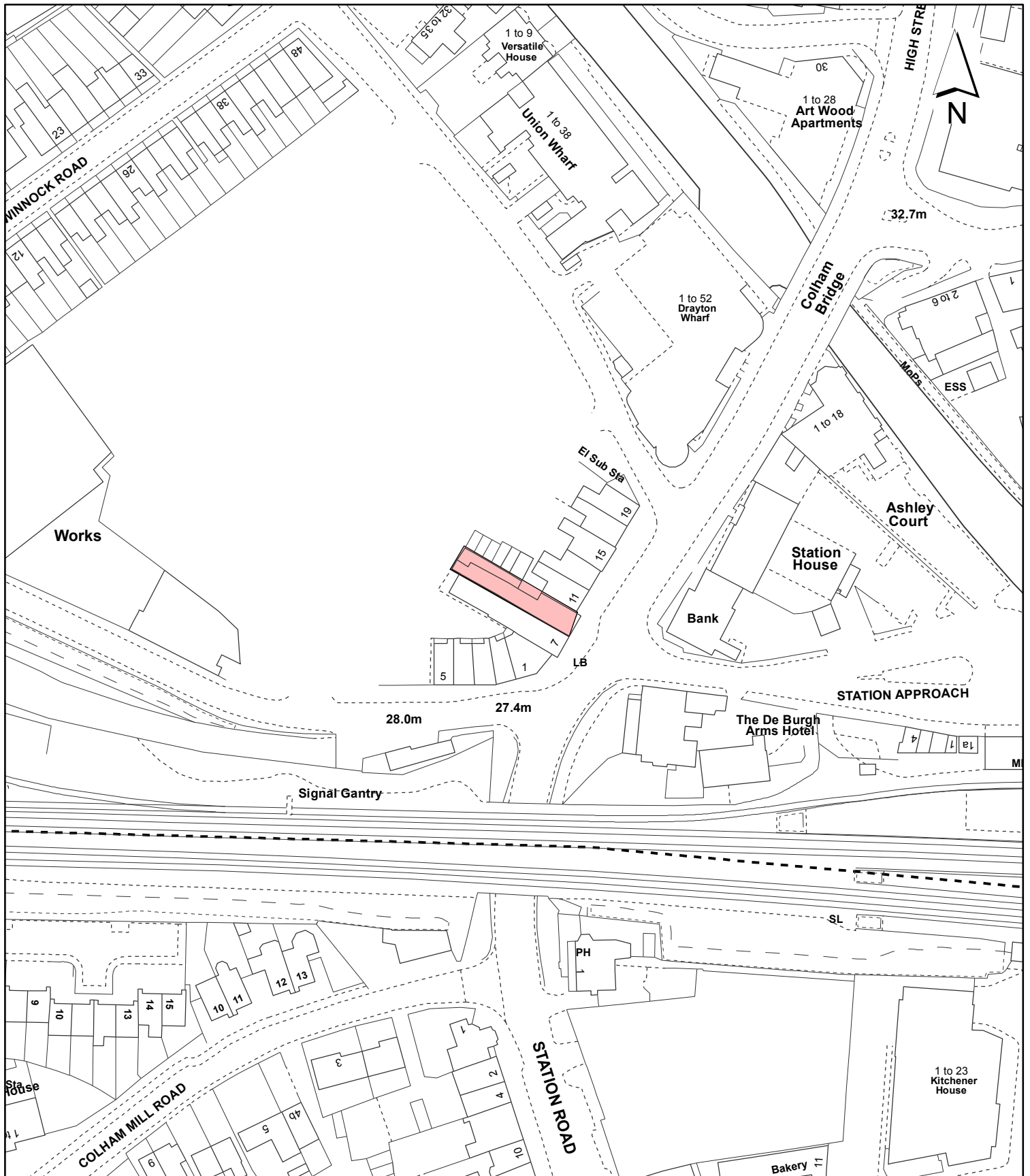
Council and at the applicant's expense.

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).

- 4 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.

Contact Officer: Naim Poptani

Telephone No: 01895 250230



Notes:

 Site boundary

For identification purposes only.
 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.
 © Crown copyright and database rights 2018 Ordnance Survey 100019283

Site Address:

**9 High Street
 Yiewsley**

**LONDON BOROUGH
 OF HILLINGDON**
 Residents Services
 Planning Section
 Civic Centre, Uxbridge, Middx. UB8 1UW
 Telephone No.: Uxbridge 250111

Planning Application Ref:
21027/ADV/2018/57

Scale:
1:1,250

Planning Committee:
Central & South

Date:
November 2018

