

Report of the Head of Planning, Transportation and Regeneration

Address 197 FIELD END ROAD EASTCOTE PINNER

Development: New fascia signs and lighting

LBH Ref Nos: 22149/ADV/2019/24

Drawing Nos: Page 3 Proposed elevations
Page 1 Photographs
Page 2 Proposed elevations

Date Plans Received: 24/05/2019

Date(s) of Amendment(s):

Date Application Valid: 24/05/2019

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located on a prominent corner plot on the northern side of the traffic light controlled junction of Field End Road and North View. The subject property is a ground floor A1 retail unit which forms part of a busy shopping parade, with residential above. To the east North View is entirely residential. The adjoining terrace is locally listed.

The application site lies within Eastcote Town Centre and Primary Shopping Area. It is also within the 'Developed Area' and adjacent to the Morford Way Conservation Area as identified in the Hillingdon Local Plan: Part One - Strategic Policies (November 2012).

1.2 Proposed Scheme

The application seeks consent for the installation of 3 x non illuminated fascia signs above the glazed shop front, with crome swan lights above.

1.3 Relevant Planning History

22149/APP/2017/2101 197 Field End Road Eastcote Pinner
Installation of roller shutter.

Decision Date: 23-08-2017 **Refused** **Appeal:**

22149/APP/2018/2258 197 Field End Road Eastcote Pinner
Alterations to shopfront, shelter over side extension and associated works

Decision Date: 04-12-2018 **Refused** **Appeal:**

22149/APP/2019/1762 197 Field End Road Eastcote Pinner
New shop front, signage, awnings, lights and shutters

Decision Date: **Appeal:**

Comment on Planning History

The previous application for the installation of a roller shutter was refused on the

detrimental impact on the street scene and the adjacent Conservation Area. The previous application for alterations to the shop front and a side extension was refused as the scheme failed to demonstrate it would not be detrimental to highway and pedestrian safety.

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date:- 4th July 2019

2.2 Site Notice Expiry Date:- Not applicable

3. Comments on Public Consultations

62 neighbours and the Eastcote Residents Association were consulted for a period of 21 days expiring on the 2 July 2019. There was one response raising the following issues:

- There is no indication of the luminance levels of the lighting
- The top edge of the signage is too high and does not continue the signage top edge of the nearby shops
- The top edge of the signage obscures the brickwork soldier course of the donor building
- The cornice needs replacing
- Vinyl graphic on windows are opposed as they limit overlooking through visual permeability, passive surveillance and detract from the shop front

Eastcote Village Conservation Panel - These new designs are a vast improvement of the existing signage. The decorative features of building have been uncovered and the height of the fascia panel reduced. The colour change from orange to green is welcome.

The only information missing from the application is the illuminance levels of the swan lighting. These levels could be set so that the application conforms with HDAS Guidelines, by way of a condition to the planning permission, should it be granted.

Highways - No objection on Highway grounds

Conservation - Conservation and Urban Design - The Conservation Officer previously advised that the current shop is rather brightly coloured and ad hoc signage. The proposal to use a smart dark green and unify the overall design would be an enhancement.

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

PT1.HE1 (2012) Heritage

Part 2 Policies:

AM7 Consideration of traffic generated by proposed developments.

AM14 New development and car parking standards.

BE4 New development within or on the fringes of conservation areas

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
DMHB 13A	Advertisements and Shop Signage
DAS-SF	Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

5. MAIN PLANNING ISSUES

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

In considering these issues the Council can refer to its planning policies as contained within the Hillingdon Unitary Development Plan (Saved Policies, November 2012).

Policy BE27 states that express consent for advertisements will only be granted if they are of such a size, design and location that they complement the scale, form and architectural composition of individual buildings and do not materially harm the visual amenity of the area or unduly compromise public safety.

Policy BE29 further seeks to prevent a proliferation in the number of such advertising displays and also to control their appearance, with traditional forms of fascia and other signage preferred in conservation areas.

Policy DMHB 13A of the emerging Hillingdon Local Plan: Part Two - Development Management Policies with Modifications (March 2019) advises that in order to improve and maintain the quality of the public realm advertisements will be required to demonstrate that they complement the scale, form, materials and architectural composition of the individual buildings, the visual amenity of the surrounding area, do not have an adverse impact on the public highway and do not lead to visual clutter.

Section 8 of the Council's adopted Supplementary Planning Document, the Hillingdon Design and Accessibility Statement: Shopfronts (July 2006) considers the effects on the character of the area including historic areas, type of illumination, size of lettering and repetition of signage. New signs will only be allowed which are necessary and sympathetic to the character of the building and the number of advertisements which already exist on the building will be material in all locations as in the more visually sensitive Conservation Areas.

The building is situated within the primary shopping area and 177-195 Field End Road which is a locally listed parade of shops with a distinctive gallery running along the first floor above the shops to allow access to the maisonettes above. The site is also opposite to the Eastcote (Mumford Way) Conservation Area and a further locally listed building, Champsers Wine Bar. The proposed wooden fascia signs sit above the glazed shop front and measures 1 m in height. The signs comprise a dark green background to match the shop front with a lighter green diamond containing the supermarket name in yellow and red.

In terms of design and the potential impact on the character of the street scene, the signs are the same height and width as the previous 'Purrfect Pet Care' signage, which was blue writing on a white background. The current shop is rather brightly coloured with ad hoc

signage. The proposal to use a dark green and unify the overall design should be an enhancement. The proposed signs would be lit with 7 chrome swan lights and it has been confirmed that they will be lit with standard LED lights of an equivalent of a 100x bulb, which equates to 250-300cd/m2, which is within acceptable levels. It is therefore considered that the proposals would respect the character with this type of building in this location and the wider Conservation Area.

The Highway Officer has raised no objection with regard to public safety.

This application is 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 ADVERT4 To restrict the intensity of the illumination on either or b

The intensity of illumination of the advertisement(s) shall not exceed 400 candelas per metre².

REASON

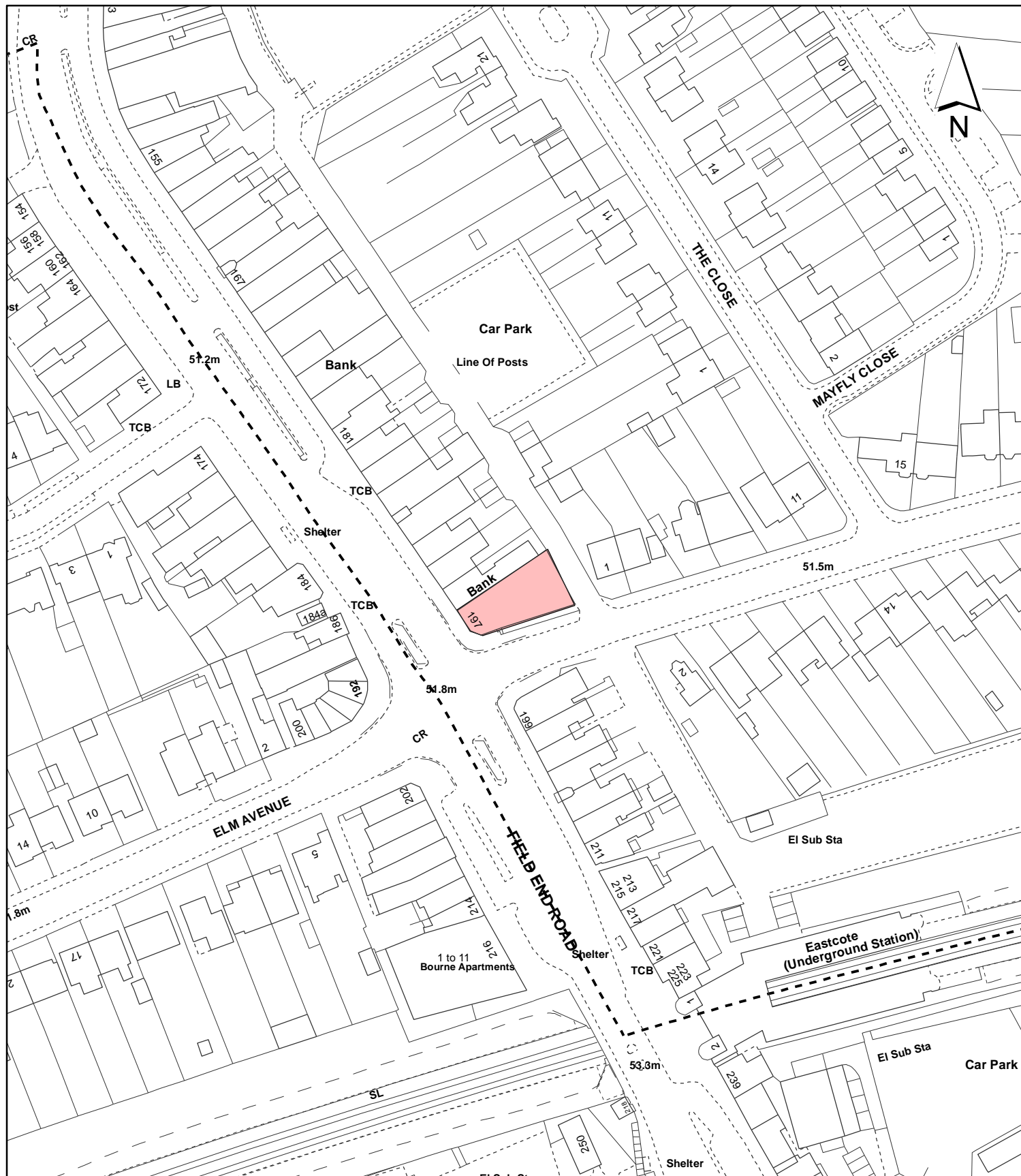
To ensure that the brightness of the proposed advertisement(s) will not have an adverse effect on the amenities of the area and to avoid distraction to passing motorists in accordance with Policy BE27 of the Hillingdon Unitary Development Plan Saved Policies (November 2012) and policy DMHB13A of the Hillingdon Local Plan Part 2- Development Management Policies with Modification (March 2019).

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.

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Notes:

 Site boundary

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Site Address:

**197 Field End Road
Eastcote**

Planning Application Ref:

22149/ADV/2019/24

Planning Committee:

North

Scale:

1:1,250

Date:

August 2019

**LONDON BOROUGH
OF HILLINGDON**

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