

Report of the Head of Planning & Enforcement Services

Address 114 HIGH STREET RUISLIP

Development: Installation of 1, internally illuminated fascia sign, 1, externally illuminated projecting sign and 1, awning to front.

LBH Ref Nos: 28254/ADV/2011/6

Drawing Nos: DESIGN, ACCESS AND DISABILITY POLICY STATEMENT
LOCATION PLAN
CN450 REV A EXISTING SHOPFRONT
CN450-100 GROUND FLOOR
CN450 PROPOSED SHOPFRONT
CNRUISLIP1 PROJ SIGN
CNRUISLIP2 FASCIA

Date Plans Received: 02/02/2011 **Date(s) of Amendment(s):**

Date Application Valid: 02/02/2011

1. CONSIDERATIONS

1.1 Site and Locality

The application site is on the south west side of High Street, Ruislip and forms part of a terrace of commercial units on the ground floor with the two upper floors in residential use accessed from the rear. The street scene is commercial in character and appearance. The application site lies within the Primary Shopping Frontage of Ruislip Town Centre and within the Ruislip Village Conservation Area, as identified in the Hillingdon Unitary Development Plan (UDP) (Saved Policies, September 2007).

1.2 Proposed Scheme

This application seeks advertisement consent for the following signs:

1 x halo illuminated individual letters applied to fascia panel
1x externally - illuminated projecting sign, and
1 x blue awning.

The fascia signage would comprise individual letters applied to a blue fascia board behind. Each fascia area would comprise identical detail, the fascia panel would be 5.7m long and 0.73m deep. The lettering would be illuminated via halo lighting.

The projecting sign would be applied at the end of the fascia. This would be 0.6m wide

of the conservation area. There has been a previous approval for a non-illuminated fascia sign and a projecting sign.

The scheme proposes a flat aluminium fascia, individually halo illuminated lettering. Whilst not ideal, this would be acceptable as the fascia would not be considered visually intrusive to the street scene and appearance of the area. There are no objections to the proposed awning.

The projecting sign, externally illuminated with trough lights, would be acceptable.

Conclusion: Acceptable.

4. UDP / LDF Designation and London Plan

The following UDP Policies are considered relevant to the application:-

Part 1 Policies:

Part 2 Policies:

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

BE4 New development within or on the fringes of conservation areas

HDAS 'Residential Developments'

5. MAIN PLANNING ISSUES

Policy BE27 of the UDP (Saved Policies September 2007) states the 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 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. The Hillingdon Design and Accessibility Statement (HDAS) Supplementary Planning Document: Shop Fronts and Signage: Section 8.0, states advertisements and their illumination significantly effects the appearance of a shop building as well as the general character of the area, and Section 8.1 states, amongst the features which have been progressively introduced in modern shop fronts and have contributed to change the traditional appearance of shop front design are self illuminated fascias and signage, often together with oversized lettering.

Therefore the main considerations are the impact upon public safety, the conservation area and amenity.

With regard to highway safety, to the front of the application site there is a wide footway, together with controlled parking areas and the site is situated in the commercial area of the Town Centre. As such, it is considered that the halo-lit illuminated fascia and externally illuminated hanging sign would be set back from the edge of the highway (used by vehicular traffic), and therefore this signage would not cause any noticeable impact upon the use of the highway. There are no other implications with regard to public safety. As such, the proposal complies with policies BE27 and BE29 of the UDP (Saved Policies September 2007).

With regard to the design and appearance of the proposed advertisements, Section 8.10 of the SPD: Shopfronts and Signage, states a cluttered appearance and repetition should be avoided. This proposal would comply with this advice, applying the new fascia and one projecting sign at the same level to the units to either side. Therefore also complying with Section 5.3 of the SPD: Shopfronts and Signage : Context and Proportion, which states if a unit is part of a parade of shops all elements including lettering and signage should relate well with other shop fronts to achieve visual coordination and consistency.

In relation to the proposed awnings, Section 6.1 of the SPD Shopfronts and Signage, states the Council consider it important to control blinds and awnings because if poorly designed or over prominent they can detract from the appearance of buildings and be obtrusive in the street scene. In Conservation Areas (section 6.4), traditional styles and materials should be used, any lettering/advertisements shown on these features should be proportionate to the blind and the building above and must be applied below fascia level. The proposal is considered to comply with this advice showing two traditionally designed canvas awnings, using mat finishes, with text and colours mirroring the fascia signage set above.

In terms of amenity, this is a commercial area with extensive signage, and it is considered that there would be no significant harm to the Conservation Area or the character of the area, if this replacement signage was given express consent. Therefore the proposal is considered to comply with policies BE4, BE27 and BE29 of the UDP (Saved Policies September 2007).

With regard to the proposed level of illumination. Illuminated advertisements are considered to lie within one of four zones, which have been defined in accordance with the definitions in the Institution of Lighting Engineers Guidance Notes for the Reduction of Light Pollution, these are as follows:

- E1 Intrinsically dark areas (ie National Parks, AONB s or other dark landscapes).
- E2 Low District brightness areas (ie rural or small village locations)
- E3 Medium district brightness areas (ie small town centres, urban locations)
- E4 High district brightness areas (ie city and town centres with high levels of night time activities)

This site is within a primary shopping area of a Town Centre, and is therefore considered to be in a Zone E3. The recommended maximum luminance for this zone would be; an illuminated area of up to 10m² = 800 candelas/m², and for areas greater than 10m² = 600candelas/m². The application states the illuminated fascia sign would not exceed 500 candelas/m², and therefore this would be considered acceptable.

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 ADV5 External lighting

The fascia sign shall only be illuminated by halo effect individual letters at not more than 500 candelas per metre squared

REASON

In order to protect the visual amenity of the area safety in accordance with Policies BE4 and BE27 of the Hillingdon Unitary Development Plan Saved Policies (September 2007).

3 ADV5 External lighting

The external lights hereby given consent for the projecting sign shall be so angled and shielded/hooded that light is directed mainly onto the sign directly below.

REASON

In order to protect the visual amenity of the area in accordance with Policies BE4 and BE27 of the Hillingdon Unitary Development Plan Saved Policies (September 2007).

INFORMATIVES

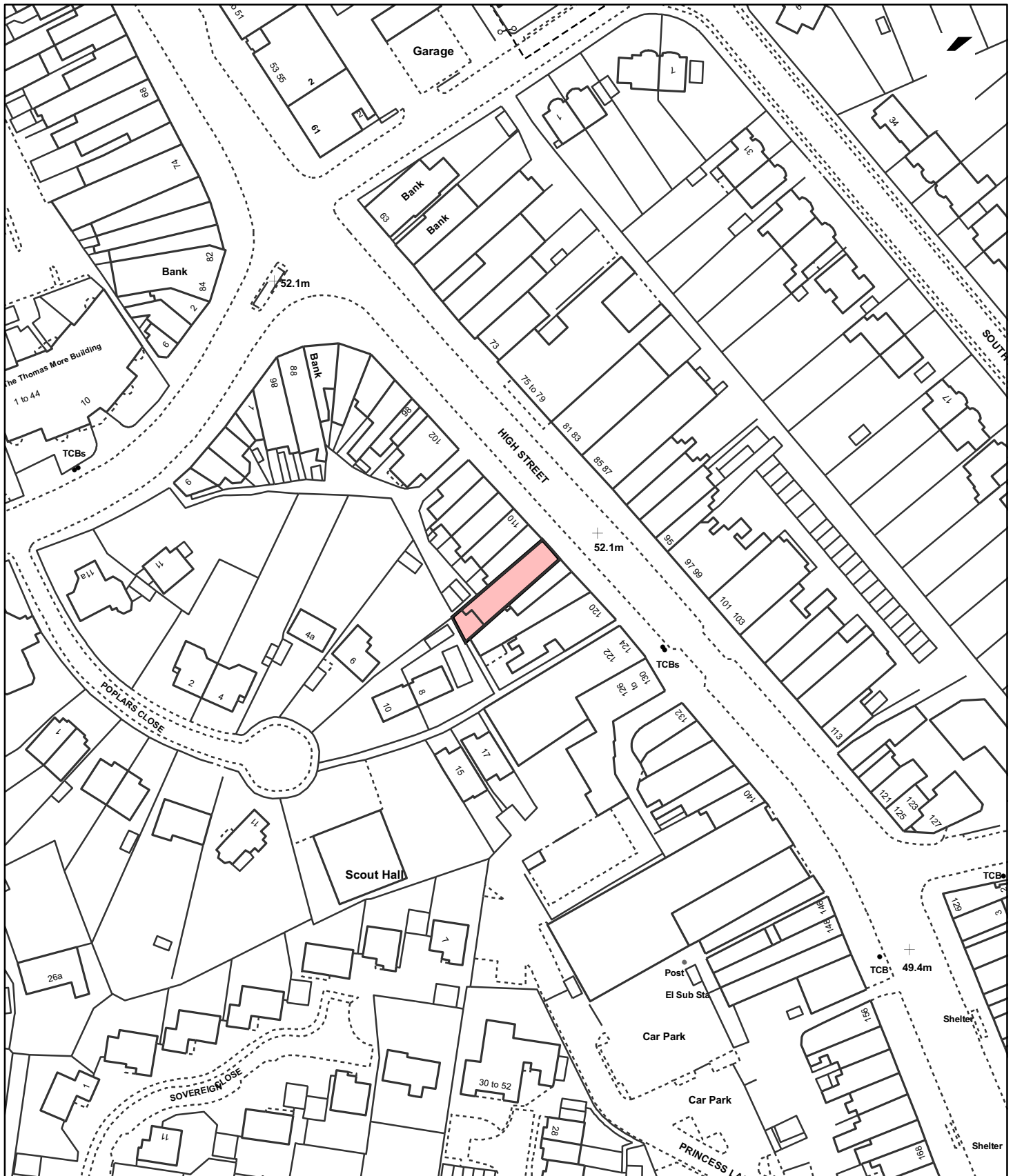
1 The decision to GRANT advertisement consent has been taken having regard to all relevant planning legislation, regulations, guidance, circulars and Council policies, including The Human Rights Act (1998) (HRA 1998) which makes it unlawful for the Council to act incompatibly with Convention rights, 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) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including the London Plan (February 2008) and national guidance.


BE27 Advertisements requiring express consent - size, design and location
BE29 Advertisement displays on business premises
BE4 New development within or on the fringes of conservation areas
HDAS 'Residential Developments'

Contact Officer: Catherine Hems

Telephone No: 01895 250230



Notes

 Site boundary

For identification purposes only.

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Site Address	
114 High Street Ruislip	
Planning Application Ref:	Scale
28254/ADV/2011/6	1:1,250
Planning Committee	Date
North	April 2011

**LONDON BOROUGH
OF HILLINGDON**

**Planning,
Environment, Education
& Community Services**

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



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