

Appeal Decisions

Site visit made on 19 November 2019

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an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 27th February 2020

Appeal Ref: APP/R5510/H/18/3216258

Thomson, 165 High Street, Uxbridge UB8 1SN

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by TUI UK Limited against the decision of the Council of the London Borough of Hillingdon.
 - The application Ref 11912/ADV/2017/75, dated 4 July 2017, was refused by notice dated 30 October 2018.
 - The advertisements proposed are three internally illuminated built up acrylic letters and reverse applied window graphics.
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Appeal Ref: APP/R5510/Y/19/3243166

Thomson, 165 High Street, Uxbridge UB8 1SN

- The appeal is made under section 20 of the Planning (Listed Buildings and Conservation Areas) Act 1990 against a refusal to grant listed building consent.
 - The appeal is made by TUI UK Limited against the decision of the Council of the London Borough of Hillingdon.
 - The application Ref 11912/APP/2018/50, dated 5 January 2018, was refused by notice dated 31 October 2018.
 - The works proposed are three aluminium fascia signs with internally illuminated built up letters and logo.
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Decision

Appeal Ref: APP/R5510/H/18/3216258

1. The appeal is allowed and express consent is granted for the display of the advertisements as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations.

Appeal Ref: APP/R5510/Y/19/3243166

2. The appeal is allowed and listed building consent is granted for three aluminium fascia signs with internally illuminated built up letters and logo at Thomson, 165 High Street, Uxbridge in accordance with the terms of the application Ref 11912/APP/2018/50, dated 5 January 2018, and the plans submitted with it.

Reasons

3. 165 High Street is a retail unit and is part of Uxbridge Underground Station, a Grade II listed building that is situated within the Old Uxbridge/Windsor Street Conservation Area (OUWSCA). The main issue is the effect of the

advertisements, which have been installed, on the character and historic interest of the listed building and on the visual amenity and character of the OUWSCA.

4. Uxbridge Underground Station was built in the late 1930s. The frontage building of the station is a wide crescent and has shops at ground level and a central entrance leading to more shops and a booking office around a concourse. The station is a distinctive and prominent building in Uxbridge town centre and makes a positive contribution to the character of the OUWSCA.

5. The appeal unit is to the left of the central entrance and has three shopfronts, one outside on the building frontage and two inside on the left side of the entrance. The shopfront on the frontage is one of seven on the outside of the building. All of these are framed by the building structure and all differ in their signage. There are a variety of colours and two of the units, both cafes, have pull out fabric canopies. The fascia signage of the outside shopfront matches others in height and is simple in style and appearance. Its built up lettering and light blue colour do not detract from the frontage and it is not visually intrusive. In the context of its surroundings the fascia advertisement to the outside shopfront of the appeal unit is not harmful to the character and historic interest of the listed building or to the visual amenity and character of the OUWSCA.

6. The variety of internal shopfronts either side of the entrance and around the concourse is greater than on the outside of the building. The fascia signs to the two inside shopfronts continue the corporate branding on the outside shopfront and are similarly simple in style and appearance. In the context of their surroundings they are sympathetic to the historic interest of the listed building and they do not have any effect on the visual amenity and character of the OUWSCA. Included in the application for advertisement consent are reverse applied window graphics which are few in number. They do not significantly add to clutter on the frontages or detract from the appearance of the station.

7. The advertisements that are the subjects of the appeals are not detrimental to the character and historic interest of the listed building or to the character and visual amenity of the Old Uxbridge/Windsor Street Conservation Area. They do not conflict with policies BE1 and HE1 of the Hillingdon Local Plan; Part One – Strategic Policies, with policies BE4, BE8 and BE10 of the Hillingdon Local Plan; Part Two – Saved UDP Policies, or with policy 7.8 of the London Plan.

8. The appeals thus succeed and listed building consent and advertisement consent have been granted.

9. The Council has suggested one condition for the advertisement consent, in addition to the five standard conditions, but there is no evidence to suggest that illumination of the signs will not be constant. The condition is unnecessary. Reference is made in an Officer report on the listed building consent application to "...the painting of the entire shopfront...". However, painting of the shopfront is not covered by the application and is not therefore considered in this decision.

John Braithwaite

Inspector