

PLANNING COMMITTEE – 27 MAY 2026

26/0373/ADV – Advertisement Consent: Installation of internally illuminated fascia sign, and signs mounted on front/side of decking enclosure at 15 MONEY HILL PARADE, UXBRIDGE ROAD, RICKMANSWORTH, WD3 7BE

Parish: Batchworth Community Council
Expiry of Statutory Period: 11.05.2026
(Extension of time agreed to 29.05.2026)

Ward: Rickmansworth Town
Case Officer: Tom Norris

Recommendation: That Advertisement Consent be granted.

Reason for consideration by the Committee: The agent for the application is related to a member of staff.

To view all documents forming part of this application please go to the following website:
<https://www3.threerivers.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=TBFN3FQFK8C00>

1. Relevant Planning History

- 1.1 24/1514/RSP - Retrospective: Change of use from restaurant to mixed use Class (E)(a) (restaurant) and Sui Generis (drinking establishment), installation of new shop front and the creation of front terrace - 16.12.2024 – Permitted
- 1.2 12/1452/FUL - Variation of Condition 2 pursuant to planning permission planning permission 08/0203/FUL to enable cafe to open between the hours of 08.00 and 22.00 everyday - 01.10.2012 – Permitted
- 1.3 11/2626/RSP - Part retrospective: New powder-coated aluminium shopfront to existing opening. Shopfront awning to existing opening. Painted render to shopfront area and flank elevation. 450mm x 450mm Cooker hood metal extract duct to flank elevation, terminated with a high velocity cowl [1000mm above pitched roof] - 02.02.2012 – Permitted
- 1.4 11/2624/ADV - Individual surface mounted non-illuminated letters [fascia sign] - 01.02.2012 – Permitted
- 1.5 11/1731/CLPD - Certificate of Lawful Proposed Development: - Proposed use of existing timber decking at the front of the property for table and chairs associated with the proposed cafe (use Class A3) - 10.10.2011 – Permitted
- 1.6 08/0203/FUL - Demolition of existing public convenience building and erection of two storey side and single storey rear extension to provide new cafe (Class A3) and three self-contained flats (Class C3) and extended restaurant (Class A3) - 03.04.2008 – Permitted
- 1.7 07/1652/FUL - Demolition of existing public convenience building and erection of two storey side and single storey rear extension to provide new cafe and three self-contained flats and extended restaurant - 12.10.2007 – Refused
- 1.8 07/0511/FUL - Demolition of existing public convenience building and erection of two storey side extension, two storey and single storey rear extensions incorporating extended restaurant/takeaway at ground floor, two x 2-bed flats at first floor and loft conversion to create a further 2-bed flat with 4 velux windows to front elevation and two dormer windows to rear elevation and front door with access to flats above - 08.05.2007 – Withdrawn
- 1.9 07/0071/FUL - Replacement shopfront, new access ramp, external air conditioning units and ducts, internal alterations and demolition of rear lean-to - 27.04.2007 – Permitted

- 1.10 07/0077/ADV - Advertisement Consent: Erection of 1 externally illuminated fascia sign and 1 illuminated projecting sign - 23.03.2007 – Permitted
- 1.11 06/1972/FUL - Change of use from restaurant (A3) to take away (A5) - 02.01.2007 – Permitted
- 1.12 05/0364/FUL - Variation of condition of 5 from planning permission 98/1039/8: to allow selling of hot food for consumption off the premises (take away) - 12.04.2005 – Withdrawn
- 1.13 99/02361/FUL - Variation of condition 2 of planning permission ref 98/1039 to extend opening times - 10.02.2000 – Refused
- 1.14 99/01451/FUL - Erection of conservatory - 26.07.1999 – Permitted
- 1.15 98/1039 - Change of use of ground floor from Class A1 (Shop) to A3(Food & Drink) Bistro - 04.03.1999 – Permitted
- 1.16 8/409/89 - Single storey rear extension and independent access to first floor flat via side door - 29.06.1989 – Permitted
- 1.17 8/6/89 - Part two-storey and part single-storey rear extension conversion of first and second floors to two flats and provision of independent access to flats - 16.02.1989 – Refused
- 1.18 8/721/74 - Change of use gem shop to brokers office - 04.02.1974 – Permitted

2. Site Description

- 2.1 The application site is located on the northern side of Moneyhill Parade, Uxbridge Road, Mill End. The application site contains a drinking establishment and restaurant, known as Pour Me. The establishment has operated in its current use for approximately four years. Retrospective planning consent was granted in December 2024 for its current use.
- 2.2 External alterations have been undertaken to the unit, including a new shopfront, signage, and enclosed seating area to the front. These are described in more detail in the following section.

3. Proposed Development

- 3.1 This application seeks retrospective advertisement consent for the installation of signage to the existing bar and restaurant.
- 3.2 The main fascia sign is internally illuminated and has a width of 5.37m and a height of 0.85m. A fascia sign positioned below this has the same width and a height of 0.33m. Two signs are applied to the enclosed decking area to the front. These each have a height of 0.75m and widths of 0.62 and 1.32m.

4. Consultee Responses

- 4.1 Batchworth Community Council: No objection.

BCC has discussed and noted this application.

- 4.2 National Grid (Gas): No response received.

5. Neighbour Consultation

5.1 Site/Press Notice:

- Site notice not required.
- Press notice not required.

5.2 No. consulted: 7

5.3 Number of responses received: 0

6. Relevant Local and National Policies

6.1 Legislation

6.1.1 Outdoor advertisements are within the scope of the control regime specified by the Secretary of State in the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended).

6.1.2 The Localism Act received Royal Assent on 15 November 2011. The Growth and Infrastructure Act achieved Royal Assent on 25 April 2013.

6.1.3 The Wildlife and Countryside Act 1981 (as amended), the Conservation of Habitats and Species Regulations 2010, the Natural Environment and Rural Communities Act 2006 and the Habitat Regulations 1994 may also be relevant.

6.1.4 Environment Act 2021.

6.2 Policy & Guidance

National Planning Policy Framework and National Planning Practice Guidance

6.2.1 In December 2024 the revised NPPF was published, to be read alongside the online National Planning Practice Guidance. The NPPF is clear that "existing policies should not be considered out-of-date simply because they were adopted or made prior to the publication of this Framework. Due weight should be given to them, according to their degree of consistency with this Framework".

6.2.2 The NPPF retains a presumption in favour of sustainable development. This applies unless any adverse impacts of a development would 'significantly and demonstrably' outweigh the benefits unless there is a clear reason for refusing the development (harm to a protected area).

The Three Rivers Local Development Plan

6.2.3 The application has been considered against the policies of the Local Plan, including the Core Strategy (adopted October 2011), the Development Management Policies Local Development Document (adopted July 2013) and the Site Allocations Local Development Document (adopted November 2014) as well as government guidance. The policies of Three Rivers District Council reflect the content of the NPPF.

6.2.4 The Core Strategy was adopted on 17 October 2011 having been through a full public participation process and Examination in Public. Relevant policies include Policies CP1, CP10 and CP12.

6.2.5 The Development Management Policies Local Development Document (DMLDD) was adopted on 26 July 2013 after the Inspector concluded that it was sound following Examination in Public which took place in March 2013. Relevant policies include DM6 and DM9.

6.2.6 The Batchworth Neighbourhood Plan (Referendum Version) was approved in May 2025 following a residential referendum. Relevant policies include Policies BW CC1, and BW DE1. The Batchworth Neighbourhood Design Code is also relevant, as an appendix to the Plan.

6.3 Other

6.3.1 The Community Infrastructure Levy (CIL) Charging Schedule (adopted February 2015).

7. **Analysis**

7.1 Advert Regulations

7.1.1 Outdoor advertisements are within the scope of the control regime specified by the Secretary of State in the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended). This regime enables local planning authorities to control advertisements, when it is justified, in the interests of "amenity" and "public safety".

7.1.2 Amenity is not defined in the Regulations, although it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality and the presence of any feature of historic, architectural, cultural or similar interest.

7.1.3 The National Planning Policy Framework states that the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

7.2 Impact on Local Amenity

7.2.1 Policy CP12 of the Core Strategy (adopted October 2011) states that development should 'have regard to the local context and conserve or enhance the character, amenities and quality of an area'.

7.2.2 The Batchworth Neighbourhood Plan (Referendum Version) was approved in May 2025 following a residential referendum. Relevant policies include Policies BW CC1, and BW DE1. The Batchworth Neighbourhood Design Code is also relevant, as an appendix to the Plan. The Neighbourhood Plan and Design Code encourage signage not to result in clutter or untidiness to the street scene.

7.2.3 It is considered that the signage is not unduly prominent or out of character with the local area and context in terms of design. The main sign is internally illuminated. It is noted that the applicant has stated in their submission that they are not able to provide confirmation of the luminance levels of the sign in candelas per m². As the sign is already in-situ, Officers have observed this in the evening and consider that it integrates acceptably with the local commercial context and is not harmfully prominent.

7.2.4 In summary, it is considered that the proposed signage would not be unduly prominent or harmful to the character or appearance of the street scene and the advertisement would be acceptable in accordance with Policies CP1 and CP12 of the Core Strategy (2011) and Policies CC1 and DE1 of the Batchworth Neighbourhood Plan (2025).

7.3 Impact on Neighbours

7.3.1 Policy CP12 of the Core Strategy states that the 'Council will expect all development proposals to protect residential amenities by taking into account the need for adequate levels and disposition of privacy, prospect, amenity and garden space'. Policy DM9 of the

Development Management Policies LDD also states that planning permission will not be granted for development which has an unacceptable adverse impact on the indoor and outdoor acoustic environment of existing or planned development.

7.3.2 The site is located within an established commercial area containing restaurants and shops. Existing neighbours will not be unduly harmed by the proposed signage. It is considered that the proposal would not result in any harm to residential amenity of any occupiers, particularly in terms of brightness of the sign. It is considered reasonable to include a condition on any permission granted that the internally illuminated sign is switched off outside of operating hours.

7.3.3 The proposed advertisement is considered acceptable and in accordance with Policy CP12 of the Core Strategy (2011) and Policy DM9 of the Development Management Policies LDD (2013). The proposed signage would not result in any demonstrable harm to neighbouring amenity in accordance with the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended).

7.4 Highways & Public Safety

7.4.1 Policy CP10 of the Core Strategy requires development to demonstrate that it will provide a safe and adequate means of access.

7.4.2 The proposal would not adversely affect highway safety or operation and would be acceptable in accordance with Policy CP10 of the Core Strategy (adopted October 2011).

7.5 Biodiversity

7.5.1 Section 40 of the Natural Environment and Rural Communities Act 2006 requires Local Planning Authorities to have regard to the purpose of conserving biodiversity. This is further emphasised by regulation 3(4) of the Habitat Regulations 1994 which state that Councils must have regard to the strict protection for certain species required by the EC Habitats Directive. The Habitats Directive places a legal duty on all public bodies to have regard to the habitats directive when carrying out their functions.

7.5.2 The protection of biodiversity and protected species is a material planning consideration in the assessment of this application in accordance with Policy CP9 of the Core Strategy and Policy DM6 of the Development Management Policies document. National Planning Policy requires Local Authorities to ensure that a protected species survey is undertaken for applications where biodiversity may be affected prior to the determination of a planning application. A Biodiversity Checklist was submitted with the application and states that no protected species or biodiversity interests will be affected because of the application.

7.5.3 In summary, the proposed development is acceptable in accordance with Policy CP9 of the Core Strategy (adopted 2011) and Policy DM6 of the Development Management Policies document (adopted 2013).

8. **Recommendation**

That ADVERTISEMENT CONSENT BE GRANTED subject to the following conditions:

- C1
- 1] The period of the validity of this permission is for five years commencing from the date of the decision notice.
 - 2] 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.

3] 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.

4] 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.

5] 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.

6] 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

Reason: To comply with the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) and in accordance with Policies CP1 and CP12 of the Core Strategy (adopted October 2011).

C2 The development hereby permitted shall be carried out and maintained with the following approved plans: 3, 4

Reason: For the avoidance of doubt, in the proper interests of planning in accordance with the requirements of the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended), Policies CP1, CP9, CP10 and CP12 of the Core Strategy (adopted October 2011), Policies DM3, DM6, DM9 and DM13 of the Development Management Policies LDD (adopted July 2013), the Policies CC1 and DE1 of the Batchworth Neighbourhood Plan (2025), and the NPPF (2024).

C3 The internally illuminated advertisements hereby permitted shall not be turned on outside of the permitted opening hours of 09:00 hours to 20:00 hours Monday to Saturday and between 09:00 hours to 13:00 hours on Sundays and Bank Holidays.

Reason: To protect the amenities of occupiers of nearby residential dwellings in accordance with Policy CP12 of the Core Strategy (adopted October 2011) and Policy DM9 of the Development Management Policies LDD. (adopted July 2013).

Informatives

I1 The applicant is reminded that this decision grants Advertisement Consent for proposed new signage only.