

DELEGATED ADVERTISEMENT DECISION

- Please select each of the categories that enables this application to be determined under delegated powers
 - Criteria 1 to 5 or criteria 7 to 9 must be addressed for all categories of application, except for applications for Certificates of Lawfulness, etc.

APPROVAL RECOMMENDED: GENERAL

Select an Option

1.	No valid planning application objection in the form of a petition of 20 or more signatures, has been received	☐
2.	Application complies with all relevant planning policies and is acceptable on planning grounds	☐
3.	There is no Committee resolution for the enforcement action	☐
4.	There is no effect on listed buildings or their settings	☐
5.	The site is not in the Green Belt (but see 11 below)	☐

REFUSAL RECOMMENDED: GENERAL

6.	Application is contrary to relevant planning policies/standards	☐
7.	No petition of 20 or more signatures has been received	☐
8.	Application has not been supported independently by a person/s	☐
9.	The site is not in Green Belt (but see 11 below)	☐

RESIDENTIAL DEVELOPMENT

10.	Single dwelling or less than 10 dwelling units and/or a site of less than 0.5 ha	☐
11.	Householder application in the Green Belt	☐

COMMERCIAL, INDUSTRIAL AND RETAIL DEVELOPMENT

12.	Change of use of retail units on site less than 1 ha or with less than 1000 sq. m other than a change involving a loss of A1 uses	☐
13.	Refusal of change of use from retail class A1 to any other use	☐
14.	Change of use of industrial units on site less than 1 ha or with less than 1000sq.m. of floor space other than to a retail use.	☐

CERTIFICATE OF LAWFULNESS

15.	Certificate of Lawfulness (for proposed use or Development)	☐
16.	Certificate of Lawfulness (for existing use or Development)	☐
17.	Certificate of Appropriate Alternative Development	☐

CERTIFICATE OF LAWFULNESS

18.	ADVERTISEMENT CONSENT (excluding Hoardings)	☐
19.	PRIOR APPROVAL APPLICATION	☐
20.	OUT-OF-BOROUGH OBSERVATIONS	☐
21.	CIRCULAR 18/84 APPLICATION	☐
22.	CORPSEWOOD COVENANT APPLICATION	☐
23.	APPROVAL OF DETAILS	☐
24.	ANCILLARY PLANNING AGREEMENT (S.106 or S.278) where the Heads of Terms have already received Committee approval	☐
25.	WORKS TO TREES	☐
26.	OTHER (please specify)	☐

The delegation powers schedule has been changed. Interim Director of Planning, Regeneration & Public Realm can determine this application

Case Officer:

Signature:

Date:

A delegated decision is appropriate and the recommendation, conditions/reasons for refusal and informative's are satisfactory.

Team Manager:

Signature:

Date:

The decision notice for this application can be issued.

Director / Member of Senior Management Team:

Signature:

Date:

NONE OF THE ABOVE DETAILS SHOULD BE USED IN THE PS2 RETURNS ODPM

Item No. **Report of the Head of Development Management and Building Control**

Address: HOLIDAY INN SIPSON ROAD WEST DRAYTON

Development: Installation of 1 no. externally illuminated stretched skin advertising banner mounted on the northern flank wall.

LBH Ref Nos: 6843/ADV/2023/16

Drawing Nos: PY4483-002
 PY4483-004
 PY4483-003
 PY4483-007
 PY4483-001
 PY4483-005

Date Plans received: **Date(s) of Amendments(s):**

Date Application valid

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located to the South of Sipson Road and comprises an eleven storey building identified through its brutalist architecture. The building is currently in use as a hotel.

The Site is located to the south west corner of Junction 4 of the M4 overlooking the Heathrow Interchange. Immediately to the North is the M4 flyover. High level lighting exists on the M4 and Heathrow Interchange. Heathrow airport lies some 2 km to the south.

The Site is not in, or near to a conservation area nor are there any listed buildings within the immediate environment. It is not located within an Area of Special Control as defined by the Regulations.

1.2 Proposed Scheme

Advertisement consent permission is sought for the installation of 1 no. externally illuminated stretched skin advertising banner mounted on the northern flank wall.

1.3 Relevant Planning History

6843/APP/2013/2182 HOLIDAY INN HOTEL SIPSON ROAD

The installation of 2 x 1.2m microwave dishes, equipment cabinet (to be installed internally) free standing hand railing and ancillary equipment on the rooftop

Decision: 16-10-2013 Approval

6843/APP/2013/1278 HOLIDAY INN HOTEL SIPSON ROAD

Installation of 6 x microwave dish antennas to roof of building

Decision: 02-07-2013 Approval

6843/APP/2012/1479 HOLIDAY INN SIPSON ROAD

Installation of boiler flue through side wall of single storey boiler room

Decision: 14-08-2012 Approval

6843/APP/2012/702 HOLIDAY INN HOTEL SIPSON ROAD

Installation of 2 x microwave transmission dishes with associated supporting structures and ancillary electronic equipment

Decision: 15-06-2012 Approval

6843/APP/2010/260 HOLIDAY INN SIPSON ROAD

Details of fencing and landscaping in compliance with conditions 3, 4 and 6 of planning permission ref: 6843/APP/2009/1627 dated 16.10.2009 : Erection of 1.8m high security fencing.

Decision: 22-04-2010 Approval

6843/ADV/2009/59 HOLIDAY INN LONDON HEATHROW SIPSON ROAD

Installation of 6 internally illuminated fascia signs, 1 internally illuminated totem sign and associated external lighting, involving removal of existing signs.

Decision: 13-10-2009 Approval

6843/ADV/2009/51 HOLIDAY INN SIPSON ROAD

Installation of 6 internally illuminated fascia signs, 1 internally illuminated totem sign and associated external lighting

Decision: 22-09-2009 Refusal **Appeal:** 17-02-10 Part Allowed

Comment on Planning History

No comment

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

2 neighbouring buildings; the Harmondsworth and Sipson Residents Association; Highways; and the Access Officer for LBH were consulted by letter dated 05-04-23. By the end of the consultation period on 28-04-23, 2 internal responses were received.

Internal consultation

ACCESS OFFICER:

I have considered the detail of this planning application and consider this proposal to have no impact on accessibility.

HIGHWAYS (internal):

Subject to the advertisement being static there are no highway objections to this proposal.

HIGHWAYS Agency (external):

- This proposed sign is clearly visible from both the M4 slip roads and the M4 itself so therefore we must ensure that there would be no detrimental impact to highway safety as a result;
- We are satisfied that the proposals would not materially affect the safety, reliability and/or operation of the strategic road network (SRN) (the tests set out in DfT C1/22 and NPPF para 111). We therefore have no objection to this advertisement consent application.

4. UDP/LDF Designation and London Plan

The following Local Plan Policies are considered relevant to the application:-

Part 1 Policies:

PT1.BE1 (2012) Built Environment

Part 2 Policies:

DMHB 13A Advertisements and Shop Signage

DMT 2 Highways Impacts

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 adopted Hillingdon Local Plan: Part One - Strategic Policies (2012) and Hillingdon Local Plan: Part Two - Development Management Policies (2020).

Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012) requires all new development to maintain the quality of the built environment by providing high quality urban design.

Policy DMHB 11 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020) advises that all development will be required to be designed to the highest standards and incorporate principles of good design. It should take into account aspects including the scale of the development considering the height, mass and bulk of adjacent structures; building plot sizes and established street patterns; building lines and streetscape rhythm and landscaping. It should also not have an adversary impact on the amenity, daylight and sunlight of adjacent properties and open space.

Policy DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies 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.

The proposed works include the removal of the existing signage to the north elevation to be replaced with an externally illuminated stretched skin display measuring 12M x 18M. The proposed display would be constructed of steel, aluminum and plastic and would have static illumination with levels of 600 cd/m².

The existing signage is proportionate to the building and respects its architectural composition. The proposed advertisement in contrast would swamp much of the north elevation of the building, concealing architectural features and, in drawing no. PY4483-004, appearing to project above the curved parapet that caps the north elevation. Lighting units would rise further above the existing roofline, adding to visual clutter and the sense of a poorly conceived design. Given its scale and height of the advertisement, it would have an adverse impact on visual amenity across a wide area.

There are no (legal) advertising hoardings of any scale on any of the northern approaches to Heathrow Airport, or visible from the M4 where it passes through Hillingdon Borough, despite clear commercial interests in installing them. Millions of visitors to the country each year get their first impressions of the UK from the Borough's leafy and uncluttered setting and character. This bears favourable comparison to cities around the world with laxer controls on advertisements.

If approved, the proposed advertisement would be an extremely anomalous and jarring addition to its setting and have an exceptionally harmful impact on the visual amenities of the area. In addition the architecture of the host building, whilst out of fashion, deserves to be respected. The architectural features of the north elevation (erroneously described as 'featureless in the Planning Statement'), would however be obscured.

The Council's Highway officer and Access Officer have been consulted on the application and raises no objection to the proposed changes. The Highways Agency were consulted at a later date

and also raised no objections in terms of safety

In summary the proposal would result in a significant adverse effect on the character and visual amenity of the surrounding area, contrary to Policies HE1 and BE1 of the Hillingdon Local Plan Part 1 (November 2012) and Policies DMHB 1, DMHB 4, DMHB 11, DMHB 13 and DMHB 13A of the Hillingdon Local Plan Part Two - Development Management Policies (January 2020). Considerable importance and weight has been attached to and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended.

The application is recommended for refusal.

6. RECOMMENDATION

REFUSAL for the following reasons:

1. R1 Advertisements - Refusal 1

The proposed advertisement by reason of its size, siting, design, prominent position, height above ground and method of display, would have a very significant harmful impact on the visual amenities of the surrounding area in general and the host building in particular, creating advertising clutter where none exists at present and degrading the visual quality of the urban environment. The proposal is therefore contrary to the Council's adopted policies, in particular Policies HE1 and BE1 of the Hillingdon Local Plan Part 1 (November 2012) and Policies DMHB 11, DMHB 13 and DMHB 13A of the Hillingdon Local Plan Part Two - Development Management Policies (January 2020).

INFORMATIVES

1. I71

In dealing with the application the Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our statutory policies from the Local Plan Part 1, Local Plan Part 2, Supplementary Planning Documents, Planning Briefs and other informal written guidance, as well as offering a full pre-application advice service.

We have however been unable to seek solutions to problems arising from the application as the principal of the proposal is clearly contrary to our statutory policies and negotiation could not overcome the reasons for refusal.

Contact Officer: Rebekah McCullough **Telephone No:** 01895 250230