

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: STOCKLEY ROAD AT HEATHROW INTERCHANGE STOCKLEY ROAD
WEST DRAYTON

Development: Installation of 1 externally illuminated vinyl banner.

LBH Ref Nos: 78228/ADV/2023/39

Drawing Nos: L10/PA/01
L10/PA/02
L10/PA/03
L10/PA/04
L10/PA/05
Heathrow Interchange Cover Letter

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 north east of the roundabout linking Stockley Road and Junction 4 the M4 Motorway overlooking the Heathrow Interchange. Heathrow Airport is located approximately 2km to the south of the site.

The application site is not designated within a Conservation Area, nor an Area of Special Local Character. The site does not contain any Listed Buildings. The site does not contain any trees subject to a Tree Preservation Order. The site does not lie within a Surface Water Flood Zone or Critical Drainage Area.

1.2 Proposed Scheme

The application is seeking planning permission for the installation of 1 vinyl banner which would be externally illuminated by 18 LED light fitting placed 1.00m apart at the top of the banner. The vinyl banner would measure 17.00m in width and 6.00m in height, elevated 2.00m from ground level, meaning the maximum height would be 8.00m from ground level. The cover letter accompanying the submission appears to state that the proposal is for a one year consent.

1.3 Relevant Planning History

Comment on Planning History

At present, there are no advertisement boards on the site and this has been the case since 2008. Advertisement boards could be seen on the site prior to 2008 which were non illuminated and there is no record of advertisement consent having been consented for these advertisement boards.

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

Given the siting of the proposal, no neighbouring properties were consulted on the proposal. One objection was received which can be summarised below:

- Confusing number of signs already present at the roundabout
- Structure would be overbearing and ugly
- Advertisement would add further visual clutter
- LED lights not good for drivers vision
- Light pollution caused by illumination

Officer Comments:

The proposed developments impact on amenity, character or the area and public safety will be outlined in the main body of the report below.

Highways Officer Comments:

There is some history with the site location in that several large banner signs were in place up to 2008 without any observed or known detriment to road users. The single banner sign now proposed would be set back on the same boundary line as before and given that it is of the 'static' externally illuminated variety, there are no issues envisaged in terms of possible distraction or interference with forward visibility for motorists in the locality hence there is no objection.

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
PT1.EM2	(2012) Green Belt, Metropolitan Open Land and Green Chains

Part 2 Policies:

DMHB 11	Design of New Development
DMHB 13A	Advertisements and Shop Signage
DMT 2	Highways Impacts
DMEI 4	Development on the Green Belt or Metropolitan Open Land
NPPF4	NPPF 2021 - Decision-Making
NPPF12	NPPF 2021 - Achieving well-designed places
NPPF13	NPPF 2021 - Protecting Green Belt Land

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 (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 adverse 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 (2020) 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.

It is also noted that the site forms part of designated Green Belt, requiring consideration of Policy DMEI 4 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020). Policy DMEI 4 states:

A) Inappropriate development in the Green Belt and Metropolitan Open Land will not be permitted

unless there are very special circumstances.

B) Extensions and redevelopment on sites in the Green Belt and Metropolitan Open Land will be permitted only where the proposal would not have a greater impact on the openness of the Green Belt and Metropolitan Open Land, and the purposes of including land within it, than the existing development, having regard to:

- i) the height and bulk of the existing building on the site;
- ii) the proportion of the site that is already developed;
- iii) the footprint, distribution and character of the existing buildings on the site;
- iv) the relationship of the proposal with any development on the site that is to be retained; and
- v) the visual amenity and character of the Green Belt and Metropolitan Open Land.

The application is seeking planning permission for the installation of 1 vinyl banner which would be externally illuminated by 18 LED light fitting placed 1.00m apart at the top of the banner. The vinyl banner would measure 17.00m in width and 6.00m in height, elevated 2.00m from ground level, meaning the maximum height would be 8.00m from ground level.

At present, there are no advertisement boards on the site and this has been the case since 2008. Advertisement boards could be seen on the site prior to 2008 which were non illuminated and there is no record of advertisement consent having been consented for these advertisement boards.

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

With a width of 17.00m and maximum height of 8.00m, the proposed advertisement would be significant in size and scale and would be externally illuminated in the form of 18 LED lights at the top of the vinyl banner. It is not clear from the submitted plans which direction the LED lights would face. The proposed advertisement would add visual clutter to the roundabout, sited facing the oncoming traffic, and would have an adverse effect on the visual amenities across the wider area. If approved, the proposed advertisement would be an anomalous and jarring addition to its setting and would have a significantly harmful impact on the the visual amenities of the roundabout and surrounding area.

It is noted that an application was recently refused at a neighbouring site under application reference 6843/ADV/2023/16 for an advertisement board located on the side elevation of the Holiday Inn Hotel, sited to the south west of the roundabout and overlooking the M4 Motorway.

The Council's Highway officer has been consulted on the application and raises no objection to the proposed advertisement. Despite this, it is considered that the proposed advertisement, external illumination and resulting visual clutter could result in some safety concerns relating to road users on the roundabout and other nearby carriageways, however this would not be a reason for refusal in this instance.

In summary, the proposed advertisement by reason of its size, siting and design would have a significant harmful impact on the visual amenities of the surrounding area, creating advertising clutter where none exists at present and degrading the visual quality of the area and open Green Belt setting. The proposal is therefore contrary to Policies BE1 of the Hillingdon Local Plan: Part 1 (November 2012) and Policies DMHB 11, DMHB 13A and DMEI 4 of the Hillingdon Local Plan Part Two - Development Management Policies (January 2020).

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 and design would have a significant harmful impact on the visual amenities of the surrounding area, creating advertising clutter where none exists at present and degrading the visual quality of the area and open Green Belt setting. The proposal is therefore contrary to the Council's adopted policies, in particular Policies BE1 of the Hillingdon Local Plan Part 1 (November 2012) and Policies DMHB 11, DMHB 13A and DMEI 4 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.

Contact Officer:	Becky Smith	Telephone No:	01895 250230
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