

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: MILL ROAD SERVICE STATION MILL ROAD WEST DRAYTON

Development: Installation of an internally illuminated digital display board

LBH Ref Nos: 78043/ADV/2025/23

Drawing Nos: FS227 PA 01
FS227 PA 02
FS227 PA 03
FS227 PA 04
FS227 PA 05
FS227 PA 06
FS227 PA 07
Covering letter, 28 March 2025, Alder King

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

Date Application valid

1. CONSIDERATIONS

1.1 Site and Locality

The application site is the Esso garage located on Mill Road, West Drayton. The site is situated within the West Drayton Green Conservation Area. The surrounding area is predominately residential in character comprising a mixture of housing types that include two storey semi-detached and terrace dwellings.

1.2 Proposed Scheme

The application proposes the installation of an internally illuminated digital display board.

1.3 Relevant Planning History

Comment on Planning History

The relevant planning history is listed above.

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

11 neighbouring properties were consulted by letter dated 07-05-25. After a period of 21 days, no comments were received.

West Drayton Conservation Area Advisory Panel

We have no objection to these proposals provided the images on the screen are static ones.

OFFICER COMMENTS:

Noted.

LBH CONSULTEES

- Conservation:

We would not support internally illuminated signage within the conservation area. The site is a garage with a totum but the surroundings are residential properties on a tree lined street. This would have a detrimental impact on the character add to the harm caused by existing internal illumination and not preserve or enhance the character of the conservation area. The proposal would cause less than substantial harm at a low level due to the adjacent signage. However no public benefits have been identified to outweigh this harm. Therefore we would object and recommend refusal.

Highways:

There are no issues raised or highlighted.

OFFICER COMMENTS

Noted.

4. UDP/LDF Designation and London Plan

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

Part 1 Policies:

PT1.E5 (2012) Town and Local Centres

PT1.BE1 (2012) Built Environment

Part 2 Policies:

DMHB 1	Heritage Assets
DMTC 1	Town Centre Development
LPP SD6	(2021) Town centres and high streets
DMHB 11	Design of New Development
DMHB 12	Streets and Public Realm
DMHB 13	Shopfronts
DMHB 13A	Advertisements and Shop Signage
LPP D3	(2021) Optimising site capacity through the design-led approach

5. MAIN PLANNING ISSUES

The main issues for consideration are (i) visual amenity and (ii) public safety.

VISUAL AMENITY:

S72(1) of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990, requires that within conservation areas, special regard is paid to the desirability of preserving or enhancing the character or appearance of the area.

The NPPF (2024) is clear that the quality and character of places can suffer when advertisements are poorly placed and designed.

Policy DMHB 4 of the of Hillingdon Local Plan: Part Two - Development Management Policies (2020) states - development, including alterations and extensions to existing buildings, within a Conservation Area or on its fringes, will be expected to preserve or enhance the character or appearance of the area. It should sustain and enhance its significance and make a positive contribution to local character and distinctiveness.

Policy DMHB 13A of the of Hillingdon Local Plan: Part Two - Development Management Policies (2020) states that:

A) In order to improve and maintain the quality of the public realm, advertisements, signs and hoardings will be required to demonstrate that:

- i) they complement the scale, form, materials and architectural composition of the individual buildings of which they form a part;
- ii) they complement the visual amenity and character of the site and surrounding area;
- iii) they enhance historic assets and their setting;
- iv) they do not have an adverse impact on public or highway safety;
- v) they do not lead to visual clutter;
- vi) they provide an appropriate type and level of illumination, suitable to the site and its surroundings; and
- vii) they enhance the visual amenity of vacant sites, building sites and the surrounding area during the construction period.

B) Shop signage will generally be limited to the strip above the shop window and below the upper floor, plus where appropriate one projecting sign. Proposals for further advertising additional to the

shop name will be resisted.

C) Illumination to shopfronts must be sited and designed to avoid any visual intrusion from light pollution to adjoining or nearby residents. Flashing internal or external lighting and/or internally illuminated box lights will not be permitted.

The proposed display board would be 2.4m in height and 1.2metres wide with a depth of 22cm. It would be internally illuminated to a maximum of 300 cd/sqm from dusk to dawn and not to exceed 5,000 cd/sqm at all other times.

As detailed in section 3 of this report, the proposal has generated an objection from conservation officers.

Whilst the display board would be read in the context of the service station, the proposal would have a detrimental impact on visual amenity and character caused by the siting and scale of the display board and its internal illumination. As a result, the proposal would not preserve or enhance the character and appearance of the conservation area. The harm identified to the heritage asset would fall into the category of 'less than substantial harm'.

It should also be noted that the visuals submitted which should include a photo imposed with a CGI of the new advertisement display is incomplete. Both images are of the existing situation on site even though one is marked existing and the other proposed.

Paragraph 215 of the NPPF states - 'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.'

In this instance, as the development proposal relates to a commercial service station, there are no public benefits to outweigh the harm identified.

Overall, it is considered that the proposal would be harmful to the visual amenity of the conservation area, having regard to Policies DMHB 4 and DMHB 13A of the of Hillingdon Local Plan: Part Two - Development Management Policies (2020) and Paragraph 215 of the NPPF (2024).

PUBLIC SAFETY:

The nearest neighbours are located adjacent to the site. Given the limited illumination during night time hours, there would not be any undue adverse impacts on amenity. The proposed signs would be set back from the highway and given the location in a service station, there would be no harm to public safety.

Accordingly, the proposal would comply with Policy DMHB 13A of the of Hillingdon Local Plan: Part Two - Development Management Policies (2020) and the NPPF (2024).

CONCLUSION:

The application is recommended for refusal.

6. RECOMMENDATION

REFUSAL for the following reasons:

1. NON2 Visual amenity

The development proposal by virtue of its scale, design, siting and illumination would be harmful to the visual amenity of the street scene and fail to preserve and enhance the appearance and character of the West Drayton Green Conservation Area, resulting in less than substantial harm. There are no public benefits to outweigh the harm identified. Therefore the development proposal would be contrary to Policies DMHB 4 and DMHB 13A of the Hillingdon Local plan - Part Two (2020) and Paragraph 215 of the National Planning Policy Framework (2024).

INFORMATIVES

1. I52

The decision to REFUSE 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).

I53 Compulsory Informative (2)

The decision to REFUSE advertisement consent has been taken having regard to the policies and proposals in the Hillingdon Local Plan Part 1 (2012) and Part 2 (2020) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including The London Plan (2021) and national guidance.

DMHB 1 Heritage Assets

DMTC 1 Town Centre Development

LPP SD6 (2021) Town centres and high streets

DMHB Design of New Development
11

DMHB Streets and Public Realm
12

DMHB Shopfronts
13

DMHB Advertisements and Shop Signage
13A

LPP D3 (2021) Optimising site capacity through the design-led approach

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