JCDecaux

A01058

Land Between 779 and 825-827 Uxbridge Road, Hillingdon, UB4 8HZ

Advertising Proposal

Planning Submission

JCDecaux Roadside

991 Great West Road
Brentford
Middlesex
TW8 9DN

T: +44 (0) 208 326 7732
F: +44 (0) 208 326 7738
W: www.jcdecaux.co.uk

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1.0 Introduction

This proposal has been prepared by JCDecaux who own and occupy this parcel of land along Uxbridge Road. This application seeks to remove one of the existing externally illuminated 6m by 3m panels and gain express advertisement consent to display two sequential displays in a 'V' formation in its place. The new displays will be internally illuminated and face in a easterly and westerly direction, positioned at the centre of the application site. The advertisement will continue to display a range of public and commercial messages rotating after the designated time period.

The existing site is suitable for advertising and the proposed development will not be detrimental to public safety or visual amenity.

JOB	Land Between 779 and 825-827 Uxbridge Road
CLIENT	N/A
SCALE	N/A
DRAWING	Introduction
REFERENCE	**A01058/01**

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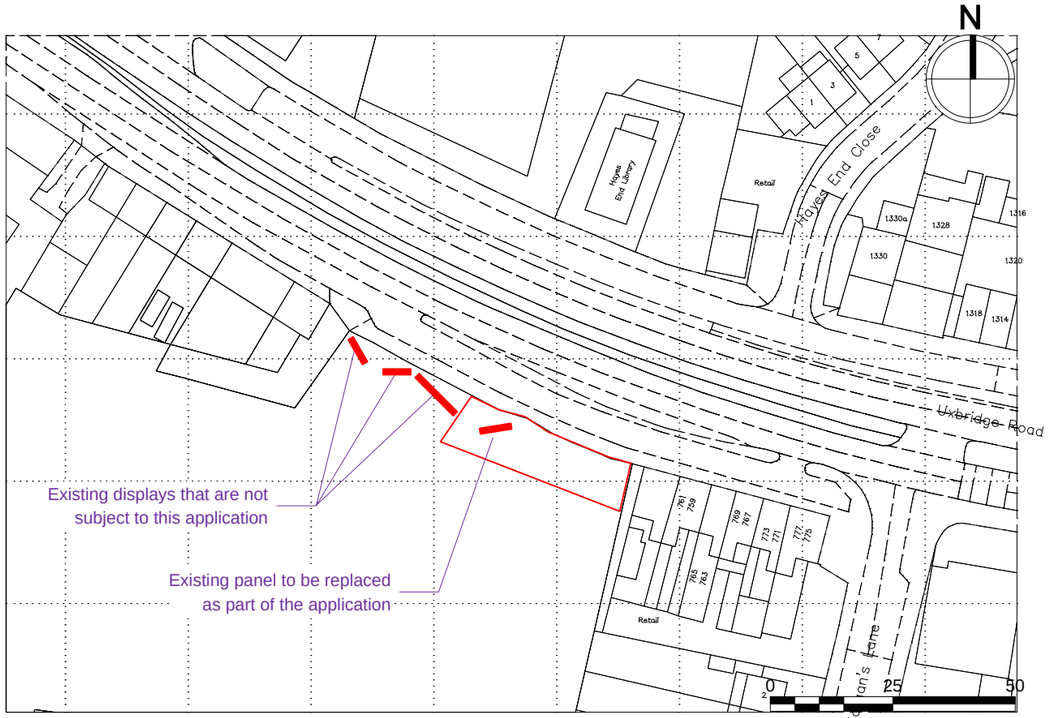

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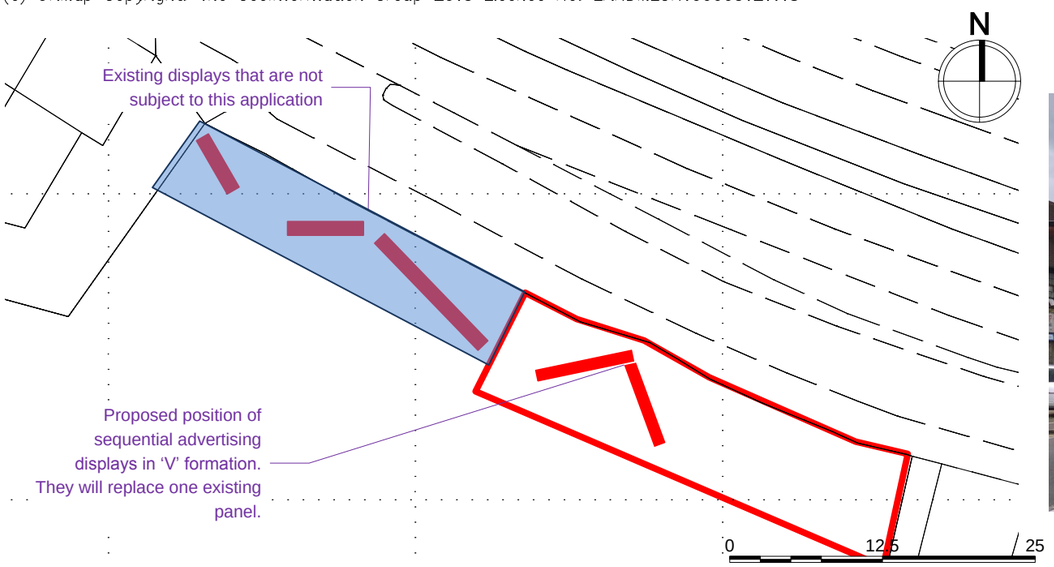
2.0 Site and Surrounding Area

The application site is a plot of land that lies to the south of Uxbridge Road, opposite Hayes End Library. The plot consists primarily of advertisement hoardings and a grassed area on the exposed ground. The existing four advertisements are all externally illuminated, with three measuring 6m wide by 3m high and one measuring 12m wide and 3m high. The displays face in a easterly and westerly direction, aimed towards the road users of Uxbridge Road. The site is dominated by the Uxbridge Road and the high volumes of traffic that flow along the arterial route. There are large trees and vegetation located directly behind the existing hoardings and a small parade of retail shops to the east and west of the site. A digital advertisement display sits on the easterly facing façade of the western retail parade overlooking the site. Uxbridge Road is principally a main transport route and thoroughfare in Hillingdon with a commercial emphasis, a character which is concomitant for advertising. The proliferation of panels on the application site indicates that advertising is an acceptable use which the proposal seeks to continue.

The site does not lie within a Conservation Area nor overlooks one. The advertising proposal seeks to develop upon the current advertising site in a respectful manner, producing two sequential displays of a high standard and quality of design.



JOB	Land Between 779 and 825-827 Uxbridge Road
CLIENT	N/A
SCALE	1:1250 and 1:500 @ A3 Refer to scale frame
DRAWING	Site and Surrounding Area
REFERENCE	**A01058/02**

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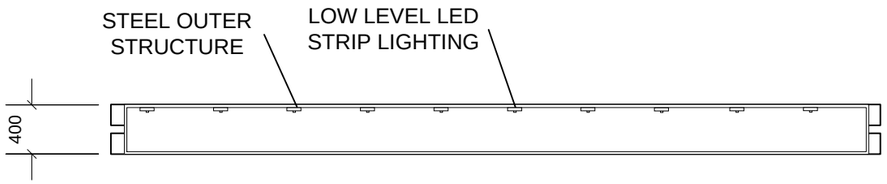
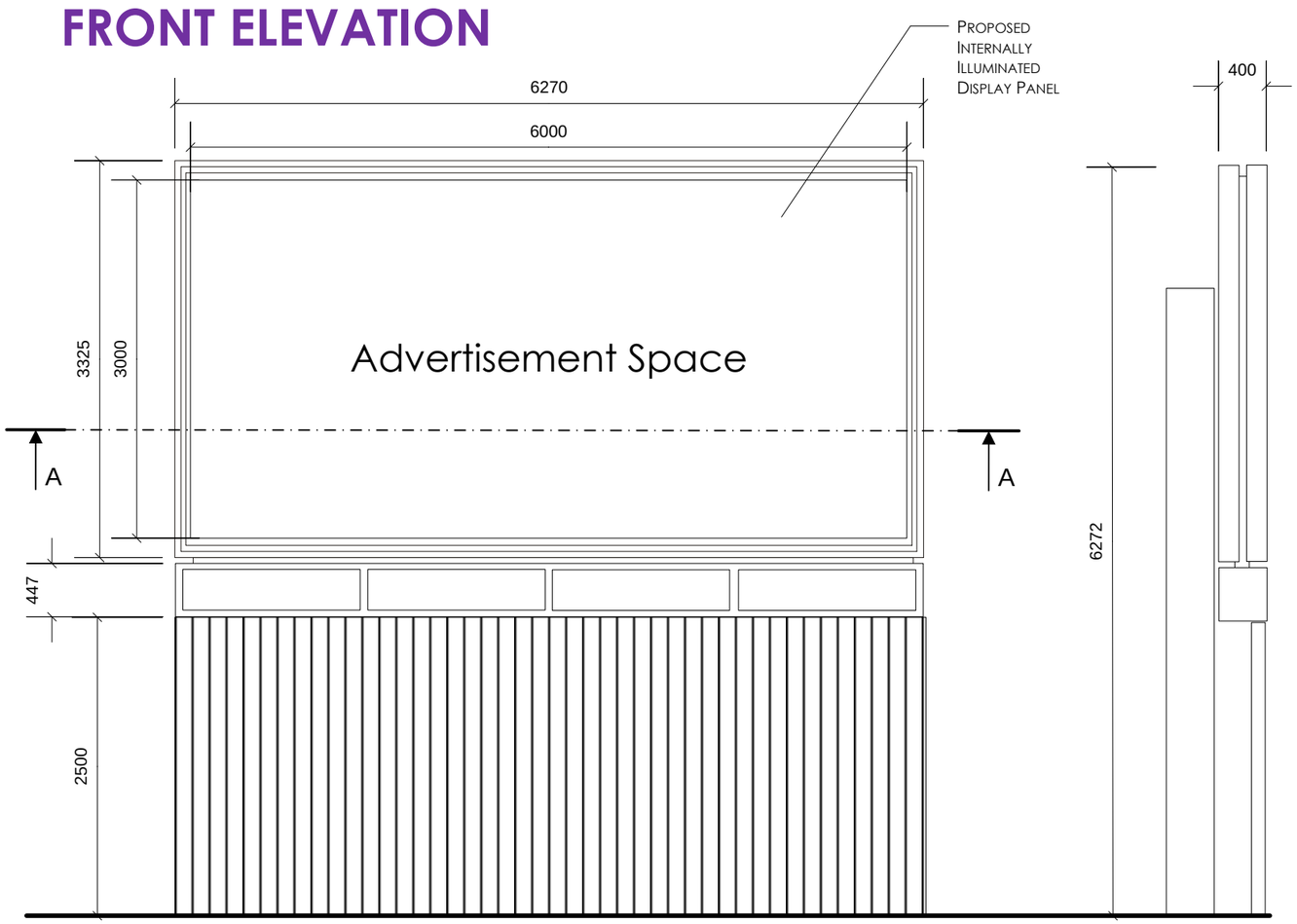
3.0 Advertisement Elevations

SECTION AA



FRONT ELEVATION



This Street Furniture has been designed by Jean-Michel Wilmotte and developed by JCDecaux Design. The display panel can be erected with integral leg support, wall mounted or on bespoke support frame to suit site conditions.

Dimensions

See drawings.

Structure

It is principally composed of a lateral steel post mounted with an upper crosspiece and an advertising panel. The main lateral post comprises the following:

- 2 openings, which houses the connection equipment,
- reinforced base plate for fixing onto the J-bolts ,
- reinforcement on the upper and lateral part of the advertising panel support arm.

The electrical connection is fed through the crosspiece via the lateral post.

Panel

Visible poster : 6270mm x 3300mm. The panel is made of aluminium sections. It houses the following:

- electric mounting board
- locking mechanism
- equipment for the rotation of posters (rollers, belts, geared motor)
- methacrylate crystal glass doors 12mm thick which open from the bottom

If the back of the panel is not used it is equipped with a painted steel sheet instead of a glass.

Electricity

All of the internal wiring, earthing and electrical components comply with their relevant British Standard and are installed in accordance with BS7671 of 16TH Edition of the IEE Wiring Regulations. This Street Furniture also complies with the relevant European CE directives as follows:

- Low voltage directive 73/23/CEE (Electrical Specifications)
- NFC15100: French electrical specifications for low voltage installations, modified to comply with BS7671.
- EN 60598-1: Luminaires : Electrical lighting.
- EN 60598-1: Low voltage switch gear.
- ECM Specifications (Electromagnetic compatibility) 89/336/CEE
- EN 55015: Measurement of radio disturbance characteristics of electrical lighting and similar equipment.
- EN 50082-1: Generic immunity standard Part 1: Residential commercial and light industry.

Electricity connection is generally to the regional electricity network. Power supply: 220/240

Foundations

The foundations are made of concrete with a minimum strength of 35N/mm2, including anchor bolts, earth mat and supply-ducts, and are constructed on site. The foundations are cast in situ and are adaptable to accommodate local underground obstructions. This anchor-bolt technique allows the replacement of the furniture structure in the event of an accident without having to re-lay the foundations.

Materials Durability and Protection

Each component is given a surface treatment to meet the usage conditions. The quality, the operative mode, the cleanliness of the preparations before treatment, the responsibility and the checks associated with treatments (raw material, finished product...) comply with the internal JCDecaux specifications, the current standards and the rules governing the profession.

Steel/Cast Iron: SA3 shot blasted, zinc plating 80 microns thick, galvanised zinc for water drainage areas.

Aluminium: Degreasing, sandblasting, colouring, class 15 anodisation.

Paint coating: Polyester powder paint, oven blasted at 180°C, 100 microns thick or epoxydilic or polyurethane liquid paint with hardener. The oven baking temperature is provided by the supplier and tested and checked on a part representative of the product.

0 1.5 2.5 5

JOB	Land Between 779 and 825-827 Uxbridge Road
CLIENT	N/A
SCALE	1:50 @ A3 - refer to scale frame
DRAWING	Structure Detail
REFERENCE	**A01058/03**

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4.0 Planning Considerations

Advertisement Control

This application is submitted under the provisions of s9 of the Town and Country Planning (Control of Advertisements) Regulations 2007 for consent to display an advertisement. The Regulations identify two areas of consideration, being the impact of the advertisement display on the interests of public safety and visual amenity.

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and is guidance that is to be taken into account in planning decisions. The framework provides a set of general guiding principles to be applied to development management. In respect of advertising development the framework confirms that only those advertisement displays that have an appreciable impact on a building or on their surroundings should be subject to detailed assessment.

Relevant core planning principles of the NPPF include the aim of securing high quality design in new buildings and encouraging vitality in urban areas, both of which are embodied in the proposal. Paragraph 63 states that in determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally within an area. This proposal is an example of innovative design that does enliven the area, adds to local character and distinctiveness and raises the standard and expectation of quality for design within the area and is therefore, in accordance with paragraph 67 of the NPPF.

Planning Practice Guidance (PPG) relating to advertising displays was published in March 2014 and is the relevant guidance on advertising proposals in England. Factors relevant to amenity considerations include the general characteristics of the locality, which includes the presence of any feature of historic, architectural, cultural or similar interest in the immediate neighbourhood of the site where residents and passers-by will be aware of the advertisement.

It is suggested in the PPG that advertisements are less likely to have an adverse affect on visual amenity where the application site lies within an industrial or commercial area of a major town and city. This view is based on the fact that commercial messages and images are often part of the fabric of commercial areas and an expected feature to those people within and travelling through the area. The guidance identifies several types of advertisements that may cause a risk to public safety, which include changing displays, moving displays, flashing lights and advertisements that resemble traffic signs, none of which apply in this instance.Local policy and guidance can be material considerations in the determination of applications for advertising development but only where the policy aims are applicable and related to amenity and public safety matters, the primary considerations in advertisement developments. The applicant believes that policy is supportive of the proposal in several respects.

Amenity Considerations

The whole site along Uxbridge Road presently contains four externally illuminated advertisement displays (three 48 Sheets, one 96 Sheet) facing in an easterly and westerly direction. The advertisement subject to the application is the eastern-most panel only. JCDecaux operate and maintain this display and seek to upgrade the panel to an internally illuminated sequential display, with an additional advertisement to face west in a 'V' formation. Previously, there was an additional display which faced west forming the 'V' shape, an externally illuminated 96 sheet. This advertisement was recently taken down in 2014 for health and safety reasons after storm damage.

The character of the area is dominated by the dual carriageway of Uxbridge Road which runs adjacent to the site. The main road is a divisive structure which creates distinctive areas along its route. The specific character surrounding the application site is noted for its advertising displays and commercial emphasis of nearby businesses and shops. The advertisements on the application site are an established and expected feature along Uxbridge Road, in scale with contiguous activities along the arterial route.

The existing displays are well situated within the setting and the illumination emitted is at a comparable level to road users, not creating an overly dominant feature along the road. To most people travelling through the area the impression is that of a busy urban and commercial route where advertising is an expected feature.

The proposal seeks to replace the existing 48 Sheet advertisement, measuring 6m wide by 3m high and introduce two sequential display units. The proposed upgrade in advertising display methods used to display the advertisements will not have a detrimental effect on amenity in the locality. The proposal was formulated with the purpose of ensuring the alteration would be sympathetic to the site, continuing the plot of lands use in a contemporary manner adjacent to the commercial properties which are prominent in the townscape and the vicinity of the site.

Safety Impact

There are important considerations between the relationship of advertisements and public safety. Guidance is clear that advertisement displays are intended to attract attention, but that this characteristic should not automatically be assumed to result in distraction to motorists. In particular, it regards the effect of the advertisement display on driver behaviour and its location to produce a distraction that would be considered a traffic hazard. There is less likely to be road safety problems if the advertisement is displayed on a site within a commercial or industrial locality.

The display will not be exclusive to the area and will merely continue a concomitant use along Uxbridge Road. The proposed site has an established advertising use and drivers will expect an illuminated advertisement to be present. The long range views of the displays will ensure the advertisements will be visible such that there would be ample time to acknowledge and register its presence without prejudice to road safety.

The size and position of the proposed advertisements are in scale with the plot and will not be overly dominant nor create an undue distraction. A driver will be able to observe the advertisements, take in its simple message and adjust their driving accordingly, without creating a highway danger.

Conclusion

In summary, this proposal seeks to further develop the site in an appropriate manner. The new displays will represents a creative and appropriate form of advertisement that would be appropriate to the sites current and future use. The scale and nature of the proposal would complement the scale, design and appearance of the streetscape and active uses in the locality without undermining its character. Located along Uxbridge Road, the proposal will continue the sites existing use for advertising without causing additional harm to local amenity. The proposal epitomises the desire to improve existing site in an appropriate and thought-out manner. The new development does not detract from the sites character, but enhances a prominent advertising site within a commercial setting.

The proposal is sympathetic to the aims of local and national policy guidance to promote high quality proposals that make effective use of developed land and enhance local amenity. The scheme would not be against the interests of visual amenity nor would it compromise public safety.

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