

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 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 Heads of Terms have already received Committee approval | ☐ |
| 25. WORKS TO TREES | ☐ |
| 26. OTHER (please specify) | ☐ |

The delegation powers schedule has been checked. Director of Planning, Environment and Community Services can determine this application.

Case Officer

Signature:

Date:

A delegated decision is appropriate and the recommendation, conditions/reasons for refusal and informatives 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 DATES SHOULD BE USED IN THE PS2 RETURNS TO THE ODPM

Item No. **Report of the Head of Planning & Enforcement Services**

Address LAND BETWEEN 779 AND 825-827 UXBRIDGE ROAD HAYES

Development: Installation of 2 internally illuminated advertisement hoardings

LBH Ref Nos: **47648/ADV/2015/70**

Drawing Nos: A01058/01
 A01058/02
 A01058/03

Date Plans Received: 11/09/2015 **Date(s) of Amendment(s):**

Date Application Valid: 18/09/2015

1. CONSIDERATIONS

1.1 Site and Locality

The application site comprises of an area of green to the south side of the busy highway, Uxbridge Road. The site has 4 x existing unauthorised advertising display signs of a similar size and scale and are sited along the rear boundary and set back as far as possible from the main highway. The site also benefits from large trees which are located close together on the other side of the rear boundary and overshadow the existing display signs.

The surrounding area comprises mainly of 3 storey buildings which are occupied by large commercial businesses and shops within the immediate proximity with two storey residential dwellings further to either side of the main shopping zone.

1.2 Proposed Scheme

The application seeks planning permission for the installation of 2 x internally illuminated display signs which would be erected in a V shape to the eastern side of the existing display signs following the removal of the existing single display sign.

The proposed signs would be set back, face east and west and would measure 3.3m in height, 6.2m in width and would be positioned above a 2.5m high base. They would be internally illuminated.

1.3 Relevant Planning History Comment on Planning History

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

A total of 3 neighbouring businesses and Transportation/Highways were consulted via letter on 22.09.15 as well as a site notice which was displayed to the front of the site on

29.09.15.

No comments or objections received from neighbouring businesses.

Transportation/ Highways: Raised no objections, however from a safety viewpoint, proposed two conditions.

1. Each of the advertisement screens hereby approved shall be fitted with the specified light sensors which shall control the brightness at all times. During the daytime period (between local sunrise and sunset) the brightness of the screens shall be controlled to be no more than 3500 Nits/sqm. During the nighttime period (sunset and sunrise) the brightness shall be controlled to be no more than 350 Nits/sqm.

2. The frequency of change of any image shall not be more than once every 10 seconds.

4. UDP / LDF Designation and London Plan

The following UDP Policies are considered relevant to the application:-

Part 1 Policies:

Part 2 Policies:

BE19	New development must improve or complement the character of the area.
BE21	Siting, bulk and proximity of new buildings/extensions.
BE24	Requires new development to ensure adequate levels of privacy to neighbours.
BE27	Advertisements requiring express consent - size, design and location
BE29	Advertisement displays on business premises

5. MAIN PLANNING ISSUES

The application is for consent to display an advertisement and in such cases the Council can only give due regard to the impact of the advertisement on "visual amenity" and "public safety".

In considering these issues the Council can refer to its planning policies as contained within the Hillingdon Unitary Development Plan (Saved Policies, September 2007). policy BE27 states express consent for advertisements will only be granted if they are of such a size and so designed and located that they: (1) complement the scale, form and architectural composition of individual buildings, (2) do not materially harm the visual amenity in the area and, (3) do not unduly compromise public safety.

The proposed display signs would not have an adverse impact on the form and architectural composition of individual buildings as the proposed signage would be positioned in an isolated position alongside a number of existing display signs and a significant distance from any neighbouring buildings.

The proposed 2 x illuminated display signs would be located next to four existing display signs which vary in size and scale. An existing sign is to be replaced, however it is considered the addition of further signage along this area would result in a cluster of large advertisement signs in a single area.

The introduction of an additional display sign, of such a large size and scale along a

prominent area of Uxbridge Road would further increase the visual cluster of display signs and would fail to comply with Policies BE27 of the Hillingdon Local Plan Part Two.

The proposed signage would be set back from the main highway and footpath and along the rear boundary. The location of the signage would not result in a loss of visibility to users of the footpath and highway and additionally raised no objections from the Highways Authority.

The proposed 2 x display signs are considered to have an unacceptable impact upon the visual amenity of the surrounding area. The 2 large display signs would be located next to a number of existing signs of a similar size and scale and would result in a cluster of advertising hoardings along this section of Uxbridge Road. The proposal is therefore considered to fail to comply with the objectives set out in Policy BE27 of the Hillingdon Local Plan: Part Two.

6. RECOMMENDATION

REFUSAL for the following reasons:

1 NON2 Non Standard reason for refusal

The proposed installation of 2 x internally illuminated display signs, by virtue of their siting, size and scale is considered to increase the level of visual clutter along this busy highway, and by reason of the existing signage within such close proximity of one another would have a detrimental impact on the visual amenity of the character and appearance of the surrounding area. It is therefore contrary to Policy BE27 of the Hillingdon Local Plan Part Two - Saved UDP Policies (November 2012).

INFORMATIVES

1 The decision to REFUSE planning permission 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).

2 The decision to REFUSE planning permission has been taken having regard to the policies and proposals in the Hillingdon Unitary Development Plan Saved Policies (September 2007) as incorporated into the Hillingdon Local Plan (2012) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including the London Plan (2015) and national guidance.

BE19 New development must improve or complement the character of the area.

BE21 Siting, bulk and proximity of new buildings/extensions.

BE24 Requires new development to ensure adequate levels of privacy to neighbours.

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

3 On this decision notice policies from the Councils Local Plan: Part 1 - Strategic Policies appear first, then relevant saved policies (referred to as policies from the Hillingdon Unitary Development Plan - Saved Policies September 2007), then London Plan Policies (2015). On the 8th November 2012 Hillingdon's Full Council agreed the adoption of the Councils Local Plan: Part 1 - Strategic

Policies. Appendix 5 of this explains which saved policies from the old Unitary Development (which was subject to a direction from Secretary of State in September 2007 agreeing that the policies were 'saved') still apply for development control decisions.

Contact Officer: Naim Poptani

Telephone No: 01895 250230