

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, Transportation and Regeneration**

Address FOOTPATH FRONTING 91 AND 93 HIGH STREET RUISLIP

Development: Display of an internally illuminated digital LED screen to both side of the proposed free standing InLink

LBH Ref Nos: **63191/ADV/2018/41**

Drawing Nos: BT6-HLG-006 Rev. A (Location/Site Plan)
 BT6-HLG-006 Rev. A (Site Elevation)
 Planning, Design and Access Statement
 InLink Product Statement

Date Plans Received: 29/06/2018 **Date(s) of Amendment(s):**

Date Application Valid: 29/06/2018

1. CONSIDERATIONS

1.1 Site and Locality

The application site comprises of a telephone box situated on the footpath fronting No.91 and No.93 High Street Ruislip, and set a small distant back from the adjacent highway.

The telephone box is situated along the High Street Ruislip, which is characterised by a number of commercial units varying in size, with residential flats and offices at upper floor level. The application site falls within the Ruislip Village Conservation Area.

1.2 Proposed Scheme

Advertisement consent is sought for the installation of an internally illuminated telephone box sign.

The digital display sign would be internally illuminated and erected upon the front and back of the stainless steel telephone box. The advertisement itself would measure 690mm wide and approximately 1210mm in height, with the advertisement displayed changing every 10 seconds.

1.3 Relevant Planning History Comment on Planning History

A separate CSO application (63191/APP/2018/2421) has been submitted in parallel to this application.

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date:- 6th September 2018

2.2 Site Notice Expiry Date:- Not applicable

3. Comments on Public Consultations

EXTERNAL CONSULTATION:

A number of commercial and residential properties were notified by letter regarding this

application.

One objection was received which raised concerns with the growing amount of street "clutter" within the High Street Area and that the proposed development was mainly a tool for advertisement rather than a useful service to the public. Further concerns were raised with regards to new emerging telecommunications and the longevity of what is proposed.

CONSERVATION AND URBAN DESIGN OFFICER:

The proposed introduction of the InLink unit with its LED digital advertising board into this quiet street scene would neither preserve nor enhance the character or appearance of the Ruislip Village Conservation Area. Its internal illumination and the changing nature of the advertising would draw undue attention, detracting from the traditional high street scene. This impact would be doubled by the advertising being on both sides. The existing BT structure is considered to have a quieter presence.

CONCLUSION: Unacceptable

HIGHWAYS OFFICER:

Although the proposed signage is in proximity of a bus stop, there are no specific concerns with the placement as long as it is located not less than 500mm from the carriageway to allow for adequate clearance from the roadway

4. **UDP / LDF Designation and London Plan**

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

Part 1 Policies:

PT1.BE1 (2012) Built Environment

PT1.HE1 (2012) Heritage

Part 2 Policies:

BE4 New development within or on the fringes of conservation areas

BE13 New development must harmonise with the existing street scene.

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

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

DAS-SF Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

LPP 7.8 (2016) Heritage assets and archaeology

NPPF- 16 NPPF-16 2018 - Conserving & enhancing the historic environment

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," "public safety" and whether the proposal will preserve or enhance the character and appearance of the Ruislip Village Conservation Area.

In considering these issues the Council can refer to its planning policies as contained within the Hillingdon Local Plan: Part Two - Saved UDP Policies.

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 display sign would measure 690mm wide and approximately 1210mm in height and would be well proportioned within the outline of the telephone kiosk. The telephone kiosk is a stand alone unit in a isolated position along the High Street.

The proposed signage would also be set back from the adjacent carriageway and footpath and is considered not to result in a loss of visibility or distraction to users of the footpath and highway, in addition to no objections raised from the Highways Authority.

Policy BE4 of the Hillingdon Local Plan - Saved UDP Policies (November 2012), states that new development within or on the fringes of conservation areas will be expected to preserve or enhance those features which contribute to their special architectural and visual qualities; development should avoid the demolition or loss of such features. There will be a presumption in favour of retaining buildings which make a positive contribution to the character or appearance of a conservation area.

The site is located within a commercial area in nature but, at this point the existing telephone box is a fairly innocuous feature on the pavement in front of the commercial premises together with a range of street furniture. However, the advertisements associated with commercial premises, in general, use external forms of lighting which are more subtle in appearance than internally illuminated signage. Whilst during the daytime the proposed digital panels may not attract undue attention, in the hours of darkness they would be significantly more noticeable by reason of the large area of internal illumination and the regular change of image. Given the nature of the area described above and the absence of similar forms of advertisement in the immediate locality it is considered that this would be visually intrusive.

The proposed development, in particular the digital nature of the advertisements and sequential changes of image would detrimentally increase their prominence within the Conservation Area, and as result would have a harmful appearance on the street. Therefore the proposed development would fail to preserve or enhance the character and appearance of the Ruislip Village Conservation Area. Therefore the development fails to comply with Policies BE1 and HE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE4, BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012), the adopted Supplementary Planning Document HDAS: Shopfronts as well as The National Planning Policy Framework (2018).

Having taken everything into consideration, it is recommended that this application is refused.

6. RECOMMENDATION

REFUSAL for the following reasons:

1 NON2 Non Standard reason for refusal

The proposed advertisement, by reason of its digital nature and sequential changes of image would appear visually intrusive and out of keeping with the prevailing pattern of shop signage in this locality. This sign would therefore fail to ensure the character and appearance of the Ruislip Village Conservation Area is preserved and, as such, would be contrary to Policies BE1 and HE1 of the Hillingdon Local Plan: Part One - Strategic

Policies (November 2012), Policies BE4, BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012), Policy 7.8 of the London Plan (2016), and the adopted Supplementary Planning Document HDAS: Shopfronts and the NPPF.

INFORMATIVES

- 1** 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).
- 2** The decision to REFUSE advertisement consent 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.

BE4 New development within or on the fringes of conservation areas
BE13 New development must harmonise with the existing street scene.
BE19 New development must improve or complement the character of the area.
BE27 Advertisements requiring express consent - size, design and location
BE29 Advertisement displays on business premises
DAS-SF Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006
LPP 7.8 (2016) Heritage assets and archaeology
NPPF- 1 NPPF-16 2018 - Conserving & enhancing the historic environment
- 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.
- 4** 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. The Council's supports pre-application discussions which weren't sought, and furthermore in order to ensure that the applicant has been given every opportunity to submit an application which is likely to be considered favourably further guidance was offered to the applicant by the case officer during the processing of the application to identify the amendments to address those elements of the scheme considered unacceptable which the applicant chose not to implement.

Contact Officer: Christopher Brady

Telephone No: 01895 250230