

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** 1070-1076 UXBRIDGE ROAD HAYES**Development:** Installation of digital advertising display**LBH Ref Nos:** **8961/ADV/2019/37****Drawing Nos:** Covering Letter/Statement dated 24 June 2019
T4468 A4 050
T4468 A4 051
T4468 A4 060**Date Plans Received:** 24/06/2019**Date(s) of Amendment(s):****Date Application Valid:** 26/06/2019**1. CONSIDERATIONS****1.1 Site and Locality**

The application site comprises a three storey building consisting of commercial/ business on the ground floor and residential accommodation above.

The site falls within the Primary Shopping area of the Uxbridge Road Hayes Town Centre as identified in the Hillingdon Local Plan Saved UDP Policies (November 2012).

1.2 Proposed Scheme

Advertisement Consent is sought for the installation of a digital advertising display.

The digital sign would measure 6 m in width by 3 m in height and would be sited to the side of the three storey terrace block with a base height of approximately 5.5 m.

1.3 Relevant Planning History

8961/APP/1999/2570 1070-1076 Uxbridge Road Hayes

VARIATION OF CONDITION 4 TO EXTEND OPENING HOURS FROM 11.30 TO 02.00 HOURS SUNDAYS TO THURSDAYS AND FROM 11.30 TO 03.00 FRIDAYS AND SATURDAYS OF PLANNING PERMISSION REF.8961L/99/968 DATED 11/08/99; CHANGE OF USE OF GROUND FLOOR FROM CLASS A2 TO A3 AND FIRST AND SECOND FLOORS TO BED AND BREAKFAST ACCOMMODATION

Decision Date: 17-08-2000 Refused

8961/G/79/2290 1070-1076 Uxbridge Road Hayes

Retention of use of double and single garages for storage.

Decision Date: 25-03-1980 ALT

8961/H/92/0801 Lloyds Bank,1074 Uxbridge Road Hayes

Installation of a cash dispensing machine

Decision Date: 13-07-1992 Approved

8961/L/99/0968 1070 - 1076 Uxbridge Road Hayes

Change of use of ground floor from Class A2 (Financial and Professional Services) to Class A3

(Food and Drink) and first and second floors to bed and breakfast accommodation

Decision Date: 11-08-1999 **Approved**

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 6 neighbouring properties were consulted via letter dated 28.06.19 including a site notice displayed adjacent to the premises on 11.07.19.

No representations received.

Internal Consultee:

Highways Officer: No comments received.

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

Part 2 Policies:

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

DMHB 13A Advertisements and Shop Signage

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

5. MAIN PLANNING ISSUES

The main issues for consideration relate to the impact on the visual amenity and public safety.

Policy BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) states that advertisements will only be granted express consent if they are at such a size and designed so they compliment the scale, form and architectural composition of individual buildings, do not harm the visual amenity of the area and do not unduly compromise public safety.

BE29 The Local Planning Authority will seek to limit the number and size of advertisement displays on business premises in the interests of Amenity and public safety.

Policy DMHB 13A of the states that hoardings will be required to demonstrate that they

are of such a size and designed so they compliment the scale, form and architectural composition of individual buildings, do not harm the visual amenity of the area and do not unduly compromise public safety, they do not lead to visual clutter and they provide an appropriate type and level of illumination, suitable to the site and its surroundings.

The proposed advertising display would be attached to the side wall of a three storey building consisting of commercial/ business use on the ground floor with residential accommodation above. The proposed sign would measure 6 m in width by 3 m in height with a base height of approximately 5.5 m above ground level to cover almost the entirety of the flank wall. It is considered the advertising sign by virtue of its extensive size and scale would fail to compliment the character and appearance of the host building and coupled with its siting in this prominent forward location would detract from the visual amenities of the street scene and surrounding area.

Furthermore, 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 location of the signage would not result in a loss of visibility to users of the footpath and given its siting on the opposite side of the vehicular approach is not considered to be harmful to public and highway safety.

The development therefore would fail to comply with Policies BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012) and Policies BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) and the adopted Supplementary Planning Document HDAS: Shopfronts and Signage.

6. RECOMMENDATION

REFUSAL for the following reasons:

1 NON2 Non Standard reason for refusal

The proposed advertisement by reason of its extensive siting, size, scale, height above ground level and method of display in this visually prominent location would be detrimental to the character, appearance and visual amenities of the street scene and the surrounding area. The proposal is therefore contrary to Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policy BE27 of the Hillingdon Local Plan Part Two - Saved UDP Policies (November 2012) and Policy DMHD 13A of the Hillingdon Local Plan: Part Two - Development Management Policies with Modifications (March 2019).

INFORMATIVES

1 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 (2016). 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.

2 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 'Saved' UDP 2007, Local Plan Part 1, Supplementary Planning Documents, Planning Briefs and other informal written guidance, as well as offering a full pre-application advice service.

We have however been unable to seek solutions to problems arising from the application as the principal of the proposal is clearly contrary to our statutory policies and negotiation could not overcome the reasons for refusal.

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