

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 HEATHROW SERVICE STATION SHEPISTON LANE HAYES

Development: Installation of various signage and associated works

LBH Ref Nos: **17981/ADV/2020/75**

Drawing Nos: Drive Thru Fret Cut Panel Details Rev. 1
Starbucks D/s Banner Frame Details Rev. 1
Starbucks Site Plan Rev. 1
Location Plan (1:1250)
Proposed Elevations Rev. 1
Internally Illuminated Totem Pole Sign Details Rev. 1
Double Sided Illuminated Mini Totem Pole Sign Details Rev. 1
1 Off Clearance Bar Details Rev. 1
Construction Detail Clearance Bar & Order Canopy Rev. 1
Clearance Bar Base/Cage Details Rev. 1
Samsung OH55F Single Menu Case Details Rev. 1
Starbucks EG Order Canopy Details Rev. 1
Construction Detail Clearance Bar & Order Canopy (2)Rev. 1
EG Layout Q2-2020 Revision Details Rev. 1
Samsung OH55F Triple Menu Case Details Rev. 1
Frosted Vinyl to Drive Thru Window and Manifestation Dots Details Rev. 1
1 Off No Entry/Thank You Directional Sign Details Rev. 1
2 Off 1500mm External Single Sided Roundel Details Rev. 1
Evo 1 Wordmark - Raceway Mounted Detail Rev. 1
1 Off 430mm High Illuminated Building Directional Sign Details Rev. 1
Overall Site Plan Rev. 1

Date Plans Received: 09/12/2020

Date(s) of Amendment(s):

Date Application Valid: 15/01/2021

1. CONSIDERATIONS

1.1 Site and Locality

The application site comprises an approximately 1.06 hectare broadly rectangular shaped plot located on the southern side of Shepiston Lane in West Drayton. It currently accommodates a six pump petrol filling station with associated canopy, forecourt and shop, located relatively centrally within the site; a car wash and hardstanding towards the eastern end of the site; and car parking in front of the shop and towards the western end of the site. The periphery of the site comprises areas of grass. The application relates to a Starbucks.

The sole vehicular and pedestrian access/egress is via Shepiston Lane, with the access located to the east of the petrol filling station and the egress located to the west.

The site is bounded to the south by a landscaped bund, beyond which is the M4 motorway; to the east by an area of scrubland; to the west by the three-storey Premier Inn Hotel; and to the north, on the opposite side of Shepiston lane, by Cherry Lane Cemetery.

The entire site falls within the Green Belt as designated in the Hillingdon Local Plan. It also falls within an Air Quality Management Area. Trees on site are protected by way of Tree Preservation Order. Shepiston Lane is designated as a Local Distributor Road.

1.2 Proposed Scheme

The proposal is for the installation of various signage and associated works:

- 1) Int-Illum 9mtr Totem
- 2) 2 x Int-Illum Double Sided Monuments/Min Totems
- 3) Int-Illum Clearance Bar
- 4) Int-Illum Preview Menu Board
- 5) Int-Illum Speaker/Order Canopy
- 6) Int-Illum 5-Panel Menu Board
- 7) Non-Illum Drive Thru Window Frosted Vinyl
- 8) Int-Illum Double Sided Thank You/No Entry Directional Sign
- 9) Int-Illum 1500mm Single Sided Roundel
- 10) Int-Illum 1500mm Single Sided Roundel
- 11) Int-Illum 305mm Wordmark
- 12) Int-Illum Wall Mounted 430mm high Building Directional Sign
- 13) Non-Illum Window Manifestations - 2 different heights
- 14) Ext-Illum Drive Thru Artwork/Fret Cut Panel
- 15) Non-Illum Double Sided Banner Frame

1.3 Relevant Planning History

17981/ADV/2007/33 Heathrow Service Station Shepiston Lane Hayes
INSTALLATION OF VARIOUS INTERNAL AND EXTERNAL SIGNS TO BUILDING AND ON SITE.

Decision Date: 01-05-2007 Refused

17981/ADV/2007/91 Heathrow North Service Station Shepiston Lane Hayes
INSTALLATION OF INTERNALLY ILLUMINATED AND NON-ILLUMINATED DIRECTIONAL, INFORMATION, FASCIA AND BUILDING SIGNAGE.

Decision Date: 26-10-2007 Approved

17981/ADV/2015/16 Heathrow North Side Service Station Shepiston Lane Hayes
Installation of various illuminated and non illuminated signage

Decision Date: 14-10-2015 Approved

17981/ADV/2016/46 Euro Garages Heathrow North Shepiston Lane Hayes
Installation of 1 internally illuminated ATM sign

Decision Date: 20-07-2016 Approved

17981/APP/2007/1138 Heathrow North Service Station Shepiston Lane Hayes
DETAILS OF SURFACE WATER DISCHARGE FROM THE DEVELOPMENT IN COMPLIANCE WITH CONDITION 10 OF PLANNING PERMISSION 17981/APP/ 2006/1405 DATED 4 JULY 2007. (ERECTION OF PETROL SERVICE STATION COMPRISING SALES BUILDING, 6 ISLAND FORECOURTS WITH CANOPY OVER, AUTOMATIC CAR WASH AND PLANT ROOM, 2 JET WASHES, 2 VACUM MACHINES, LIQUID PETROLEUM GAS (LPG) STORAGE COMPOUND AND CLOSURE OF ONE EXISTING AND WIDENING OF REMAINING VEHICULAR CROSSOVER).

Decision Date: 17-09-2007 Approved

17981/APP/2007/1985 Heathrow North Service Station Shepiston Lane Hayes

DETAILS OF HARD AND SOFT LANDSCAPING INCLUDING LANDSCAPE PLANTING SCHEDULE AND LANDSCAPE MAINTENANCE IN COMPLIANCE WITH CONDITIONS 4, 5 AND 6 OF PLANNING PERMISSION REF.17981/APP/2006/ 1405 DATED 04/07/2007: ERECTION OF PETROL SERVICE STATION COMPRISING SALES BUILDING, 6 ISLAND FORECOURTS WITH CANOPY OVER, AUTOMATIC CAR WASH AND PLANT ROOM, 2 JET WASHES, 2 VACUUM MACHINES, LIQUID PETROLEUM GAS (LPG) STORAGE COMPOUND AND CLOSURE OF ONE EXISTING AND WIDENING OF REMAINING VEHICULAR CROSSOVER.

Decision Date: 22-08-2007 NFA

17981/APP/2007/1986 Heathrow North Service Station Shepiston Lane Hayes

DETAILS OF SITE SURVEY TO ASSESS LAND CONTAMINATION LEVELS IN COMPLIANCE WITH CONDITION 8 AND DETAILS OF A LANDFILL GAS SURVEY FOR THE GROUND AT THE DEVELOPMENT SITE IN COMPLIANCE WITH CONDITION 9 OF PLANNING PERMSSION 127981/APP/2007/1986 DATED 4 JULY 2007 (ERECTION OF PETROL SERVICE STATION COMPRISING SALES BUILDING, 6 ISLAND FORECOURTS WITH CANOPY OVER, AUTOMATIC CAR WASH AND PLANT ROOM, 2 JET WASHES, 2 VACUM MACHINES, LIQUID PETROLEUM GAS (LPG) STORAGE COMPOUND AND CLOSURE OF ONE EXISTING AND WIDENING OF REMAINING VEHICULAR CROSSOVER).

Decision Date: 03-02-2012 NFA

17981/APP/2007/2206 Heathrow North Service Station Shepiston Lane Hayes

DETAILS OF HARD AND SOFT LANDSCAPING INCLUDING LANDSCAPE PLANTING SCHEDULE AND LANDSCAPE MAINTENANCE IN COMPLIANCE WITH CONDITIONS 4, 5, 6,8,9 AND 14 OF PLANNING PERMISSION REF: 17981/APP/2006/1405 DATED 4 JULY 2007. (ERECTION OF PETROL SERVICE STATION COMPRISING SALES BUILDING, 6 ISLAND FORECOURTS WITH CANOPY OVER, AUTOMATIC CAR WASH AND PLANT ROOM, 2 JET WASHES, 2 VACUM MACHINES, LIQUID PETROLEUM GAS (LPG) STORAGE COMPOUND AND CLOSURE OF ONE EXISTING AND WIDENING OF REMAINING VEHICULAR CROSSOVER).

Decision Date: 03-02-2012 NFA

17981/APP/2007/768 Heathrow Service Station Shepiston Lane Hayes

DETAILS OF PROVISION OF STORAGE AND THE COLLECTION OF REFUSE IN COMPLIANCE WITH CONDITION 12 OF PLANNING PERMISSION REF. 17981/APP/2006/1405 DATED 4 JULY 2007 ERECTION OF PETROL SERVICE STATION COMPRISING SALES BUILDING, 6 ISLAND FORECOURTS WITH CANOPY OVER, AUTOMATIC CAR WASH AND PLANT ROOM, 2 JET WASHES, 2 VACUUM MACHINES, LIQUID PETROLEUM GAS (LPG) STORAGE COMPOUND AND CLOSURE OF ONE EXISTING AND WIDENING OF REMAINING VEHICULAR CROSSOVER.

Decision Date: 03-02-2012 NFA

17981/APP/2012/746 Heathrow North Service Station Shepiston Lane Hayes

Details

Decision Date: 30-04-2012 NFA

17981/APP/2016/1404 Euro Garages Heathrow North Shepiston Lane Hayes

Installation of ATM (Restrospective)

Decision Date: 20-07-2016 Approved

17981/APP/2016/3287 Euro Garages Heathrow North Shepiston Lane Hayes

Single storey side extension and chiller unit to rear

Decision Date: 08-02-2017 Approved

17981/APP/2017/710 Euro Garages Heathrow North Shepiston Lane Hayes

Details pursuant to condition 2 (Landscape Scheme) of planning permission Ref: 17981/APP/2016/3287 dated 08-02-2017 (Single storey side extension and chiller unit to rear)

Decision Date: 15-09-2017 Approved

17981/APP/2018/504 Heathrow Service Station Shepiston Lane Hayes

Demolition of existing car wash, development of drive-thru coffee shop (Use Class A1) alterations to existing petrol filling station forecourt, plus car parking, landscaping and other associated works

Decision Date: 21-12-2018 Refused

17981/APP/2019/4106 Heathrow Service Station Shepiston Lane Hayes

Details pursuant to Condition 5 (Tree Protection) of Appeal ref: APP/R5510/W/19/3229922 (12-11-2019) (Demolition of existing car wash, development of drive-thru coffee shop (Use Class A1), alterations to existing petrol filling station forecourt, plus car parking, landscaping and other associated works)

Decision Date: 12-02-2020 Approved

17981/APP/2020/210 Heathrow Service Station Shepiston Lane Hayes

Details pursuant to Conditions 3 (Litter Management), 4 (Contaminated Land) and 7 (Electric Vehicle Charging Points) of Appeal decision Ref: APP/R5510/W/19/3229922 dated 12-11-2019 (Demolition of existing car wash, development of drive-thru coffee shop (Use Class A1), alterations to existing petrol filling station forecourt, plus car parking, landscaping and other associated works)

Decision Date: 10-03-2020 Approved

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

Consultation letters were sent to three neighbouring owner/occupiers. No responses have been received.

TREES AND LANDSCAPE COMMENTS:

This site is occupied by a fuel station and coffee shop located on the south side of Shepiston Lane. The site lies immediately to the north of the M4 and opposite Cherry Lane Cemetery. There are areas of soft landscape within the site and TPO 549 protects selected trees.

COMMENT: The site has been the subject of a number of applications over the years including ADV/2016/46. Further to your email I have reviewed the submitted signage schedules for this Green Belt location. The proposed signage will result in a proliferation of signage within the Green Belt, some of which is visually intrusive at < 9.00 metres in

height and internally illuminated (see, item 1, an internally illuminated totem pole).

RECOMMENDATION: In my view the application should be refused. The quantum and visual intrusion of these signs is excessive and unacceptable in the Green Belt. The proposal will have an urbanising effect which is detrimental to the character and appearance of the area.

HIGHWAY COMMENTS:

The proposed siting of the various signage has no detrimental impact on the highway. In the application form the illuminated signs will be static.

RECOMMENDATION: No objection subject to the following condition:

The signage picture will be static type and not motion orientated/video style, to lessen driver's attention to the board and avoid a potential hazard for all road users.

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.EM2 (2012) Green Belt, Metropolitan Open Land and Green Chains

Part 2 Policies:

DMHB 12 Streets and Public Realm

DMHB 13A Advertisements and Shop Signage

DMEI 4 Development on the Green Belt or Metropolitan Open Land

DMT 1 Managing Transport Impacts

DMT 2 Highways Impacts

LPP G2 (2021) London's Green Belt

NPPF- 13 NPPF-13 2018 - Protecting Green Belt land

5. MAIN PLANNING ISSUES

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

In considering these issues the Council can refer to its planning policies as contained within the Hillingdon Local Plan: Part Two - Development Management Policies (2020).

Policy DMHB 13A states:

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.

Policy DMHB 11 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020) advises that all development will be required to be designed to the highest standards and incorporate principles of good design. It should take into account aspects including the scale of the development considering the height, mass and bulk of adjacent structures; building plot sizes and established street patterns; building lines and streetscape rhythm and landscaping. It should also not have an adversary impact on the amenity, daylight and sunlight of adjacent properties and open space.

Policy DMEI 4 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020) advises that inappropriate development in the Green Belt and Metropolitan Open Land will not be permitted unless there are very special circumstances.

This site is occupied by a fuel station and coffee shop located on the south side of Shepiston Lane. The site lies immediately to the north of the M4 and opposite Cherry Lane Cemetery, located in the Green Belt. The proposal is for the installation of various signage, a total of 15 signs and associated works at Drive Thru Starbucks Coffee Shop. There are areas of soft landscape within the site and TPO 549 protects selected trees. The proposed signage will result in a proliferation of signage within the Green Belt, some of which is visually intrusive at 9.00 metres in height and internally illuminated (see, item 1, an internally illuminated totem pole). The quantum and visual intrusion of these signs is excessive and unacceptable in the Green Belt. The proposal will have an urbanising effect which is detrimental to the character and appearance of the area. As such, the proposal is contrary to DMHB 13 A and DMEI 4 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020).

The proposed siting of the various signage has no detrimental impact on the highway. In the application form the illuminated signs will be static. The highway officer has no objections to the proposal, subject to a condition for the signage picture will be static type and not motion orientated/video style, to lessen driver's attention to the board and avoid a potential hazard for all road users, in compliance with Policies DMT 1 and DMT 2 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020).

The application is recommended for refusal.

6. RECOMMENDATION

REFUSAL for the following reasons:

1 NON2 Non Standard reason for refusal

The proposed signs, by reason of their height, design and proliferation, would represent inappropriate development within the Green Belt and no very special circumstances have been provided or are evident which either singularly or cumulatively overcome the presumption against inappropriate development in the Green Belt. The proposal would harm the openness of the Green Belt. The proposal is therefore contrary to Policies BE1 and EM2 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012). Policies DMHB 13A and DMEI 4 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020), Policy G2 of the London Plan (2021) 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 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 - The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) and national guidance.

DMHB 1 Streets and Public Realm

DMHB 13 Advertisements and Shop Signage

DMEI 4 Development on the Green Belt or Metropolitan Open Land

DMT 1 Managing Transport Impacts

DMT 2 Highways Impacts

LPP G2 (2021) London's Green Belt

NPPF- 1 NPPF-13 2018 - Protecting Green Belt land

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