

## 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 | <input type="checkbox"/> |
| 2. Application complies with all relevant planning policies and is acceptable on planning grounds                | <input type="checkbox"/> |
| 3. There is no Committee resolution for the enforcement action                                                   | <input type="checkbox"/> |
| 4. There is no effect on listed buildings or their settings                                                      | <input type="checkbox"/> |
| 5. The site is not in the Green Belt (but see 11 below)                                                          | <input type="checkbox"/> |

### REFUSAL RECOMMENDED: GENERAL

- |                                                                    |                          |
|--------------------------------------------------------------------|--------------------------|
| 6. Application is contrary to relevant planning policies/standards | <input type="checkbox"/> |
| 7. No petition of 20 or more signatures has been received          | <input type="checkbox"/> |
| 8. Application has not been supported independently by a person/s  | <input type="checkbox"/> |
| 9. The site is not in Green Belt (but see 11 below)                | <input type="checkbox"/> |

### RESIDENTIAL DEVELOPMENT

- |                                                                                      |                          |
|--------------------------------------------------------------------------------------|--------------------------|
| 10. Single dwelling or less than 10 dwelling units and/or a site of less than 0.5 ha | <input type="checkbox"/> |
| 11. Householder application in the Green Belt                                        | <input type="checkbox"/> |

### 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 | <input type="checkbox"/> |
| 13. Refusal of change of use from retail class A1 to any other use                                                                   | <input type="checkbox"/> |
| 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.  | <input type="checkbox"/> |

### CERTIFICATE OF LAWFULNESS

- |                                                                 |                          |
|-----------------------------------------------------------------|--------------------------|
| 15. Certificate of Lawfulness (for proposed use or Development) | <input type="checkbox"/> |
| 16. Certificate of Lawfulness (for existing use or Development) | <input type="checkbox"/> |
| 17. Certificate of Appropriate Alternative Development          | <input type="checkbox"/> |

### CERTIFICATE OF LAWFULNESS

- |                                                                                                                 |                          |
|-----------------------------------------------------------------------------------------------------------------|--------------------------|
| 18. ADVERTISEMENT CONSENT (excluding Hoardings)                                                                 | <input type="checkbox"/> |
| 19. PRIOR APPROVAL APPLICATION                                                                                  | <input type="checkbox"/> |
| 20. OUT-OF-BOROUGH OBSERVATIONS                                                                                 | <input type="checkbox"/> |
| 21. CIRCULAR 18/84 APPLICATION                                                                                  | <input type="checkbox"/> |
| 22. CORPSEWOOD COVENANT APPLICATION                                                                             | <input type="checkbox"/> |
| 23. APPROVAL OF DETAILS                                                                                         | <input type="checkbox"/> |
| 24. ANCILLARY PLANNING AGREEMENT (S.106 or S.278) where Heads of Terms have already received Committee approval | <input type="checkbox"/> |
| 25. WORKS TO TREES                                                                                              | <input type="checkbox"/> |
| 26. OTHER (please specify)                                                                                      | <input type="checkbox"/> |

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**                      15-17 UXBRIDGE ROAD HAYES MIDDLESEX

**Development:**              Installation of 2 no. internally illuminated digital poster 48-sheet displays.

**LBH Ref Nos:**              **69827/ADV/2022/13**

**Drawing Nos:**              Planning statement  
PY4201-4/004  
PY4201-4/005  
PY4201-4/006  
PY4201-4/007  
PY4201-4/001  
PY4201-4/010  
PY4201-4/003  
PY4201-4/002  
PY4201-4/011

**Date Plans Received:**      07/02/2022                      **Date(s) of Amendment(s):**

**Date Application Valid:**    07/02/2022

## **1. CONSIDERATIONS**

### **1.1 Site and Locality**

The application site comprises land at Uxbridge Road, Hayes. This site sits close to a vacant timber-hoarded plot on the south side of Uxbridge Road, located to the west of the Hyatt Hotel. There is off-site vegetation at the west end of the plot, but otherwise the site presents an open aspect on a busy arterial road.

### **1.2 Proposed Scheme**

The application seeks advertisement consent for the installation of 2 no. internally illuminated digital poster 48-sheet displays.

The proposed displays would have a landscape profile and a display area measuring 18sqm. The display modules would be enclosed in a pressed metal and reinforced plastic frame that is lightweight and can be erected with limited additional engineering.

The changing displays would present a range of static images on rotation, at the industry standard of once every 10 seconds. Advertisement images would not, therefore, contain any movement, animation, or flashing lights, with the interchange between each advertisement a gradual and smooth fade.

The advertisements would be illuminated to levels that accord with the recommendations of the Institute of Lighting Professionals ("The Brightness of Illuminated Advertisements" PLG05, 2015).

### **1.3 Relevant Planning History**

69827/APP/2015/4719      15-17 Uxbridge Road Hayes Middlesex

The erection of a 2 to 12 storey (ground plus 12 storeys) apart-hotel (use Class C1), plus a basement level; 131 guest rooms; 38 car parking spaces; 23 cycle spaces; and associated

facilities including a hotel lounge, meeting room space and gym.

**Decision Date:** 01-06-2016      Approved

69827/APP/2016/3838      15-17 Uxbridge Road Hayes Middlesex

Details pursuant to condition 10 (Contaminated Land) parts (i)(a) and (i)(b) only of planning permission ref: 69827/APP/2015/4719 dated 13-09-2016 for Erection of a 2 to 12 storey (ground plus 12 storeys) apart-hotel (Use Class C1), plus a basement level; 131 guest rooms; 38 car parking spaces; 23 cycle spaces; and associated facilities including a hotel lounge, meeting room space and gym.

**Decision Date:** 15-12-2016      Approved

69827/APP/2016/3839      15-17 Uxbridge Road Hayes Middlesex

Details pursuant to condition 15 (Sound Insulation & Ventilation) Scheme) of planning permission ref: 69827/APP/2015/4719 for the Erection of a 2 to 12 storey (ground plus 12 storeys) apart-hotel (Use Class C1), plus a basement level; 131 guest rooms; 38 car parking spaces; 23 cycle spaces; and associated facilities including a hotel lounge, meeting room space and gym.

**Decision Date:** 14-12-2016      Approved

69827/APP/2016/3840      15-17 Uxbridge Road Hayes Middlesex

Details pursuant to condition 16 (Accessible Rooms) of planning permission ref: 69827/APP/2015/4719 for the Erection of a 2 to 12 storey (ground plus 12 storeys) apart-hotel (Use Class C1), plus a basement level; 131 guest rooms; 38 car parking spaces; 23 cycle spaces; and associated facilities including a hotel lounge, meeting room space and gym.

**Decision Date:** 14-12-2016      Approved

69827/APP/2019/2198      15-17 Uxbridge Road Hayes Middlesex

Details pursuant to Condition 9 (Traffic Arrangements - submission of details), Condition 11 (Materials (Submission)), Condition 12 (Landscaping (car parking & refuse/cycle storage)), Condition 13 (Carbon reduction scheme) and Condition 14 (Sustainable Water Management) of planning reference 69827/APP/2015/4719 dated 13-09-16 (The erection of a 2 to 12 storey (ground plus 12 storeys) apart-hotel (use Class C1), plus a basement level; 131 guest rooms; 38 car parking spaces; 23 cycle spaces; and associated facilities including a hotel lounge, meeting room space and gym).

**Decision Date:** 31-10-2019      Approved

69827/APP/2020/1090      15-17 Uxbridge Road Hayes Middlesex

Certificate of Lawful Development for an Existing Development to show that the Planning Permission granted under Ref: 69827/APP/2015/4719 (dated 13 September 2016) had commenced by 13 September 2019

**Decision Date:** 03-06-2020      Approved

69827/APP/2021/1565      15-17 Uxbridge Road Hayes Middlesex

Erection of a ground, mezzanine and 12 upper floors plus roof top plant and basement apart-hotel (Use Class C1) building to provide guest rooms and associated ancillary facilities, and associated landscaping/public realm works

**Decision Date:** 16-09-2021      Approved

69827/PRC/2014/94      15-17 Uxbridge Road Hayes Middlesex

Proposed Apartment Hotel

**Decision Date:** 21-04-2015      OBJ

69827/PRC/2015/74            15-17 Uxbridge Road Hayes Middlesex  
Erection of a part 2 - 12 storey apart hotel

**Decision Date:** 29-12-2015            PRC

69827/PRC/2018/29            15-17 Uxbridge Road Hayes Middlesex  
development of site

**Decision Date:** 19-08-2020            NFA

69827/PRC/2018/78            15-17 Uxbridge Road Hayes Middlesex  
The erection of a 2 to 12 storey hotel

**Decision Date:** 20-08-2020            NFA

69827/PRC/2019/288            15-17 Uxbridge Road Hayes Middlesex  
Proposed mixed use scheme comprising over 6,500sqm of flexible office floorspace (Use Class B1a) and 28 residential units (Use Class C3) in new buildings ranging from 7-15 storeys to form a landmark building, including landscaping, public realm improvements, amenity spaces, children's playspace, accessible and general car and cycle parking spaces as well as servicing, refuse and recycling facilities.

**Decision Date:** 24-07-2020            OBJ

69827/PRC/2020/240            15-17 Uxbridge Road Hayes Middlesex  
Apart-hotel (Use Class C1) 170 rooms and associated works

**Decision Date:** 01-02-2021            OBJ

### **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**

Landscape Officer -

The site is not constrained by TPO or Conservation Area designations. No trees or other landscape features of merit will be affected by the proposal. In terms of landscape impact the proposed 18m<sup>2</sup> illuminated advertising displays will have a significant visual impact (the whole point of the advertisements) on the area and contribute to the urban clutter and bright lighting associated with the area. In short the installation will have a negative impact on the visual and environmental quality of the area. The D&AS refers to the potentially hazardous distraction of these advertisements to drivers. It appears to be incontrovertible that the advertisements will not be considered to be effective unless they are attracting the attention of drivers - and distracting drivers from attention to the traffic and road safety conditions ? - Please refer to colleagues in highways. **RECOMMENDATION** It is not possible to support this proposal. If the application is approved there are no landscape mitigation measures that can be conditioned.

Highways -

There is concern that this type of signage may cause distraction. However, there is this

type of signage at a number of locations, therefore it is felt that there is no justification for a highways objection

Cllr Allen -

Objection to proposed illumination 69827/ADV/2022/13 - I would request that this application is rejected. Anything that could take Drivers eyes off the Road ahead should not be permitted particularly at this location.

#### **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:

DMHB 11 Design of New Development

DMHB 12 Streets and Public Realm

DMHB 13A Advertisements and Shop Signage

#### **5. MAIN PLANNING ISSUES**

The key issues in this case would be the impact on visual amenity and public safety.

Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012) requires all new development to maintain the quality of the built environment by providing high quality urban design.

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 DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies advises that in order to improve and maintain the quality of the public realm advertisements will be required to demonstrate that they complement the scale, form, materials and architectural composition of the individual buildings, the visual amenity of the surrounding area, do not have an adverse impact on public or highway safety and do not lead to visual clutter.

The proposed signs would be readily visible when approaching the site along the Uxbridge Road from the south east and north west. The excessive scale of the proposed signs at 6m x 3m would be such that they would appear prominent within the street scene to the detriment of its character and appearance. It is considered that the scale and illumination of the proposed signs would result in visual clutter and result in an incongruous addition to the streetscene in conflict with the requirements of policies DMHB13A and DMHB11 of the Hillingdon Local plan - Part Two (2020).

There are no signs nearby of the scale and nature proposed. The new signs would loom

over the public highway and dominant the entire streetscene of the roadway. Other signage, commercial premises and hoardings are set back and more discreet in terms of their visual appearance and the signs would be both add odds with this as well as harmful in visual terms.

The Highways Officer has confirmed that the proposal would not have a detrimental impact on highway safety. Given the signs would be predominately static with a gradual change this is agreed and there are no concerns with regard to public safety. Nevertheless, the impact on visual amenity remains and is a key concern.

In view of the visual harm resulting from the proposal, 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 excessive size, scale, design, prominent siting and degree of illumination would result in dominant and harmful signage which would fail to complement the visual amenity and character of the site and surrounding area, resulting in a visually cluttered appearance that would not be appropriate or suitable to the site and surroundings. The proposal would be detrimental to the character and appearance of the visual amenity of the street scene. As such, the proposal is contrary to Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012) and Policies DMHB 11 and DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (2020).

## **INFORMATIVES**

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