

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** 1 EAST AVENUE HAYES**Development:** Installation of 3 internally illuminated fascia signs and 2 internally illuminated hanging signs**LBH Ref Nos:** **11449/ADV/2015/100****Drawing Nos:** 105097 Sheet 1 Rev. B
Location Plan (1:1250)
105097 Sheet 2 Rev. B**Date Plans Received:** 04/12/2015**Date(s) of Amendment(s):****Date Application Valid:** 13/01/2016**1. CONSIDERATIONS****1.1 Site and Locality**

The application relates to 1 East Avenue, Hayes. This is a commercial property which is occupied by Lloyds Bank. The property occupies a visually prominent location, close to the intersection of Botwell Lane, East Avenue, Pump Lane and Coldharbour Lane.

The application site lies within a 'Developed Area' as identified within the Hillingdon Local Plan (November 2012).

1.2 Proposed Scheme

The application seeks advertisement consent for the installation of 3 x internally illuminated fascia signs and 2 x internally illuminated hanging signs.

The three internally illuminate fascia signs would have a height of 0.8m, would have a green background with 'LLOYDS BANK' in white. These signs would be replace the position of the existing signs.

The two hanging signs would replace two existing hanging signs in the same position.

1.3 Relevant Planning History

11449/ADV/2003/14 Lloyds Bank, 2 Botwell Lane & 1-5 East Avenue Hayes

INSTALLATION OF INTERNALLY ILLUMINATED AUTOMATIC TELLING MACHINE BOX SIGN

Decision Date: 24-03-2003 Approved

11449/ADV/2004/121 Lloyds Tsb, 1 - 5 East Avenue Hayes

INSTALLATION OF INTERNALLY ILLUMINATED ATM BOX SIGN AND INSTALLATION OF INTERNALLY ILLUMINATED ADVERTISEMENT COLLARS ON BOTH ATMs ON THE LLOYDS TSB FRONTAGE (1-5 EAST AVENUE, HAYES)

Decision Date: 07-02-2005 Approved

11449/ADV/2006/105 1-5 East Avenue Hayes

INSTALLATION OF A FOUR LETTER AND SYMBOL ONLY INTERNALLY ILLUMINATED FASCIA SIGNS AND TWO INTERNALLY ILLUMINATED PROJECTING BOX SIGNS.

Decision Date: 29-01-2007 Approved

11449/ADV/2010/78 Lloyds Tsb, 1 - 5 East Avenue Hayes

Installation of 2 x internally illuminated ATM tablet signs

Decision Date: 13-01-2011 Approved

11449/ADV/2013/19 1-5 East Avenue Hayes

Installation of 2 internally illuminated fascia signs, 2 internally illuminated projecting sign, 2 internally illuminated ATM headers and 1 internally illuminated heritage squarel

Decision Date: 31-05-2013 Approved

11449/APP/2004/2977 Lloyds T S B Plc, 2 Botwell Lane And 1-5 East Avenue Hayes

INSTALLATION OF ATM ON FRONT ELEVATION

Decision Date: 22-12-2004 Approved

11449/APP/2005/3107 Lloyds T S B Plc, 2 Botwell Lane And 1-5 East Avenue Hayes

INSTALLATION OF A 1.2 M DIAMETER SATELLITE DISH AT FIRST FLOOR LEVEL OF FRONT ELEVATION

Decision Date: 06-01-2006 Approved

Comment on Planning History

Whilst a number of previous applications have been made on this site, none are of relevance to the determination of this application.

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

The occupiers of six neighbouring properties in addition to the Townfield Tenants and Residents Association were consulted on this application by a letter dated 15 January 2016. By the close of the consultation period no neighbour objections were received.

Internal Consultee Comments

Highway: No objection to the proposed development.

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:

BE13 New development must harmonise with the existing street scene.

BE15 Alterations and extensions to existing buildings

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

5. MAIN PLANNING ISSUES

The primary issues for consideration within the determination of this application relates to the impact of the proposed development upon the visual amenity of the application property, the character of the surrounding area, in addition to any impact which may be conferred upon conditions of pedestrian or highway safety.

- Visual Amenity

The application site lies within a town centre location, with the surrounding properties primarily of commercial use. There are therefore a number of surrounding properties with similar advertisements. Furthermore, the proposed advertisements largely propose to replace what already exists at the application property, with amendments to colour the greatest alteration.

Therefore, given the current use of the application property and the character and quality of the surrounding street scene, the proposed development is regarded as having an acceptable impact upon the visual amenity of the application property and the character of the surrounding area.

The development is therefore considered to be acceptable in regards to Policy BE13, BE15, BE19 and BE27 of the Hillingdon Local Plan (November 2012).

- Public Safety

Policy BE27 (Part iii) of the Hillingdon Local Plan (November 2012) acknowledges that consent for advertisements 'will only be granted if they are of such a size and so located that they, do not unduly compromise public safety'.

In addition, Policy BE29 of the Hillingdon Local Plan (November 2012) acknowledges that 'The local planning authority will seek to limit the number and size of advertisements displays on business premises in the interests of amenity and public safety'.

No objections have been raised to the development by the Council's Highways Officer. The development is therefore considered to be in compliance with Policy BE27 (Part iii) and Policy BE29 of the Hillingdon Local Plan (November 2012).

- Conclusion

The proposed development is considered to have an acceptable impact upon the visual amenity of the application property, the character of the surrounding area, whilst no harmful impact would be conferred upon conditions of pedestrian or highway safety. The development is therefore considered to be acceptable in regards to Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE13, BE15, BE19, BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) and the adopted supplementary planning document HDAS: Residential Extensions.

6. RECOMMENDATION

APPROVAL subject to the following:

1 ADV1 Standard Advertisement Conditions

i) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

ii) No advertisement shall be sited or displayed so as to:-

(a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air or;

(c) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

iii) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

iv) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

v) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

vi) The consent hereby granted shall expire at the end of a period of five years from the date of this consent.

REASON

These requirements are deemed to be attached by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2 ADV4 Intensity of Illumination - specified

The intensity of illumination of the advertisements shall not exceed 600 candelas per metre².

REASON

To ensure that the brightness of the proposed advertisement(s) will not have an adverse effect on the amenities of the area and to avoid distraction to passing motorists in accordance with Policy BE27 of the Hillingdon Unitary Development Plan Saved Policies (September 2007).

INFORMATIVES

1 The decision to GRANT 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 GRANT 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.

- BE13 New development must harmonise with the existing street scene.
- BE15 Alterations and extensions to existing buildings
- 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

- 3** The Council will recover from the applicant the cost of highway and footway repairs, including damage to grass verges.

Care should be taken during the building works hereby approved to ensure no damage occurs to the verge or footpaths during construction. Vehicles delivering materials to this development shall not override or cause damage to the public footway. Any damage will require to be made good to the satisfaction of the Council and at the applicant's expense.

For further information and advice contact - Highways Maintenance Operations, Central Depot - Block K, Harlington Road Depot, 128 Harlington Road, Hillingdon, Middlesex, UB3 3EU (Tel: 01895 277524).

Contact Officer: Karen Mckernan

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