

Land at

779 and 825-827 Uxbridge Road

Hillingdon UB4 8HZ

Easting 508566

Northing 181888

PART 1

Roadside Advertising Proposal

September 2020

PART 1

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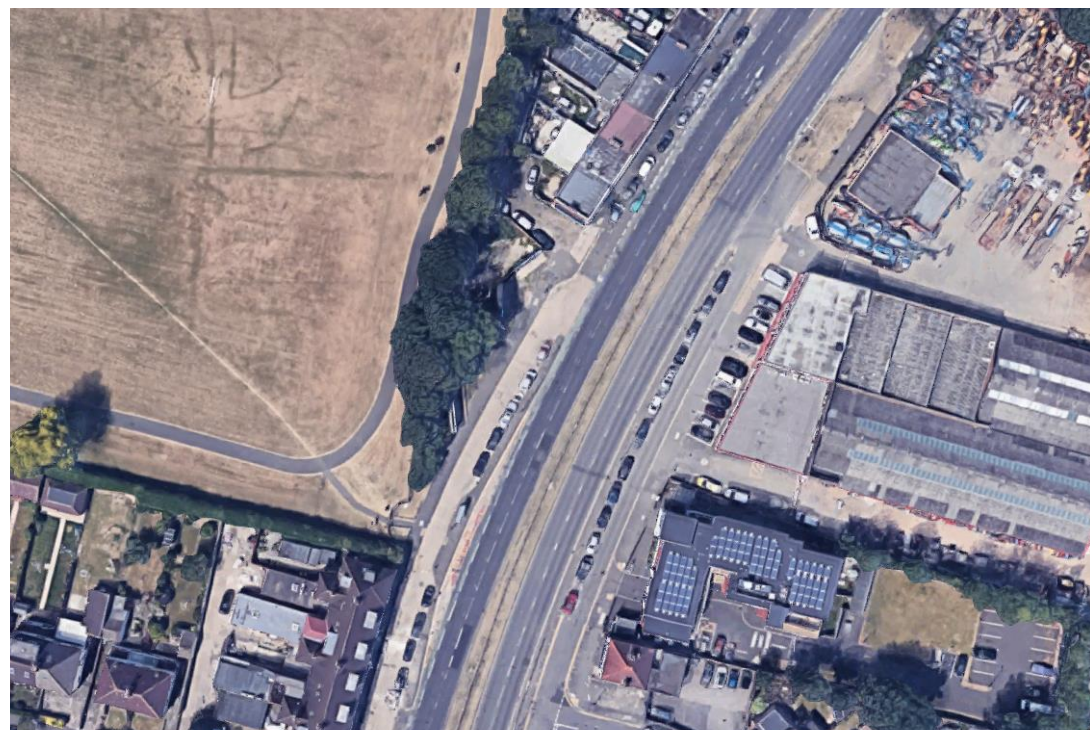
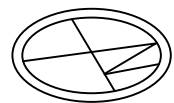
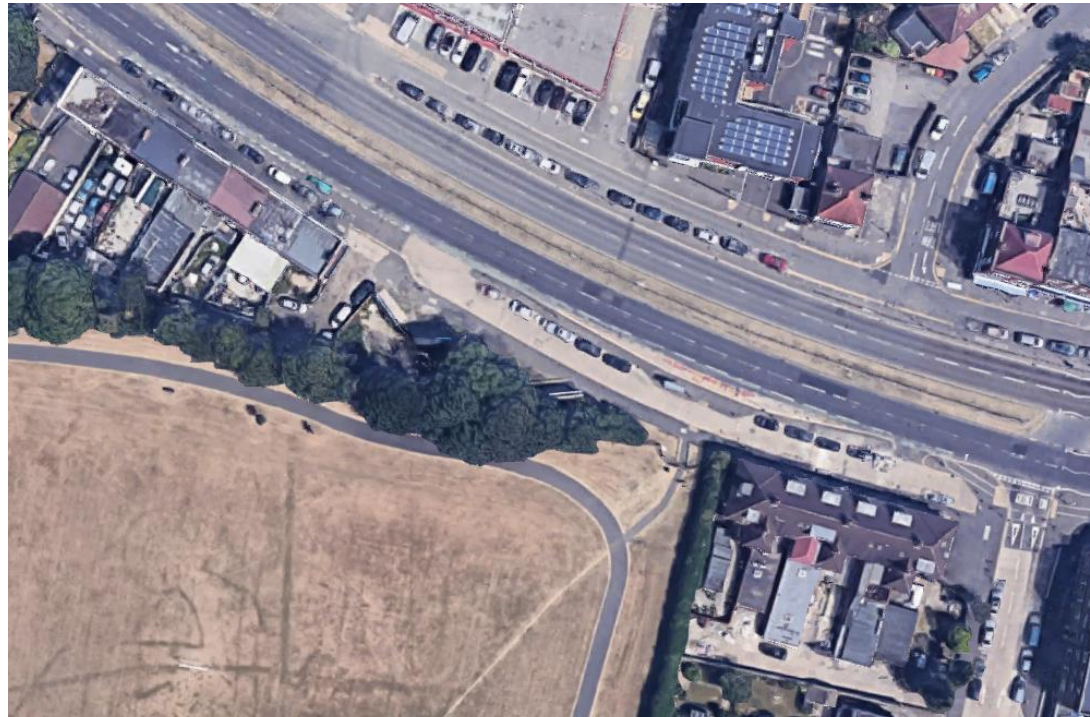
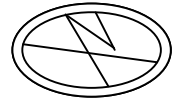
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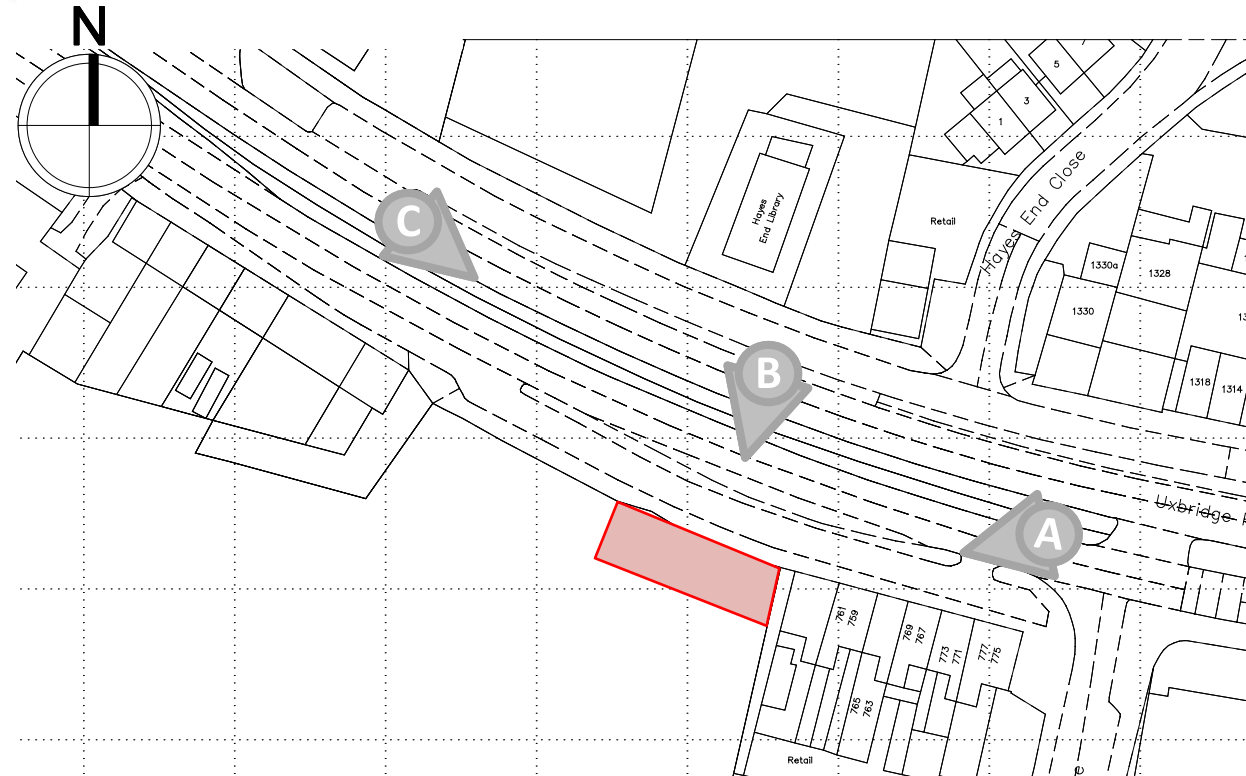
Application Background

JCDecaux has for many years been advertising on this site within the London Borough of Hillingdon as is visible with the existing unit. The applicant previously applied to convert the site to digital in late 2015, receiving consent on 20 January 2016 under reference 47648/ADV/2015/97) which has yet to be implemented. The previous consent acknowledges the location as a suitable site for digital advertising, which does not compromise visual amenity or public safety. The area surrounding the site has not changed significantly since the approval, suggesting that the renewal of the consent should be an appropriate application. The proposal seeks to convert the existing advertising site and is considered to be worth pursuing with a formal application

The proposal set out in this document relates to the site to the south of Uxbridge Road, at 779 and 825-827 Uxbridge Road, Hillingdon. The application is submitted under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and relates to two single sided roadside displays in a V formation. As such, the proposal is subject to the Regulations and the effect of the advertisement on visual amenity and public safety. The proposed installation are two standard 48 sheet landscape displays, affixed to a single leg structure designed by Jean Michel Wilmotte and one that is exclusive to JCDecaux. One of the benefits of this design of structure is that it occupies a very small footprint of land and retains an open aspect beneath the advertising panel. The structure is identical to the recent installations by JCDecaux in the London area.

The position for the advertisement displays are indicated in the following pages and aerial image on an existing advertising site adjacent a busy main road. The site is considered acceptable in planning terms because of the history of the site, its local context and character, and the site does not fall within a conservation area nor would it effect the setting of a heritage asset. The application site is capable of accommodating the proposed advertising structure without harming the interests of visual amenity or public safety.





APPLICATION SITE

Easting 530925

Northing 166024

SCALE 1:1250
0 25 50

Application Site

Site and Surroundings

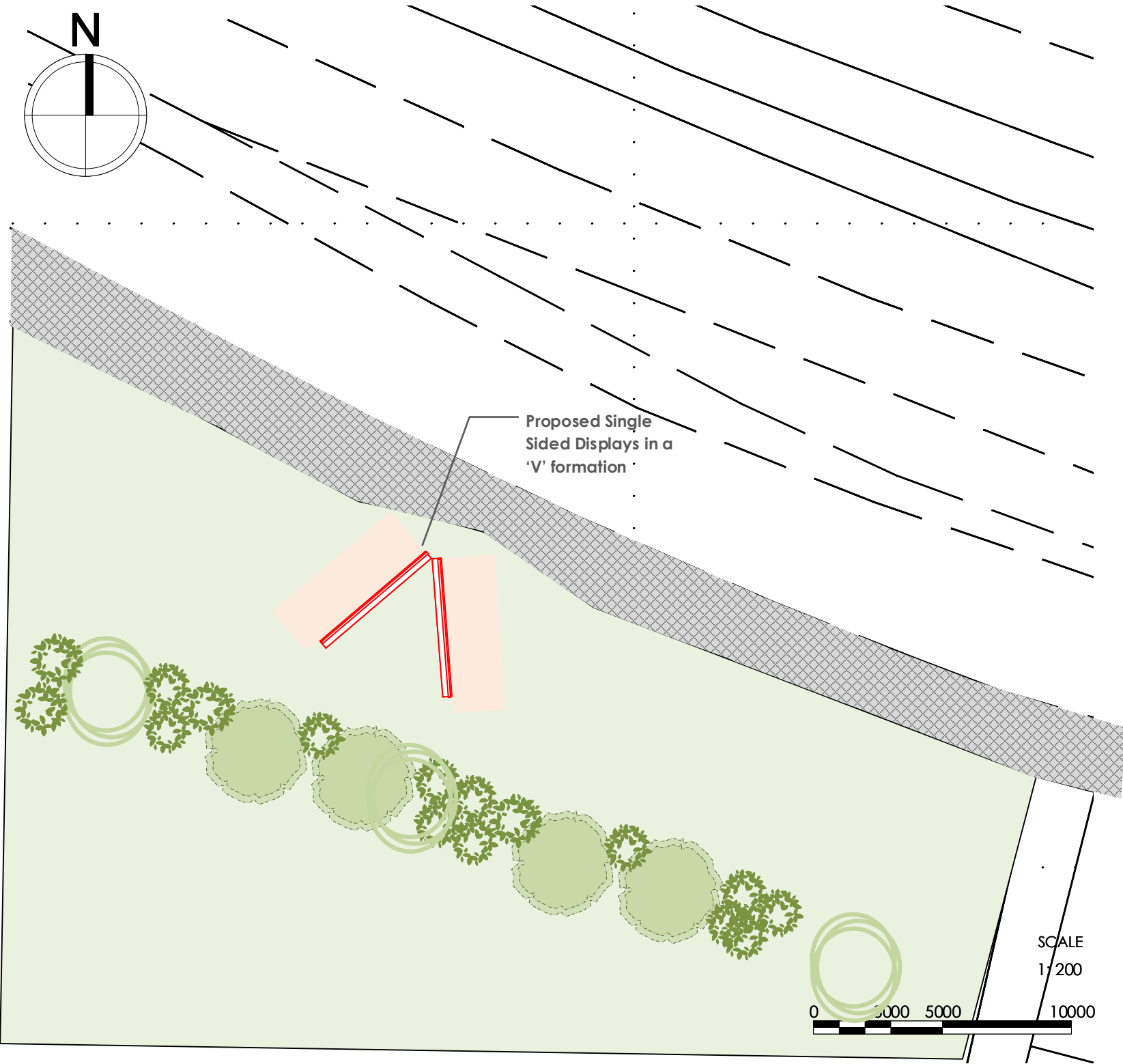
The application site is a relatively section of land to the south of Uxbridge Road, where numerous advertisements are currently situated. The current advertisement which will be removed as part of this application measures approximately 6m by 3m and is an established feature on the streetscape. To the north of Uxbridge Road, opposite the application site, comprising predominantly of commercial properties but the main thoroughfare of Uxbridge Road is the defining characteristic of this area of Hillingdon.

The single sided advertisements would face east and west and have the immediate backdrop of either a long row of terraced properties, or additional advertisements respectively. The displays would sit comfortably in front of both backdrops. The land is a relatively large parcel of land, as indicated on the plan opposite which would easily accommodate the proposal. The application site itself has no designation, it does not lie within a conservation area nor is it close to the boundary of one. There are no heritage assets close by that would be affected by the proposed advertisement.

Uxbridge Road is a very busy east and west route providing direct connection to and from London. The route is well lit by overhead light columns and is heavily trafficked throughout the day and night.



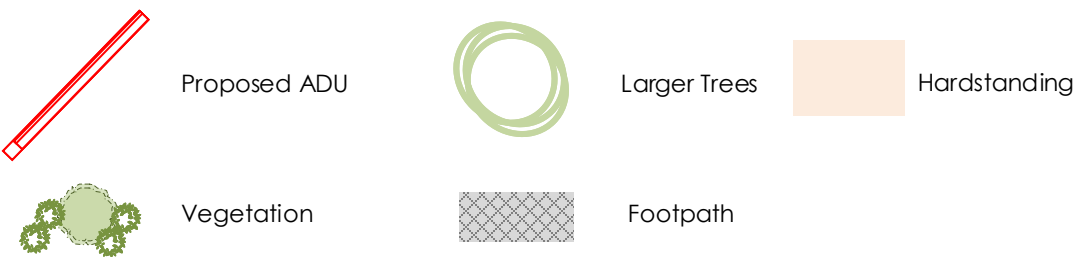
Block Plan



The surrounding area is defined by the major thoroughfare of Uxbridge Road and the commercial and retail elements that line the road. The land itself is an existing advertising site adjacent a public footpath as illustrated in the hatched area on the plan opposite.

The proposal is considered to be acceptable because of the existing use of the site, it's history and prominent commercial character of this area of Uxbridge Road. This proposal will not result in the loss of or harmful affect on an area and continue the established advertising use on site in a improved format. The site is wide enough to accommodate the advertisement displays without impeding the effectiveness or use of the adjacent footpath. The proposed advertisements will be single sided and face east and westbound drivers travelling in and out of London respectively. The display structure is unique to JCDecaux and is identical in design to the one other roadside displays located within London and major cities around the UK. The advertisements will be clearly visible to drivers on the approach to the site and high enough to clear any visual obstructions. The unit will sit comfortably within the streetscape and complement the surrounding visual context. The scale of the advertisement displays are appropriate to the surrounding area and located away from any sensitive views or protected heritage assets. The proposal does not have a damaging effect on visual amenity.

The approach to the application site is along a relatively straight run of road. The elevation of the structure to 3m above the street level and the angle of presentation to the road will ensure that drivers approaching the site will see the advertisements well in advance of any point of decision. It is considered that the proposed displays are unlikely to present a road hazard to drivers exercising reasonable care.



Application Site

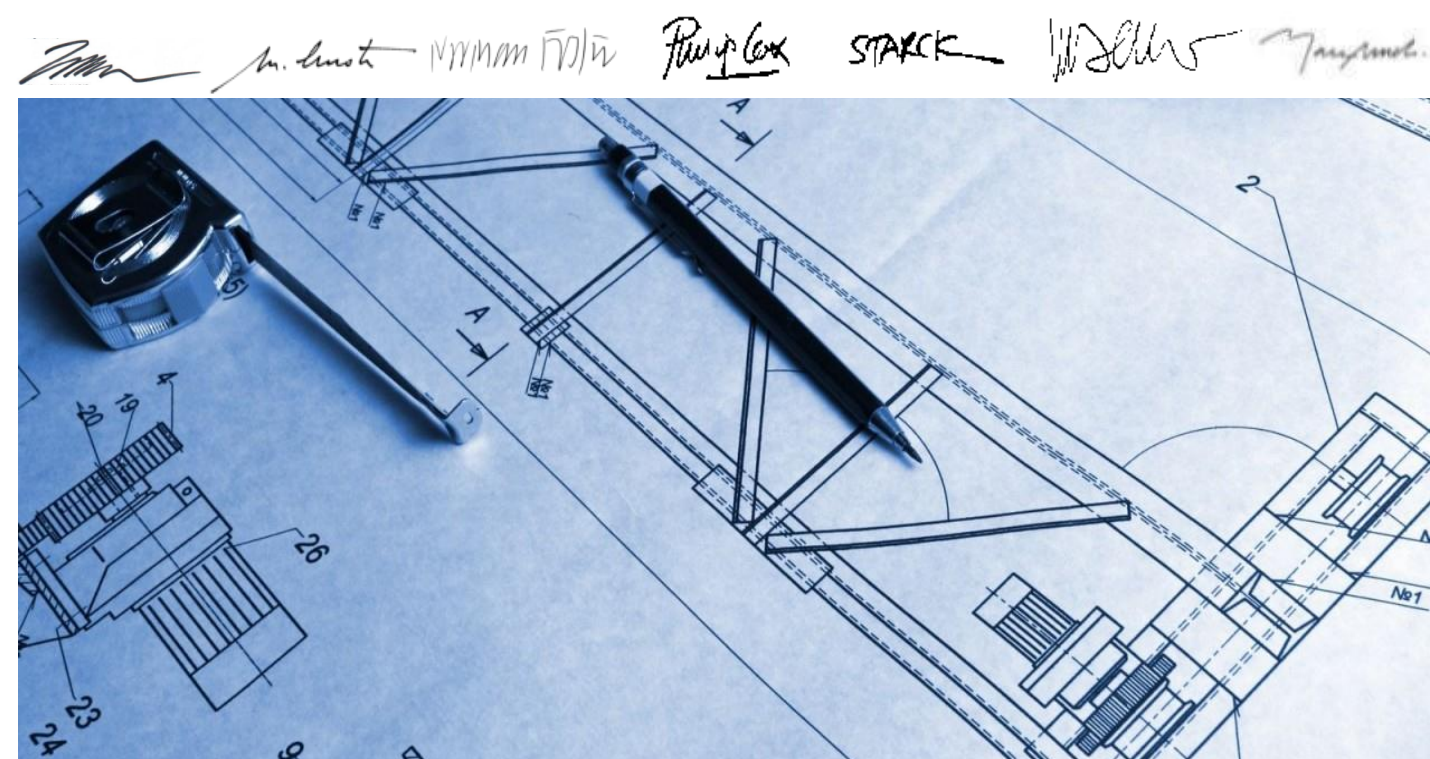
Photomontage Image



The above images provide mock up images to illustrate how the advertisements would be seen within the context of the site. These images are taken from the public footpath looking east and west respectively towards the application site. The existing large format landscape unit will be removed as part of the application, and the modern, improved structure will sit in the same location, as the rendered images indicates.

Sustainable Design

The Importance of Good Design



At the heart of the Company's philosophy is a dedication to design excellence. JCDecaux is renowned for its landscape legacy of beautifully designed Street Furniture & road side displays created through the continued collaboration with leading Architects and Designers to develop comprehensive lines of Street Furniture and road side displays for Cities across the world.

A core function of the JCDecaux group is the Research and Development Department (R&D), which serves as the essential link between art and industry. With more than 120 staff, the commitment of the R&D department is to constantly innovate with a drive to source leading-edge sustainable technology. The R&D team constantly strives to incorporate more innovative services into the equipment we develop, with the main focus being on integration of equipment into the environment, whether this is urban or indoor. Product design is guided by eco-design principles. The materials used are of the highest quality and maximum strength. Reduced energy consumption, adaptation to useful life and recyclability are at the core of our design processes. A reduced ecological footprint is therefore ensured for each of our products. This approach forms the foundation upon which JCDecaux builds its furniture and which runs through the entire supply chain and lifecycle of our products. This very effective resource will be called upon by JCDecaux in delivering the most appropriate design solutions that can meet the climate emergency and ensure no harm to the environment is create by our business operations.

The structure for the application site is a design created by the architect Jean-Michel Wilmotte for JCDecaux. This design is consistent across the City and nationwide. The unit is unique to JCDecaux and effectively combines function with form. The investment in high quality durable designs is intended to enhance the public realm and to complement the area. The investment in better quality and interesting structures also raises the standard and challenges the expectations on sustainable developments and the part roadside advertising plays in realising this ambition.



This application is submitted for advertisement consent, the control of which is governed by the 2007 Regulations. The Regulations provide a self contained code for advertising developments set apart from mainstream Planning controls. Proposals are to be determined and considered in light of the Regulations, which identifies two areas of interest that are material factors in each case.

The Advertisement Regulations and Policy

Regulation 3 states that;

- '1. A local planning authority shall exercise its powers under these Regulations in the interest of amenity and public safety, taking into account –The provisions of the development plan, so far as they are material; and Any other relevant factors
2. without prejudice to the generality of paragraph (1) (b)-
 - a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
 - b) Factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air'

National Guidance on the control of advertisements is provided within The National Planning Policy Framework (NPPF) and associated guidance on advertising within the Planning Practice Guidance ("PPG"). Section 8 of the PPG explains in greater detail the criteria for considering amenity issues in advertising proposals. More specifically, on the matter of scale the guidance suggests that advertisements should respect the scale of the surroundings.

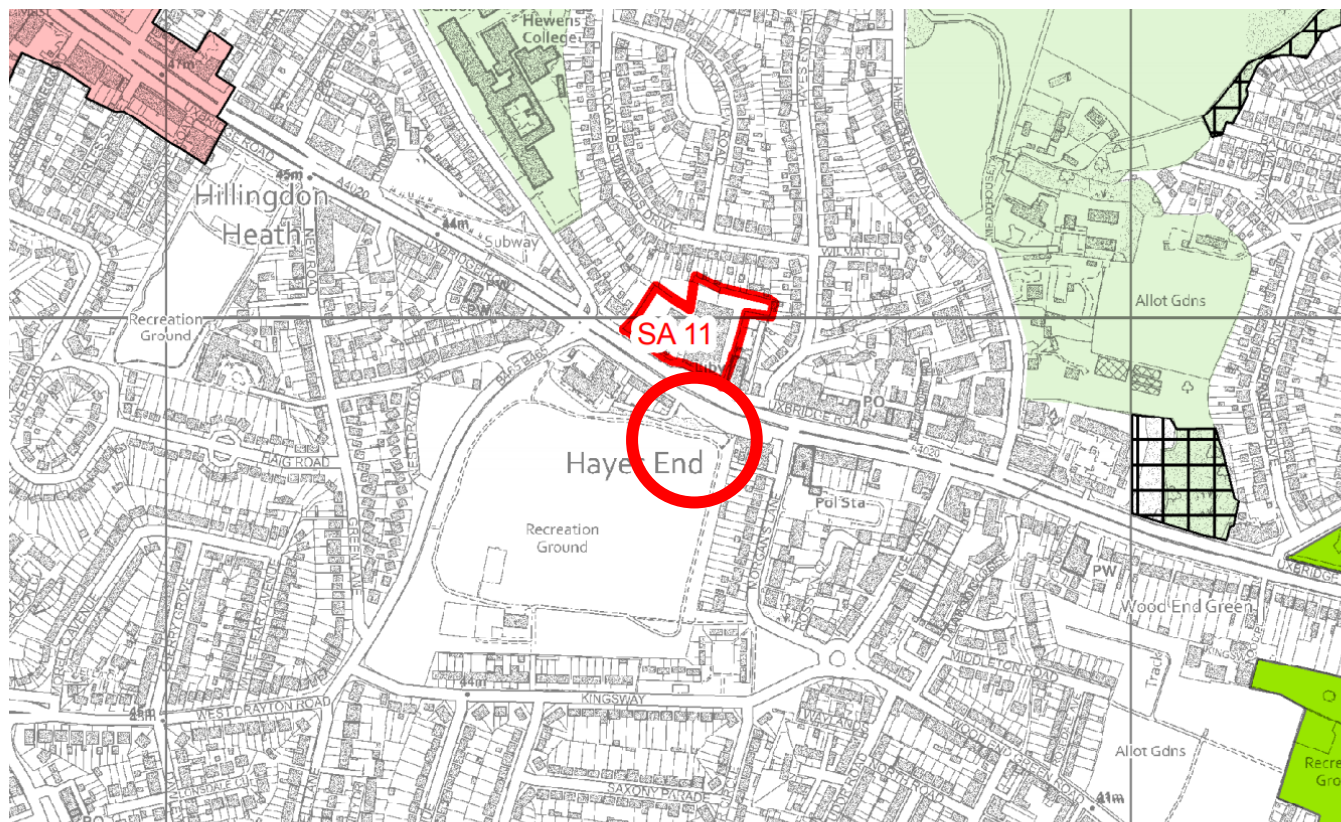
On the matter of public safety, the principle consideration is whether the proposed advertisement is likely to affect driver behaviour and whether the position of the advertisement is acceptable in safety terms. This proposal has been assessed in light of the above criteria.

Planning

Material Considerations

Material Factors

This application relates to the display of an advertisement and is therefore subject to the provisions of the 2007 Advertisement Regulations. The Regulations identify two specific areas that are relevant to applications for advertisement consent and the effect of the proposals on these factors is the basis of assessment. The provisions of a Development Plan, unlike all other forms of land development, is not determinative in advertising cases, however policies within Plans that refer to the interests acknowledge to be of importance can be material where they support and accord with the NPPF and PPG's.



Site and Context

The character and quality of the area is determined by several factors that include the nature and scale of built form within the area and any natural features that gives an area its unique character. The application site is an existing advertisement site adjoining a busy road. The surrounding buildings are functional concrete buildings of a commercial nature. The local road infrastructure has a significant impact on local character as it is a primary route through the Borough and busy throughout the day and night. Drivers approaching from the south would see the advertisement physically and functionally associated with the commercial uses.

The road infrastructure plays an important part in determining the character of the area and the suitability of the application site for use as an advertising site. The character is also largely determined by the modern developments around the road network and absence of any historic area or buildings that could be adversely affected by the addition of a roadside display. The scale of buildings within the area is substantial which, despite the presence of pockets of green space, creates the impression and visual context of a busy urban area.

Local Policy

The proposal recognises the character of the local area and is mindful of the lack of any formal designation. The Council's policy map is shown opposite and does not assign or attribute a designation at a local level either. Council policy on advertising is found in the saved UDP Policy BE27 contained within the Local Plan, extracts from which are reproduced in the following pages. The Policy repeats the principles set out in Government policy guidance. Advertisements are recognised as contributors to vibrant commercial locations and are to be assessed in light of amenity and safety considerations. Displays are also required to respect their surroundings.

Advertisements and Shopfronts

5.33 The information conveyed by shopfronts, signs and advertisements is important to commercial interests. However, the design, materials and appearance of shopfronts and fascias are a major element in establishing the streetscape of shopping areas. Badly designed or obtrusive shopfronts can damage the appearance and character of individual buildings and erode the character of whole areas. Conservation Areas are particularly sensitive. A problem can sometimes be caused by the use of standard "house-style" designs by businesses and in these circumstances the Local Planning Authority will encourage a flexible approach to advertisement and shopfront provision.

BE27 EXPRESS CONSENT FOR ADVERTISEMENTS WILL ONLY BE GRANTED IF THEY ARE OF SUCH A SIZE AND SO DESIGNED AND LOCATED THAT THEY:

- (i) **COMPLEMENT THE SCALE, FORM AND ARCHITECTURAL COMPOSITION OF INDIVIDUAL BUILDINGS;**
- (ii) **DO NOT MATERIALLY HARM THE VISUAL AMENITY IN THE AREA; AND**
- (iii) **DO NOT UNDULY COMPROMISE PUBLIC SAFETY.**

Planning

Material Considerations

Advertisement Display Detail

The development concerns the display of two single sided illuminated advertisements capable of automatically changing the advert on show. The advertisement will be changed remotely by means of an ISDN feed therefore there is no waste material associated with printed displays that are changed every two weeks and then recycled or, in the case of backlit vinyl, disposed of via landfill. The reduced need to visit the site means a biannual visit is necessary for routine maintenance. LED technology is one example of how modern methods are redefining the roadside media and providing a more sustainable way to advertise. Our LED modules are completely free of hazardous material with all components being recyclable at end of life in accordance with EU Directives. The display screen is fully programmable to control lighting levels and hours of operation to within acceptable levels, following the advice and recommendations of the ILP.

The advertisements will be incorporated into an architectural display structure designed by the French Architect Jean Michel Wilmotte, exclusively for JCDecaux. The design features a steel beam that provides the platform to hold the display panel. The benefit of this design is in the aesthetics of the architecture, which sets a high benchmark for the quality of roadside advertising over and above the traditional functional display.

The Regulations require an assessment of the proposal in light of amenity and public safety considerations and are therefore considered in more detail below.

Amenity

In terms of local context, the immediate setting is that of a large area which is an existing advertising site adjacent a busy main road.

The visual impact of the proposed displays on this space will be limited due to the position of the panel on the plot of land. In the wider context it is recognised that the character of the area is heavily influenced by the road network, in addition to the road traffic itself. The area is not in this regard a sensitive location and far removed from any historic environment or asset that would be affected by the proposed display. The site is an area where commercial activity is a major part and where advertising is to be expected. The screens will replace the existing unit and will face in an easterly and westerly direction respectively.

In terms of amenity, it is considered that no harm would arise should these displays be permitted at the application site. Neither structure scale nor use will have a negative effect on the appearance or character of the area.

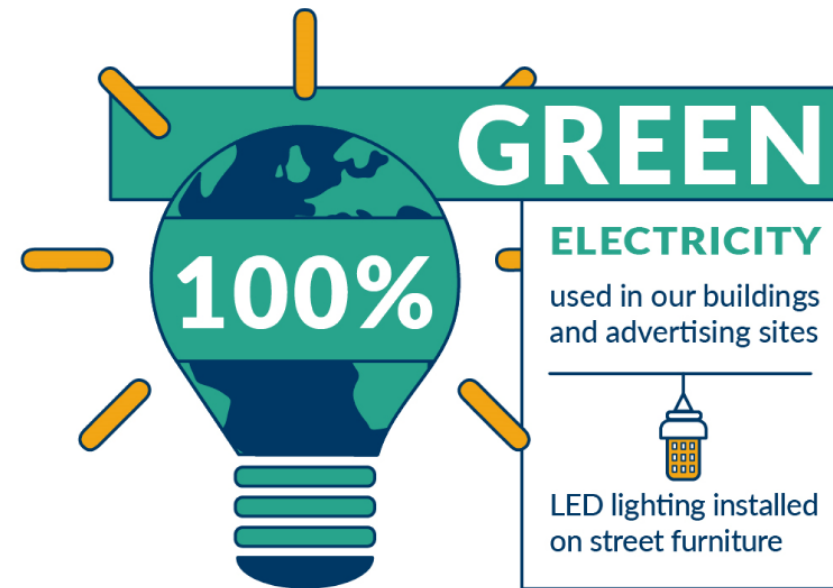
Highways

The position for the advertisement faces a traffic heading east and west. The approach for both directions to the site provide over 100m of forward visibility and ample opportunity for drivers to see the simple messages being displayed without resulting in a hazard to road users. The approaches to the site are along a straight road and absent of any features that would place a cognitive load on a driver's concentration. When the display becomes visible to drivers, the units will be seen within the visual context of the large building backdrop and the commercial buildings surrounding the site along this area of Uxbridge Road.

Once a driver has passed the display panel, they have been able to take in their simple message and adjust their driving accordingly. It is considered therefore that the position and manner of advertisement display is unlikely to prejudice road safety.

COMMITTING TO
100% RENEWABLE ENERGY BY 2022

JCDecaux is the first Out-of-Home company to join the RE100 initiative



9 ELECTRIC VANS IN OPERATION



31% LESS CO2

PRODUCED BY OUR VEHICLES COMPARED TO 2012



SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS

