

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	UNIT 521A STIRLING ROAD HEATHROW AIRPORT	
Development:	Installation of 5 internally illuminated fascia signs and 4 non-illuminated fascia signs	
LBH Ref Nos:	70845/ADV/2016/12	
Drawing Nos:	2000 2120 Rev. 02 2122 Rev. 01 2121 Rev. 02	
Date Plans Received:	08/02/2016	Date(s) of Amendment(s):
Date Application Valid:	18/02/2016	

1. CONSIDERATIONS

1.1 Site and Locality

The application site relates to Unit 521A, which comprises of a large 4 storey commercial building situated within the perimeter of London Heathrow Airport. The building is occupied as a cargo centre for Cathay Pacific and located off the main access road to Terminal 4, Cargo Terminal on Stirling Road.

The application site benefits from a large car parking area for staff and visitors to the front, with the surrounding area characterised by large detached warehouses and buildings occupied as storage depots and cargo facilities.

1.2 Proposed Scheme

Advertisement consent is sought for 5 x internally illuminated fascia signs and 4 x non illuminated fascia signs.

The application would comprise of 3 x internally illuminated fascia signage and 1 x non-illuminated fascia sign to the western elevation.

Sign 1 to the western elevation would measure 3.29m x 27.4m and would display 'CATHAY PACIFIC CARGO' internally lit at a height of 8.9m above ground level.

Sign 2 to the western elevation would measure 3.42m x 6.61m and would display 'CATHAY PACIFIC CARGO' internally lit at a height of 8.195m above ground level.

Sign 3 to the western elevation would measure 1.49m x 5.46m and would display 'data' internally lit at a height of 4.871m above ground level.

Sign 4 to the western elevation would consist of a one way adhesive vinyl to the glass and would measure 11.1m x 7.26m and would begin level with the existing ground level.

The site would benefit from two internally illuminated signs to the eastern elevation.

Sign 5 would be positioned to the left hand side of the eastern elevation and would measure 3.42m x 6.61m and would display 'CATHAY PACIFIC CARGO' internally lit at a

height of 7.78m above ground level.

Sign 6 would be located directly under Sign 5 to the eastern elevation and would measure 1.49m x 5.46m and would display 'dnata' internally lit at a height of 4.86m above ground level.

The Southern Elevation would comprise of 2 large self adhesive vinyl to the glass sections, and a single narrow self adhesive measuring the full width.

Sign 7 and 8 would comprise of two large self adhesive vinyl measuring 10.9m x 8.42 and 10.9m x 8.42, with both attached from ground level.

Sign 9 would comprise of an adhesive backed sign to the southern elevation and would measure 2.61m x 36.00m and would be displayed at a height of 6.080m above ground level.

1.3 Relevant Planning History

70845/APP/2015/1579 Unit 521a Stirling Road Heathrow Airport

External alterations and associated work to all elevations

Decision Date: 08-07-2015 Approved

70845/APP/2015/2817 Unit 521a Stirling Road Heathrow Airport

Non-material amendment to planning permission ref: 70845/APP/2015/1579 (external alterations and associated work to all elevations) comprising: (1) Repositioning of four cargo doors on the northern section of the eastern elevation; (2) Omission of windows in one cargo door (a09) along the eastern elevation; and (3) Addition of an extra window in each cargo door along the same elevation

Decision Date: 28-08-2015 Approved

70845/APP/2015/3386 Unit 521a Stirling Road Heathrow Airport

Proposed single storey building for use as a gatehouse and associated works including new security barriers, fencing, alterations to parking and internal access

Decision Date: 10-11-2015 Approved

70845/APP/2016/113 Unit 521a Stirling Road Heathrow Airport

Application for a non-material amendment to planning permission Ref: 70845/APP/2015/1579 dated 08/07/2015 to allows amendments to remove all windows in one cargo door, addition of up to 5 windows to all other cargo doors, new 300mm deep pit between cargo doors on east elevation, switching of cargo doors on BED20 and 21, relocation of pedestrian fire exit and addition of electric car charging point on west elevation (External alterations and associated work to all elevations)

Decision Date: 15-02-2016 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 4 neighbouring buildings including two external consultees Heathrow Aerodrome Safeguarding and Heathrow Airport Limited via letter dated 19.02.16. A Site Notice was also displayed adjacent to the site along Stirling Road on 01.03.16.

There were no comments or objections received from neighbouring occupiers.

Heathrow Aerodrome Safeguarding:

No safeguarding objection to proposal subject to standard informative.

Heathrow Airport Limited:

No response.

EPU: No adverse comments.

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

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. In addition, Policy BE29 of the Hillingdon Local Plan (November 2012), recognises that 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'.

Paragraph 8 of the HDAS: Supplementary Guidance Shopfronts states hanging signs should complement the fascia with which they are associated and the building in terms of proportions and their position.

The application site comprises of a significantly large 4 storey commercial warehouse to be occupied as a Cargo centre for Cathay Pacific Cargo. The southern flank elevation fronts the main highway 'Southern Perimeter Road' which is the single direct access route to Terminal 4. The building is set back with the principal elevation and fronts onto a more quieter access area for the Cargo Terminal.

The proposal involves a total of 9 signs across the west, east and south elevation of the Cargo Building, with the western elevation being the principal elevation by reason of its width and number of openings. The signs would vary from 3 different formats, internally

illuminated with stainless steel individual lettering, one way printed self adhesive vinyl and a single adhesive backed sign.

The signage would consist of the business brand name, in this case 'Cathay Pacific Cargo' and its parent brand 'dnata' in internally illuminated individual lettering across the west, east and southern elevation. The signs are considered to be of an appropriate size and scale and would appear proportionate to the character and appearance of the main building.

The self adhesive vinyl would consist of an image of Cathay Pacific Airlines which would extend from the right hand side of the western elevation and partially across the southern elevation facing the main highway. The proposed self adhesive would measure the full height of the corner glass element and is considered to be an acceptable addition to the main building.

Sign 3 would comprise of a continuous image from Signage 2 to a partial section of the southern elevation and a narrow but wide strip across the rear elevation of the main building. The proposed signage would also be of an adhesive form and would back onto the main structure. The signs are considered to be acceptable in regards to size, scale and form and would appear to provide a smart and compact brand.

The application site also falls within the boundaries of the Cargo Terminal Section of Heathrow Airport which is characterised by numerous buildings of a similar size and scale with identical forms of signage across the principal and flank elevations.

It is therefore considered the new signage is of a compact appearance and would not detract from the appearance of the application building and surrounding area.

The application is therefore recommended for approval.

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 ADV7 Type of Illumination

The illumination of the sign(s) is to be by fixed and constant lights and not by lights which are, or appear to be, intermittent, moving, flashing or vibrating.

REASON

In order to protect the visual amenity of the area and/or highway safety in accordance with Policy BE27 of the Hillingdon Unitary Development Plan Saved Policies (September 2007).

3 ADV8 Removal of Existing Signs

Prior to the display of the advertisement(s) hereby approved, all other advertisements on the premises shall be removed.

REASON

In order to protect the visual amenity of the area and/or highway safety 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.

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 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 (2015). 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.

- 4 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).

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