

Planning Statement Supporting Application - 77021/ADV/2022/8 – Park Road, Uxbridge (Land at Swakeleys Roundabout)

Proposal:

Marketing Force has been working in partnership with the London Borough of Hillingdon (LBH) since 2019 on their highway sponsorship advertising initiative (roundabouts, traffic islands and central reservations). There are currently 23 locations across LBH that are in the approved scheme.

All 23 sites are currently sponsored by local businesses based in the area and the sponsorship level has not dropped below 95% for the last 3 years. These statistics are indicative of the demand for this type of advertising in the LBH.

All locations identified have been verified as suitable for this type of sponsorship advertising by LBH Officers (Paul Richards and Matthew Kelly).

The locations identified are in non-conservation and non-residential areas.

The signs will be static and are also at locations where there is no infringement on highway sight lines.

The signs provide a legal platform on which local businesses can promote themselves at the selected locations.

The initiative promotes LBH's support of the local economy by enabling businesses to legally promote themselves in this way.

MFL is very keen to achieve a positive outcome, therefore if you have any queries in relation to this application, we will welcome entering discussion with the Planning Authority, prior to a decision being reached.

The proposed signage structure would be 2438mm wide x 1219 mm deep. It would be well located away from the tip of the pavement/road – approx. 1m.

The sign will be kept low to the ground to minimize the impact on any tree line/vegetation back drop.

Sign Construction:

The fascia of the sign is made from 3mm di-bond aluminium, which has a 5–10-year lifespan and is specifically designed to be used outdoors.

The fascia of the sign will be digitally printed on non-reflective vinyl, which is applied to the di-bond and is again specifically designed to be used outdoors.

The fascia will be fixed to x 3 89mm diameter black galvanised posts. The posts will be set into an underground concrete base with footings of 600mm.

The posts will be installed and fully set before the fascia is installed approximately 2 weeks later.

All signage is manufactured within our own signage manufacturing workshop.

All signage is installed by our team of nationwide installers who are full insured and Chapter 8 compliant.

Sign Maintenance and Management:

The signage will be physically inspected every 4 weeks to ensure that there are no damage/issues.

We are appointed by London Borough of Hillingdon to manage their advertising, and this includes taking responsibility for any damage/graffiti at no cost to the Council. We have a 4-hour emergency service in place for any damaged signage.

With regards to installing the signage structure, this would involve one construction vehicle entering the area of installation outside of peak times at any given time. As the signages are located closely to busy roads, we will ensure the installation (deliveries and collection of waste) is done within a short period of time. This will prevent road congestion and disruption to the highway network. Associated temporary road and pedestrian signages will be placed during this short time to inform users of the network – vehicles and pedestrians.

The signage structure is already constructed and therefore the installation process will be complete within 6 hours. As such, disruption will be temporary whilst ensuring the highway and pedestrian network is not detrimentally impacted.

Highways Consideration:

It is understood that the Councils Highways Officer has concluded that the proposal will not be of detriment to the highway and pedestrian network. We can give assurance, as mentioned in the previous section, that construction and the management process will be safe, secure, and quick. During the maintenance of the structures the Councils Contractor will be monitoring the structures every 4 weeks in case there are any damages.

The proposed location would not hinder any sight lines at this junction. The structure is not considered to be a dominant or intrusive addition. The proposal is a platform for businesses in the locality to promote themselves. We can confirm that none of the anticipated signage will be flashing, jarring or intrusive – in terms of colour, lettering, size, and style of text/images.

Impact upon the verges and Tree Impacts:

We will ensure that the bulb planting and any form of planting is not impacted. Only a small section of the grassed areas of the verges will be removed to allow the signage structures to stand. We will make sure no other areas of greenery is damaged during the process.

The sign will be kept low to the ground to minimize the impact on the tree line back drop.

In the event of Damages:

We are appointed by London Borough of Hillingdon to manage their advertising, and this includes taking responsibility for any damage/graffiti at no cost to the Council. We have a 4-hour emergency service in place for any damaged signage.

Duration of Signages:

The signage is of high-quality material and will be designed to be kept up to date for the Council and indeed the advertiser. We have great demand in the area, and we do not expect this site to not be utilised but happy for there to be stipulation that if it is not utilised the sign must be removed.

Appropriateness of Signs

We work to a strict list of unacceptable advertising types – see attached our Ethical Framework that we work within, this ensures that the advertising is appropriate for public display.

Conclusion:

There will be no adverse impacts from a visual perspective, nor would there be any detrimental impact to the highway and pedestrian network.