Development Management

APP REF No. 79850/ADV/2026/1

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 an 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.	ADVERTISMENT 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 the Heads of Terms have already received Committee approval	☐
25.	WORKS TO TREES	☐
26.	OTHER (please specify)	☐

The delegation powers schedule has been changed. Interim Director of Planning, Regeneration & Public Realm can determine this application

Case Officer:

Signature:

Date:

A delegated decision is appropriate and the recommendation, conditions/reasons for refusal and informative's 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 DETAILS SHOULD BE USED IN THE PS2 RETURNS ODPM

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Item No.	**Report of the Head of Development Management and Building Control**
Address:	LAND ADJACENT 145 NORTH HYDE ROAD HAYES
Development:	Installation of 1No. BT Street Hub Unit and associated advertisement panels on either side of the unit
LBH Ref Nos:	79850/ADV/2026/1
Drawing Nos:	Covering Letter HIL1/LIB/XX/XX/DR/LD/1000/D5 Rev P1 HIL1/LIB/XX/XX/DR/LD/2100/D5 HIL1/LIB/XX/XX/DR/LD/1300/D5 HIL1/LIB/XX/XX/DR/LD/2300/D5 HIL1/LIB/XX/XX/DR/LD/2301/D5 Street Hub Anti-Social Behaviour Management Plan Version 3 Planning Statement dated December 2025 BT Street Hub Unit Dimensions Street Hub Product Statement V2.0 September 2024
Date Plans received:	**Date(s) of Amendments(s):**
Date Application valid	

1. CONSIDERATIONS

1.1 Site and Locality

The application site forms part of a pavement area on the junction of North Hyde Road and Wyre Grove. At present there is an existing phone box.

The northern side of the site is characterised by two storey semi-detached residential dwellings and the south of the site is predominantly commercial in character at ground floor level with residential accommodation above.

1.2 Proposed Scheme

Advertisement consent is sought for the Installation of 1No. BT Street Hub Unit and associated advertisement panels on either side of the unit

A separate full planning application has been submitted under reference 79850/APP/2026/6

1.3 Relevant Planning History

79850/APP/2026/6 Land Adjacent 145 NORTH HYDE ROAD

Installation of 1No. BT Street Hub Unit and associated advertisement panels on either side of the unit

Comment on Planning History

There is no planning history for the site.

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

EXTERNAL CONSULTEES:

23 neighbouring properties were consulted on the application by letter dated 13-01-26. The consultation period expired 03-02-26. No representations have been received.

INTERNAL CONSULTEES:

Access Officer:
An assessment of this proposal for the siting of a freestanding digital advertisement unit has been carried out with reference to policy D5 of the London Plan and the Department for Transport guidance document ""Inclusive Mobility". With the intended advertisement display in situ and in line with the existing street furniture along this stretch of footway, a pedestrian walkway width in access of 2m wide would remain which is acceptable in this location. Conclusion: no accessibility objection is raised.

Digital Connectivity Team:
Should be approved as this is a replacement for the current telephone box.

Highways Authority:
The proposal seeks the removal of existing, outdated BT payphones with the installation of a BT Street Hub unit (measuring 2986mm in hight and 1236mm in width and 350mm in depth) incorporating two internally illuminated digital display screens, with one screen located on each side of the structure, located on the section of footway, 5.6 meters away adjacent to the above address.

The Highway Authority (HA) has reviewed the submitted drawings and the accompanying planning statement and covering letter and is satisfied that the proposal would not be detrimental to highway safety or amenity.

Recommendation:
No objection subject to the following conditions:

Conditions:
a)The advertisements shown on the display screens shall not change more frequently than once every 10 seconds, with the exception of images that gradually and smoothly merge from one into another. All images shall remain static with no movement, animation, flashes or pulsation, no images or messaging should spread across more than one screen.
b)The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of a malfunction, or if the advertisement is not in use.
c)No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.
d)The intensity of the illumination of the advertisement shall be no greater than 300 cd/m during hours of darkness as advised by the Institute of Lighting Professionals' publication PLG05 (2015): "The Brightness of Illuminated Advertisements", or any publication replacing or superseding this guidance.
REASON: In the interest of amenity, public safety to be in accordance with Schedule 2 of the Town and Country Planning (control of advertisements) (England) regulations 2007 and the published London Plan 2021 Policy T4 Assessing and mitigating transport impacts which requires that development proposals should "not increase road danger".

4. UDP/LDF Designation and London Plan

The following Local Plan Policies are considered relevant to the application:-

Part 1 Policies:

PT1.BE1	(2012) Built Environment

Part 2 Polices:

LPP D3	(2021) Optimising site capacity through the design-led approach
LPP D5	(2021) Inclusive design
LPP D8	(2021) Public realm
LPP SI6	(2021) Digital connectivity infrastructure
LPP T4	(2021) Assessing and mitigating transport impacts
DMHB 11	Design of New Development
DMHB 12	Streets and Public Realm
DMHB 13A	Advertisements and Shop Signage
DMHB 15	Planning for Safer Places
DMHB 21	Telecommunications

DMT 2	Highways Impacts
NPPF10 -24	NPPF10 2024 - Supporting high quality communications
NPPF12 -24	NPPF12 2024 - Achieving well-designed places

5. MAIN PLANNING ISSUES

Pursuant to the Town and Country Planning (Control of Advertisements) Regulations 2007, the display of outdoor advertisements can only be controlled in the interests of 'amenity' and 'public safety'.

The NPPF states that "The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

According to the National Planning Practice Guidance, amenity, in practice is usually understood, to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

When assessing the impact of an advertising display on public safety, the National Planning Practice Guidance recognises that "All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety."

Policy BE1 of the Hillingdon Local Plan: Part One Strategic Policies (2012) seeks a quality of design in all new development that enhances and contributes to the area in terms of form, scale and materials; is appropriate to the identity and context of the townscape; and would improve the quality of the public realm and respect local character.

Policy DMHB 11 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020) states that new development will be required to be designed to the highest standards and incorporate principles of good design.

Policy DMHB 12 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020) states that development should be well integrated with the surrounding area.

Policy DMHB 13A states that in order to improve and maintain the quality of the public realm, advertisements, signs and hoardings will be required to demonstrate that:
i) they complement the scale, form, materials and architectural composition of the individual buildings of which they form a part;
ii) they complement the visual amenity and character of the site and surrounding area;
iii) they enhance historic assets and their setting;
iv) they do not have an adverse impact on public or highway safety;
v) they do not lead to visual clutter;
vi) they provide an appropriate type and level of illumination, suitable to the site and its surroundings; and

vii) they enhance the visual amenity of vacant sites, building sites

DMT 2 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020) seeks safe and secure access for pedestrians, cyclists and vehicles.

When viewed against the backdrop of North Hyde Road it is considered that the digital LED screens within the proposed structure would visually integrate within its predominantly commercial setting at ground floor. It is not considered to appear overly prominent from wider views of North Hyde Road.

The proposed adverts would be internally illuminated with sequential changes in images. The proposed luminance level of 2,500 cd/m during the day and 600 cd/m between dusk and dawn appears to be in accordance with recommendations contained within the Institute of Lighting Professionals (ILP) Professional Light Guide 05 'The Brightness of Illuminated Advertisements'. This concerns advertisements with an area of up to 10m2 illuminated area in a suburban setting. In the event of an approval a condition would be secured to restrict the screens to displaying static images only that change no more frequently than every 10 seconds.

Given the aforementioned conditions, coupled with the scale and position of the advertisements, it is considered that the proposal would not unduly distract motorists from proper observation of the highway. The Highway Authority has confirmed, subject to the imposition of conditions controlling illumination and movement of the advertisement that the proposal would not be detrimental to highway safety or amenity.

Conclusion:

Subject to recommended conditions, it is considered that the proposed adverts would not adversely impact on the visual amenity of the area or public safety. The proposal therefore complies with Policy BE1 of the Hillingdon Local Plan: Part One Strategic Policies (2012) and Policies DMHB 11, DMHB 12, DMT 2 and DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (2020), the National Planning Practice Guidance and the National Planning Policy Framework (2021).

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. COM4 Accordance with Approved Plans

The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers:

HIL1/LIB/XX/XX/DR/LD/1000/D5 Rev P1
HIL1/LIB/XX/XX/DR/LD/2100/D5
HIL1/LIB/XX/XX/DR/LD/2300/D5
HIL1/LIB/XX/XX/DR/LD/2301/D5
Street Hub Product Statement V2.0 September 2024

and shall thereafter be retained/maintained for as long as the development remains in existence.

REASON
To ensure the development complies with the provisions Hillingdon Local Plan Parts 1 (November 2012) and 2 (January 2020) and the London Plan (2021).

3. NONSC Non Standard Condition

a)The advertisements shown on the display screens shall not change more frequently than once every 10 seconds, with the exception of images that gradually and smoothly merge from one into another. All images shall remain static with no movement, animation, flashes or pulsation, no images or messaging should spread across more than one screen.

b)The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of a malfunction, or if the advertisement is not in use.

c)No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

d)The intensity of the illumination of the advertisement shall be no greater than 600 cd/m during hours of darkness as advised by the Institute of Lighting Professionals' publication PLG05 (2015): "The Brightness of Illuminated Advertisements", or any publication replacing or superseding this guidance.

REASON
In the interest of amenity, public safety to be in accordance with Schedule 2 of the Town and Country Planning (control of advertisements) (England) regulations 2007 and the published London Plan 2021 Policy T4 Assessing and mitigating transport impacts which requires that development proposals should "not increase road danger".

INFORMATIVES

Contact Officer: Rhian Thomas **Telephone No:**