

## **Report of the Head of Planning & Enforcement Services**

**Address** LAND FRONTING KNIGHTS GARDENS OPPOSITE 943 - 945 UXBRIDGE ROAD HILLINGDON

**Development:** Installation of 6m x 3m billboard on 1m high base.

**LBH Ref Nos:** 67975/ADV/2011/60

**Drawing Nos:** 2011D89P/01  
2011D89P/02  
2011D89P/03

**Date Plans Received:** 03/08/2011

**Date(s) of Amendment(s):**

**Date Application Valid:** 03/08/2011

### **1. CONSIDERATIONS**

#### **1.1 Site and Locality**

The application relates to a grass verge owned by the Council and sited on the northern side of the Uxbridge Road between its junction with De Salis Road and Hewens Road, and opposite its junction with Russet Close. At this point, the Uxbridge Road is a dual carriageway, separated by a central reservation with pedestrian barriers.

The grass verge is just under 10m in width, with a number of mature trees along its central axis, which are read in conjunction with the trees in Knights Gardens adjacent to the site, an area of public open space that fronts onto the Uxbridge Road. The pavement runs between the grass verge and the open space. At this point the pavement is a shared cycle path.

Other than the adjacent public open space, this part of Uxbridge Road comprises a mix of residential and commercial properties, varying in height between two and three storeys. There is no defined building style or form that is readily apparent in the area.

Access to properties to the west of the site are afforded via a two-way slip road that runs parallel to the Uxbridge Road, and which exits onto the Uxbridge Road just to the west of the proposed hoarding.

The application site lies within the Developed Area as identified in the saved UDP, September 2007.

#### **1.2 Proposed Scheme**

The application is submitted by the Council and is for the installation of a non-illuminated, 6m x 3m advertisement hoarding (a 48 sheet advertisement panel).

The hoarding would be parallel to the Uxbridge Road. The advertisement hoarding would be 6m wide and 3m high, and would sit on a 1m high plinth, making the overall height of the structure as 4m.

See submitted plans for full details.

### **1.3 Relevant Planning History**

#### **Comment on Planning History**

There is no planning history of particular relevance to this application.

### **2. Advertisement and Site Notice**

**2.1** Advertisement Expiry Date:- 25th August 2011

**2.2** Site Notice Expiry Date:- Not applicable

### **3. Comments on Public Consultations**

The application was advertised in the 04/08/2011 edition of the Uxbridge Gazette and a site notice displayed on 10/08/2011. Adjoining and nearby properties were also notified of the application by means of a letter. At the time of writing this report no responses have been received.

Councillor Patricia Jackson has referred the application to the Planning Committee for consideration expressing concerns about the impact of the hoarding on the nearby cycle path.

### **4. UDP / LDF Designation and London Plan**

The following UDP Policies are considered relevant to the application:-

Part 1 Policies:

Part 2 Policies:

BE19	New development must improve or complement the character of the area.
BE21	Siting, bulk and proximity of new buildings/extensions.
BE24	Requires new development to ensure adequate levels of privacy to neighbours.
BE27	Advertisements requiring express consent - size, design and location
BE29	Advertisement displays on business premises
BE30	Advertisement hoardings enclosing sites under construction

### **5. MAIN PLANNING ISSUES**

The application is for consent to display an advertisement and in such cases the Council can only give due regard to the impact of the advertisement on "amenity" and "public safety".

In considering these issues the Council can refer to its planning policies as contained

within the Hillingdon Unitary Development Plan (Saved Policies, September 2007). The most pertinent of these policies is Policy BE30 that suggests that such hoardings can be acceptable where they do not detract from the residential and visual amenities of the surrounding area, where they do not introduce an inappropriate commercial presence and where they are in accordance with standard advertisement conditions as set out in Planning legislation.

#### AMENITY

The proposed siting of the panel is considered acceptable in this location which is characterised by a number of commercial properties and associated advertisements consistent with a major highway in an urban location.

There are no residential properties in the immediate vicinity of the site that would be adversely affected by the hoarding through loss of outlook, privacy or visual intrusion.

The proposal would not therefore be significantly harmful to local amenity.

#### PUBLIC SAFETY

The proposal would not be harmful to public safety. The structure would be set in from the road so as not to result in loss of visibility for vehicles and it would similarly be of sufficient distance away from the pavement so as to not result in any harm to pedestrian safety.

The hoarding would not affect the cycle path that shares the pavement along this part of the Uxbridge Road.

The application is therefore recommended for approval, subject to the standard advertisement conditions.

## 6. **RECOMMENDATION**

### **APPROVAL subject to the following:**

**1**            T8            Time Limit - full planning application 3 years

The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

#### REASON

To comply with Section 91 of the Town and Country Planning Act 1990.

**2**            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.

#### **3** ADV2 Non-illumination (Signs)

The advertisement hereby permitted shall not be illuminated.

#### REASON

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

### INFORMATIVES

**1** The decision to GRANT planning permission 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 planning permission has been taken having regard to the policies and proposals in the Hillingdon Unitary Development Plan Saved Policies (September 2007) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including the London Plan (July 2011) and national guidance.

BE19 New development must improve or complement the character of the area.

BE21 Siting, bulk and proximity of new buildings/extensions.

BE24 Requires new development to ensure adequate levels of privacy to neighbours.

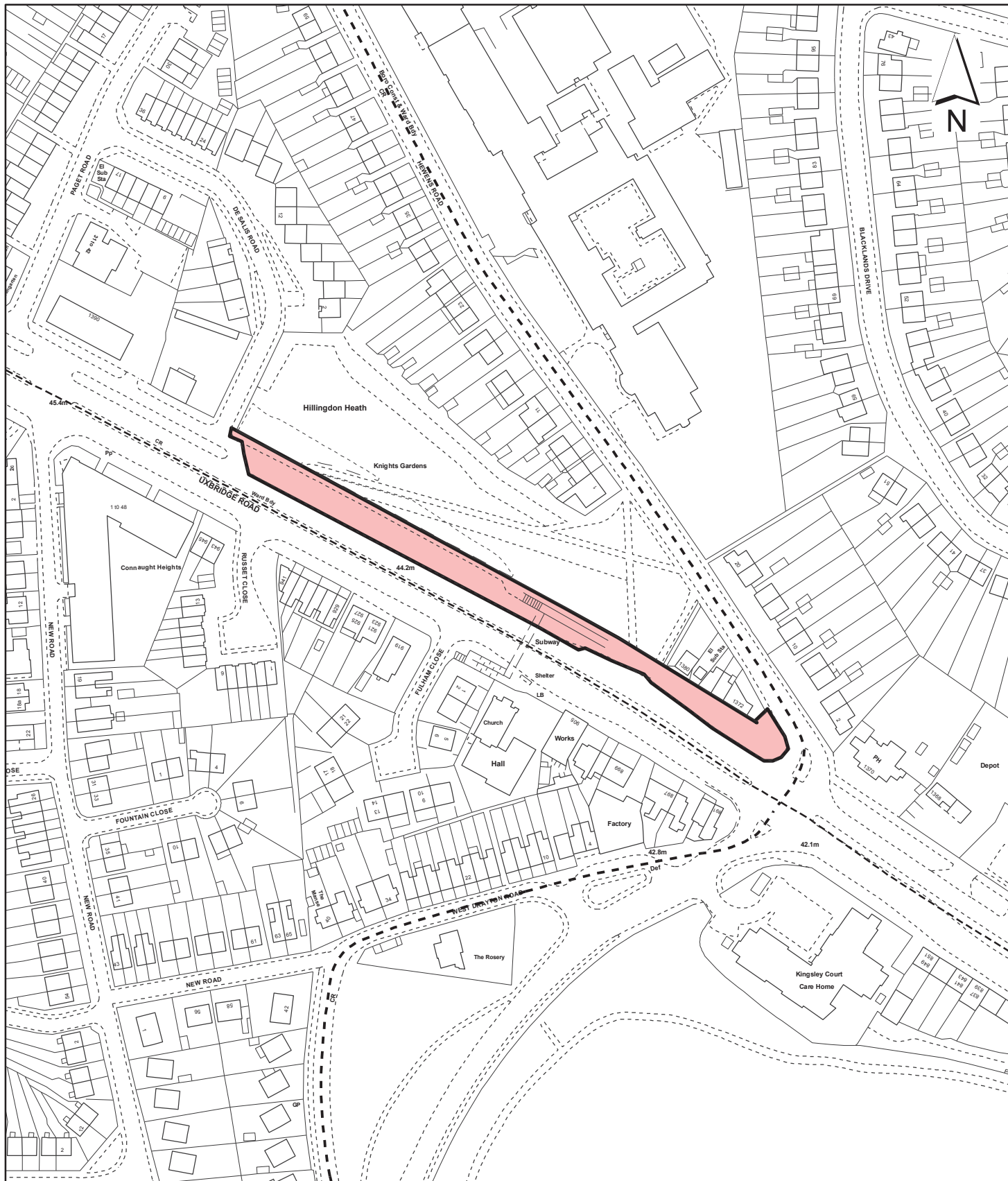
BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

BE30 Advertisement hoardings enclosing sites under construction

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## Notes



Site boundary

For identification purposes only.

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Site Address

**Land fronting Knoghts Gardens  
opposite 943 - 945 Uxbridge Road  
Hillingdon**

Planning Application Ref:

**67975/ADV/2011/60**

Planning Committee

**Central and South**

Scale

**1:2,000**

Date

**September  
2011**

**LONDON BOROUGH  
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