

Report of the Head of Planning & Enforcement Services

Address BRUNEL UNIVERSITY KINGSTON LANE HILLINGDON

Development: Installation of 2 x non illuminated, two dimensional pole mounted signs

LBH Ref Nos: 532/ADV/2012/4

Drawing Nos: BU-GW-00-PLN-075 Rev B
BU-GW-00-PLN-075 (SHT 1 of 2) Rev C
BU-GW-00-PLN-075 (SHT 2 of 2) Rev C

Date Plans Received: 18/01/2012 **Date(s) of Amendment(s):** 18/01/2012

Date Application Valid: 20/01/2012

1. CONSIDERATIONS

1.1 Site and Locality

The application relates to two sites located on the edge of the campus of Brunel University. Both locations accommodate existing pole-mounted signs, which provide directional details for visitors to the university. Both advertisements are of identical design and have a dual fascia boards. The fascias measure 2.1 metres in width by 0.9 metres in height and are aligned vertically, with a 75mm gap between the signs. Both signs were erected in 2005 and the advertisement consent for them has now lapsed.

The first sign is identified on the plans as Position 1, which is adjacent the highway on eastern side of the junction, as Station Road turns into Cleveland Road. This junction is located at the southwestern entrance to the Brunel University campus.

The second sign is identified on the plans as Position 2, which is adjacent the highway on the eastern side of the junction, as The Greenway turns into Cleveland Road. This junction is located at the northwestern entrance to the Brunel University campus and is located within the The Greenway Conservation Area.

Both signs are located against a backdrop of robust hedges and are located within the Green Belt as identified by the adopted UDP (Saved Policies September 2007).

1.2 Proposed Scheme

The application is for Advertisement Consent for the replacement of 2 x dual fascia free standing directional signs, with two x single fascia free standing fascia signs.

The existing signs were erected after consent was granted in 2005 and were erected to stop construction vehicles entering the university from accessing Cleveland Road.

The proposed new advertisements would be 2.1 metres in width by 0.9 metres in height and would have a maximum height above ground level of 3 metres.

The advertisements would have a white background with blue writing and arrows and black pictograms and would be used to direct traffic around the Cleveland Road Area.

1.3 Relevant Planning History

532/ADV/2005/25 Brunel University Kingston Lane Hillingdon
INSTALLATION OF 2 IDENTIFICATION SIGNS ALONG KINGSTON LANE

Decision Date: 14-04-2005 **Approved** **Appeal:**

532/ADV/2011/65 Brunel University Kingston Lane Hillingdon
Installation of 2 x two-dimensional pole mounted signs

Decision Date: 06-10-2011 **Refused** **Appeal:**

532/LZ/93/3038 Brunel University Cleveland Road Uxbridge
Installation of two replacement non-illuminated directional sign boards

Decision Date: 07-06-1993 **Approved** **Appeal:**

Comment on Planning History

The application is a resubmission of application reference 532/ADV/2011/65 which was refused on 6th October 2011. This application would have retained the dual fascia design and used the lower fascia panel for pictures of students from the university. The above application was refused on the following grounds:

1. The proposed advertisement hoarding would add to the distraction of highway users to the detriment of highway safety. Therefore it would be contrary to Policy BE27 of the Hillingdon Unitary Development Plan (Saved Policies September 2007).

2. The proposed replacement signage, due to its siting, scale and content would represent a visually intrusive and overly dominant form of development, which would be out of keeping with the visual amenities of the surrounding area, resulting in a development that would be harmful to the character and appearance of the Green Belt and the landscape character of the wider area, and therefore contrary to policies BE27, and BE29 of the Hillingdon Unitary Development Plan (Saved Policies September 2007).

In order to overcome the previous reason for refusal, the applicant has removed the lower fascia panel containing the pictures of the students and simplified the design of the remaining directional signage.

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date:- 22nd February 2012

2.2 Site Notice Expiry Date:- Not applicable

3. Comments on Public Consultations

Site Notice: Erected - 1st February 2012, Expired - 22nd February 2012.

Press Advertisement: Printed - 1st February 2012, Expired - 22nd February 2012.

50 neighbouring dwellings were notified of the proposed development on 23rd January 2012 with no consultation responses returned.

The Cleveland Road Residents Association was notified of the proposed development on 23rd January 2012 with no comments have been received at the time of writing this report.

Internal Consultees:

Trees and Landscaping:

Whilst there is vegetation in proximity to the sites, the existing trees are not subject to statutory protection and will not be affected by the replacement of the existing signs.

The application is, therefore, acceptable in terms of Saved Policy BE38 of the UDP.

Conservation and Urban Design:

The site forms part of Brunel University campus and falls just outside the Orchard Way Area of Special Local Character. There are also locally listed buildings within the Campus. There is already an information board on this location. The proposed signage is an improvement to the existing and the previously refused signage. It would be located away from the locally listed buildings, and would not be considered detrimental to the character and appearance of the area. It is therefore acceptable.

CONCLUSION: Acceptable

Highways and Transportation: No objection

4. UDP / LDF Designation and London Plan

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

Part 1 Policies:

Part 2 Policies:

BE4	New development within or on the fringes of conservation areas
BE5	New development within areas of special local character
BE13	New development must harmonise with the existing street scene.
BE19	New development must improve or complement the character of the area.
BE27	Advertisements requiring express consent - size, design and location
BE38	Retention of topographical and landscape features and provision of new planting and landscaping in development proposals.
AM7	Consideration of traffic generated by proposed developments.
OL1	Green Belt - acceptable open land uses and restrictions on new development
OL2	Green Belt -landscaping improvements
OL4	Green Belt - replacement or extension of buildings
OL5	Development proposals adjacent to the Green Belt

5. MAIN PLANNING ISSUES

The main issues for consideration in determining this application are the impact of the signage on public safety, the impact on the visual amenities and Character and Appearance of the area and the impact of the openness of the Green Belt.

The original signage was erected at the site to prevent construction vehicles using Cleveland Road, due to the large number of residential properties on the western side of this street. Now that construction work has finished in this section of the campus, the signs are largely redundant.

The previously refused scheme proposed to replace one of the fascia boards from directional signage to pictures of students, which was considered to be a potential distraction and cause harm to highway safety at the busy junctions.

The proposed scheme would reduce the amount of directional signage and would not provide any picture advertisements. Having consulted with the highways and transportation team, the proposed developments would be considered not to cause significant harm to highway and pedestrian safety in the Cleveland Road Area.

The proposed advertisements would be a reduction in size of the signs, which are starting to age, and would replace them with less complex designs. The Conservation and Urban Design Officer has reviewed the proposed new signage and considered them to be an improvement on the existing, in terms of their visual appearance. Therefore, the development would be considered to enhance the character and appearance of both locations and would be in compliance with Policies BE4, BE19 and BE27 of the adopted UDP (Saved Policies September 2007).

The proposed advertisement would be a reduction in size compared to the existing and would be of simpler design. Therefore, the development would be considered to cause no additional harm to the openness of the Green Belt and would comply with Policies OL2, OL4, OL5 of the adopted UDP (Saved Policies September 2007).

Therefore, the application is 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 ADV2 Non-illumination (Signs)

The advertisements hereby permitted shall not be illuminated.

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 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.

BE4 New development within or on the fringes of conservation areas

BE5 New development within areas of special local character

BE13 New development must harmonise with the existing street scene.

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

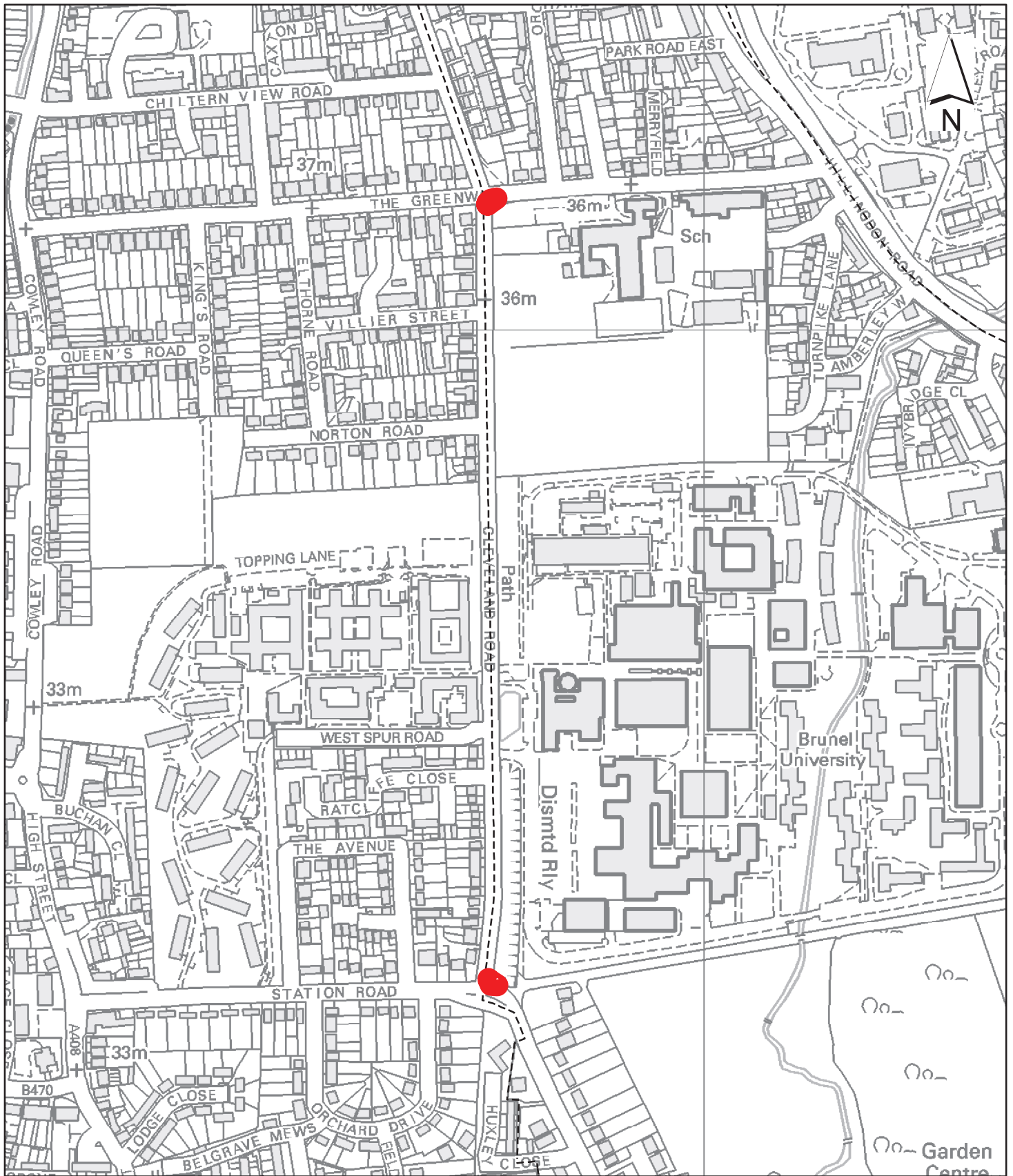
BE27 Advertisements requiring express consent - size, design and location

BE38 Retention of topographical and landscape features and provision of new planting and landscaping in development proposals.

- AM7 Consideration of traffic generated by proposed developments.
- OL1 Green Belt - acceptable open land uses and restrictions on new development
- OL2 Green Belt -landscaping improvements
- OL4 Green Belt - replacement or extension of buildings
- OL5 Development proposals adjacent to the Green Belt
- PPG2 Green Belts

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Notes



Site boundary

For identification purposes only.

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Site Address

**Brunel University
Kingston Lane
Hillingdon**

Planning Application Ref:

532/ADV/2012/4

Planning Committee

Central and South

Scale

1:5,000

Date

**February
2012**

**LONDON BOROUGH
OF HILLINGDON**
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