

Report of the Head of Planning & Enforcement Services

Address LAND FRONTING EASTERN GATEWAY BUILDING, BRUNEL UNIVERSITY
KINGSTON LANE HILLINGDON

Development: Installation of 4 x flag and banner poles

LBH Ref Nos: 532/ADV/2012/23

Drawing Nos: FG002 Rev A
FG001 Rev B
1003 Rev C

Date Plans Received: 29/03/2012

Date(s) of Amendment(s):

Date Application Valid: 12/04/2012

1. CONSIDERATIONS

1.1 Site and Locality

The application relates to a soft landscaped verge to the northwest of the Brunel University entrance roundabout on Kingston Lane.

The site is bordered to the north by the newly erected four storey Eastern Gateway University building, with the footway of Kingston Lane bordering the verge to the south and west. Contained within the site is an existing low level monolith, advertising Brunel University.

The site is located within the Green Belt as identified in the policies of the Adopted Hillingdon Unitary Development Plan (Saved Policies September 2007).

1.2 Proposed Scheme

The application is for Advertisement Consent for the erection of four flag poles with flags at the eastern gateway entrance to Brunel University.

The proposed flag poles would measure 8 metres in height and would be erected from white heavy duty fibre glass with a diameter of 140mm at the base and 75mm at the top.

The poles would have an internal halyard system which would hoist flags measuring 1 metre in width by 4 metres in height. No specific design has been included for the flags, as they would be rotated at differing times of the year. However, all the flags will be in relation to Brunel University and its campus.

The poles would be finished with golden aluminium onion finial and would be arranged in a linear pattern parallel with the apex of footway.

1.3 Relevant Planning History

532/APP/2009/566 Brunel University Kingston Lane Hillingdon

RESERVED MATTERS (DETAILS OF SITING, DESIGN, EXTERNAL APPEARANCE AND LANDSCAPING) OF A NEW EASTERN GATEWAY BUILDING (ZONE A 10 (PHASE 1) - GATEWAY), TOGETHER WITH DETAILS OF LANDSCAPING, LANDSCAPE MAINTENANCE, SCREENING OF PLANT, WASTE STORAGE FACILITIES, ACCESS TO BUILDING ENTRANCES, CAR PARKING PROVISION FOR WHEELCHAIR DISABLED PEOPLE, EXTERNAL LIGHTING, SCHEME FOR PROTECTING THE PROPOSED BUILDING FROM NOISE AND EXTERNAL LIGHTING, IN COMPLIANCE WITH CONDITIONS 3, 12, 13, 23, 25, 26, 30, 32 AND 62 (AS THEY RELATE TO ZONE A10 (PHASE 1)) OF OUTLINE PLANNING PERMISSION REF: 532/APP/2002/2237 DATED 19/04/2004 'MASTER PLAN PROPOSALS'

Decision Date: 18-06-2009 Approved **Appeal:**

532/APP/2012/103 Brunel University Kingston Lane Hillingdon

Application for a Non-material amendment (alterations to landscaping and vehicular access) to planning permission ref: 532/APP/2009/566, dated 18/06/2009 (reserved matters (details of siting, design, external appearance and landscaping) of a new eastern gateway building (Zone A10 (Phase 1) - Gateway)

Decision Date: 09-02-2012 Approved **Appeal:**

Comment on Planning History

There have been a large number of applications at the Brunel University Campus over the years. However, none of these would be considered to impact the determination of this application.

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

Site Notice: Erected 24th April 2012 Expired 15th May 2012.

Press Advertisement: Not applicable.

By 1st May 2012, no consultation responses had been received from any neighbouring occupier. Any consultations responses between this date and the close of the consultation period will be added to the addendum for the committee meeting.

Internal Consultees: No objection.

4. UDP / LDF Designation and London Plan

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

Part 1 Policies:

PT1.10 To seek to ensure that development does not adversely affect the amenity and the character of the area.

Part 2 Policies:

BE13	New development must harmonise with the existing street scene.
BE15	Alterations and extensions to existing buildings
BE19	New development must improve or complement the character of the area.
BE27	Advertisements requiring express consent - size, design and location
OL1	Green Belt - acceptable open land uses and restrictions on new development

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 amenity, including any impacts on the openness of the Green Belt.

The proposed flag poles would be located in a grass verge and would not cause any blockage to the footway of Kingston Lane. The flag poles would be a noticeable addition to the streetscene. However, they are not proposed at a location where the highway engineer has concerns regarding driver distraction, this is due to relatively low vehicle speeds and road layout on this part of Kingston Lane. Therefore, the development would be considered to have an acceptable impact on pedestrian and highway safety.

The applicant has provided no details as to the design of the flags at the site, as they would be on continual rotation throughout the course of the academic year. Given the size of the adverts and the scale of buildings within the University grounds, it would be considered that the advertisements would have an acceptable impact on the visual amenities of the surrounding area. Therefore, the development would comply with Policy BE27 of the adopted UDP (Saved Policies September 2007).

The proposed flag poles and advertisements would be located within a Major Developed Site within the Green Belt. Given the back drop of a number of large buildings, the proposed advertisements would not be considered to cause harm to amenity or visual openness of the Green Belt and would comply with Policy OL1 of the adopted UDP (Saved Policies September 2007).

Therefore, the application is recommended for approval.

6. RECOMMENDATION

APPROVAL subject to the following:

1 ADVERT1 Standard Condition

All advertisement consents carry the following 5 standard conditions as contained in the Town and Country Planning (Control of Advertisements) Regulations 1992 and unless specified to the contrary the consent expires after 5 years.

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.

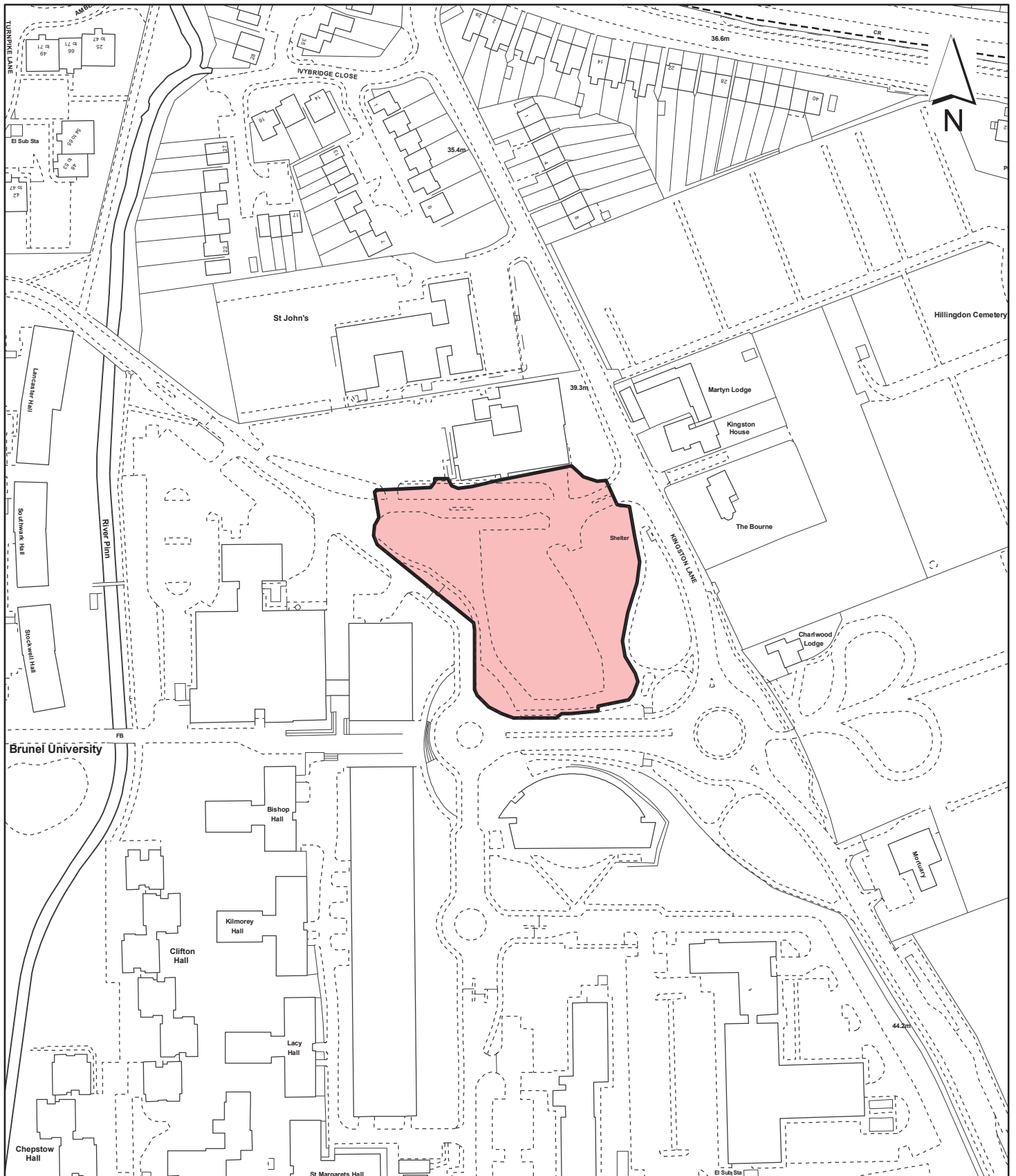
REASON

These requirements are deemed to be attached by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

INFORMATIVES

Contact Officer: Alex Smith

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Notes



Site boundary

For identification purposes only.

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Site Address

**Land fronting Eastern Gateway Building
Brunel University
Kingston Lane, Hillingdon**

Planning Application Ref:

532/ADV/2012/23

Planning Committee

Central and South

Scale

1:2,000

Date

**May
2012**

**LONDON BOROUGH
OF HILLINGDON**
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