

Report of the Head of Planning & Enforcement Services

Address TESCO STORE GLENCOE ROAD HAYES

Development: Installation of 3 internally illuminated fascia signs and 3 non-illuminated fascia signs

LBH Ref Nos: 36999/ADV/2012/11

Drawing Nos: 3470 boundary.dgn
2470gag##.dgn (Existing 1:500) Issue ##
2470gag1#.dgn (Proposed 1:500) Issue 1#
2470gag##.dgn (Existing 1:100) Issue ##
2470gag##.dgn (Proposed 1:100) Issue 1#
10645-001 Rev 00 (External Elevations)
10645-100 Rev 00 (Foundation Details)
10645-002 Rev 00 (General Layout)
15666P 01P

Date Plans Received: 17/02/2012 **Date(s) of Amendment(s):** 17/02/2012
Date Application Valid: 06/03/2012

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located on the northern side of Glencoe Road, Yeading, and falls within the Willow Tree Lane Local Centre as designated by the Unitary Development Plan (UDP) (Saved Policies September 2007). The site is occupied by a part one, part two storey Tesco superstore located in the north-east portion of the site, and a complementary petrol filling station, which is located in the southern corner of the site. An internal service road runs along the sites eastern and southern boundaries. The remainder of the site is occupied by a 600-space car park for customer use.

The surrounding area is predominantly residential, characterised by terraced houses. There are 8 retail units with flats above (4-34 Jollys Lane) located immediately to the north of the application site. A number of gardens directly abut the site boundaries. Previously, the Willow Tree public house abutted part of the site's western boundary, but this has now been demolished and the site is currently undeveloped. A heavy vehicle testing station and a B&Q superstore are located to the south of Glencoe Road.

1.2 Proposed Scheme

The application seeks advertisement consent for 3 internally illuminated fascia sign and 3 non illuminated fascia signs. The details of the signs are as follows:-

1 x internally illuminated sign measuring .23mH x 6.6m(D) x 0.08m(D) projecting 0.08m from the building at a height of 2.1m from ground level.

1 x internally illuminated sign measuring .35m(H) x 2.7m(W) x .08m(D) at a height of 2.1m from ground floor level

1 x internally illuminated fascia sign measuring 0.35m (H) x 2.78m(W) x 0.08m (D) at a height of 2.1m from ground floor level.

The internally illuminated signs are proposed to be constructed of white aluminium with burgundy vinyl letters measuring 21.8cm high. The illuminance levels are 88 cd/m.

Two of the non-illuminated signs are proposed to measure 2.07m(H) x 1.649m(W) x 0.045m deep at a height of .15m from ground level. The third non illuminated sign is proposed to measure 1.1m(H) x 1.2m(W) x .002m(D) at a height of 0.2m from ground level. The signs will be constructed of gloss vinyl and would be blue with white text at a height of 15cm.

The signage is to reflect the corporate image of the intended occupant Timpson. The internally illuminated signs are proposed to be located on the front (southern) elevation and side (east and west) elevations. The rear (northern) elevation is not proposed to have any advertisements located upon it.

1.3 Relevant Planning History

36999/ADV/2008/47 Tesco Store Glencoe Road Hayes
REPLACEMENT OF INTERNALLY ILLUMINATED PANELS ON RETAINED GANTRIES

Decision Date: 04-06-2008 **Approved** **Appeal:**

36999/ADV/2008/48 Tesco Store Glencoe Road Hayes
INSTALLATION OF NEW INTERNALLY ILLUMINATED FASCIA SIGNS TO PETROL FILLING STATION AND KIOSK

Decision Date: 04-06-2008 **Approved** **Appeal:**

36999/ADV/2008/50 Tesco Store Glencoe Road Hayes
INSTALLATION OF VARIOUS INTERNALLY, EXTERNALLY AND NON-ILLUMINATED FASCIA, FREE-STANDING AND WINDOW SIGNS (PART RETROSPECTIVE APPLICATION).

Decision Date: 04-06-2008 **SD** **Appeal:**

36999/ADV/2010/71 Tesco Store Glencoe Road Hayes
Installation of 8 x non-illuminated fascia signs, 2 x internally illuminated fascia signs, 1 x externally illuminated fascia sign, 8 x non-illuminated flag pole signs, 4 x non-illuminated free standing directional signs, and 5 x internally illuminated free standing signs (Retrospective Application)

Decision Date: 03-03-2011 **Approved** **Appeal:**

36999/AF/96/3228 Tesco Store Glencoe Road Hayes
Installation of four 2.5 metre high non- illuminated free standing gantry signs

Decision Date: 11-12-1996 **Approved** **Appeal:**

36999/AG/98/3194 Tesco Store Glencoe Road Hayes
Installation of various internally illuminated signage
Decision Date: 25-01-1999 Approved **Appeal:**

36999/AH/99/3044 Tesco Store Glencoe Road Hayes
Installation of three non-illuminated pole-mounted directional signs
Decision Date: 13-04-1999 Approved **Appeal:**

36999/APP/2007/2494 Tesco Store Glencoe Road Hayes
REPLACEMENT OF EXISTING RECYCLING UNITS WITH A SINGLE TOMRA RECYCLING UNIT TOGETHER WITH ASSOCIATED ENABLING WORKS
Decision Date: 22-05-2008 Approved **Appeal:**

36999/APP/2007/829 Tesco Store Glencoe Road Hayes
INSTALLATION OF EXTERNAL ATM AND ANTI-RAM RAID BOLLARDS.
Decision Date: 27-02-2008 Refused **Appeal:**

36999/APP/2008/1173 Tesco Store Glencoe Road Hayes
CONSTRUCTION OF GLAZED LOBBY TO MAIN ENTRANCE AND ERECTION OF A SINGLE STOREY FRONT ADDITION UNDER EXISTING CANOPY ADJACENT TO THE CAFE AREA.
Decision Date: 03-06-2008 Approved **Appeal:**

36999/APP/2008/1458 Tesco Store Glencoe Road Hayes
VARIOUS CHANGES TO CAR PARK TO INCLUDE THE RELOCATION OF RECYCLING FACILITIES, INCREASE OF RADII ON THE END OF AISLES AND INTRODUCTION OF SPEED REDUCTION ROUNDALS
Decision Date: 28-08-2008 Refused **Appeal:**

36999/APP/2009/1959 Tesco Store Glencoe Road Hayes
Installation of new doors to existing entrance lobby.
Decision Date: 13-11-2009 Approved **Appeal:**

36999/APP/2010/1361 Tesco Store Glencoe Road Hayes
Variation of condition 1 (hours of opening) of the Secretary of State's Appeal Decision ref: T/APP/R5510/A/94/236865/P2 (LBH ref: 36999/T/93/0878) dated 10/01/1995, to extend the opening hours of the food superstore from 07.00 hours to 22.30 hours on Mondays to Saturdays
Decision Date: 15-09-2010 Refused **Appeal:**

36999/APP/2012/372 Tesco Store Glencoe Road Hayes
Single storey detached building for use as a dry cleaning pod
Decision Date: **Appeal:**

45602/ADV/2002/28 Tesco Store 1a Fairfield Road Yiewsley
INSTALLATION OF INTERNALLY ILLUMINATED SHOP SIGN
Decision Date: 17-04-2002 Approved **Appeal:**

45602/B/93/3156 Tesco Store 1a Fairfield Road Yiewsley

Installation of internally illuminated signage to rear elevation

Decision Date: 23-05-1994 Refused **Appeal:**
45602/C/94/0590 Tesco Store 1a Fairfield Road Yiewsley
Installation of roller shutters

Decision Date: 01-06-1994 Approved **Appeal:**
5905/E/82/9117 Tesco Stores (94-98) Victoria Road Ruislip
Installation of a shop fascia sign.

Decision Date: 14-01-1983 Approved **Appeal:**
5905/F/86/3015 Tesco Stores (94-98) Victoria Road Ruislip
Internal illuminated shop fascia sign.

Decision Date: 12-03-1986 Approved **Appeal:**

Comment on Planning History

There is a lengthy planning history at this superstore site. There is a current application for the building upon which the proposed adverts are proposed to be located (36999/APP/2012/372).

Application reference 36999/ADV/2010/71 is the most recent application relating to non illuminated advertisements on the main supermarket building which was approved in 2010.

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

39 Neighbouring properties were consulted by letter dated 8.3.12. 1 letter of objection has been received relating to commercial competition relating to local businesses which is not a material planning consideration.

A site notice was displayed at the front of the site on 14.3.12 which expired on 4.4.12.

No objections have been received in relation to this application, however this application for advertisement consent is being referred to the Central and South Planning Committee because it would be mounted on a building for which planning permission is sought under application 36999/APP/2012/372. This associated planning application requires a committee determination.

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.
- BE27 Advertisements requiring express consent - size, design and location
- BE29 Advertisement displays on business premises

5. MAIN PLANNING ISSUES

Policy BE27 of the UDP (Saved Policies September 2007) states the advertisements will only be granted express consent if they are at such a size and designed so they compliment the scale, form and architectural composition of individual buildings, they do not harm the visual amenities of the area, and do not compromise public safety, Policy BE29 states the local planning authority will seek to limit the number of signs and the size of advertisements in the interests of amenity and public safety.

Therefore the main considerations are the impact upon public safety and amenity.

With regard to highway safety, this site is situated within a local centre, but surrounded by residential development. There is a variety of signage and street lighting present in the street scene, and it is considered the introduction of this signage would not be a cause of any noticeable impact upon the use of the highway. There are no other implications with regard to public safety. Therefore the proposal complies with policies BE27 and BE29 of the UDP (Saved Policies September 2007).

With regard to amenity, Willow Tree Lane Local Centre is commercial in character and appearance, however, it is reasonably well screened from the wider residential area. As such, it is considered that there would be no significant harm to the character of the area if this signage was given express consent, as it would be appropriate to this particular setting. Therefore, it is considered the proposal would comply with policies BE27 and BE29 of the UDP (Saved Polices 2007).

With regard to the proposed illumination. Illuminated advertisements are considered to lie within one of four zones, which have been defined in accordance with the definitions in the Institution of Lighting Engineers Guidance Notes for the Reduction of Light Pollution, these are as follows:

- E1 Intrinsically dark areas (ie National Parks, AONB's or other dark landscapes).
- E2 Low District brightness areas (ie rural or small village locations)
- E3 Medium district brightness areas (ie small town centres, urban locations)
- E4 High district brightness areas (ie city and town centres with high levels of night time activities)

This site is within a local centre and an urban location, and is therefore considered to be in a Zone E3. The recommended maximum luminance for this zone would be; an illuminated area of up to 10m² = 800 candelas/m², and for areas greater than 10m² = 600candelas/m².

The application forms submitted with the application show the levels of illumination of all illuminated signs to be less than 300 candelas/m², as such this is considered acceptable.

The application is therefore 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 NONSC Non Standard Condition

The intensity of illumination of the advertisements hereby permitted shall not exceed 300 candelas per metre².

REASON

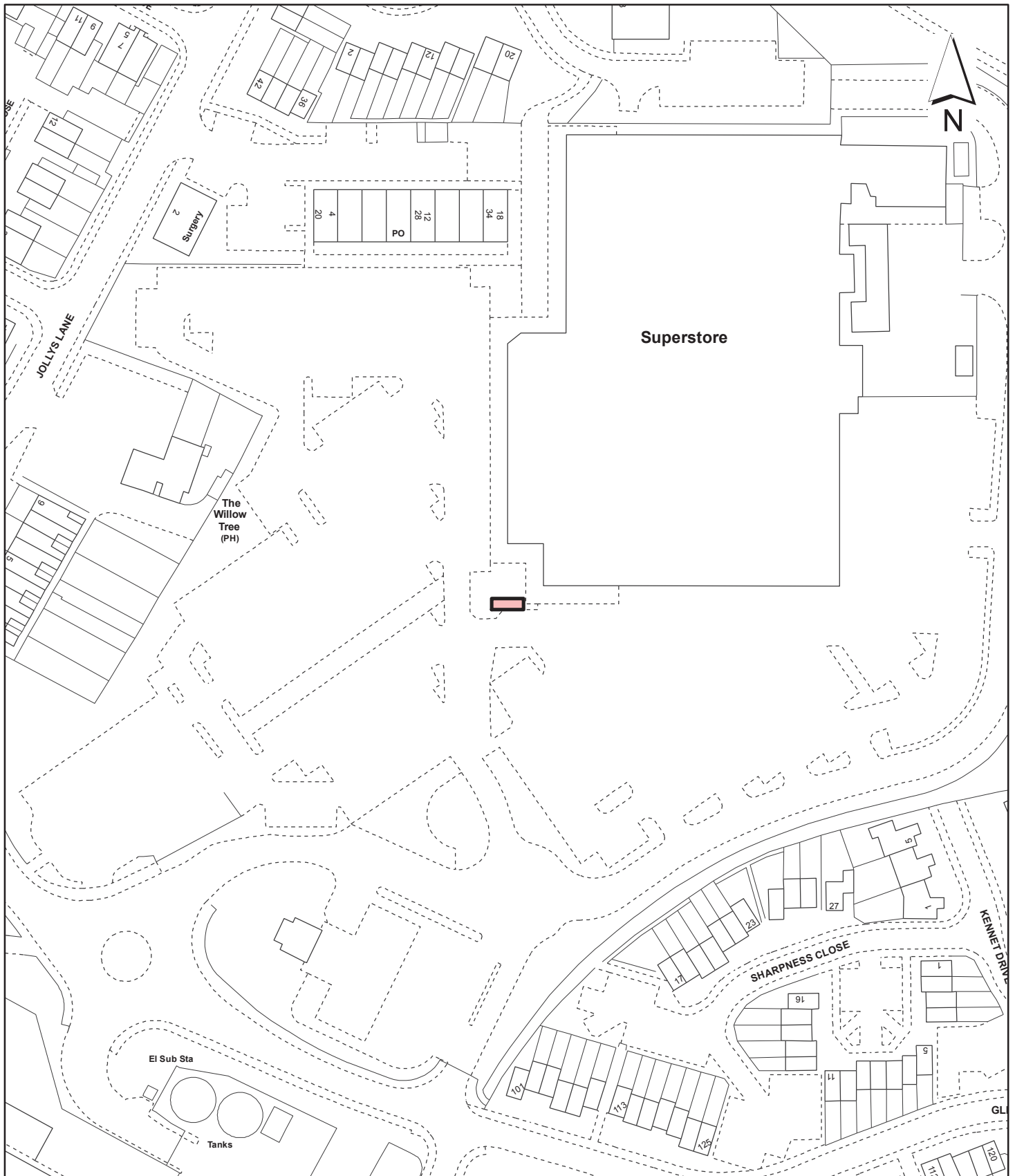
To ensure that the brightness of the proposed advertisement(s) will not have an adverse effect on the amenities of the area and to avoid distraction to passing motorists in accordance with Policy BE27 of the Hillingdon Unitary Development Plan Saved Policies (September 2007).

INFORMATIVES


- 1 You are advised this permission is based on the dimensions provided on the approved drawings as numbered above. The development hereby approved must be constructed precisely in accordance with the approved drawings. Any deviation from these drawings requires the written consent of the Local Planning Authority.

Contact Officer: Nicola Taplin

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Notes

 Site boundary

For identification purposes only.

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Site Address	
Tesco Store Glencoe Road Hayes	
Planning Application Ref:	Scale
36999/ADV/2012/11	1:1,250
Planning Committee	Date
Central and South	May 2012

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