

## Report of the Head of Planning & Enforcement Services

**Address** RUISLIP GOLF CENTRE ICKENHAM ROAD RUISLIP

**Development:** Installation of 1 x internally illuminated totem sign, 4 x externally illuminated fascia sign, 1 x internally illuminated fascia sign and 2 x other signs

**LBH Ref Nos:** 10737/ADV/2012/26

**Drawing Nos:** LED Information  
Planning Sheet 1 of 4  
Planning Sheet 2 of 4  
Planning Sheet 3 of 4  
Planning Sheet 4 of 4  
Block Plan to Scale 1:500  
Location Plan to Scale 1:1250  
Photograph x 3

**Date Plans Received:** 04/04/2012                      **Date(s) of Amendment(s):**

**Date Application Valid:** 13/04/2012

### 1. CONSIDERATIONS

#### 1.1 Site and Locality

The application site is located on the northern side of Ickenham Road and comprises of a club house with parking to both the front and rear. Access to the site is from Ickenham Road.

To the south, opposite the site is Blenheim Care Centre, to the west the site backs onto a railway track and to the north and west the site is surrounded by a golf driving range which relates to the main club house building. Along the south east of the site is a grass bank. There are residential properties further east of the site, the closest being No. 116 Ickenham Road located almost 100m away.

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

#### 1.2 Proposed Scheme

The application seeks planning permission to display various signs and alterations within the curtilage of the site and on the main club house building as follows:

01-Double sided internally illuminated double-legger with various signs measuring 6000mm x 1545mm with two new posts.

02-Single sided fascia sign with a set of built up cream letters and red returns with through lighting measuring 6700mm x 780mm.

03-Internally illuminated logo sign with built up letters and coachline measuring 1245mm x 1245mm.

04-Single sided fascia sign with a set of built up cream letters and red returns and vinyl cream coachline with through lighting.

05-Transom sign illuminated with 2 x through lights above main entrance of the pub.

06-Transom sign illuminated with 2 x through lights above main walk way.

07-Black lantern on front elevation of building measuring 660mm high.

08-33m of LED rope lighting on front elevation.

### 1.3 Relevant Planning History

10737/ADV/2007/159 Ruislip Golf Centre Ickenham Road Ruislip  
INSTALLATION OF VARIOUS EXTERNALLY ILLUMINATED AND NON-ILLUMINATED SIGNAGE.

**Decision Date:** 11-03-2008      **Approved**      **Appeal:**

10737/AT/98/3015 Ruislip Golf Centre Ickenham Road Ruislip  
INSTALLATION OF EXTERNALLY ILLUMINATED SIGNS TO GOLF CENTRE BUILDING AND  
INSTALLATION OF FREE STANDING DOUBLE SIDED SIGN ADJACENT TO ICKENHAM  
ROAD

**Decision Date:** 21-02-2002      **Approved**      **Appeal:**

#### Comment on Planning History

No comments.

### 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

Five neighbours were notified on 16/4/12. A site notice was posted on the 2.5.12. No responses were received.

Highways Engineer: 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:

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
BE29	Advertisement displays on business premises
OL5	Development proposals adjacent to the Green Belt
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 highway and public safety and the impact on the visual amenity of the area.

The proposed signs located on the grass bank would replace existing signs and thus there would be very little visual impact or change when viewed from Ickenham Road.

There are currently various signs on the existing club house building. The proposal would result in an increase in the number of signs at the site. However, it is considered that this increase would not result in visual clutter, given that the proposed additional signage would be small in scale and would not be readily visible from the road due to their location on the front elevation of the building facing towards a car park.

The signs would be compatible with the commercial nature of the site and the immediate area and would be similar to the existing signs in terms of their design, colour and position. The position of the signs would not therefore harm the visual openness of the Metropolitan Green Belt.

It is also considered that the degree of illumination would not cause harm to the amenity of nearby residents, the closest being almost 100m away.

All of the signs would either be non illuminated or internally illuminated and therefore would not be a distraction to pedestrians or motorists.

Overall it is considered that the proposed signs would not cause harm public safety or the the visual amenity of the area in accordance with UDP policies BE13, BE19, BE27, BE29 and OL5.

## 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.

#### **2** ADV4 Intensity of Illumination - specified

The intensity of illumination of the advertisements hereby permitted shall not exceed 300 candelas per metre<sup>2</sup>.

#### 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** The decision to GRANT Advertisement Consent 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 Advertisement Consent 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.

BE13 New development must harmonise with the existing street scene.

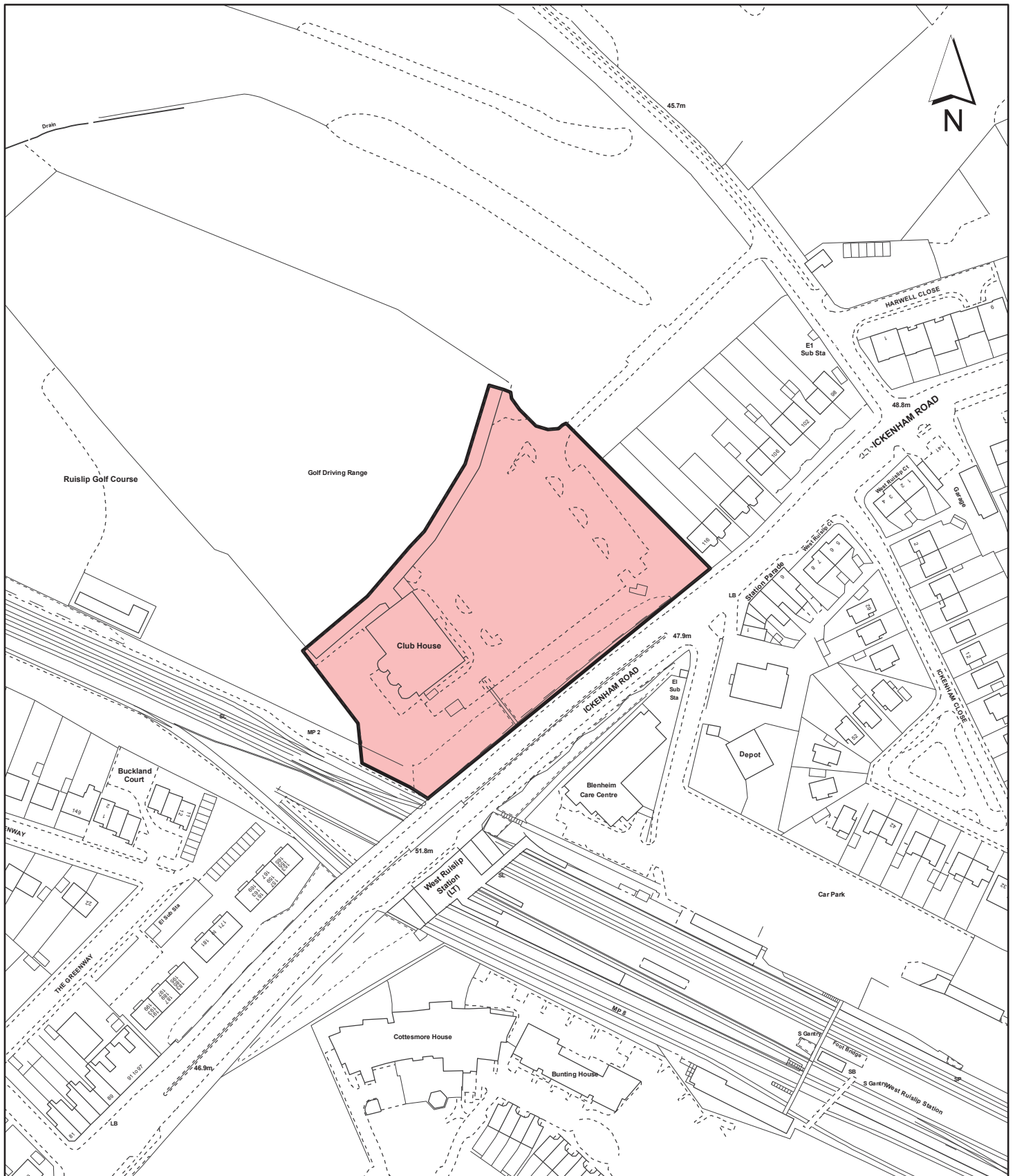
- BE19 New development must improve or complement the character of the area.
- BE27 Advertisements requiring express consent - size, design and location
- BE29 Advertisement displays on business premises
- OL5 Development proposals adjacent to the Green Belt
- OL1 Green Belt - acceptable open land uses and restrictions on new development

**3** 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.

**4** You are advised that if any part of the development hereby permitted encroaches by either its roof, walls, eaves, gutters, or foundations, then a new planning application will have to be submitted. This planning permission is not valid for a development that results in any form of encroachment.

**Contact Officer:** Kelly Sweeney

**Telephone No:** 01895 250230



**Notes**

 Site boundary

For identification purposes only.

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Site Address

**Ruislip Golf Centre  
Ickenham Road  
Ruislip**

**LONDON BOROUGH  
OF HILLINGDON  
Planning,  
Environment, Education  
& Community Services**

Civic Centre, Uxbridge, Middx. UB8 1UW  
Telephone No.: Uxbridge 250111

Planning Application Ref:  
**10737/ADV/2012/26**

Scale  
**1:2,000**

Planning Committee  
**North**

Date  
**June  
2012**



**HILLINGDON**  
LONDON