

Report of the Director of Planning & Community Services Group

Address TEXACO HIGH ROAD EASTCOTE

Development: RETENTION OF INTERNALLY ILLUMINATED FREE-STANDING TOTEM SIGN

LBH Ref Nos: 3689/ADV/2007/40

Drawing Nos: Letter from agent received 28 March 2007
762/7/1
Unnumbered elevation received 2 April 2007

Date Plans Received: 02/04/2007 **Date(s) of Amendment(s):**

Date Application Valid: 02/04/2007

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located on the northern side of Eastcote High Road, and contains a 24 hour Petrol Station and other associated structures, which are positioned inconspicuously at the rear of the site. The grass verge fronting the Station forecourt is of most relevance to this application.

Aside from the Petrol Station, the immediate area is predominantly residential in character, and semi-rural in nature, with a pleasant, well-greened street scene. To the east of the application site lies Willow Tree House, a residential property, whilst directly opposite the application site is Flag Walk, a residential cul-de-sac. Further to the east, lies a Public House and parade of shops.

The application site falls within the Eastcote Village Conservation Area and is covered by Tree Preservation Order 20 (land bounded by River Pinn, Fore Street, Joel Street, and High Road) however there are no protected trees on or close to the sign. The High Road is a designated Local Distributor Road.

1.2 Proposed Scheme

The proposal is for the retention of the existing illuminated free-standing totem sign that is located centrally on the grass landscaping area fronting the Station forecourt. The sign measures 1.92m wide x 5.00m high and includes Light Emitting Diodes (LEDs), which are positioned centrally within the sign, displaying current petrol/diesel prices. The LEDs are materially brighter than the system it replaced. The sign is positioned perpendicular to High Road.

1.3 Relevant Planning History

3689/AA/82/9119 Eastcote Motor Services High Road Eastcote
Erec. of an int. illum. pole sign - (TERRY'S TYRES/WORKSHOP SITE).

Decision Date: 04-02-1983 Approved **Appeal:**

3689/AC/85/0825 Eastcote Motor Services High Road Eastcote
 Extension/Alterations to petrol/service station(P) of 935sq.m. (EASTCOTE MOTOR SERV/FILLING STN SITE)

Decision Date: 25-09-1985 **Approved** **Appeal:**

3689/AD/86/1021 Eastcote Motor Services High Road Eastcote
 Section 53 Det. - (EASTCOTE MOTOR SERVICES/FILLING STATION SITE) - *DUPLICATE SUFFIX USED IN ERROR!*

Decision Date: 04-08-1986 **GPD** **Appeal:**

3689/ADV/2005/105 Texaco Garage High Road Eastcote
 INSTALLATION OF NON-ILLUMINATED CANOPY SURROUND AND SHOP FASCIA SIGNS (RETROSPECTIVE APPLICATION) - APPROVAL
 INSTALLATION OF ENTRY AND EXIT SIGNS - REFUSAL

Decision Date: 12-12-2005 **SD** **Appeal:**

3689/ADV/2005/110 Q8 Petroleum Ltd High Road Eastcote
 INSTALLATION OF INTERNALLY ILLUMINATED FREE-STANDING DISPLAY UNIT

Decision Date: 30-12-2005 **Refused** **Appeal:**04-MAY-06 Dismissed

3689/ADV/2005/90 Q8 Service Station High Road Eastcote
 INSTALLATION OF AN INTERNALLY ILLUMINATED FREESTANDING SIGN (RETROSPECTIVE APPLICATION)

Decision Date: 30-09-2005 **Approved** **Appeal:**

3689/ADV/2006/116 Texaco Garage High Road Eastcote
 INSTALLATION OF AN INTERNALLY ILLUMINATED SLIM LINE BOX SIGN ABOVE ATM MACHINE

Decision Date: 09-03-2007 **Approved** **Appeal:**

3689/ADV/2006/5 Texaco Service Station High Road Eastcote
 INSTALLATION OF NON-ILLUMINATED ENTRANCE AND EXIT SIGNBOARDS

Decision Date: 13-03-2006 **Refused** **Appeal:**

3689/AE/86/1507 Eastcote Motor Services High Road Eastcote
 Extension/Alterations to Retail premises (P) (EASTCOTE MOTOR SERVICES/FILLING STATION SITE).

Decision Date: 09-01-1987 **Refused** **Appeal:******* Dismissed

3689/AF/87/3132 Eastcote Motor Services High Road Eastcote
 Installation of part internally illuminated fascia

Decision Date: 07-01-1988 **Approved** **Appeal:**

3689/AG/87/2204 Eastcote Motor Services High Road Eastcote
 Replacement shopfront

Decision Date: 07-01-1988 **Approved** **Appeal:**

3689/AJ/92/0469 Eastcote Motor Services High Road Eastcote
 Tree surgery to 1 Ash (T1) on TPO 20 including raising the crown to 2.5m over the pavement and to 5.5m over main road and to 1 Oak (T2) including crown thinning by 10% and raising crown to 2.5m over the pavement and to 5.5m over main road

Decision Date: 05-05-1992 **Approved** **Appeal:**

3689/AK/92/1293 Eastcote Motor Services High Road Eastcote
 Demolition of sales building (Application for Conservation Area Consent)

Decision Date: 19-02-1993 **Approved** **Appeal:**

3689/AL/92/1294 Eastcote Motor Services High Road Eastcote
 Erection of sales building and jet wash facility

Decision Date: 19-02-1993 **Approved** **Appeal:**

3689/APP/2001/2187 Q8 Service Station High Road Eastcote
 REDEVELOPMENT OF SERVICE STATION

Decision Date: 20-02-2002 **Refused** **Appeal:**02-MAY-03 Withdrawn

3689/APP/2001/2294 Q8 Service Station High Road Eastcote
 DEMOLITION OF EXISTING BUILDINGS (APPLICATION FOR CONSERVATION AREA CONSENT)

Decision Date: 20-02-2002 **Refused** **Appeal:**02-MAY-03 Withdrawn

3689/APP/2002/2137 Q8 Service Station High Road Eastcote
 REDEVELOPMENT OF PETROL FILLING STATION INVOLVING DEMOLITION OF EXISTING BUILDINGS AND ERECTION OF NEW SALES BUILDING, CANOPY, PUMPS, CAR WASH, PLANT ROOM WITH ASSOCIATED WORKS, BOUNDARY TREATMENT AND LANDSCAPING

Decision Date: 21-03-2003 **Approved** **Appeal:**

3689/APP/2002/2142 Q8 Service Station High Road Eastcote
 DEMOLITION OF EXISTING BUILDINGS (APPLICATION FOR CONSERVATION AREA CONSENT)

Decision Date: 21-03-2003 **Approved** **Appeal:**

3689/APP/2006/3583 Texaco High Road Eastcote
 INSTALLATION OF CASH POINT ATM AT PETROL STATION

Decision Date: 09-03-2007 **Approved** **Appeal:**

3689/AR/94/1042 Q8 Service Station High Road Eastcote
 Redevelopment of service station including new sales building, car wash, canopy and ancillary services

Decision Date: 14-07-1994 **Withdrawn** **Appeal:**

3689/AS/94/1144 Q8 Service Station High Road Eastcote
 Redevelopment of petrol service station

Decision Date: 02-08-1995 **Refused** **Appeal:**02-AUG-95 Dismissed

3689/AT/94/1509

Q8 Service Station High Road Eastcote

Demolition of existing service station buildings (Application for Conservation Area Consent)

Decision Date: 02-08-1995

Refused

Appeal: 02-AUG-95 Dismissed

3689/X/78/0863

Eastcote Motor Services High Road Eastcote

Commercial garage, road haulage depot etc (P) (EASTCOTE MOTOR SERVICES/FILLING STATION SITE).

Decision Date: 11-02-1980

Refused

Appeal:

Comment on Planning History

The existing free-standing totem sign replaces a previously agreed illuminated sign of approximately the same size granted retrospectively (3689/ADV/2005/90) on 30th September 2005. The previous sign was conditioned for the applicant to provide details of the level of internal illumination. No details were submitted by the owner in respect of this condition.

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date:- 23rd May 2007

2.2 Site Notice Expiry Date:- 23rd May 2007

3. Comments on Public Consultations

This application has been advertised as a development that may affect the character and appearance of the Conservation Area (via Site Notice and Press Advert).

Internal Comments

Conservation & Urban Design Officer:

The proposed signage would replace an existing sign, similar in size and detail. Whilst internally illuminated lighting is normally not acceptable within a Conservation Area (given the history of the site with a previous approval for such a sign) it would be acceptable in principle on this site. It is felt however given the intensity of illumination it would detract from the character and appearance of the Conservation Area and would be detrimental to the street scene. The proposal is therefore unacceptable.

Public Lighting Manager:

The Public Lighting Manager has in discussions considered that the LED display is currently excessive in luminance, particularly from dusk till dawn. With significantly reduced brightness, it is considered that the LED display would lessen motorist distraction

External Comments

Eastcote Residents Association:

Very bright LED display appears to be contrary to advertisements allowed in a Conservation Area and jeopardises highway safety, by "dazzling" motorists (particularly those approaching from Ruislip). Refers to Class 6 of Communities and Local Government Publication 'Outdoor advertisements and signs: a guide for advertisers', quoting that

"Forecourt advertisements must not be illuminated in any circumstances". Considers the sign to appear "very gaudy and out of place", claiming that "something less outstanding would be acceptable". The size and shape of the sign is not contested, but the exceedingly bright LED display is out of keeping with the conservation area in which it is situated and, when approaching from Ruislip, the display is distracting to motorists. If permission is to be granted, requests that a condition be attached securing a reduction in the brightness of the LED display.

Eastcote Village Area Advisory Conservation Panel:

No objection to the totem sign, in principle, however, considers that the "illuminated red petrol pricing details are too bright and must be toned down". As a separate issue, requests that "other signage/billboards/posters on forecourt and front lawn must be removed".

Councillor Baker:

Expresses no objection to the illuminated signage provided there is a reduction in the intensity of the light.

Neighbours

No written responses received from local residents following from the placement of public notice in the local newspaper.

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
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
HDAS	Shopfronts
AM7	Consideration of traffic generated by proposed developments.

5. MAIN PLANNING ISSUES

The signage application raises 3 main planning considerations namely the impact on residential amenity, possible visual amenity concerns and the potential road safety implications.

Notwithstanding the high level of illumination given the distance of the illuminated sign from residential properties situated on the opposite side of the road, the sign is not considered to impose adverse glow and thereby adverse impact on residential amenity whilst the residents are within their homes.

In terms of visual amenity the use of internally illuminated signage is not usually considered acceptable in Conservation Areas. The LEDs are materially brighter than the system they replaced. The signage replaces a previous illuminated sign of comparable size and for this reason it is not considered there is a reason to object in principle to the retention of some form of internally illuminated sign. The particular concern in this case is the degree of illumination. The comments from objectors appear to support such concern.

In terms of road safety the Public Lighting Manager considers the luminance excessive and liable to distract motorists and accordingly the Highways Department seek a sign with a reduced brightness of LED display to lessen the potential for distraction to motorists.

This matter of excess brightness of the illuminated signage is a matter that can be dealt with by means of a planning condition to an approval as was the case with the previous approval. However, given that the applicant has failed to discharge the aforementioned planning condition and the technical details of illumination submitted in support of this application are not considered acceptable by the Environmental Protection Unit, it is considered that this course of action is not appropriate.

In conclusion it is considered the application should be refused on the basis that the level of brightness of the internally illuminated sign is considered out of character and detrimental to the visual amenities of the streetscene and the Eastcote Village Conservation Area. The proposal is therefore contrary to polices BE4, BE13 and BE27 of the adopted Hillingdon Development Plan Saved Polices (September 2007) and the adopted Supplementary Planning Document HDAS: Shopfronts.

6. RECOMMENDATION

REFUSAL for the following reasons:

1 NON2 Non Standard reason for refusal

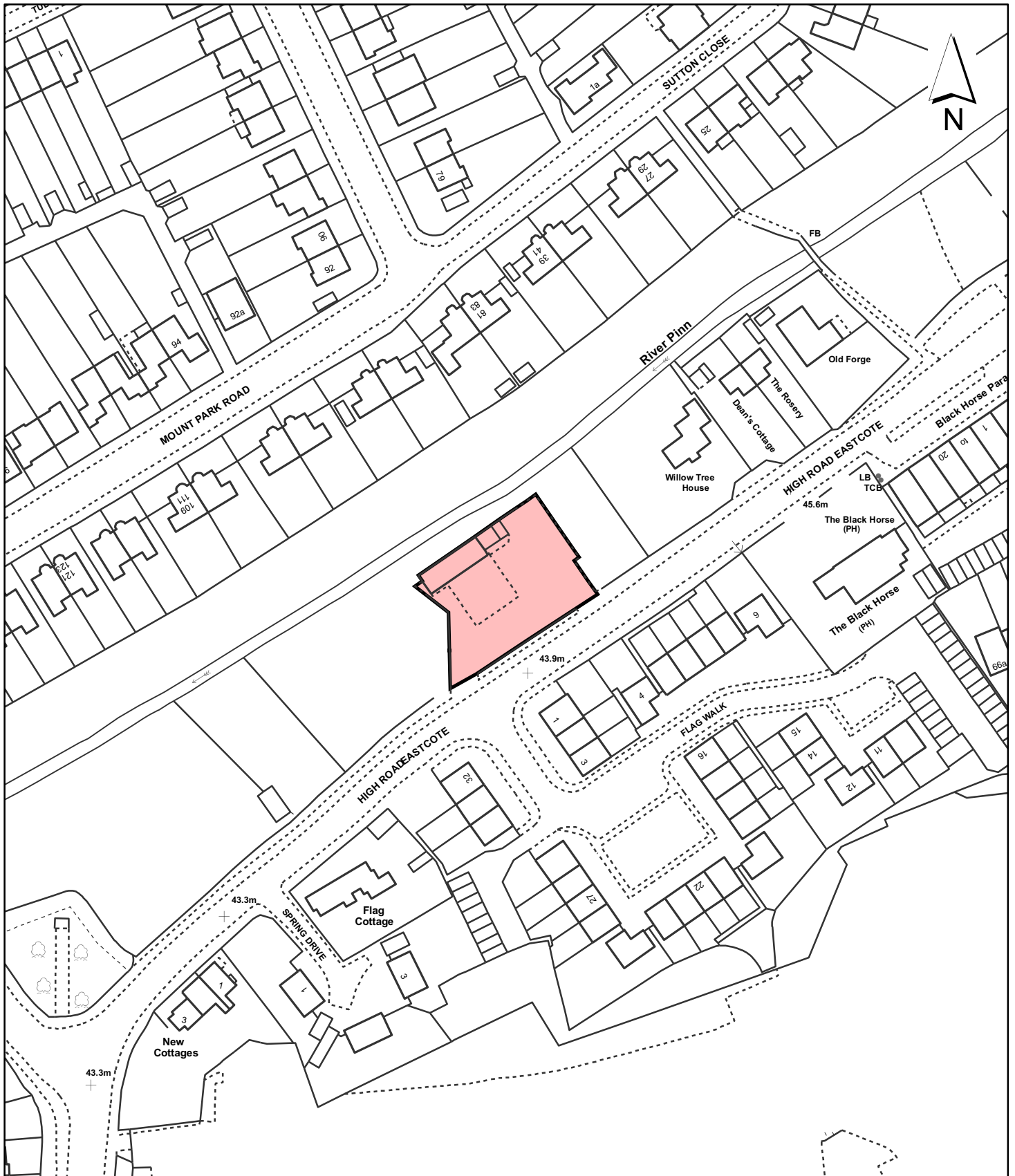
The level of brightness of the internally illuminated sign is considered to be out of character and detrimental to the visual amenity of the streetscene and the Eastcote Village Conservation Area. The proposal is therefore contrary to polices BE4, BE13 and BE27 of the adopted Hillingdon Unitary Development Plan Saved Polices (September 2007) and the adopted Supplementary Planning Document HDAS: Shopfronts.



INFORMATIVES

- 1** The applicant is advised to provide a technical assessment report of the intended level of internal illumination that is produced to the standards set out in the Institute of Engineers Technical Report No 5 Brightness of Illuminated Advertisements in the event of any resubmission. The assessment should demonstrate that the sign will not exceed 350 candelas/m² maximum as previously suggested to the applicant by the Council's Environmental Protection Unit.

Contact Officer: Simon Taylor

Telephone No: 01895 250230



<p>Notes</p> <p> Site boundary</p> <p>For identification purposes only.</p> <p>This copy has been made by or with the authority of the Head of Committee Services pursuant to section 47 of the Copyright, Designs and Patents Act 1988 (the Act). Unless the Act provides a relevant exception to copyright.</p> <p>© Crown Copyright. All rights reserved. London Borough of Hillingdon 100019283 2009</p>	<p>Site Address</p> <p style="text-align: center;">Texaco High Road Eastcote</p>		<p>LONDON BOROUGH OF HILLINGDON</p> <p style="text-align: center;">Planning & Community Services</p> <p>Civic Centre, Uxbridge, Middx. UB8 1UW Telephone No.: Uxbridge 250111</p>
	<p>Planning Application Ref:</p> <p style="text-align: center;">3689/ADV/2007/40</p>	<p>Scale</p> <p style="text-align: center;">1:1,250</p>	 <p style="text-align: center;">HILLINGDON LONDON</p>
	<p>Planning Committee</p> <p style="text-align: center;">North</p>	<p>Date</p> <p style="text-align: center;">September 2009</p>	