

## **Report of the Head of Planning & Enforcement Services**

**Address** UNIT 5, THE ARENA, STOCKLEY PARK STOCKLEY ROAD WEST  
DRAYTON

**Development:** Installation of 1x internally illuminated fascia sign and 1 non-illuminated  
projecting sign

**LBH Ref Nos:** **68015/ADV/2011/71**

**Drawing Nos:** 00417/1  
00417/2  
00417/6 Signage  
00417/6 Shop frontage  
Costa Appendix 1  
Role of Coffee Shops on the High Street  
Design & Access Statement  
Location Plan

**Date Plans Received:** 23/08/2011      **Date(s) of Amendment(s):** 23/08/2011  
**Date Application Valid:** 31/08/2011

### **1. CONSIDERATIONS**

#### **1.1 Site and Locality**

The Arena within Stockley Park comprises a small group of retail/commercial units that serve the wider employment area of Stockley Park, a low density business park set within landscaped grounds. There are no residential properties within the area, and with Stockley Park being gated and generally within a controlled environment, the retail/commercial units tend to serve just the employees of the park.

The building itself comprises 6 commercial units set around a partly enclosed, circular courtyard, which affords the provision of enclosed and outside seating areas. The commercial units occupy the ground floor, whilst the first floor contains office accommodation, gym and swimming pool.

The commercial uses serve the employees of the park, and currently comprise a public house, a bakers, a newsagents, a sandwich shop, a restaurant, and the application premises which is now vacant, but previously occupied by a hairdressers. The application property has a floorspace of 140m<sup>2</sup>.

There is a dedicated car par for The Arena to the north of the site, beyond which is Stockley Park Golf Club.

The site is located within the Green Belt and the Hayes/West Drayton Corridor. Stockley Park is also identified as an Industrial and Business Area (IBA) within the UDP.

## **1.2 Proposed Scheme**

The application is for the display of advertisements associated with the proposed use of the premises as a coffee shop.

One internally illuminated fascia sign is proposed within part of the framework of the existing shopfront, similar to that which exists on other units within the building.

One non-illuminated projecting sign is also proposed, to replace that existing.

See submitted plans for full details.

## **1.3 Relevant Planning History**

68015/APP/2011/2074      Unit 5, The Arena, Stockley Park   Stockley Road West Drayton

Change of use from class A1 to a mixed use class A1/A3 coffee shop and Installation of 1x internally illuminated fascia sign and 1x internally illuminated projecting sign

**Decision Date:**

**Appeal:**

### **Comment on Planning History**

A concurrent application to this application has also been submitted in relation to the change of use of the premises. This is to be considered elsewhere on this Agenda.

## **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**

7 adjoining and nearby properties have been notified of the application by means of a letter dated 1st September 2011. At the time of writing this report no responses have been received in relation to this advertisement application, although objections have been received in relation to the concurrent application for the change of use.

However, a PETITION of 55 signatories has been received OBJECTING "to the loss of the hairdressers and beauty parlour for Costa Coffee". This petition has been submitted in relation to this application for Advertisement Consent 68015/ADV/2011/71 but it is assumed that it is meant to be also in relation to this application in respect of the change of use.

The Council's URBAN DESIGN AND CONSERVATION TEAM comment on the advertisements as follows...

"The arena area is well detailed, with the stained timber framed glazed shopfronts separated by rough finished concrete columns.

Whilst there is no objection to the change of use in design terms, the proposed large illuminated sign would directly abut the existing Greggs sign, for which no planning history

can be found (although an approval exists from 2004 for a similar sign for Subway). None of the existing hanging/projecting signs appear to be illuminated.

The following is suggested: Projecting sign to be non illuminated. The large Costa sign to be relocated to right hand side of entrance so that this type of signage is more appropriately spaced across the frontage, and the boxes of the projecting blinds should be white."

OFFICER COMMENT: The applicant has agreed that the projecting sign will be non-illuminated and that the boxes to the projecting blinds will be white. The Costa sign does not need to be relocated as it would then be unnecessarily obscured by the columns around the building.

#### **4. UDP / LDF Designation and London Plan**

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

Part 1 Policies:

Part 2 Policies:

OL4	Green Belt - replacement or extension of buildings
BE27	Advertisements requiring express consent - size, design and location
BE28	Shop fronts - design and materials
BE29	Advertisement displays on business premises

#### **5. MAIN PLANNING ISSUES**

##### **Public Safety**

The proposed signage is similar in form to that which it replaces and is consistent with that found on the adjoining units and commensurate with the style of the building. It is considered that the proposed signage would not have a negative impact on either vehicular or pedestrian safety.

##### **Visual Amenity**

As detailed above the proposed signs would be little different from that already existing, and the branding is appropriate to the nature of the building and the surrounding area.

The amenities of surrounding occupiers would not be detrimentally affected and the advertisements would comply with Policy BE27 of the UDP. Being within a partly enclosed courtyard there would no impact on the surrounding Green Belt land and therefore no conflict with Policy OL4.

The signs would relate satisfactorily with the appearance of the premises and the commercial character of the building. As such, the proposal would not detract from the appearance of the streetscene generally and the overall character and appearance of the area.

Overall, the form and illumination of the adverts are considered acceptable and would not harm the visual amenities of the area, nor would they be prejudicial to highway safety. It is therefore recommended that Advertisement Consent be granted.

## 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 advertisement(s) 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 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).

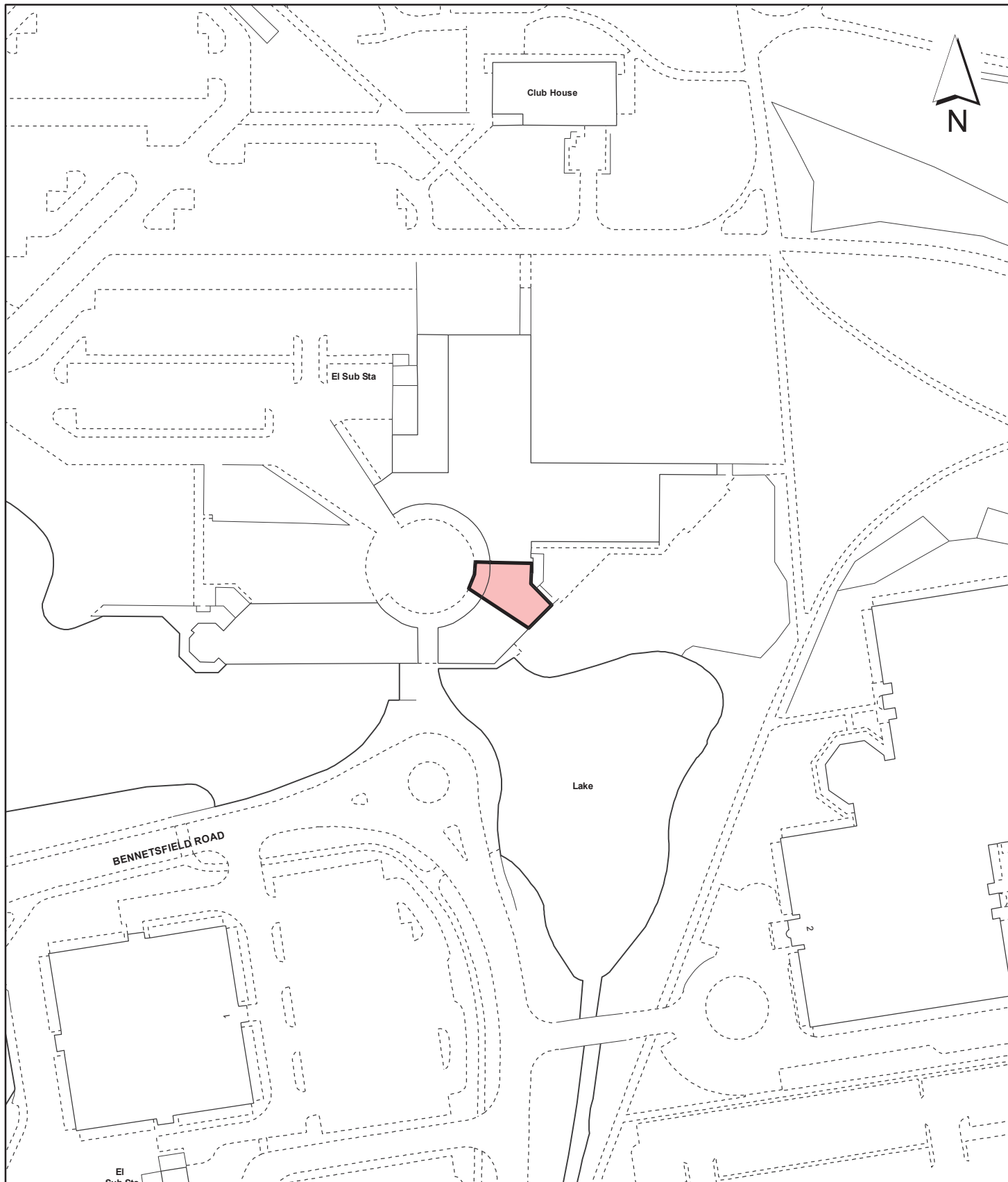
**2** The decision to GRANT Advertisement Consent has been taken having regard

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.

- OL4        Green Belt - replacement or extension of buildings
- BE27       Advertisements requiring express consent - size, design and location
- BE28       Shop fronts - design and materials
- BE29       Advertisement displays on business premises

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## Notes



Site boundary

For identification purposes only.

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Site Address

**Unit 5, The Arena  
Stockley Park, Stockley Road  
West Drayton**

Planning Application Ref:

**68015/ADV/2011/71**

Planning Committee

**Central and South**

Scale

**1:1,250**

Date

**November  
2011**

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