

Report of the Head of Planning & Enforcement Services

Address LAND ADJACENT TO HALFORDS AND OPPOSITE 777 FIELD END ROAD
RUISLIP

Development: Installation of 6m x 3m advertisement hoarding on 1m high base.

LBH Ref Nos: 67973/ADV/2011/59

Drawing Nos: 2011D87P/01
2011D87P/02
2011D87P/03

Date Plans Received: 03/08/2011

Date(s) of Amendment(s):

Date Application Valid: 03/08/2011

1. CONSIDERATIONS

1.1 Site and Locality

The application relates to a 14m deep grass verge, situated on the western side of Field End Road close to its junction with Eastcote Lane and Victoria Road.

The grass verge is set behind the pavement, and is set in front of the eastern elevation of the Halfords superstore, which itself is one of a number of out-of-town retail units accessed off Victoria Road. The land slightly to the south of the verge is enclosed by palisade fencing, and forms the service yard for the superstore.

There is a bus stop with stand to the front of the grass verge, and immediately to the north is the egress point for vehicles leaving the adjoining retail park.

On the opposite side of the road is a small parade of retail premises with residential accommodation above. Commercial premises are generally prevalent in this part of the road, although there is more of a residential character further to the south.

The application site lies within the developed area as identified in the saved UDP, September 2007.

1.2 Proposed Scheme

The application is for the installation of a non-illuminated, 6m x 3m advertisement hoarding (a 48 sheet advertisement panel) on a 1m high plinth, making the overall height of the structure 4m.

The hoarding would be located centrally within the grass verge, approximately 7m away from the back edge of the pavement and 8m away from the vehicle egress point to the

north. It would be parallel to the side elevation of the Halfords superstore.

**1.3 Relevant Planning History
Comment on Planning History**

There is no planning history of relevance to this application.

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date:- 25th August 2011

2.2 Site Notice Expiry Date:- Not applicable

3. Comments on Public Consultations

The application was advertised by means of a site notice displayed on 10/08/2011. 25 adjoining and nearby properties were also notified of the application, no representation have been received.

The South Ruislip Residents Association have been consulted although no comment has been received.

The Ministry of Defence and the National Air Traffic Services (NATS) have been consulted on the application and both have confirmed that there are no objections.

The London Borough of Harrow have been consulted on the application as nearby local authority and they have confirmed that they have no objections.

Highway Engineer: No objections.

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.

BE21 Siting, bulk and proximity of new buildings/extensions.

BE24 Requires new development to ensure adequate levels of privacy to neighbours.

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

BE30 Advertisement hoardings enclosing sites under construction

5. MAIN PLANNING ISSUES

The application is for consent to display an advertisement and in such cases the Council can only give due regard to the impact of the advertisement on "amenity" and "public safety".

In considering these issues the Council can refer to its planning policies as contained within the Hillingdon Unitary Development Plan (Saved Policies, September 2007). The most pertinent of these policies is Policy BE30 that suggests that such hoardings can be acceptable where they do not detract from the residential and visual amenities of the surrounding area, where they do not introduce an inappropriate commercial presence and where they are in accordance with standard advertisement conditions as set out in Planning legislation.

AMENITY

The proposed siting of the panel would be seen against the backdrop of the adjoining superstore, which is of no great architectural merit. The building comprises a brick and grey clad elevation and there are no windows within it. The hoarding would sit comfortably against this backdrop and would not look unduly out of place in this commercial area.

The amenities of the residential properties opposite the site would not be adversely affected by the hoarding given that they are on the opposite side of the road and some distance removed from the site. There would be no loss of outlook, privacy or visual intrusion. The proposal would not therefore be significantly harmful to local amenity.

PUBLIC SAFETY

The proposal would not be harmful to public safety. The structure would be set in from the edge of the road so as not to result in loss of visibility for vehicles and there would be no impact in terms of pedestrian safety.

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.

BE19 New development must improve or complement the character of the area.

BE21 Siting, bulk and proximity of new buildings/extensions.

BE24 Requires new development to ensure adequate levels of privacy to neighbours.

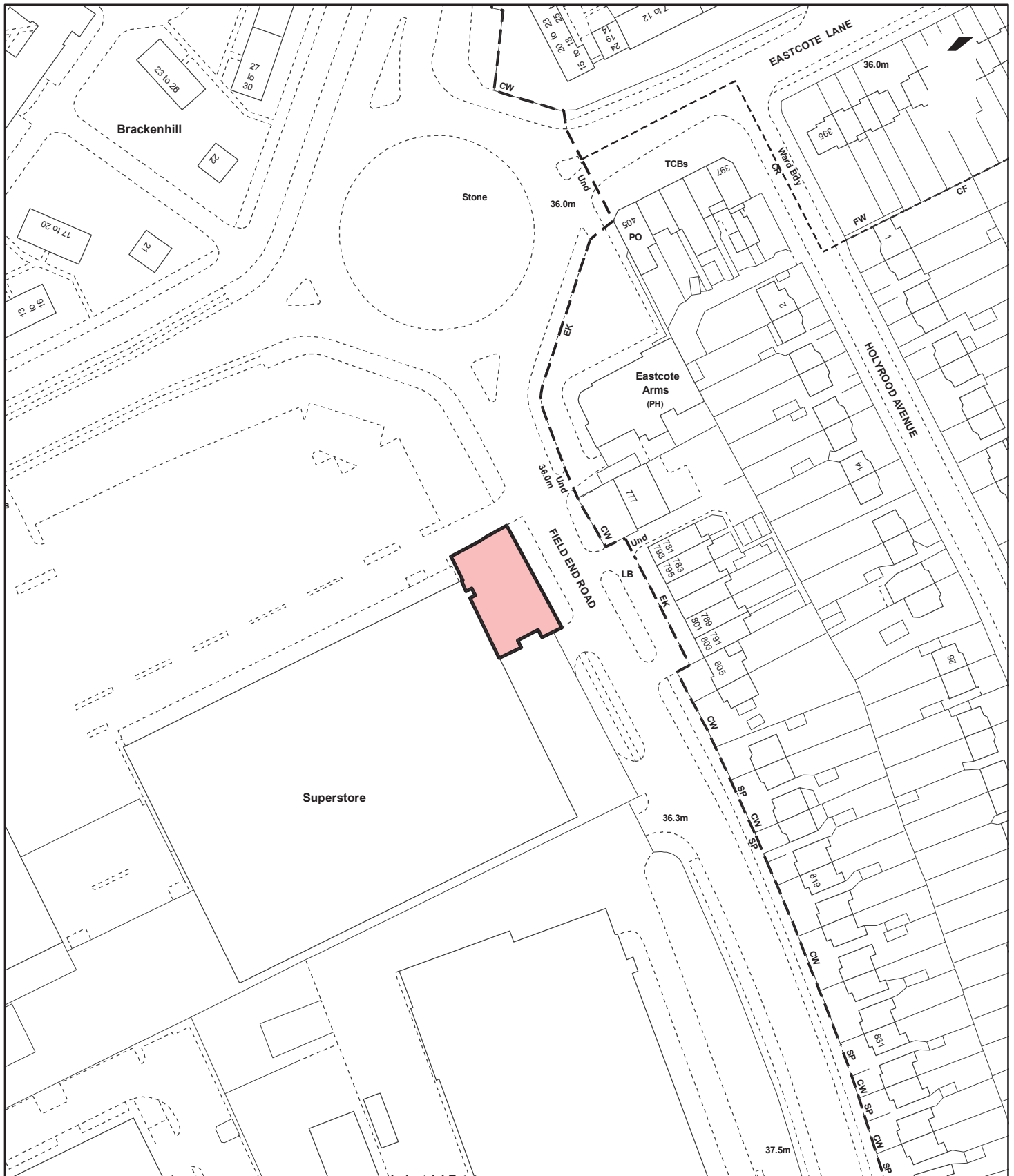
BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises


BE30 Advertisement hoardings enclosing sites under construction

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Notes

 Site boundary

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Site Address	
Land adjacent to Halfords and opposite 777 Field End Road, Ruislip	
Planning Application Ref:	Scale
67973/ADV/2011/59	1:1,250
Planning Committee	Date
North	September 2011

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