

Report of the Head of Planning & Enforcement Services

Address LAND OPPOSITE JUNCTION OF QUEENS WALK VICTORIA ROAD
RUISLIP

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

LBH Ref Nos: 67976/ADV/2011/61

Drawing Nos: 2011D88P/01
2011D88P/02
2011D88P/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 an 8-9m grass verge situated on the southern side of Victoria Road opposite its junction with Queens Walk. The verge is bounded to the south by 1m high metal railings and soft planting/hedging that forms the boundary of Victoria Retail Park. The retail park comprises a number of out-of-town superstores that run along the southern side of Victoria Road.

The main vehicular entrance to the retail park is to the west of the site, accessed via a roundabout junction with Victoria Road.

The opposite side of the road has more of a residential character with two and three storey blocks of flats. Queensmead Comprehensive School also lies opposite the site on the western side of Queens Walk.

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) which would sit on a 1m high plinth, making the overall height of the structure as 4m.

The hoarding would be located towards the rear of the grass verge, approximately 6m away from the back edge of the pavement. It would be broadly parallel to the main road.

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 in the 04/08/2011 edition of the Uxbridge Gazette and a site notice displayed on 10/08/2011. 20 adjoining and nearby properties were also notified of the application and one letter of has been received objecting to the proposal on the grounds that the size and location of the hoarding will create a major eyesore and is therefore a completely unwanted addition in an area which is already very industrial with a number of shops/stores displaying large signage. The views from living room windows or on leaving residential properties opposite will be an eyesore.

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 Environment Agency object on the grounds that insufficient information has been provided to determine whether or not the proposal involves building over and/or within eight metres of the culverted Yeading Brook East Arm Main River. The installation and its foundations could adversely affect the construction and stability of the culvert. This would compromise its function and may potentially increase the risk of flooding in the locality. The applicant will need to undertake a survey to determine the exact location of the culvert. They will need to demonstrate that neither the proposed billboard or its foundations will be located over it. The distance between the billboard and the outer wall of the culvert should be maximised. The applicant will also need to demonstrate that any foundations or loadings from the billboard will not adversely affect the culvert stability.

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 vegetation behind and the superstores beyond, which are of no great architectural merit.

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 from the site. Whilst the hoarding would be clearly visible from these properties there would be no significant 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 road so as not to result in loss of visibility for vehicles and there would be no impact in terms of pedestrian safety, given its distance away from the pavement and backing onto a non-accessible landscaped area.

With respect to the concerns of the Environment Agency, the Council is required to use the Environment Agency's standing advice when determining a suitable approach to flood risk. In this instance, the development is in flood zone 2 (medium probability).

The Environment Agency object on the grounds that insufficient information has been provided to determine whether or not the proposal involves building over and/or within eight metres of the culverted Yeading Brook East Arm Main River. However, the development does not appear to be within 8m of the culvert, and a rough measurement indicates that it is over 10m away, and it is considered unlikely that the hoarding would be detrimental to the culvert, or that appropriate installation methods could not be devised to ensure that there is no damage. Accordingly it is recommended that an appropriate condition be imposed to ensure that this remains the case.

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

Prior to the commencement of any works in connection with the installation of the hoarding the applicant shall provide further details to the Local Planning Authority to demonstrate that the installation and its foundations would not adversely affect the construction and stability of the culverted Yeading Brook East Arm Main River which runs within the vicinity of the installation. This shall include a survey to determine the exact location of the culvert to demonstrate that neither the proposed advertisement hoarding or its foundations will be located over it. The applicant will also need to demonstrate that any foundations or loadings from the advertisement hoarding will not adversely affect the culvert stability. The development shall be carried out in accordance with the details, once approved by the Local Planning Authority, in writing.

REASON: In order to ensure the protection of valuable water resources and to prevent the risk of flooding in accordance with the policies of the adopted Hillingdon Unitary Development Plan (Saved Policies September 2007) and the London Plan 2011.

3 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).

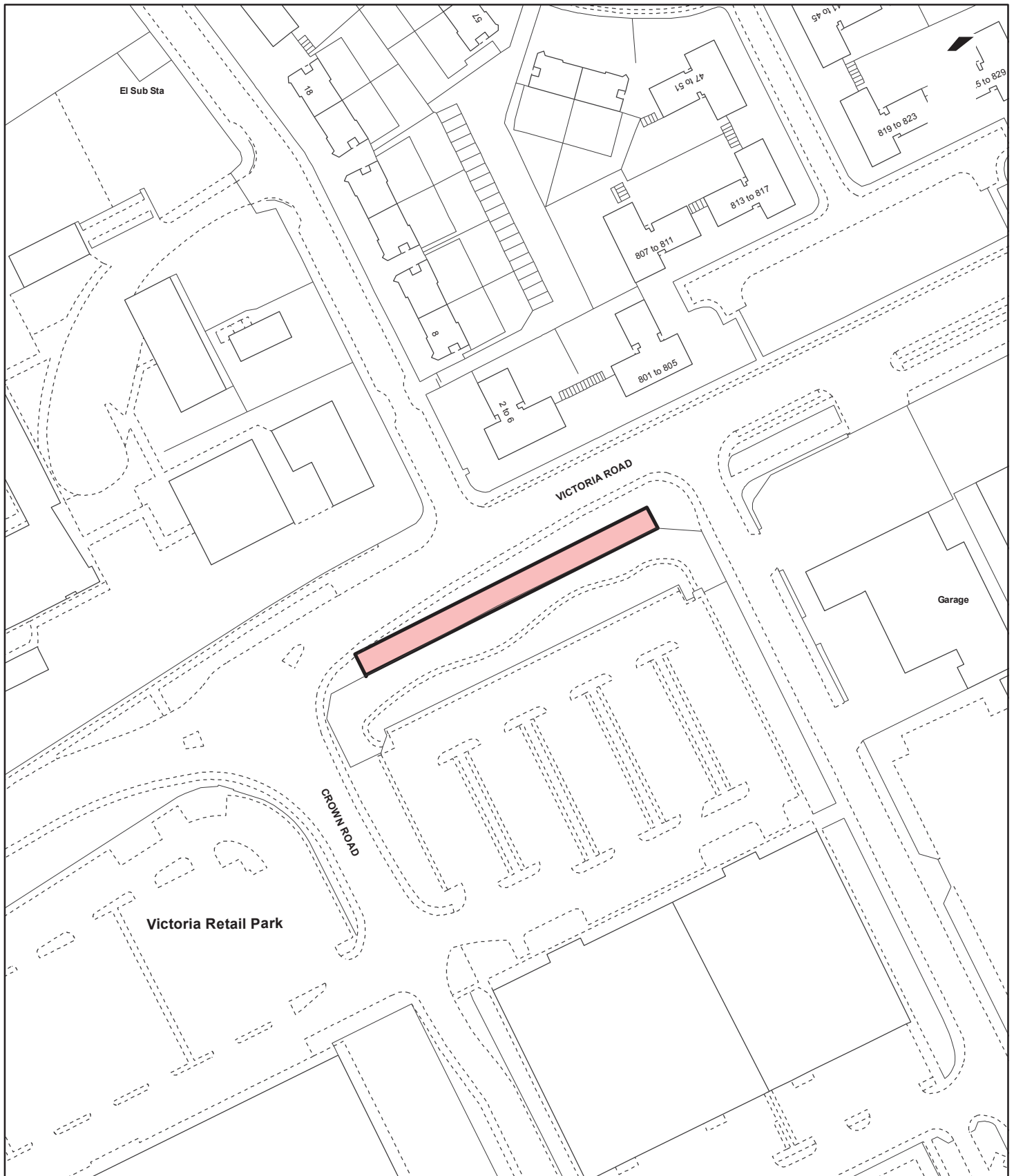
INFORMATIVES



- 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

Contact Officer: Warren Pierson

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<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).</p> <p>Unless the Act provides a relevant exception to copyright.</p> <p>© Crown copyright and database rights 2011 Ordnance Survey 100019283</p>	<p>Site Address</p> <p>Land opposite junction of Queens Walk, Victoria Road, Ruislip</p>		<p>LONDON BOROUGH OF HILLINGDON Planning, Environment, Education & Community Services</p> <p>Civic Centre, Uxbridge, Middx. UB8 1UW Telephone No.: Uxbridge 250111</p>
	<p>Planning Application Ref:</p> <p>67976/ADV/2011/61</p>	<p>Scale</p> <p>1:1,250</p>	 <p>HILLINGDON LONDON</p>
	<p>Planning Committee</p> <p>North</p>	<p>Date</p> <p>September 2011</p>	