

1.3 Relevant Planning History

43554/89/1078 Rover Builders Merchants Ltd. Dawley Road Hayes
Use of land as builders merchants yard (Application for Established Use Certificate)

Decision Date: 27-02-1992 Refused **Appeal:**

43554/A/89/1411 Rover Builders Merchants Ltd. Dawley Road Hayes
Use of land as builders merchants yard (Application for Established Use Certificate) (duplicate application)

Decision Date: 27-02-1992 Refused **Appeal:**

43554/ADV/2011/93 Burdens Dawley Road Hayes
Adverts to building frontage and approach and information signs

Decision Date: 26-01-2012 NFA **Appeal:**

43554/APP/2013/1028 Lords Builders Merchants Dawley Road Hayes
Single storey detached shed, raising of roof of existing warehouse and alterations to cladding

Decision Date: **Appeal:**

43554/C/92/0787 Hendricks Lovell Builders Merchants Dawley Road Hayes
Continued use of premises as builders merchants

Decision Date: 23-03-1994 Approved **Appeal:**

43554/D/92/1722 Hendricks Lovell Builders Merchants Dawley Road Hayes
Use of land as a builders merchant's yard and turf depot (Appeal against Enforcement Notice; Application for planning permission deemed to have been made pursuant to Section 174 of the Town and Country Planning Act 1990)

Decision Date: 14-04-1994 Withdrawn **Appeal:** 14-APR-94 Withdrawn

43554/E/94/3078 Hendricks Lovell Ltd Dawley Road Hayes
Installation of double-sided externally illuminated name sign

Decision Date: 14-10-1994 Approved **Appeal:**

43554/F/94/1494 Hendricks Lovell Builders Merchants Dawley Road Hayes
Details of brick samples in compliance with condition 3 of planning permission ref. 43554C/92/787 dated 23/03/94; Continued use of premises as builders merchants

Decision Date: 20-10-1994 Approved **Appeal:**

Comment on Planning History

Advertisement Consent was lodged under application reference 43554/ADV/2011/93 for a number of advertisements within the site for the previous occupiers, Burdens. This application was never determined. □

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A number of illuminated adverts were approved at the site in 1994. However, the consent for these signs has now lapsed.

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**

6 neighbouring occupiers were notified of the proposed development on 12th June 2013. By the close of the consultation period, no consultation responses had been received from any neighbouring occupier.

External Consultees: None received

Internal Consultees: None received

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

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

Part 1 Policies:

PT1.BE1 (2012) Built Environment

PT1.EM2 (2012) Green Belt, Metropolitan Open Land and Green Chains

Part 2 Policies:

BE13 New development must harmonise with the existing street scene.

BE27 Advertisements requiring express consent - size, design and location

5. **MAIN PLANNING ISSUES**

Policy BE27 of the Hillingdon Local Plan (November 2012) states that express consent for advertisements will only be granted if they are of such a size and so designed and located that they:

(i) complement the scale, form and architectural composition of individual buildings;

(ii) do not materially harm the visual amenity in the area; and

(iii) do not unduly compromise public safety.

As the advertisement is not attached to a building, the main issues for consideration are the impact to the public safety and the impact to the visual amenities of the surrounding area and Green Belt.

The proposed signage would be located above a brick wall and set away from the highway at the entrance to the site. Therefore, it would not give rise to any harm to highway or pedestrian safety.

The proposed advertisement would be set at the edge of the Green Belt. However, given the appearance of the 3 metre by 2 metre sign against the backdrop of the builders merchants, it is considered not to cause harm to the openness of the Green Belt. The size, design and colours of the sign are considered to have an acceptable impact on the visual amenities of the surrounding area. Therefore, the proposed development is considered to comply with Part 1 Policy EM2 and Part 2 Policies BE13 & BE27 of the Hillingdon Local Plan. The application is recommended for approval.

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 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 On this decision notice policies from the Councils Local Plan: Part 1 - Strategic Policies appear first, then relevant saved policies (referred to as policies from the Hillingdon Unitary Development Plan - Saved Policies September 2007), then London Plan Policies. On the 8th November 2012 Hillingdon's Full Council agreed the adoption of the Councils Local Plan: Part 1 - Strategic Policies. Appendix 5 of this explains which saved policies from the old Unitary Development (which was subject to a direction from Secretary of State in September 2007 agreeing that the policies were 'saved') still apply for development control decisions.

- 2** 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).
- 3** 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) as incorporated into the Hillingdon Local Plan (2012) 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.

BE27 Advertisements requiring express consent - size, design and location

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