

## Report of the Head of Planning, Sport and Green Spaces

**Address** WILLIAM OLD CENTRE DUCKS HILL ROAD NORTHWOOD

**Development:** Installation of 3 x non illuminated fascia signs, 1 x internally illuminated fascia sign and 1 x internally illuminated monolith

**LBH Ref Nos:** 67902/ADV/2013/72

**Drawing Nos:** Revere Clinics.cdr Monolith Sign  
1318-209 REV A  
Revere Clinics.cdr Revere Clinic Signage (Sheets 1-4)

**Date Plans Received:** 08/08/2013                      **Date(s) of Amendment(s):**

**Date Application Valid:** 30/09/2013

### 1. CONSIDERATIONS

#### 1.1 Site and Locality

The application site relates to a newly constructed building located on the north-western side of Ducks Hill Road, opposite Rising Hill Close. The site is known as the William Old Centre and comprises a two storey brick built building, recently constructed for B1(a) purposes, but changed to a health clinic use. It reads in conjunction with a more historical building located to the east, in use as a solicitors office.

The new building backs onto a cricket ground, and a car parking area associated with the proposed building lies to the southwest. This car park is linked to a significantly larger car park associated with a substantial health and fitness centre/golf course that lies to the south of the site and which utilises the same access off Ducks Hill Road as the application site. The site is within Green Belt land as identified in the Policies of the Hillingdon Local Plan (November 2012).

#### 1.2 Proposed Scheme

Advertisement Consent is sought for the installation of:

- 3 x non illuminated fascia signs
  - (i) 'William Old Centre' sign: 3.378 wide x 0.30m high. Flat cut brushed stainless steel lettering.
  - (ii) 'Revere' sign: 2.306 wide x 0.61m high. Flat cut brushed stainless steel lettering.
  - (iii) 'Revere' sign: 2.306 wide x 0.61m high. Flat cut brushed stainless steel lettering.
  
- 1 x internally illuminated halo logo 'V' sign: 0.606 wide x 0.60m high. Built up brushed stainless steel lettering. Illumination level 200 candelas.
  
- 1 x monolith sign located adjacent to the building. The sign would be 0.60m wide and 1.8m high. The sign would be internally illuminated by fluorescent lamps and not exceed 200 candelas and is partially lit.

#### 1.3 Relevant Planning History

67902/APP/2011/1594 William Old Centre Ducks Hill Road Northwood

Change of use of ground floor from Use Class B1(a) (Offices) to D1 (Non-Residential Institutions) for use as a health clinic involving alterations to rear elevation.

**Decision Date:** 04-10-2011      **Approved**      **Appeal:**

#### **Comment on Planning History**

67902/APP/2011/1594 - Change of use of ground floor from Use Class B1(a) (Offices) to D1 (Non-Residential Institutions) for use as a health clinic involving alterations to rear elevation. Approved.

#### **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**

3 adjoining and neighbouring occupiers have been notified of the application on 1st October 2013, no representation have been received.

The Northwood Residents Association have also been notified of the application, although no comments have been 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

Part 2 Policies:

BE13      New development must harmonise with the existing street scene.

BE27      Advertisements requiring express consent - size, design and location

BE29      Advertisement displays on business premises

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

The main consideration in relation to the proposed advertisement signs is the impact to the visual amenities of the surrounding area and the Green Belt and the impact to the highway and pedestrian safety.

The proposed signs are considered to be acceptable in terms of its design and would be a proportionate addition to the appearance of the two storey building and the wider area. The proposed advertisement would not be out of character with this type of building when compared to the backdrop of the surrounding commercial premises. Nor would the advertisements have any unacceptable impact on the openness of the Green Belt.

The advertisement would be internally illuminated and given the location set back from the highway, size and method of illumination, the proposal is considered to have an

acceptable impact upon residential amenities and public and highway safety.

It is considered the proposal would be in compliance with Policies BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012). This application is recommended for consent.

## **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 ADV8 Removal of Existing Signs**

Prior to the display of the advertisement(s) hereby approved, all other advertisements on the premises shall be removed.

#### **REASON**

In order to protect the visual amenity of the area and/or highway safety in accordance with Policy BE27 of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012).

#### **3 ADVERT4 To restrict the intensity of the illumination on either or b**

The intensity of illumination of the internally illuminated halo logo 'V' sign shall not exceed 200 candelas per metre<sup>2</sup>. None of the other advertisements hereby permitted shall be illuminated.

#### REASON

To ensure that the brightness of the proposed advertisement(s) will not have an adverse effect on the amenities of the area and to avoid distraction to passing motorists in accordance with Policy BE27 of the Hillingdon Unitary Development Plan Saved Policies (September 2007).

#### 4 ADVERT5 Type of illumination

The illumination of the internally illuminated halo logo 'V' sign is to be by fixed and constant lights and not by lights which are, or appear to be, intermittent, moving, flashing or vibrating.

#### REASON

In order to protect the visual amenity of the area and/or highway safety in accordance with Policy BE27 Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012)

### INFORMATIVES

1 The decision to GRANT planning permission 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 planning permission 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

BE29 Advertisement displays on business premises

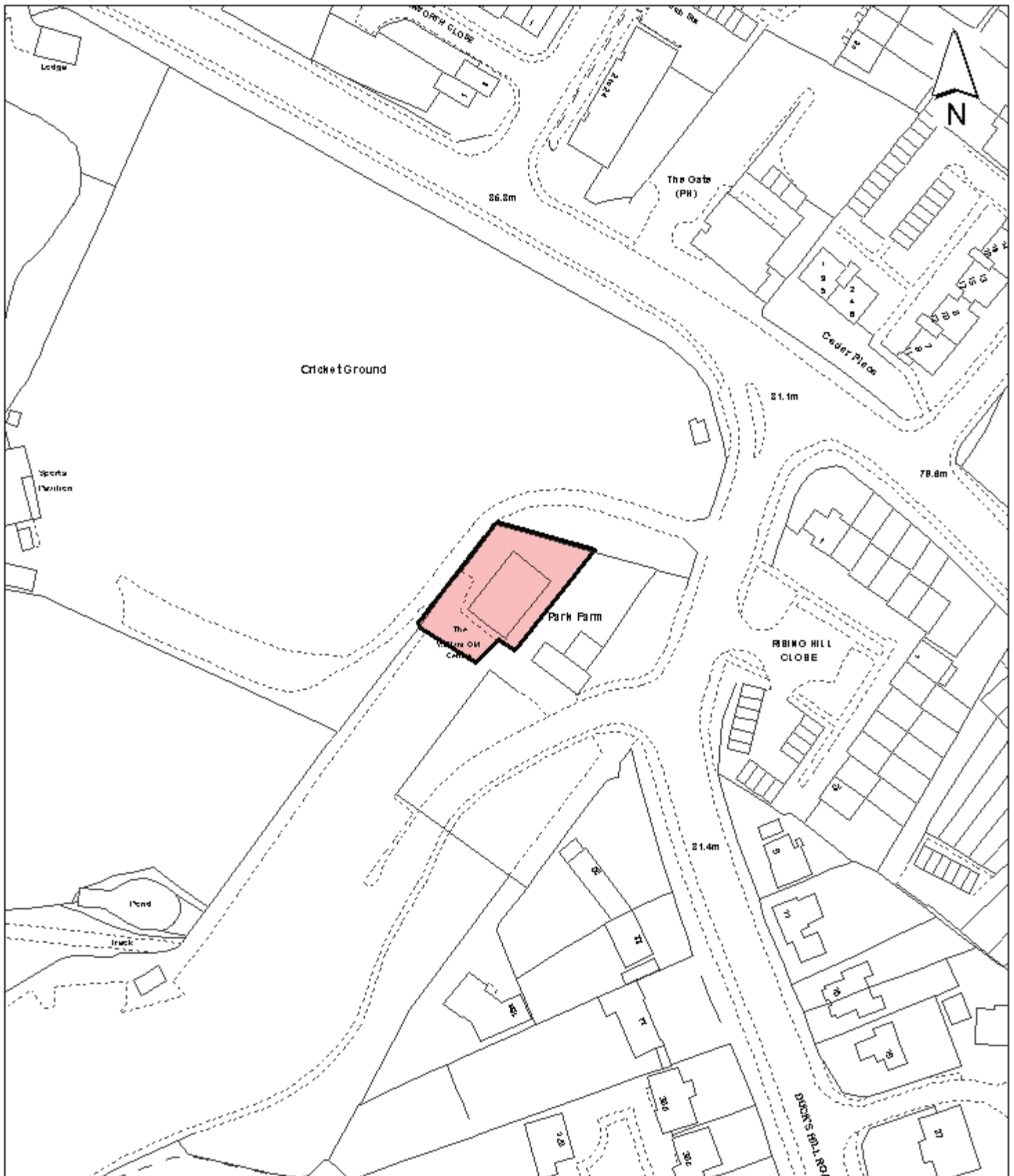
3 The Council will recover from the applicant the cost of highway and footway repairs, including damage to grass verges.

Care should be taken during the building works hereby approved to ensure no damage occurs to the verge or footpaths during construction. Vehicles delivering materials to this development shall not override or cause damage to the public footway. Any damage will require to be made good to the satisfaction of the Council and at the applicant's expense.


For further information and advice contact - Highways Maintenance Operations, Central Depot - Block K, Harlington Road Depot, 128 Harlington Road, Hillingdon, Middlesex, UB3 3EU (Tel: 01895 277524).

**Contact Officer:** Mandeep Chaggar

**Telephone No:** 01895 250230



**Notes**

 Site boundary

For identification purposes only.

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Site Address

**William Old Centre  
Ducks Hill Road**

**LONDON BOROUGH  
OF HILLINGDON  
Residents Services**

Civic Centre, Uxbridge, Middx. UB8 1UW  
Telephone No.: Uxbridge 250111

Planning Application Ref:

**67902/ADV/2013/72**

Scale

**1:1,250**

Planning Committee

**North**

Date

**December  
2013**



**HILLINGDON**  
LONDON