

Report of the Director of Planning & Community Services Group

Address 20 CHESTNUT AVENUE NORTHWOOD

Development: Installation of 1 internally illuminated fascia sign (Retrospective Application)

LBH Ref Nos: 3401/ADV/2009/61

Drawing Nos: A3/133287 (Details of Sign)
1:1250 Site Location Plan
A3/133287 (Elevations)

Date Plans Received: 03/09/2009 **Date(s) of Amendment(s):**

Date Application Valid: 16/09/2009

1. CONSIDERATIONS

1.1 Site and Locality

The site is located on the west side of Chestnut Avenue, at its southern end. The area is residential in character and the site comprises an established leisure building containing a fitness club. There is surface level parking to the side, front and rear of the building and the site is on a slope with the land dropping away to the south. The application site lies within the Green Belt as identified in the Hillingdon Unitary Development Plan (UDP) (Saved Policies September 2007).

1.2 Proposed Scheme

The application seeks retrospective advertisement consent for the installation of 1 internally illuminated fascia sign. The fascia sign is placed above the front pedestrian entrance ramp to the building, adjacent to the entrance canopy and is 3.7m long by 1.625m deep, comprising the fitness club name in white on a purple background. The sign is internally illuminated.

1.3 Relevant Planning History Comment on Planning History

None

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

Ickenham Residents Association - No comments received

2 neighbour were consulted and two responses have been received, which make the following comments -

1. The sign has already been put up a few weeks ago;

2. The size is too large and not in-keeping with the low key surroundings that this predominantly residential street offers;
3. The sign, since installed has been left illuminated all through the night, even after the club closes, causing light to defuse onto residential windows;
4. A similar issue occurred last year when the club installed very large lights to the parking lot, this issue was partially addressed, but still resulted in us having to install blackout blinds/curtains;
5. Opposed to any additional lighting = light pollution;
6. Illuminated advertising is inappropriate in a residential area;
7. The applicant has already shown disregard for the surrounding area and this has affected wildlife (absence of tawny owls, which used to be regular in the area).

Officer Comment - it is recommended that should members wish to grant consent for the sign, a condition is applied to restrict the hours of illumination. The remaining points are addressed in the report.

A copy of a letter signed by 14 residents of Chestnut Avenue sent to the Ward Councillors and the Council's Parking Services and Parking Enforcement Unit has also been received. This letter is requesting action relating to problems of traffic, congestion and parking in the area which, it is stated, are exacerbated by the expansion of the fitness club.

Officer Comment - Applications for advertisements must only be determined on the issues of visual amenity and highway safety. The issues raised by the residents are outside the remit of this application and will be addressed by the appropriate Council Service.

4. UDP / LDF Designation and London Plan

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

Part 1 Policies:

Part 2 Policies:

BE27	Advertisements requiring express consent - size, design and location
BE29	Advertisement displays on business premises
HDAS	Shopfronts and signage
PPG2	Green Belts

5. MAIN PLANNING ISSUES

Policy BE27 of the UDP (Saved Policies September 2007) states that advertisements will only be granted express consent if they are at such a size and designed so they compliment the scale, form and architectural composition of individual buildings, they do not harm the visual amenities of the area, and do not compromise public safety. Policy BE29 states that the local planning authority will seek to limit the number of signs and the size of advertisements in the interests of amenity and public safety.

Therefore the main considerations are the impact upon public safety and amenity.

The sign would have a minimal impact upon the use of the public highway as the main vantage point would be at the end of Chestnut Avenue, which provides the vehicular entrance points to the application site and Pine Tree Lodge. It is therefore considered that

this sign would not result in conditions prejudicial to pedestrian or highway safety.

With regard to amenity, the visual impact of this sign would be limited, having had regard to its position. The sign is located well within the site, set some 25m back from the Chestnut Avenue frontage and is mostly only visible from the car parking area of the application premises. As such, there would be no adverse impact upon the character and appearance of the street scene, the Green Belt or significant harm to the landscape character of the area. Therefore the proposal is considered to comply with policies BE27 and BE29 of the UDP (Saved Policies September 2007).

With regard to the proposed illumination, illuminated advertisements are considered to lie within one of four zones, which have been defined in accordance with the definitions in the Institution of Lighting Engineers Guidance Notes for the Reduction of Light Pollution. These are as follows:

E1 - Intrinsically dark areas (ie National Parks, AONB's or other dark landscapes).

E2 - Low District brightness areas (ie rural or small village locations)

E3 - Medium district brightness areas (ie small town centres, urban locations)

E4 - High district brightness areas (ie city and town centres with high levels of night time activities).

This site is considered to be on the edge of a residential area and adjacent to open countryside and it is therefore appropriate to deal with this application as being sited within Zone E2. The recommended maximum luminance for this zone would be an illuminated area of up to 10m² = 600 candelas/m², and for areas greater than 10m² = 300candelas/m². The application suggests a luminance level of 1000 candelas/m² for the proposed fascia sign and this would be over 6m². It is therefore considered the suggested levels of luminance would be too high, and as such should be limited (by condition) not to exceed 600 candelas/m² to comply with this advice.

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 ADV4 Intensity of Illumination - specified

The intensity of illumination of the advertisement hereby approved shall not exceed 600 candelas per metre².

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).

3 ADV5 Time limit on illumination

The advertisement hereby given consent shall only be illuminated between the hours of 0900 and 22.30.

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 (February 2008) and national guidance.

BE27 Advertisements requiring express consent - size, design and location

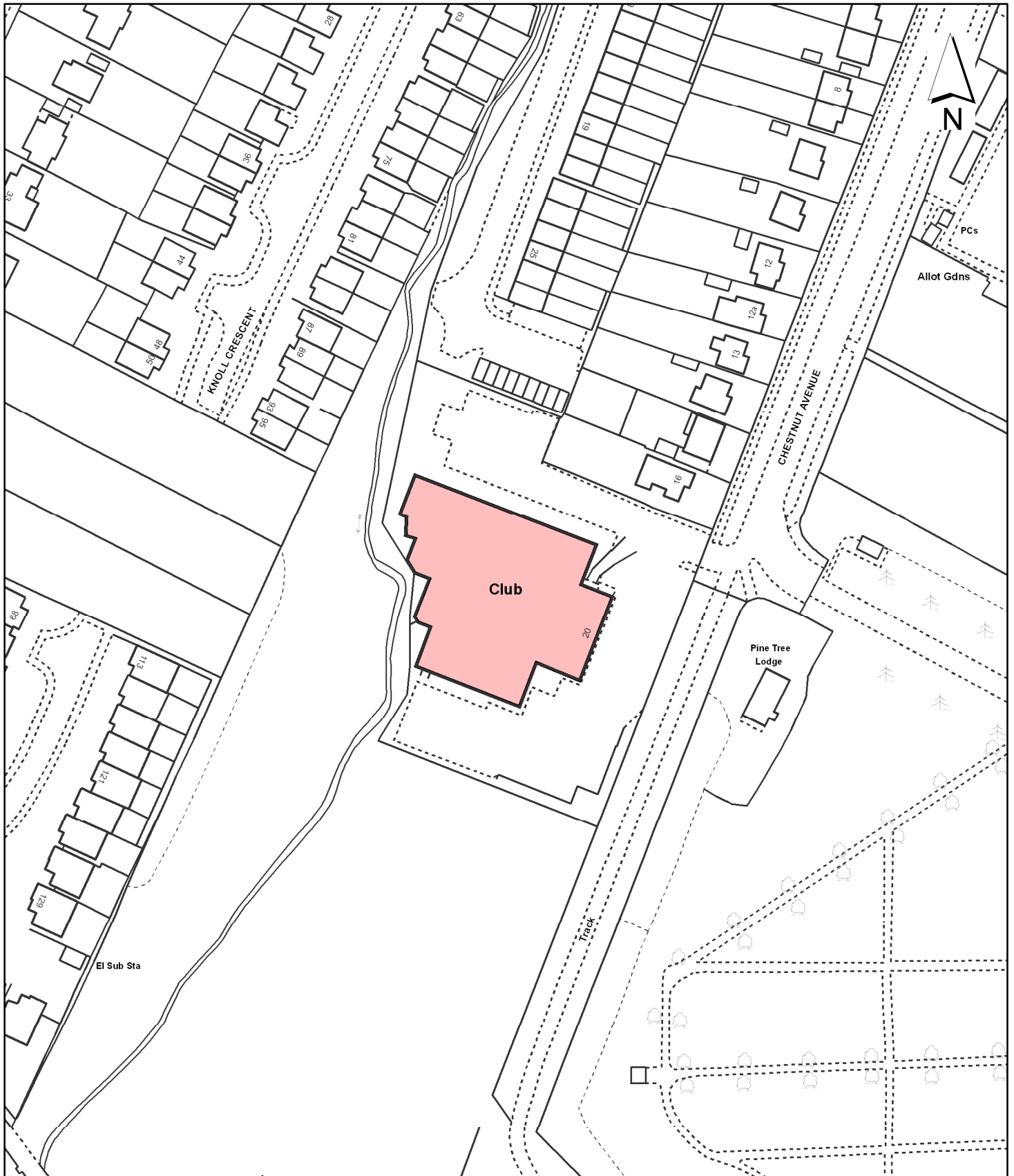
BE29 Advertisement displays on business premises

HDAS Shopfronts and signage


PPG2 Green Belts

Contact Officer: Catherine Hems

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Notes

 Site boundary

For identification purposes only.

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Site Address	
20 Chestnut Avenue Northwood	
Planning Application Ref:	Scale
3401/ADV/2009/61	1:1,250
Planning Committee	Date
North	November 2009

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OF HILLINGDON**

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