

Report of the Head of Planning, Sport and Green Spaces

Address BRUNEL UNIVERSITY KINGSTON LANE HILLINGDON

Development: Installation of 2 non-illuminated fascia signs, 3 non-illuminated door number vinyls and 10 LED strip tube lights

LBH Ref Nos: 532/ADV/2015/93

Drawing Nos: 01
02
03

Date Plans Received: 09/11/2015 **Date(s) of Amendment(s):**

Date Application Valid: 09/11/2015

1. CONSIDERATIONS

1.1 Site and Locality

The application relates to a research building located at the far south east corner of Brunel University's Science Park at site 2 of the Uxbridge Campus. It is adjoined by Kingston Lane to the east, Nursery Lane to the south and existing University Science Park buildings to the north and west. The building has been recently constructed.

1.2 Proposed Scheme

The application seeks advertisement consent for the Installation of 2 non-illuminated fascia signs, 3 non-illuminated door number vinyls and 10 LED strip tube lights.

1.3 Relevant Planning History

532/APP/2014/30 Brunel University Kingston Lane Hillingdon

Construction of a research building, together with associated substation, stores, car parking access and landscaping.

Decision Date: 16-06-2014 Approved **Appeal:**

Comment on Planning History

532/APP/2014/30-Construction of a research building, together with associated substation, stores, car parking access and landscaping. 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

A site notice was displayed at the junction of Kingston Lane with Nursery Lane which expired on 14.12.15. No responses 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:

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

OL1 Green Belt - acceptable open land uses and restrictions on new development

5. **MAIN PLANNING ISSUES**

The main issues for consideration in determining this application are the impact of the signs on public safety and the impact on the visual amenity, including any impacts on the openness of the Green Belt.

In terms of visual amenity, the proposed signage would be considered to be in keeping with the size and scale of the building to which it is associated with. No concerns are raised in relation to the impact on nearby residential occupiers. The proposed signage would be considered to comply with policies BE27 and BE29 of the Hillingdon Local Plan - Saved UDP Policies (November 2012)

The proposed signs, due to their positions, are not considered to be harmful to issues of public safety.

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 in Zone E3. The recommended maximum luminance for this zone would be an illuminated area of up to $10m^2 = 800$ candelas/ m^2 , and for areas greater than $10m^2 = 600$ candelas/ m^2 .

The proposed signs are not illuminated. The application seeks permission for 10 LED strip lights to the front elevation, which can be condition to not exceed 800 candelas/ m^2 . The proposed signs would be located within a Major Developed Site within the Green Belt. Given its campus location, the proposed advertisements are considered not to cause harm to the amenity or visual openness of the Green Belt and would comply with Policy OL1 of the adopted Hillingdon Local Plan - Saved UDP Policies (November 2012).

Therefore, 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 ADV4 Intensity of Illumination - specified

The intensity of feature LED strip lights shall not exceed 800 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 Local Plan - Saved UDP Policies (November 2012).

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) 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 (2015) and national guidance.

BE27 Advertisements requiring express consent - size, design and location

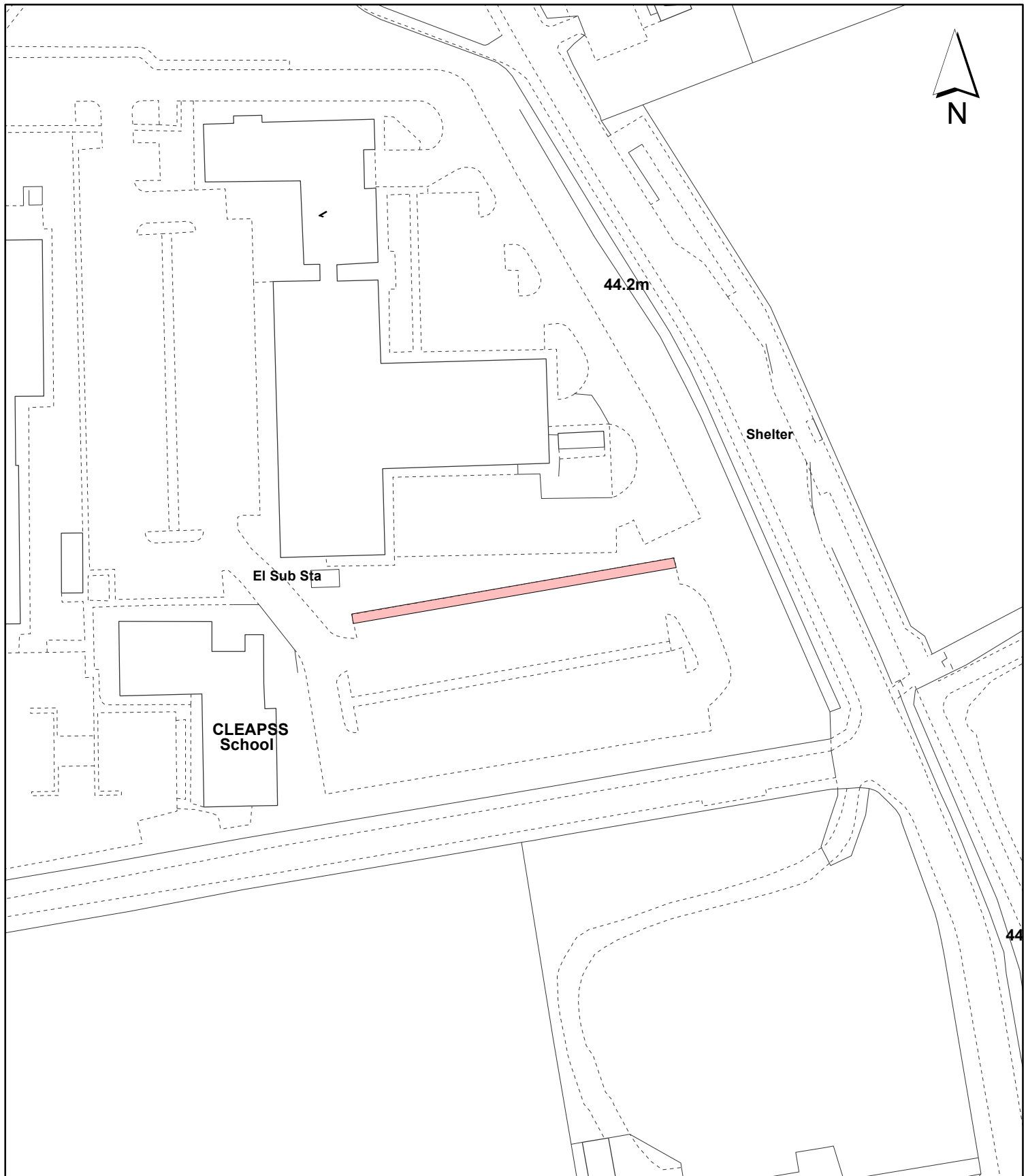
BE29 Advertisement displays on business premises

OL1 Green Belt - acceptable open land uses and restrictions on new development

3 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 (2015). 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.

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Notes:

 Site boundary

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Site Address:

**Brunel University
 Kingston Lane**

**LONDON BOROUGH
 OF HILLINGDON**
 Residents Services
 Planning Section
 Civic Centre, Uxbridge, Middx. UB8 1UW
 Telephone No.: Uxbridge 250111

Planning Application Ref:
532/ADV/2015/93

Scale:
1:1,000

Planning Committee:
C&S

Date:
January 2016

