

Report of the Head of Planning, Sport and Green Spaces

Address EURO GARAGES HEATHROW NORTH SHEPISTON LANE HAYES

Development: Installation of 1 internally illuminated ATM sign

LBH Ref Nos: 17981/ADV/2016/46

Drawing Nos: Design and Access Statement

NM-07-2015-81-01

NM-07-2015-81-02

Location Plan (1:1250)

Block Plan (1:500)

Date Plans Received: 11/04/2016

Date(s) of Amendment(s):

Date Application Valid: 22/04/2016

1. CONSIDERATIONS

1.1 Site and Locality

The site lies on the south side of Shepiston Lane opposite Cherry Lane Cemetery and just to the north of the M4 motorway and comprises a petrol filling station and ancillary facilities. The site is within the Green Belt.

1.2 Proposed Scheme

The proposal is a retrospective application for the installation of an internally illuminated ATM sign which sits over the ATM which is in a housing for which a separate planning application has been made. The advertisement comprises white internally illuminated lettering on a black background and an ATM surround with blue LED halo illumination.

1.3 Relevant Planning History

17981/APP/2016/1404 Euro Garages Heathrow North Shepiston Lane Hayes
Installation of ATM (Restrospective)

Decision Date:

Appeal:

Comment on Planning History

A concurrent application for planning permission for the installation of the ATM is also on this agenda (Reference no. 17981/APP/2016/1404).

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

1 adjoining neighbour consulted via letter dated 26/04/2016 and a site notice was displayec

on 28/04/2016. No comments or objections received.

Heathrow Aerodrome Safeguarding: No comments 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:

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

BE13 New development must harmonise with the existing street scene.

BE15 Alterations and extensions to existing buildings

OL4 Green Belt - replacement or extension of buildings

NPPF1 NPPF - Delivering sustainable development

NPPF9 NPPF - Protecting Green Belt land

5. MAIN PLANNING ISSUES

Policy BE27 of the Hillingdon Local Plan: Part Two 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.

Paragraph 67 of the National Planning Policy Framework states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which would clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

With regard to public safety, the advertisement is within the body of the site close to the entrance to the shop and paying area. Its purpose is to draw attention to the ATM. The proposal will have no impact on the local highway network. It is located in an area separated from car parking and circulation by bollards. It would not interfere with pedestrian movement. There are no other implications with regard to public safety. Therefore, in this regard, the proposal complies with policies BE27 and BE29 of the Hillingdon Local Plan: Part Two.

The sign is relatively small and is well related to the size of the ATM housing. It sits within the body of the site and is located well away from the street. Although there are a number

of other advertisements on the site, this serves a very specific purpose in terms of information and direction. It is low level and softly lit and in the context of the site, has very little impact. It is considered that there would be no significant harm to the character of the area and its impact on the Green Belt would be very limited.

The location, size and low level of illumination means that it is considered that it will not have any adverse impact on public amenity. Therefore the proposal is considered to comply with policies BE27 and BE29 of the Hillingdon Local Plan: Part Two.

It is recommended that advertisement consent be given.

6. RECOMMENDATION

APPROVAL subject to the following:

1 ADVERT1 Standard Condition

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.

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

BE13 New development must harmonise with the existing street scene.

BE15 Alterations and extensions to existing buildings

OL4 Green Belt - replacement or extension of buildings

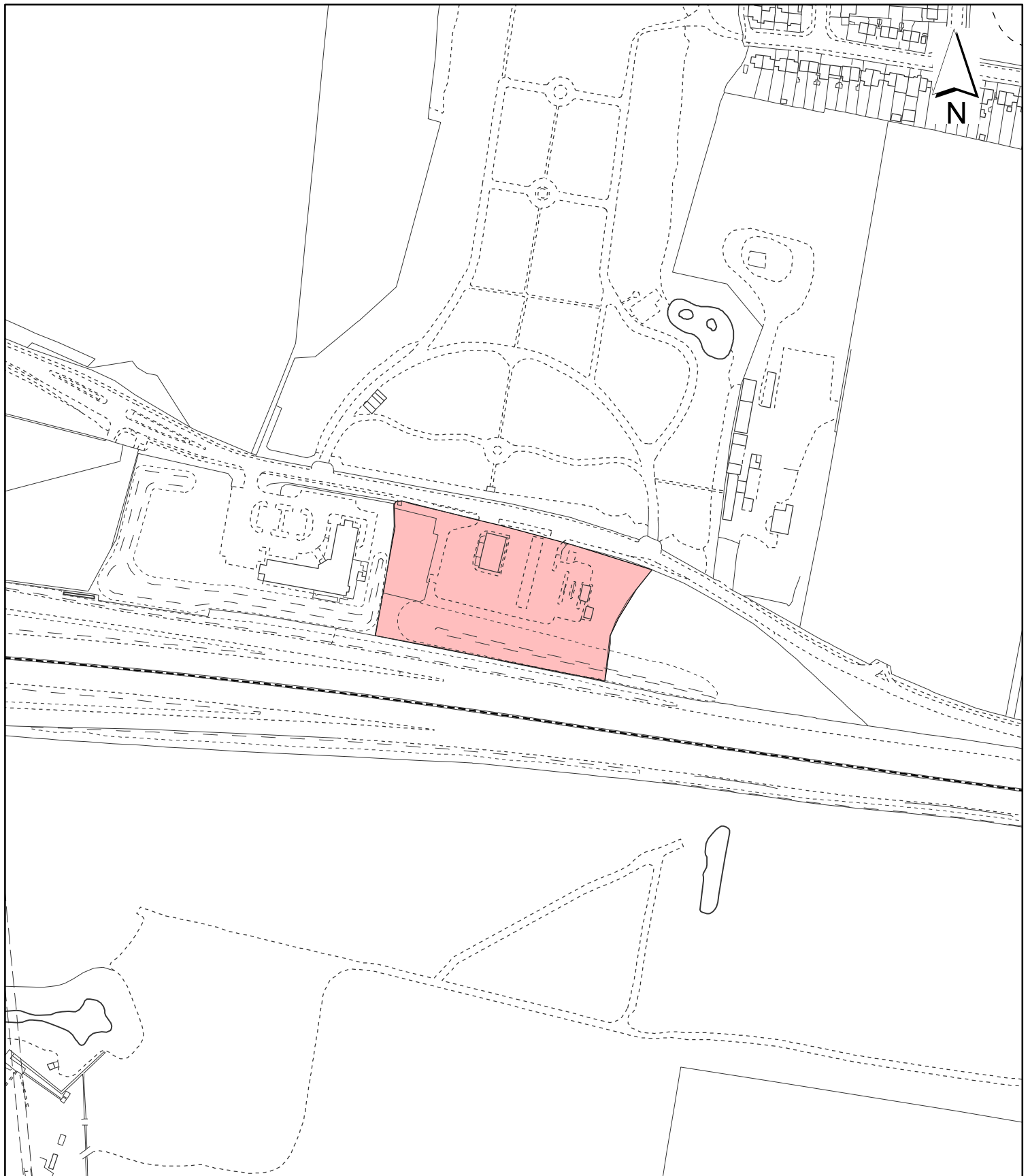
NPPF1 NPPF - Delivering sustainable development

NPPF9 NPPF - Protecting Green Belt land

- 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:

**Euro Garages Heathrow North
 Shepiston**

**LONDON BOROUGH
 OF HILLINGDON**
 Residents Services
 Planning Section

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

Planning Application Ref:
17981/ADV/2016/46

Scale:
1:3,500

Planning Committee:
Central & South

Date:
July 2016



HILLINGDON
 LONDON