

Report of the Head of Planning, Sport and Green Spaces

Address FASSNIDGE MEMORIAL HALL - R/O HIGH STREET UXBRIDGE

Development: Erection of advertisement hoarding measuring maximum height of 3.05m

LBH Ref Nos: 12156/ADV/2016/79

Drawing Nos: Images of erected signage.
KBA Proposed Plans of Hoarding
TheLocationPlan_included_in_Userdefinedattachment
Covering letter (06th September 2016)

Date Plans Received: 06/09/2016 **Date(s) of Amendment(s):**

Date Application Valid: 06/09/2016

1. CONSIDERATIONS

1.1 Site and Locality

The application site is situated at the south eastern end of Harefield Road in close proximity to the south western end of Uxbridge High Street and occupies an area of 0.24ha to the rear of The Cedars and the Old Bank sites. The site itself is located approximately 350 metres from Uxbridge Underground station and falls within the Uxbridge Town Centre with the site located less than 100 metres from the defined Primary Shopping Frontage. The site maintains frontages to both the Harefield Road and the Oxford Road roundabout, whilst the rear of the site adjoins the pedestrian path alongside the Cedars car park.

The site is located to the rear of 'The Cedars', which is a three storey Grade II listed building fronting the High Street. The site is currently occupied by Fassnidge Memorial Hall, a portacabin building which functions primarily as a pensioners dining centre with capacity for 70 persons. It is also used as a venue for social activities and provides a range of services for the elderly community. The land between 'The Cedars' and the Hall is gravelled and used for car parking, with landscaping around the site periphery.

The site has planning permission for the demolition of the existing Fassnidge community dining hall and garage, and the erection of a part four, part seven, part eight storey development comprising a replacement community dining facility and 73 flats.

The site falls in gradient along Harefield Road with the ground level adjacent to the Oxford Road roundabout being some three metres below that of the High Street. The site is bounded by a high brick wall adjacent to Harefield Road which steps down and reduces in height as the site slopes away from the High Street frontage to an area of embankment adjacent to the Oxford Road roundabout (Uxbridge Ring Road roundabout) to the southwest. A public right of way runs immediately outside the southern boundary of the site.

The site is located within the Uxbridge Metropolitan Centre and the north eastern most boundary of the site abuts the Old Uxbridge and Windsor Street Conservation Area, which extends from 'The Cedars' south eastwards towards the Underground station. The surrounding built environment is varied and reflects these designations with the buildings

within the Conservation Area being typically two or three storeys in height and a number of buildings within the immediate vicinity of the site being listed. These include the 'Old Bank House' located at 64 High Street, 118 and 122-123 High Street, and the Falcon Public House (all are Grade II).

A number of multi-storey modern buildings are also located within the vicinity of the site. The Cedars car park and Telephone Exchange (both six storeys in height) are located to the south of the site. 'The Atrium' is a seven storey office block located on the opposite side of Harefield Road and to the north of 'The Atrium' lies a former cinema, which has been converted to a gym. The Uxbridge Court House, Police Station and retail warehouses are located to the north along Harefield Road, with two storey houses beyond. Flatted residential developments up to eight storeys in height are also located further west along the High Street and less than 80 metres to the south west of the site lies Fassnidge Park, a public park covering approximately 3.1ha as well as the Rockingham Bridge Conservation Area.

1.2 Proposed Scheme

The proposal consists of the erection of an advertisement hoarding measuring a maximum height of 3.05m. The hoarding is associated with the planned construction works relating to the development approved under planning application ref: 12156/APP/2015/4166. The adverts are sought for a temporary period to 31st March 2017. The hoarding is positioned along the western site boundary and the adverts would be non illuminated.

1.3 Relevant Planning History

12156/APP/2015/4166 Fassnidge Memorial Hall - R/O High Street Uxbridge

Demolition of existing Fassnidge Community Dining Hall and garage, and erection of part 4, part 7, part 8 storey building to provide a replacement community dining facility and 73 self-contained residential units with associated undercroft car and cycle parking, new vehicle access point, communal and private amenity areas, and landscaping

Decision Date: 01-03-2016 **Approved** **Appeal:**

Comment on Planning History

Earlier this year, planning permission ref: 12156/APP/2015/4166 was given for demolition of the existing Fassnidge community dining hall and garage, and the erection of a part four, part seven, part eight storey car free development comprising a mixed use building providing a replacement community dining facility and 73 self-contained residential units with associated undercroft car and cycle parking, new vehicle access point, communal and private amenity areas and landscaping.

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

19 neighbouring properties were consulted 28th September 2016 and a site notice was erected 30th September 2016. The statutory consultation period expired 28th October 2016. No comments were received from the public consultation.

HIGHWAYS

Comments: No objection

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:

OE1 Protection of the character and amenities of surrounding properties and the local area

BE27 Advertisements requiring express consent - size, design and location

BE30 Advertisement hoardings enclosing sites under construction

NPPF National Planning Policy Framework

5. **MAIN PLANNING ISSUES**

- Public Safety:

The advertisement hoarding is required during construction to safeguard pavement users and passing vehicles from the planned works that are to take place on site. In this respect, the proposal is welcomed.

In terms of highway safety, the Council's Highway Engineer has been consulted and raises no objection to the proposal.

Therefore, the proposal would not be considered to raise any highway or general public safety concerns, in accordance with policy BE30 of the Hillingdon Local Plan: Part 2 Saved UDP Policies (2012).

- Visual Amenity:

The advertisement hoarding would not be illuminated and is not situated immediately adjacent to any residential properties. Therefore, it would not raise concern with regards to impact on residential amenity.

The design, scale and siting of the advertisement hoarding is considered appropriate given its purpose and duration of need.

It is not located in an area of ecological significance, nor is lighting sought. As such, the proposal would not be likely to adversely impact ecology.

Overall, the proposal would not be considered to detract from the residential and visual amenities of the surrounding area, in accordance with Policies OE1, BE27, and BE30 of the Hillingdon Local Plan: Part 2 Saved UDP Policies (2012); Policy BE1 of the Hillingdon Local Plan: Part 1 Strategic Policies (2012) and the NPPF.

- Reason for reporting to Committee:

Hillingdon's scheme of delegation requires any applications for advertisement poster panels of 16-sheet size that are recommended for approval to be reported to committee.

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 31st March 2017.

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(s) 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 Local Plan: Part 2 Saved UDP Policies (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 Local Plan: Part 2 Saved UDP Policies (2012) 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 - The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) and national guidance.

OE1 Protection of the character and amenities of surrounding properties and the local area

BE27 Advertisements requiring express consent - size, design and location

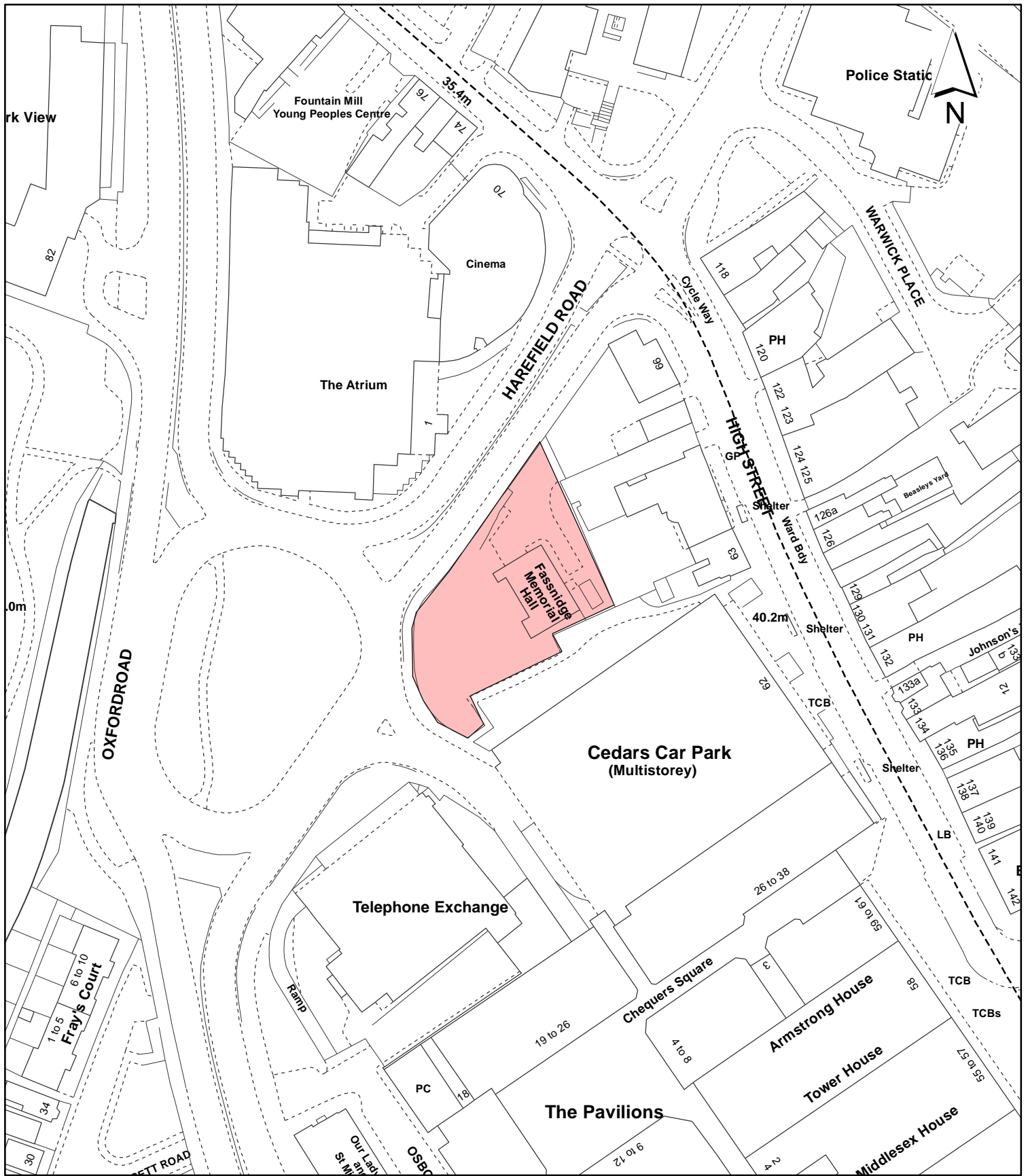
BE30 Advertisement hoardings enclosing sites under construction

NPPF National Planning Policy Framework

- 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 Local Plan: Part 2 Saved UDP Policies (2012), then London Plan Policies (2016). 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:

**Fasnidge Memorial Hall
 R/O High Street**

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

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

Planning Application Ref:
12156/ADV/2016/79

Scale:
1:1,250

Planning Committee:
Central & South

Date:
November 2016

