Report of the Head of Planning, Sport and Green Spaces

Address THE WATERS EDGE RESERVOIR ROAD RUISLIP

Development: Removal of existing adverts and installation of:

One internally illuminated post sign;

Three areas of non-illuminated signwriting; One internally illuminated Nameboard; One externally illuminated post sign; Two non-illuminated transom signs; One externally illuminated sign;

One area of externally illuminated signwriting;

Three non-illuminated post signs

LBH Ref Nos: 1117/ADV/2016/91

Drawing Nos: Location Plan (1:1250)

122161 Rev. A Sheet 3 of 8 122161 Rev. A Sheet 4 of 8 122161 Rev. A Sheet 5 of 8 122161 Rev. A Sheet 6 of 8 122161 Rev. A Sheet 7 of 8 122161 Rev. A Sheet 8 of 8 122161 Rev. A Sheet 2 of 8 122161 Rev. A Sheet 1 of 8

Date Plans Received: 05/10/2016 Date(s) of Amendment(s):

Date Application Valid: 05/10/2016

1. CONSIDERATIONS

1.1 Site and Locality

Ruislip Lido comprises a large man-made reservoir surrounded by semi-natural woodland, scrub and grassland habitat. It is managed as a recreational and educational facility for the community, with visitor attractions including a miniature (narrow gauge) railway, a cafe, a pub and a visitor's centre, plus associated WC facilities. It is largely surrounded by Ruislip Woods National Nature Reserve (NNR) and Site of Special Scientific Interest (SSSI), which it directly borders to the east, north and west.

The application site itself comprises a Locally Listed Public House, The Waters Edge, located on the western side of the reservoir. Reservoir Road, leading to Ruislip Lido's car park runs along the western site boundary. Residential properties are located west and south-west of the Public House.

The site falls within the Green Belt as designated in the Hillingdon Local Plan: Part One - Strategic Policies, as does the entire Ruislip Lido recreational area.

1.2 Proposed Scheme

Advertisement consent is sought for the removal of the existing adverts and installation of:

One internally illuminated post sign; Item 1

Three areas of non-illuminated signwriting; Items 2, 5 & 11

One internally illuminated Nameboard; Item 3
One externally illuminated post sign; Item 4
Two non-illuminated transom signs; Items 6 & 7

One externally illuminated sign; Item 8

One area of externally illuminated signwriting; Item 9 Three non-illuminated post signs; Items 10, 12 & 13

1.3 Relevant Planning History

1117/AA/92/0339 Ruislip Lido Reservoir Road Ruislip

Erection of four barbecue pits

Decision Date: 29-04-1992 Approved **Appeal:**

1117/ADV/2003/41 The Water'S Edge (Brewsters) Reservoir Road Ruislip INSTALLATION OF INTERNALLY AND EXTERNALLY ILLUMINATED SIGNAGE

Decision Date: 03-07-2003 Approved **Appeal:**

1117/ADV/2004/22 Waters Edge, Ruislip Lido Reservoir Road Ruislip

INSTALLATION OF INTERNALLY AND EXTERNALLY ILLUMINATED BUILDING SIGNAGE AND FREESTANDING DIRECTION AND TOTEM PANELS

Decision Date: 26-04-2004 Approved **Appeal:**

1117/ADV/2006/117 Waters Edge Reservoir Road Ruislip

INSTALLATION OF 3 EXTERNALLY ILLUMINATED FASCIA SIGNS, 1 NON-ILLUMINATED FASCIA SIGN AND 1 EXTERNALLY ILLUMINATED FREE-STANDING POLE SIGN

Decision Date: 30-03-2007 Approved **Appeal:**

1117/ADV/2006/23 Waters Edge, Ruislip Lido Reservoir Road Ruislip

INSTALLATION OF A FREE STANDING EXTERNALLY ILLUMINATED PROMOTIONAL DISPLAY UNIT (RETROSPECTIVE APPLICATION).

Decision Date: 25-07-2006 Approved **Appeal:**

1117/ADV/2006/70 Poors Field Adj. The Waters Edge Resevoir Road Ruislip Midd:
ERECTION OF A 7 METRE FLAG AND FLAGPOLE TO DISPLAY THE GREEN FLAG AWARD

Decision Date: 05-12-2006 Approved **Appeal:**

1117/ADV/2008/30 Waters Edge Reservoir Road Ruislip

INSTALLATION OF 1 FREE STANDING NON-ILLUMINATED CAR PARK DIRECTION SIGN

Decision Date: 13-05-2008 Approved **Appeal:**

1117/AE/92/0312 Ruislip Lido Reservoir Road Ruislip

Construction of bund wall to form peninsula as infill treatment to cover swallow holes

Decision Date: 29-04-1992 Approved **Appeal:**

1117/AF/92/0523 Ruislip Lido Reservoir Road Ruislip

North Planning Committee - 11th January 2017 PART 1 - MEMBERS, PUBLIC & PRESS

Construction of two causeways and bridge link to beach area and designated pool areas

Decision Date: 17-03-1995 NFA **Appeal:**

1117/AL/94/1049 Ruislip Lido Reservoir Road Ruislip

Erection of steel storage building for rolling stock, equipment and tools

Decision Date: 14-10-1994 Approved **Appeal:**

1117/AM/94/1177 Ruislip Lido Reservoir Road Ruislip

Erection of part single-storey, part two-storey building for Class A3 use (Food and Drink), including children's indoor play facility, Woodland Ecology Centre, public toilets, two staff flats, and involving infill/landscaping of former paddling pool and refurbishment of beach shop/ Railway Society building

Decision Date: 13-12-1995 DOE **Appeal**:13-DEC-95 Allowed

1117/AP/95/1316 Ruislip Lido (Water Ski Club) Reservoir Road Ruislip

Construction of a concrete hardstanding and installation of a one ton gas propane tank (Appeal against Enforcement Notice; Application for planning permission deemed to have been made pursuant to Section 174 of the Town and Country Planning Act 1990)

Decision Date: 18-09-2001 NFA **Appeal:**18-SEP-01 Withdrawn

1117/APP/2000/2248 Woody Bay Station, Ruislip Lido Railway Reservoir Road Ruisl DETAILS OF TREE PROTECTION IN COMPLIANCE WITH CONDITION 3 OF PLANNING PERMISSION REF.1117/APP/2000/466 DATED 15/09/00; ERECTION OF A RAILWAY CARRIAGE STORAGE SHED

Decision Date: 12-01-2001 Approved **Appeal:**

1117/APP/2000/466 Woody Bay Station, Ruislip Lido Railway Reservoir Road Ruisl ERECTION OF A RAILWAY CARRIAGE STORAGE SHED

Decision Date: 15-09-2000 Approved **Appeal:**

1117/APP/2001/2681 Brewers Fayre Site, Ruislip Lido Reservoir Road Ruislip
ERECTION OF A SINGLE STOREY EXTENSION TO NORTH WING OF THE PUBLIC HOUSE

Decision Date: 21-02-2002 Approved **Appeal:**

1117/APP/2008/2243 Woody Bay Station, Ruislip Lido Railway Reservoir Road, Ruis Single storey storage shed.

Decision Date: 05-11-2008 Approved **Appeal:**

1117/APP/2010/1997 Ruislip Lido Reservoir Road Ruislip

Construction of car park consisting of 150 parking spaces (as well as space for motor cycle parking). Re-consultation following receipt of revised plans, additional and amended supporting reports and amended application form.

Decision Date: 12-07-2012 Approved **Appeal:**

1117/APP/2012/1257 Woody Bay Station, Ruislip Lido Railway Reservoir Road Ruisl

Demolition of existing buildings, provision of 3 new buildings (woodland centre, ticket office and mess room) with associated landscaping.

Decision Date: 30-08-2012 Approved **Appeal:**

1117/APP/2012/1785 Ruislip Lido Railway Station Reservoir Road Ruislip

Erection of a single storey toilet block and a single storey ticket office building (involving the demolition of existing ticket office building).

Decision Date: 12-03-2013 Approved **Appeal:**

1117/APP/2012/2786 Woody Bay Station, Ruislip Lido Railway Reservoir Road Ruisl

Details of materials, security, levels, tree protection, landscaping, access, ecological enhancement, vehicular access, and litter bins, pursuant to conditions 2, 4, 5, 6, 7, 8, 10, 11 and 12 of planning permission ref: 1117/APP/2012/1257 dated 31/8/2012.

Decision Date: 02-01-2013 Approved **Appeal:**

1117/APP/2012/3134 Ruislip Lido Reservoir Road Ruislip

Details of traffic arrangements, tree protection, landscaping, flood risk, auxiliary overflow collar, construction management plan and footpath, in compliance with conditions 4, 7, 9, 10, 11, 14 and 22 of planning permission ref: 1117/APP/2010/1997 dated 12-07-2012 (Construction of car park consisting of 150 parking spaces and motor cycle parking).

Decision Date: 22-04-2013 Approved **Appeal:**

1117/APP/2013/1108 Woody Bay Station, Ruislip Lido Railway Reservoir Road Ruisl

Details of revised landscaping and levels, in compliance with conditions 2 and 7of planning permission ref: 1117/APP/2012/1257 dated 31/8/2012 (new facilities).

Decision Date: Appeal:

1117/APP/2013/147 Woody Bay Station, Ruislip Lido Railway Reservoir Road Ruisl

Details of gas tank enclosure, revised fencing and landscaping, levels and access, pursuant to conditions 5, 7(2b) & (2g); and 9 of planning permission ref: 117/APP/2012/1257 dated 31/8/2012 (woodland centre, ticket office and mess room).

Decision Date: 01-02-2013 Approved **Appeal:**

1117/APP/2013/1568 Ruislip Lido Railway Station Reservoir Road Ruislip

Details in compliance with conditions 2 (materials), 3 (Secure by Design), 5 (site levels and finished floor levels), 6 (tree protection), 7 (landscaping), 8 (access), 13 (ecological statement) & 14 (bin facilities) of planning permission ref: 1117/APP/2012/1785, dated 12 March 2013 for the "Erection of a single storey toilet block and a single storey ticket office building (involving the demolition of existing ticket office building)".

Decision Date: 07-05-2014 Approved **Appeal:**

1117/APP/2013/1938 Ruislip Lido Reservoir Road Ruislip

Non material amendment

Decision Date: 12-07-2013 Approved **Appeal:**

1117/APP/2013/2165 Ruislip Lido Reservoir Road Ruislip

Revised details pursuant to condition 14 (construction management plan) of planning permission ref: 1117/APP/2010/1997 dated 12/07/2012, for the construction of car park consisting of 150 parking spaces and motor cycle parking.

Decision Date: 01-08-2013 Approved **Appeal:**

North Planning Committee - 11th January 2017 PART 1 - MEMBERS, PUBLIC & PRESS

1117/APP/2013/30 Ruislip Lido Reservoir Road Ruislip

Details of tree protection, ecological mitigation and great crested newt mitigation strategy in compliance with conditions 7, 15 and 19 of planning permission ref: 1117/APP/2010/1997 dated 12-07-2012 (Construction of car park consisting of 150 parking spaces (as well as space for motor cycle parking). Re-consultation following receipt of revised plans, additional and amended supporting reports and amended application form).

Decision Date: 09-01-2013 Approved **Appeal:**

1117/APP/2015/2787 The Boat House Reservoir Road Ruislip

DEMOLITION OF THE EXISTING BOAT HOUSE BUILDING AND ERECTION OF A NEW BOAT HOUSE BUILDING WITH ASSOCIATED EXTERNAL WORKS

Decision Date: 15-09-2015 Approved **Appeal:**

1117/APP/2016/2759 Ruislip Lido Reservoir Road Ruislip

Proposed change of use of existing public convenience to kiosk (Use Class A1) with ancillary storage and alterations to north east and south west elevations.

Decision Date: 24-08-2016 Approved **Appeal:**

1117/AR/95/1096 Ruislip Lido Reservoir Road Ruislip

Extension of existing miniature railway line and construction of platform

Decision Date: 23-08-1995 Approved **Appeal:**

1117/AS/96/0237 Ruislip Lido Reservoir Road Ruislip

Installation of two liquid propane gas storage tanks (1.5 metres high x 2.8 metres long) within storage compound area

Decision Date: 18-05-2001 NFA **Appeal:**

1117/AT/96/0365 Ruislip Lido Reservoir Road Ruislip

Details of scheme of landscaping and planting in compliance with condition 4 of the Secretary of State's decision ref.LRP219/R5510/031 dated 13/12/95; Erection of part single storey, part two storey building for Class A3 (Food and Drink), including children's indoor play facility, Woodland Ecology Centre, public toilets, two staff flats and involving infill/landscaping of former paddling pool and refurbishment of beach cafe and Railway Society Building

Decision Date: 24-07-1996 Approved **Appeal:**

1117/AW/96/0370 Ruislip Lido Reservoir Road Ruislip

Details of finished levels in compliance with condition 11 of the Secretary of State's decision ref. LRP219/R5510/031 dated 13/12/95; Erection of part single-storey, part two-storey building for Class A3 use (Food and Drink), including childrens indoor play facility, Woodland Ecology Centre, public toilets, two staff flats, and involving infill/landscaping of former paddling pool and refurbishment of beach shop/Railway Society Building

Decision Date: 04-09-1996 Approved **Appeal:**

1117/AX/96/0372 Ruislip Lido Reservoir Road Ruislip

Details of disabled parking and fencing to car park in compliance with conditions 10 and 13 of the Secretary of State's decision ref.LRP219/ R5510/031 dated 13/12/95; Erection of part single storey, part two storey building for Class A3 use (Food and Drink), including children's indoor play facility, Woodland Ecology Centre, public toilets, two staff flats, and involving infill/landscaping of former paddling pool and refurbishment of beach shop/Railway Society building

Decision Date: 02-12-1996 Approved **Appeal:**

1117/AY/96/0373 Ruislip Lido Reservoir Road Ruislip

Details of materials in compliance with condition 2 of the Secretary of State's decision ref.LRP219 /R5510/031 dated 13/12/95; Erection of part single storey, part two storey building for Class A3 use (Food and Drink), including children's indoor play facility, Woodland Ecology Centre, public toilets, two staff flats, and involving infill/landscaping of former paddling pool and refurbishment of beach shop/Railway Society Building

Decision Date: 03-09-1996 Approved **Appeal:**

1117/AZ/96/0492 Ruislip Lido Reservoir Road Ruislip

Erection of a replacement single storey building for part use by Railway Society and part kiosk

Decision Date: 12-06-1996 Approved **Appeal:**

1117/BC/96/3056 Ruislip Lido Reservoir Road Ruislip

Installation of signage for Public House, Woodland Centre and Model railway (externally

illuminated and non-illuminated)

Decision Date: 15-11-1996 Approved **Appeal:**

1117/BD/96/0873 Brewers Fayre Site, Ruislip Lido Reservoir Road Ruislip

Erection of children's play equipment

Decision Date: 04-09-1996 ALT **Appeal:**

1117/BE/96/0942 Ruislip Lido Reservoir Road Ruislip

Details of external lighting to car park in compliance with condition 9 of the Secretary of State's decision ref.LRP219/R5510/031 dated 13/12/95; Erection of part single storey, part two storey building for Class A3 use (Food and Drink), including children's indoor play facility, Woodland Ecology Centre, public toilets, two staff flats, and involving infill/landscaping of former paddling pool and refurbishment of beach shop/ Railway Society building

Decision Date: 03-12-1996 Approved **Appeal:**

1117/BG/98/0114 Ruislip Lido Reservoir Road Ruislip

Erection of timber clad steel unit to form ticket office/waiting room with hard surface area in front

Decision Date: 17-04-1998 Approved **Appeal:**

1117/G/80/0508 Ruislip Lido Reservoir Road Ruislip

Construction of stock shed.

Decision Date: 17-06-1980 ADH **Appeal:**

1117/K/87/0939 Ruislip Lido Reservoir Road Ruislip

Erection of ticket office & bookshop & extension to workshop to miniature railway

Decision Date: 10-08-1987 ADH **Appeal:**

1117/L/87/1880 Ruislip Lido Reservoir Road Ruislip

Details of materials in compliance with condition 3 of planning permission ref.1117K/87/939

Decision Date: 16-10-1987 ADH **Appeal:**

1117/M/89/0617 Ruislip Lido (Ruislip Sailing Club) Reservoir Road Ruislip

Extension to existing clubhouse to provide changing rooms, shower & toilet facilities and erection of a replacement garage

Decision Date: 03-07-1989 Approved **Appeal:**

1117/R/90/0017 Ruislip Lido (Ruislip Sailing Club) Reservoir Road Ruislip

Erection of a single-storey rear extension to existing clubhouse to provide changing facilities, showers and toilets and erection of replacement garage

Decision Date: 21-08-1990 Approved **Appeal:**

1117/S/91/0635 Ruislip Lido (Ruislip Sailing Club) Reservoir Road Ruislip

Erection of wall to subdivide existing enclosed childrens boating area for use by radio controlled model boats (retrospective application)

Decision Date: 10-06-1991 Approved **Appeal:**

1117/T/91/0669 Ruislip Lido (Ruislip Sailing Club) Reservoir Road Ruislip

Erection of new two-storey Lido building (involving demolition of existing main building) to accommodate all pre-existing facilities, and in addition health club including pool and creche; with associated restaurant, and enlarged function suite

Decision Date: 01-10-1991 Approved **Appeal:**

1117/W/91/1024 Ruislip Lido (Ruislip Sailing Club) Reservoir Road Ruislip

Details of scheme of landscaping and external materials in compliance with conditions 2 and 3 of planning permission ref.1117R/90/17 dated 21.8.90; Erection of single-storey rear extension to clubhouse and replacement garage

Decision Date: 24-10-1991 Approved **Appeal:**

Comment on Planning History

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

EXTERNAL

Consultation letters were sent to 5 local owners/occupiers and a site notice was displayed. No responses were received.

Ruislip Residents Association:

No response was received

INTFRNAL

Conservation Officer:

Following initial comments regarding the amount of signage proposed, the scheme has been revised, reducing the number of proposed signs, and is considered to be acceptable.

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.HE1 (2012) Heritage

Part 2 Policies:

BE4	New development within or on the fringes of conservation areas
BE8	Planning applications for alteration or extension of listed buildings
BE9	Listed building consent applications for alterations or extensions
BE10	Proposals detrimental to the setting of a listed building
BE13	New development must harmonise with the existing street scene.
BE15	Alterations and extensions to existing buildings
BE27	Advertisements requiring express consent - size, design and location
BE29	Advertisement displays on business premises
DAS-SF	Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

5. MAIN PLANNING ISSUES

Policy BE8 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) will only permit applications to alter or extend listed buildings if no damage is caused to the historic structures and additions should be in keeping with other parts of the building and any new external or internal features should harmonise with their surroundings.

Policy BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) states the 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 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) states 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.

The application site is located within the Green Belt. Policy OL4 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) does not permit developments in the Green Belt that would injure the visual amenity of the Green Belt by their siting, materials and design.

Therefore the main considerations are the impact upon public safety, and the impact on the visual amenity of the Locally Listed Public House and the surrounding Green Belt.

With regard to public and highway safety, the majority of the signs would be located on the building at a sufficient distance from the highway and would not impact on users of the public highway. The proposed scheme would reuse an existing large poster frame and an existing post sign which are located alongside the highway; these are considered to be acceptable and would not cause harm to users of the highway.

In regards to visual amenity, the number of signs is considered to be acceptable and would not cause harm to the character, appearance and setting of the Locally Listed Public House or impact on the visual amenity of the surrounding Green Belt. The Council's Conservation Officer does not object to the proposed replacement signs.

The advertisements are considered to comply with Policies BE8, BE10, BE27, BE29 and OL4 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012). The application for advertisement consent is therefore recommended for approval.

6. **RECOMMENDATION**

APPROVAL subject to the following:

1 ADVERT1 Standard Condition

All advertisement consents carry the following 5 standard conditions as contained in the Town and Country Planning (Control of Advertisements) Regulations 1992 and unless specified to the contrary the consent expires after 5 years.

- 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 ADVERT5 Type of illumination

The illumination of the sign(s) 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 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012)

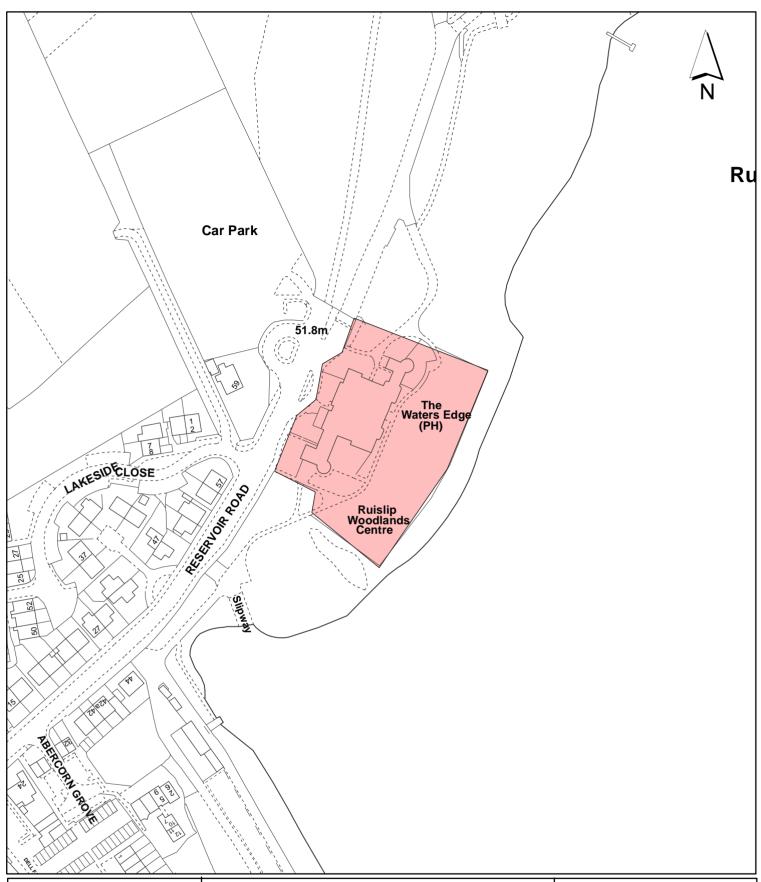
INFORMATIVES

- 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).
- 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 The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) and national guidance.

BE4	New development within or on the fringes of conservation areas
BE8	Planning applications for alteration or extension of listed buildings
BE9	Listed building consent applications for alterations or extensions
BE10	Proposals detrimental to the setting of a listed building
BE13	New development must harmonise with the existing street scene.
BE15	Alterations and extensions to existing buildings
BE27	Advertisements requiring express consent - size, design and location
BE29	Advertisement displays on business premises
DAS-SF	Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

You are advised this permission is based on the dimensions provided on the approved drawings as numbered above. The development hereby approved must be constructed precisely in accordance with the approved drawings. Any deviation from these drawings requires the written consent of the Local Planning Authority.

Contact Officer: Katherine Mills Telephone No: 01895 250230



Notes:



Site boundary

For identification purposes only.

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The Waters Edge, Reservoir Road West Ruislip

Planning Application Ref:

1117/ADV/2016/91

Scale:

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Date:

Planning Committee:

North

January 2017

1:1,750

LONDON BOROUGH OF HILLINGDON Residents Services

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

