

Report of the Head of Planning, Sport and Green Spaces

Address SHELL SERVICE STATION HARMONDSWORTH ROAD WEST DRAYTON

Development: Installation of 5 non illuminated fascia signs

LBH Ref Nos: 62937/ADV/2016/87

Drawing Nos: Design and Access Statement
Location Plan (1:1250)
NW0175 Sheet 2
NW0175 Sheet 1 Rev. 01
NW0176
NW0178
E008721 Rev. 01

Date Plans Received: 23/09/2016 **Date(s) of Amendment(s):**

Date Application Valid: 07/11/2016

1. CONSIDERATIONS

1.1 Site and Locality

The application property comprises of an existing Shell Service Station located on the corner of Harmondsworth Road with Holloway Lane which lies within the Metropolitan Green Belt as identified within the Hillingdon Local Plan - Saved UDP Policies (November 2012). The Service Station comprises of a large covered forecourt and convenience shop with the addition of a carwash facility. An ATM unit has been erected to the front of the shop in a covered area at the edge of the forecourt.

1.2 Proposed Scheme

The application seeks advertisement consent of the Installation of 5 non-illuminated fascia signs for the ATM which has been erected to the front of the shop building at the service station.

1.3 Relevant Planning History

Comment on Planning History

A separate retrospective planning application is submitted in respect of the ATM under application reference 62937/APP/2016/3566.

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

The Harmondsworth Village Residents Association was consulted by letter on 9.11.16 and

a site notice was displayed to the front of the site which expired on 9.12.16. No responses have been received.

Highways Officer:

This application is for the installation of 5 non-illuminated fascia signs at the Shell Service Station which is located at the junction of Harmondsworth Road and Holloway Lane West Drayton. Both of these roads are busy classified roads on the Councils Road Network. The existing service station has a convenience store as part of its existing use and there is car parking for customers on the site. This application is to install 5 small non-illuminated signs on an ATM at the front of the store. The proposed signage is not likely to cause any significant impact to road users and as such I have no significant concerns over this application.

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

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

OL4 Green Belt - replacement or extension of buildings

LPP 7.16 (2016) Green Belt

NPPF9 NPPF - Protecting Green Belt land

5. MAIN PLANNING ISSUES

The main issues for consideration with all advertisement proposals are public safety and visual amenity. There has been no objection raised on highway, traffic or pedestrian safety grounds to the signage proposed. The impact of the proposals on the sensitive visual nature of the Metropolitan Green Belt would also have to be assessed.

The NPPF states in paragraph 88, when considering any planning application, local planning authorities should ensure that substantial weight is given to any harm to the Green Belt. 'Very special circumstances' will not exist unless the potential harm to the Green Belt by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations. Policy OL4 of the Local Plan reflects this National Advice. UDP Saved Policies BE27 and BE29 are specific to advertisement proposals. In general, these will only be granted if they are of such a size, so designed and located that they complement the scale, form and composition of the individual building, do not materially harm the visual amenity in the area or unduly compromise public safety (Policy BE27). The actual number and size of such advertisements displayed on business premises is sought to be limited

for similar reasons under Policy BE29.

It is considered the the ATM signage would not worsen the situation in terms of its overall impact upon the Metropolitan Green Belt given that it is located under the existing canopy and set against the backdrop of the modern buildings on site. The application would therefore have an acceptable level of impact on the visual amenities of the application building and would not constitute an inappropriate development within the Green Belt.

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 COM4 Accordance with Approved Plans

The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers NW0175 Sheet 2, NW0175 Sheet 1 Rev. 01, NW0176, NW0178 and E008721 Rev. 01 and shall thereafter be retained/maintained for as long as the development remains in existence.

REASON

To ensure the development complies with the provisions Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012) and the London Plan (2016).

3 ADV2 Non-illumination (Signs)

The advertisements 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 - 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 - The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) 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

OL4 Green Belt - replacement or extension of buildings

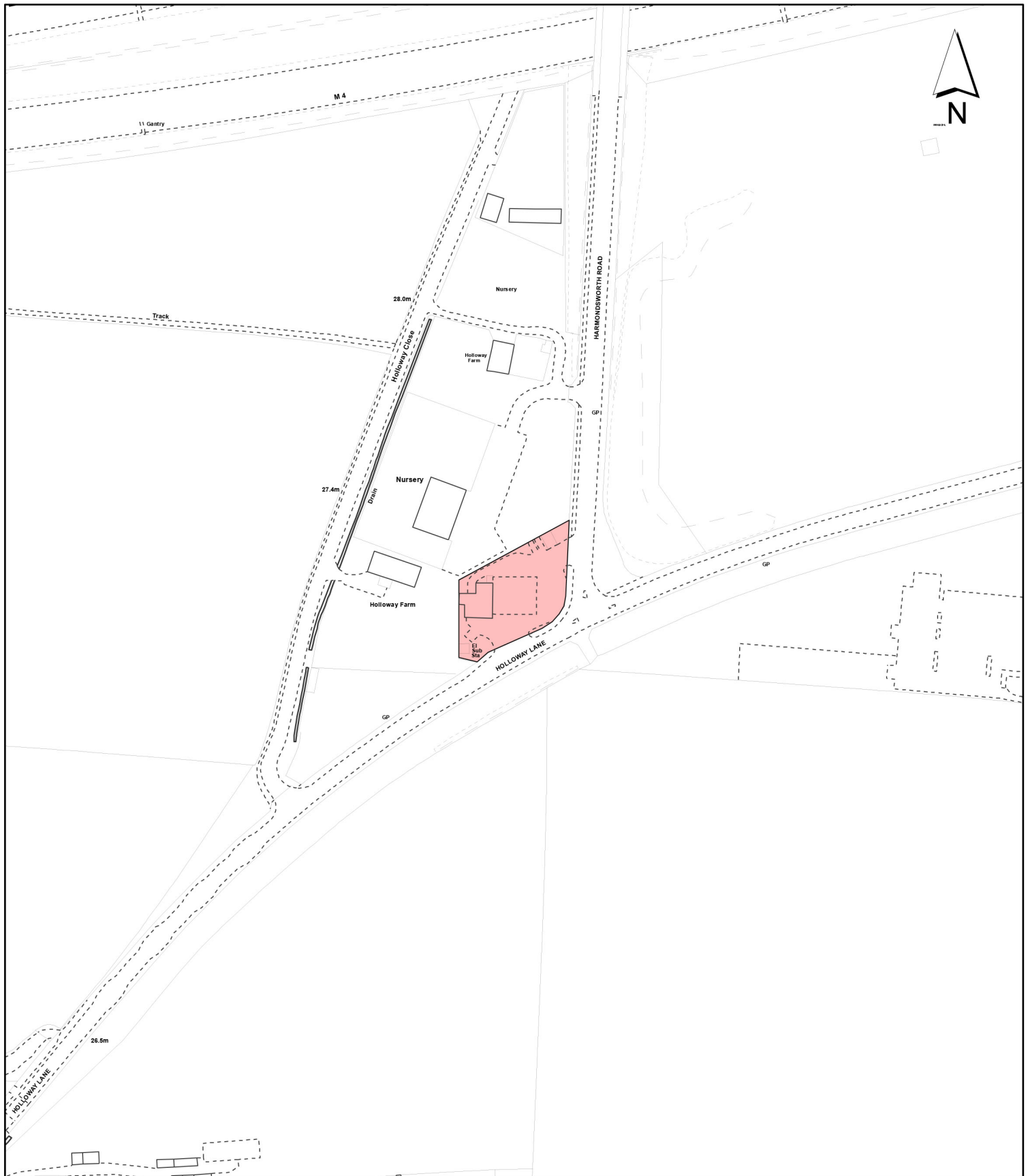
LPP 7.16 (2016) Green Belt

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 (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:

**Shell Service Station
 Harmondsworth Road**

Planning Application Ref:
62937/ADV/2016/87

Planning Committee:
Central & South

Scale:
1:2,500

Date:
January 2017

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

