

## Report of the Head of Planning, Sport and Green Spaces

**Address** EASTCOTE MOTOR SERVICES HIGH ROAD EASTCOTE

**Development:** Installation of 9 x internally illuminated signs and 1 x non illuminated sign

**LBH Ref Nos:** 3689/ADV/2017/16

**Drawing Nos:** WPS-MRH179-23 Rev B  
WPS-MRH179-22 Rev B  
WPS-MRH179-21 Rev B  
WPS-MRH179-20 Rev A  
Location Plan  
WPS-MRH179-15

**Date Plans Received:** 30/01/2017      **Date(s) of Amendment(s):** 30/01/2017

**Date Application Valid:** 03/02/2017

### 1. CONSIDERATIONS

#### 1.1 Site and Locality

The site is located on the northern side of High Road and is currently occupied by a petrol filling station which includes a forecourt with canopy structure above, a single-storey shop building and associated infrastructure. The filling station is currently in the final stages of construction and is a replacement of a previous station that occupied the site.

The site is located within the Eastcote Village Conservation Area and is on a section of road that is bordered by mature trees and hedging as well as grass verging, generating a verdant character and appearance. The trees on the northern side of High Road are the subject of a blanket Tree Preservation Order (TPO).

Two-storey residential dwellings on Flag Walk are located on the opposite side of the road to the site. The rear elevations of these dwellings are set back from the High Road but face out towards it. Rear boundaries are marked by approximately 2 metre high brick walling.

The Black Horse Public House, which is a Grade II Listed buildings is located on the opposite side of the road to the east. Nearby to the north-east on the same side of the road is a cluster of residential dwellings, including Willow Tree Cottage which adjoins the site.

The River Pinn passes to the rear of the site and the river bank includes trees, scrub and patches of grassland which extends to border High Road to the west of the site. Residential dwellings on Sutton Close back on to the opposite bank of the river.

#### 1.2 Proposed Scheme

The proposal involves the installation of a variety of advertisements on the new service station buildings. The advertisements proposed are as follows:-

3 x plastic and metal fascia panel signs to be attached to the side of the canopy roof. These signs will be mounted on the east, south and west elevations respectively. The east

and west facing panels will be red and white with ESSO branding in red. The south (front) facing panel will be red and white with no lettering. Each panel sign will be mounted on the canopy, 4.5 metres above ground level and will be 0.85 metres in height. Each panel will run along the full length of the side of the canopy roof on which it is mounted. The white parts of the panel, which are positioned to the lower part of the sign and behind the lettering and the red box elements on the upper part of the sign will not be illuminated. Each individual character within the red ESSO lettering will be internally illuminated at a level of 400 candelas per m<sup>2</sup>.

1 x non-illuminated panel sign will be mounted on the remaining side elevation of the canopy, facing north towards the River Pinn. The height of the panel will match that of the other canopy panels and it will also run the full length of the northern side of the canopy. The panel will be white, with no other colours or lettering included.

1 x shop front fascia panel sign. The fascia panel will encompass the full shop frontage and also wrap round to the side (southern) elevation. The fascia will include two panels measuring approximately 1.09 metres in width by 0.625 metres in height that display branding for the shop. These will be mounted on the shop front above the ATM and on the side facing fascia panel respectively. The details on the submitted plans are different to the signs which have been put up, which advertise a Co-Op store. The panels include internally illuminated lettering at 60 candelas per m<sup>2</sup>. The majority of the panel will not be illuminated but will be segmented with vertical red LED bead lights between joints. The panel will be a single colour and include a small amount of non-illuminated lettering.

1 x irregularly shaped feature panel sign attached to the shop front. This will measure 5.635 metres at greatest height and 3.135 metres in width at the top, tapering to 1.745 metres width at the base. The panel will feature an array of separate internally illuminated panel signs which would advertise services available at the petrol station. These would consist of a column of four non-illuminated panels each measuring 1.29 metres in width by 0.5 metres in height. Above this column would be a larger non-illuminated panel measuring 1.29 metres in width by 1.775 metres in height.

2 x projecting signs to be mounted over the two rearmost pump islands. These will project 1.2 metres from the canopy column and will be raised 2.89 metres above ground level. The word 'Synergy' as well as branding will be included. The sign itself will not be illuminated but an LED lighting strip will be provided along the underside, illuminating at a level of 200 candelas per m<sup>2</sup>.

2 x totem style signs which consist of 'Synergy' branding mounted on a hook shaped panel which will be anchored to the ground and project over the two front pump islands. Overall height of the signs will be 3.24 metres with the underside at 2.89 metres above ground. The panel and branding will not be illuminated but the inside edge of the sign will include an LED lighting strip which will provide illumination at a level of 200 candelas per m<sup>2</sup>.

The existing flag sign which incorporates the petrol pricing information display will be modified, with new components being added and internal illumination being provided.

### **1.3 Relevant Planning History**

3689/ADV/2005/110

Q8 Petroleum Ltd High Road Eastcote

INSTALLATION OF INTERNALLY ILLUMINATED FREE-STANDING DISPLAY UNIT

**Decision Date:** 30-12-2005      Refused      **Appeal:**04-MAY-06      Dismissed  
3689/ADV/2005/90      Q8 Service Station High Road Eastcote  
INSTALLATION OF AN INTERNALLY ILLUMINATED FREESTANDING SIGN (RETROSPECTIVE APPLICATION)

**Decision Date:** 30-09-2005      Approved      **Appeal:**  
3689/ADV/2007/40      Texaco High Road Eastcote  
RETENTION OF INTERNALLY ILLUMINATED FREE-STANDING TOTEM SIGN

**Decision Date:** 08-10-2009      Refused      **Appeal:**  
3689/AF/87/3132      Eastcote Motor Services High Road Eastcote  
Installation of part internally illuminated fascia

**Decision Date:** 07-01-1988      Approved      **Appeal:**  
3689/APP/2015/2851      Eastcote Motor Services High Road Eastcote  
Erection of petrol filling station, shop and canopy, including underground tanks and demolition of existing petrol station

**Decision Date:** 23-12-2015      Approved      **Appeal:**  
3689/APP/2016/2111      Eastcote Motor Services High Road Eastcote  
Details pursuant to conditions 3 (Materials), 4 (Written Statement of Investigation), 5 (Sustainable Water Management) and 9 (Nature Conservation Scheme) of planning permission Ref: 3689/APP/2015/2851 dated 23/12/2015 (Erection of petrol filling station, shop and canopy, including underground tanks and demolition of existing petrol station)

**Decision Date:** 29-07-2016      Refused      **Appeal:**  
3689/APP/2016/3434      Eastcote Motor Services High Road Eastcote  
Details pursuant to conditions 3 (Materials), 4 (Written Scheme of Investigation) and 9 ((Nature Conservation Scheme) of planning permission Ref: 3689/APP/2015/2851 dated 23/12/2015 (Erection of petrol filling station, shop and canopy, including underground tanks and demolition of existing petrol station)

**Decision Date:** 15-11-2016      Approved      **Appeal:**  
3689/APP/2016/3605      Eastcote Motor Services High Road Eastcote  
Details pursuant to condition 5 (Sustainable Water Management) of planning permission Ref: 3689/APP/2015/2851 dated 23/12/2015 (Erection of petrol filling station, shop and canopy, including underground tanks and demolition of existing petrol station)

**Decision Date:** 06-03-2017      Approved      **Appeal:**  
3689/APP/2016/3801      Eastcote Motor Services High Road Eastcote  
Variation of condition No. 2 (Approved Plans) of planning permission ref:3689/APP/2015/2851 dated 23/12/2015 to relocate the staff parking, alter the location of the shop, increase canopy height, alterations of various glazed elements and relocation of the bin store. (Erection of petrol filling station, shop and canopy, including underground tanks and demolition of existing petrol station)

**Decision Date:** 26-05-2017      Approved      **Appeal:**

## **Comment on Planning History**

The main approval for the redevelopment of the site (3689/APP/2015/2851) included a condition requiring a scheme to protect and enhance the nature conservation interest of the site to be submitted to the Council and approved prior to commencement of development. A suitable scheme was approved under 3689/APP/2016/3434 and included details relating to the control of external illumination in order to protect the habitat value of the River Pinn corridor. An extract of the report is included below:-

4.0 A sensitive lighting scheme will be implemented on site to ensure that opportunities for light sensitive species, such as brown long-eared bats, are maintained on site and within the river corridor. Light spill will aim to be limited to no more than a 2 lux increase above existing light levels across the buffer and the river itself, as this will act as a dark area for wildlife. This will be based in the following rationale:

- Light spill will be minimised - this will include ensuring that there is no light spill onto retained trees on site or the river buffer. The spread of lighting will be kept below the horizontal.
- Narrow spectrum bulbs will be used to lower the range of species affected by lighting. Bulbs that emit minimal UV light will be used, in particular those that avoid white and blue wavelengths. Emitted light should peak higher than 500nm or use glass covers that filter UV wavelengths.
- Any lighting columns should be reduced in height.
- The timing of lighting should be reduced to a minimum and include unlit periods.
- The use of reflective surfaces under lights should be avoided.

4.10 The current lighting proposals for the site (Appendix III) include:

- Reduced height of riverside columns to 2.5m
- Shields added to the riverside lights will direct spill forwards and below the horizontal.
- Canopy lights subject to PIR sensors and will reduce lighting levels to 30% of normal output after a period of inactivity.
- Peripheral lights subject to PIR sensors and will be turned off after a period of inactivity.

4.11 The proposals result in a residual light spill across the buffer and river corridor, the majority of which the canopy lights are responsible for in combination with reflective surfaces used in construction.

## **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 on a lamp post opposite the site. In addition, the occupants of 9

neighbouring properties were sent a letter notifying them that the application had been submitted and inviting comments.

A total of 11 letters of objection, from 6 separate addresses, have been received a summary is provided below:-

A previous illuminated flag sign on site was refused. Other Esso stations do not have these signs. The canopy signs cannot be seen from the road anyway. Would be out of character with the street scene and the Eastcote Village Conservation Area. The service station is already a well used facility and does not need so much advertising. Repositioned flag sign would overhang boundary. Lights already have been switched on and too many changes have been made already. The sign that looks like a sail is particularly unacceptable. Light shines into the bedrooms of houses opposite. Signs will be an urbanising and over dominant presence within the village. Illuminations should be switched of between 22:00 and 06:00. No need for lights on pump signs as the flood lighting alone is sufficient. Illuminations on the ATM machine are a nuisance. There are too many different colours on the flag sign. Suggest that Councillors before making such controversial decisions on environmental issues such as these (less than 50 feet from homes), should attend a lighting demonstration that some local residents did at 9-45pm one evening. The comparison of light emissions to that of a full moon is not a valid argument.

Petition of objection with 33 signatories. Summary: The signs will interfere with our daily lives and the surrounding area due to light pollution in addition to that produced by existing lighting.

OFFICER COMMENT: The ATM signage is not part of this application and its presence will therefore be a matter for potential enforcement action. Amenity impact of the proposed advertising will be discussed within the main body of this report.

#### EASTCOTE CONSERVATION PANEL:

Four new drawings were added to this application 27th April 2017. The email dated 10th April and the attached letter dated 27th February dealing with previous drawings are forwarded for ease.

Regrettably there is still not a full lighting survey submitted with these drawings, which we were promised in February 2017.

It would also appear that the request for an extra condition from the NPC 22nd February to have the shop lights turned down at night has not been enacted. Both omissions are a disgrace. The points made in previous submissions for this application still apply here. It must be noted that as well as these proposed illuminated signs, there is a fully lit canopy, lighting inside the shop and various other lights and floodlight within this area, this is why a full lighting survey is needed.

The only reduction in the illuminations is the removal of illumination from the shop sign. This sign is far too big with or without lighting, it sticks up above the roof of the shop and is a most ugly addition to the Conservation Area.

The MRH logo is still illuminated, the bright red LED lighting all along the length of the fascia is still present.

The canopy is now shown with the Esso sign, illuminated on three sides.

The 'Flag pole sign' is over large ,with every section illuminated. As stated before this will cause the same problems as the previous sign which had to be turned off as it was a danger to motorists. It is also far too close to the houses opposite and will be a permanent nuisance shining into bedroom windows. It should be considered, that sleep deprivation is against a person's human rights, it is considered a form of torture, therefore, the LPA cannot knowingly approve this sign.

The Esso 'Blade components' x 4 and the 'Wave components' x 4 need not have any form of illumination all are under the canopy which is brightly lit. To conform with Communities and Local Government publication Outdoor advertisements and signs: a guide for advertisers none of the illuminated signs should be allowed, and the size of the signs need to be drastically reduced. The guidance is 'The total permitted area for all forecourt advertisements must not exceed 4.6. square meters' this proposal far exceeds that limit.

Without a lighting survey the light pollution to the River Pinn is unknown, but commonsense would indicate the pollution is going to at an unacceptable level. This part of the Conservation Area has a low level of lighting therefore this proposal will appear over dominant and totally unsuitable.

There can be no compromise in this location this application must be refused.

#### EASTCOTE RESIDENTS ASSOCIATION:

This application for 9 illuminated and 1 non-illuminated advertising signs comes against the background of what are now of 2 approved applications for this site for which I have been unable to find, on line, a full lighting scheme, ie showing lighting to the forecourt - under canopy lighting details and then retail outlet lighting, plus any additional general lighting that might be required for the designated parking areas etc, with overall details of all required lighting output levels and potential spill into all the surrounding areas.

I do note that some information on lighting is given in the Ecosulis Ecological Protection & Enhancement Strategy, provided by the Applicant to discharge Condition 9 of the approved application, regarding a Nature Conservation Scheme. However, this has various shortcomings - it is not now current in terms of encompassing the lighting implications of the recently approved Condition 2 amendments. It states it provides 'initial lighting calculations', ie is not a full lighting scheme. In terms of the most critical and concerning issue for residents, it does not address at all the effects of the lighting (brightness and spill) on the nearby houses. It focuses on the implications for the river and wildlife, but states that light spill will aim to be limited to be no more than a 2 lux increase above existing levels across the buffer and the river itself. We understand that typical limitations for the river are 0 to 2 lux in total, so a 2 lux increase on an unknown existing level is somewhat worrying.

Furthermore, this report was not able to include an assessment of this current application for illuminated signage which, with the numbers of signs and the level of illumination suggested, would seem to substantially increase the amount of light on the site and the potential for the overall effects of signage and general lighting, together, to severely impact on the surrounding area, both in ecological terms and in relation to residents suffering the

effects of lighting spill and pollution in their homes and gardens. This has already occurred in the past when ultimately both some general lights and illuminated signs had to be turned off due to Police concerns over drivers being dazzled and the fact that the light shone into the bedrooms of houses in Flag Walk.

At the North Planning Committee Meeting on 22nd February, to determine application 3689/APP/2016/380 for variations to Condition 2, it was inferred that a full lighting scheme had already been provided, and thus such predetermined conditions could not be revoked/taken into consideration by the Committee in relation to their determination of the Condition 2 variations. After the NPC meeting, I emailed James Rodger, asking for information as to where I could find this scheme from the Applicant. I received the following response from James - 'The applicant has not yet provided full lighting details. The case officer has been told to request further information. Full re-consultation will occur when such details are received.' I take from James's response that you have contacted or will be contacting the Applicant for further information and that, when such information is received, you will ensure that all concerned have the right to make further comments in a re-consultation process that you will initiate, with a new date for such comments to be received.

I believe that it is essential that all proposed lighting elements, general and these illuminated signs are considered together, to be able to come to an informed view of their implications as a whole. However, in the meanwhile, as the current deadline for this advertising application requires comments by 28th February, I would state the following in relation to the application:-

The service station is situated in a conversation area (Eastcote Village) and in a particularly rural setting, in that it is surround by trees, grass and shrubbery, with the River Pinn behind it.

I understand that you must assess this application as against the guidelines detailed in the Communities and Local Government 'Outdoor Advertisements and Signs' 2007. Because of its setting, the ecological issues and the closeness of houses, particularly across the road, we cannot stress too strongly how important we feel it is that these guidelines be strictly adhered to in all respects in this instance.

We would particularly refer to the following:-

- Class 4 illuminated signs do not extend to conservation areas.
- Anyway, Class 6 information states that advertisements on forecourts must not be illuminated in any circumstances.
- In addition, this document provides much information on the height, size and square meterage that are acceptable for signs and it seems these requirements are being flouted at every turn in this application.

For example -

The total permitted area in one forecourt for advertisements is 4.6 square metres - here, just one sign, the flag sign, is 7.03 square metres.

- This same sign is 6.5 metres high in total, when the guidelines state that signs should not

be higher off the ground than 4.6 metres. Similarly the feature sign to the front of the shop is 5.635 metres high. At these heights, being on the front boundary and illuminated, they will definitely cast light on the Flag Walk houses.

- Furthermore, from the drawing, the newly positioned flag sign to the front of the site now looks as if its base is outside the demise and thus on public ground. It would certainly appear that the sign will overhang the boundary.

In relation to the houses in Flag Walk, below is a photograph that is taken from the bedroom window of No 4 which shows just how close these houses are to the Petrol Station. The distance from the back garden wall to the boarder of the site is only some 13 metres and the garden lengths are c8.7 metres. It seems obvious that all the illuminated signs are going to have some impact, particularly when combined with the under canopy lights, the illuminated signs on the canopy facia, the shop lighting and the various proposed spotlights. The height of the canopy will further contribute to this as the under-side is now to be at 4.5 metres, with the facia adding a further .85 metres in height, Therefore the wall that runs along the back of all the Flag Walk houses on the Eastcote Road will offer no screening as it is substantially lower - 2.44 metres at the highest point where one house has added fencing panels to the top of the wall.

We ask that this application be refused.

OFFICER COMMENT: The DCLG publication referred to is a guidance document. The classes of advertisement referred to, and the restrictions on size, positioning and illumination relate to signage that can be erected under deemed consent (without the need to apply to the Local Authority for permission). This is an application for express consent and, as such, these restriction are not applicable.

COUNCIL'S LANDSCAPE OFFICER:

This application is for signage, some of which will be on the building. The free-standing signs are well clear of the existing trees and should pose no risk to them provided that the underground cable runs do not involve trenching through the root protection areas.

No objection and no need for landscape conditions.

ENVIRONMENTAL PROTECTION UNIT (EPU):

Any light installed shall operate in accordance with details which have previously been submitted to and approved in writing by the Local Planning Authority. Such details shall include location, height, type and direction of light sources and intensity of illumination, so as not to cause nuisance to nearby businesses/offices/dwellings. Any lighting that is so installed shall not thereafter be altered without the prior consent in writing of the Local Planning Authority other than for routine maintenance which does not change its details.

HIGHWAYS:

No objection.

CONSERVATION & URBAN DESIGN:



This site is located in a quiet area, on a narrow strip of land between the River Pinn and the Eastcote Road, in Eastcote Village Conservation Area. There is a large, densely treed area of open space on one side, a large garden on the other and houses on the opposite side of the road.

The Garage is proposing a number of signs. Some of these are reasonably required to advertise its presence to passing motorists, but others are considered to be excessive as they would be potentially very striking, over-dominant and incongruous in such a context. The following fall into this category:

1. The illuminated red fascia signs, on three of the four sides, each 16,700mm long. The Esso letters could be individually illuminated, but the fascia itself should be non-illuminated.
2. The tall 'feature' sign, some 5630mm high, to face west down the High Road, would have illuminated signs within it. This would be very dominant indeed and replicate the information on the flag sign. This should be non-illuminated.
3. The MRH letters, which are 425mm high, and the roundel advertising a 24 hour service, which would be 625mm high, would be placed on the front facade of the shop and on the end elevation, which would be close to the road. The location on the front facade might be acceptable, but again the site on the roadside elevation would be much too dominant if internally illuminated.

Although the flag sign would replace an existing sign, the previous garage used a softer illumination, following representations by local residents. The details of this are not known, but the intensity of the illumination does need to be very carefully considered.

#### **4. UDP / LDF Designation and London Plan**

The following UDP Policies are considered relevant to the application:-

Part 1 Policies:

PT1.EM3 (2012) Blue Ribbon Network

Part 2 Policies:

AM7	Consideration of traffic generated by proposed developments.
BE13	New development must harmonise with the existing street scene.
BE27	Advertisements requiring express consent - size, design and location
BE28	Shop fronts - design and materials
BE29	Advertisement displays on business premises
BE34	Proposals for development adjacent to or having a visual effect on rivers
BE4	New development within or on the fringes of conservation areas
DAS-SF	Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006
LPP 7.24	(2016) Blue Ribbon Network
LPP 7.28	(2016) Restoration of the Blue Ribbon Network
LPP 7.4	(2016) Local character

LPP 7.5	(2016) Public realm
LPP 7.6	(2016) Architecture
LPP 7.8	(2016) Heritage assets and archaeology
NPPF	National Planning Policy Framework
NPPF7	NPPF - Requiring good design
OE1	Protection of the character and amenities of surrounding properties and the local area

## 5. MAIN PLANNING ISSUES

### AMENITY IMPACT:

Para. 67 of the National Planning Policy Framework (NPPF) instructs that control over advertisements should be exercised only in the interests of amenity and public safety, taking into account cumulative impacts.

The proposed advertisements would be located at an established service station site and would be distributed around the forecourt and buildings and have a number of different aspects. The site is located on a section of road that is verdant in appearance owing to the amount of mature landscaping and grass verge which flanks the majority of the northern side of the road, extending to the River Pinn. Opposite the site is residential development although nearby to the east there is a public house as well as a parade of retail units, all of which feature fascia and / or projecting signs. The road is also lined by street lighting which introduces residual illumination during hours of darkness and there is also an illuminated traffic sign opposite the site.

The proposed scheme will introduce various signage, some of which will be internally illuminated. It is considered that, provided the intensity of illumination, and the overall illuminated area of the signage is kept to a minimum, the advertisements can be accommodated without degrading the overall character and appearance of the Conservation Area.

### - CANOPY ROOF FASCIA SIGNAGE:

With regard to the canopy fascia signage, these are distributed around the four aspects of the canopy roof sides, with the panel facing the River Pinn being finished in plain white. Illumination is restricted to low level internal lettering to the ESSO letter sets on the east and west (side) facing signs and the north facing sign is non-illuminated. Due to the small surface area that will be illuminated, the low intensity of the illumination and the absence of illumination for the north and south facing panels, it is not considered that the canopy signage would result in unacceptable light spillage towards the River Pinn and its banks or windows of habitable rooms on Flag Walk and would also not appear out of keeping with the surrounding area given the presence of street lighting at a similar height.

Although the overall length of the panel signage is fairly significant, the bulk of the sign consists of two colours, without any branding and it is considered that this is not dissimilar from standard fascia panels for a canopy roof structure. Conditions will be attached to any approval both restricting the area of the signs that may be illuminated and also limiting the level of illumination so that it is appropriate on amenity grounds.

Providing these controls are applied and adhered to, it is considered that these signs would

comply with Policies BE 4, BE 13, BE 27, BE 29 and OE 1 of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012) and Policies 7.4, 7.5 and 7.8 of the London Plan (2016).

**- SHOP FRONT FASCIA PANEL:**

The shop fascia panel has been installed and does not reflect the appearance of the submitted drawings. This, in itself, can be regarded as acceptable as para. 3 (4) of Part 1 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that 'unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.'

The fascia sign wraps around the southern (front) and western (side) elevation of the building. It features two illuminated panel signs of similar size and position, although a different design, to that shown on the submitted plans. One of these panels is mounted on the front facing fascia whilst the other is positioned to the side, facing out on to High Road.

An illuminated panel to the front facing fascia is considered to be acceptable as it will face out on to the illuminated forecourt area and is discrete in terms of positioning and size. It will not face in the direction of any habitable room windows at nearby residential properties, is at low level and will be partially screened by the canopy roof and is not illuminated to a significant intensity. As such, it is not considered that it will detract from the appearance of the Conservation Area or the amenities of neighbouring residents. The side facing illuminated panel sign is also considered to be acceptable due to its modest size, low intensity of illumination and the fact that it will be lower than the height of first floor windows on Flag Walk that face towards it and largely screened from view from ground floor windows on the same properties by the existing boundary treatment.

The majority of the fascia will be a simple, grey coloured panel with a small amount of non-illuminated text. This text will not be overly dominant within the sign due to its modest size and will be positioned at the opposite end of the front facing fascia sign to the illuminated panel so as to prevent a cluttered appearance from arising.

However, the panel design shown is segmented by equally spaced vertical red lighting strips. These elements are not considered to be necessary and detract from the simple and uncluttered appearance of the fascia, to the detriment of the character and appearance of the Conservation Area.

Provided these lighting beads are not included, and that all other illumination is strictly controlled, it is considered that these advertisements would comply with Policies BE 4, BE 13, BE 27, BE 29 and OE 1 of the Local Plan and Policies 7.4, 7.5 and 7.8 of the London Plan.

**- FEATURE SIGN PANEL TO FRONT OF SHOP BUILDING:**

This advertisement takes the form of a shard shaped brushed aluminium panel that would be anchored to the ground and anchored against the shop front. The feature sign will include a column of separate non-illuminated panel signs that will advertise the various products and services available on site. This column will consist of four panels that would each measure approximately 1 metre in width by 0.35 metres in height with a larger header

panel measuring approximately 1 metre in width by 1.35 metres in height directly above.

The sign background will have a brushed aluminium finish that is simple and will complement the grey shop front fascia sign. The panels displayed will not be illuminated and will be arranged in an orderly fashion so as not to appear as clutter. The sign will be positioned adjacent to the shop building and will therefore not appear as an isolated or out of context feature within the surrounding Conservation Area. The uppermost part of the panel will project above the roof of the shop building but no to the extent that it would appear overly dominant. It will also be set back from the highway and at orientated so that it does not appear oppressive or overbearing within the context of the street scene.

This sign will not be illuminated nor will any other external lights point directly towards. As such, it is not considered that it will generate any material increase in light emission by way of its own illumination or by reflecting nearby lights on its surface.

The panel signs shown on the submitted plans are indicative but a condition will be attached to any approval given restricting the size of any panel signs to be installed in the future and also prohibiting any internal or external illumination so as to preserve the character and appearance of the Conservation Area.

It is therefore considered that the proposed advertisement would comply with Policies BE 4, BE 13, BE 27, BE 29 and OE 1 of the Local Plan and Policies 7.4, 7.5 and 7.8 of the London Plan.

#### - 'WAVE' AND 'BLADE' SIGNS POSITIONED OVER PUMP ISLANDS:

These signs are single colour features that are positioned entirely below the canopy roof and include a small panel displaying corporate branding. It is considered that the positioning of these signs adjacent to each petrol pumps ensures that they visually tie in with these features and do not appear detached from the wider development. The proposed signs include white LED strip lighting on their underside and leading edge which is considered to be unnecessary, particularly given that the canopy roof already provides adequate levels of illumination for customers. In addition, there are no barriers to prevent light spillage from these features from intruding towards the River Pinn and its banks and, thereby, detracting from the rural nature of the riparian landscape. It is also considered that the illumination of these features, when viewed cumulatively with other illuminated advertisements on site, would result in a proliferation of artificial light sources on the site that would lead to a disruptive and discordant appearance within the Conservation Area out of daylight hours.

Notwithstanding the illuminations attached to these signs, it is considered that they introduce a cluttered appearance to the site and, when viewed cumulatively with other advertisements, would represent an over proliferation of advertising within the site. Policy BE 29 of the Local Plan specifically aims to limit the amount of advertisements on any one site so as to prevent clutter and, as such, the signage is considered to be contrary to this policy as well as Local Plan Policies BE 13 and BE 4 which seek to protect the character and appearance of the Conservation Area. Furthermore, additional light intrusion towards the River Pinn would be unacceptable and the signage is therefore considered to fail to satisfy policy BE 34 of the Local Plan and Policy 7.28 of the London Plan.

The provision of additional lighting beneath the canopy also conflict with the approved Ecological Protection and Enhancement Strategy attached to the overall development of

the site (as per 3689/APP/2016/3434) which states that 'lighting will be kept to a minimum on site. If required, lighting will be directional away from retained habitats.'

- FLAG SIGN:

The proposed flag sign is to be retained in its current position although a number of modifications are proposed to its components, most notably the introduction of numerical LED price indicators and a collection of illuminated panel signs featuring the main ESSO branding as well as advertisements for services and products available on site. The front and rear aspects of all panels will include branding and internal illumination and will be visible within the street scene.

There is a precedent for illuminated flag signage on the site, following the approval of an earlier sign when the station was run by Texaco, as approved under application 3689/ADV/2005/90. A condition of the approval for this application was that further details of the intensity of illumination for the sign were to be submitted to and approved by the Council. These details were never provided and a subsequent application (3689/ADV/2007/40) for an illuminated flag sign was refused due to inadequate details on illumination intensity being provided. An informative was included with the refusal notice stating that a maximum level of illumination of 350 candelas per m<sup>2</sup> would be appropriate for any such signage.

The current configuration of the sign includes a column of four panels, two of which would provide pricing information. Each panel would measure approximately 1.6 metres in width by 0.4 metres in height. The pricing panels include illuminated LED digits whilst the other panels would feature internal illumination and interchangeable branding. A larger internally illuminated panel, approximately 1.6 metres in width by 1.35 metres in height would be displayed above the smaller panels.

The main ESSO branding would be mounted at the top of the sign on an internally illuminated panel measuring 1.9 metres in width by 1.425 metres in height.

It is considered that the flag signage would be an acceptable feature provided light output is strictly controlled so as to prevent unacceptable spillage into the wider surrounding area and towards the windows of habitable rooms, particularly those at 30 - 32 Flag Walk . A flag sign of similar proportions has been present at the site for a number of years in a variety of forms and this has included permission for illumination at times.

It is understood that the sign will remain in its original position, as this is where it has been re-erected on site, and will not project any further towards the highway or neighbouring properties. The individual panels on the lower part of the sign are of uniform size and are organised neatly so as to prevent any sense of clutter.

It is therefore considered that the flag signage would be in compliance with Policies BE 4, BE 13, BE 27, BE 29 and OE 1 of the Local Plan and Policies 7.4, 7.5 and 7.8 of the London Plan.

- INTENSITY OF ILLUMINATION:

Notwithstanding the figures provided on the accompanying drawings, summary documents and application form, it is considered that given the sensitivity of the site, which is within a Conservation Area and also backs onto the River Pinn which is part of the Blue Ribbon

Network justifies strict controls in the intensity of illumination of each advertisement. This should take into account previous advice issued by the Council that the brightest parts of any given advert should not exceed 350 candelas per m<sup>2</sup>.

Provided such controls are adhered to, it is considered that the approved signs would be in compliance with policies BE 4, BE 13, BE 27, BE 29 and OE 1 of the Local Plan and Policies 7.4, 7.5 and 7.8 of the London Plan.

#### PUBLIC SAFETY:

The signage will be visible to road users and is designed to attract a certain level of attention from road users. It is important that the need to attract attention is balanced against any potential hazard. The Council's highways engineers have reviewed the application and have not raised any objections on the grounds of road safety. Furthermore, the advertisements will not be sited in a position where they would obstruct pedestrian movements or overhang areas within the public domain. Any approval given will be subject to the standard condition requiring all advertisements to be maintained in a safe condition at all times.

It is therefore considered that the proposed signage would accord with Local Plan Policies AM 7 and BE 27.

#### CONCLUSION:

It is considered that the majority of the advertisements applied for would be acceptable, subject to restrictions on the level of illumination, having regard to the location of the site within Eastcote Village Conservation Area as well as the proximity of the site to the River Pinn and nearby residential properties.

However, it is considered that illuminated signage above the pump islands would introduce an unacceptable intensification of lighting beneath the canopy roof that would result in light spillage towards the banks of the River Pinn, compromising its rural character and appearance and causing habitat disturbance. These signs would also lead to an over proliferation of light sources within the site which would result in a disorderly and confused appearance within the wider conservation area during hours of darkness.

The red beading shown on the shop fascia signs is also considered unacceptable as it is not a necessary feature for the advertising displayed and would appear cluttered and visually unsympathetic towards its surroundings.

A split decision is therefore recommended in order to approve all signs, subject to conditions, other than the pump island signs and the red beading on the shop front.

## 6. **RECOMMENDATION**

**This is a SPLIT DECISION, part approved, part refused.**

1            ADVERT1    Standard Condition

#### APPROVAL CONDITION 1:

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** ADVERT4 Intensity of Illumination

##### APPROVAL CONDITION 2:

The intensity of illumination of the advertisements shall not exceed:

A maximum of 350 candelas per m<sup>2</sup> on the forecourt canopy fascia signs, restricted to the letter set only. No other parts of these signs shall be illuminated at any time.

A maximum of 350 candelas per m<sup>2</sup> on the top panel of the flag sign which measures 1.9 metres in width by 1.425 metres in height. All other advertisement panels and price indicators shall be illuminated to a maximum intensity of 60 candelas per m<sup>2</sup>. No other parts of this sign may be illuminated.

A maximum of 60 candelas per m<sup>2</sup> for the individual lettering within the shop fascia logo signs on the western and southern shop fascia boards. The area of illuminated lettering shall not exceed 1.09 metres by 0.425 metres on any aspect. No other parts of the fascia board shall be illuminated.

#### 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 Policies BE 4, BE 13, BE 27 and OE 1 of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012)

**3** ADV2 Non-illumination (Signs)

#### APPROVAL CONDITION 3:

Notwithstanding the submitted details, no signs shall be illuminated other than the forecourt canopy sign, restricted to the letter set only, the top panel and smaller price display and advertising panels on the flag sign and the individual lettering of the western and southern fascia boards.

#### REASON

In order to protect the visual amenity of the area and/or highway safety in accordance with Policies BE 4, BE 13, BE 27 and OE 1 of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012)

**4** ADVERT5 Type of illumination

#### APPROVAL CONDITION 4:

The illumination of the signs is to be by fixed and constant lights and not by lights which are, or appear to be, intermittent, moving, flashing or vibrating. All illumination is to be by internal lighting.

#### REASON

In order to protect the visual amenity of the area and/or highway safety in accordance with Policies BE 4, BE 13, BE 27 and OE 1 Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012)

**5** NONSC Non Standard Condition

#### APPROVAL CONDITION 5:

The size of individual advertisement panels within the flag and feature signs shall not exceed the dimensions of the panels shown on the approved plans at any time.

#### REASON

In order to protect the visual amenity of the area and/or highway safety in accordance with Policies BE 4, BE 13, BE 27 and OE 1 Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012)

**6** R1 Advertisements - Refusal 1

#### REFUSAL REASON 1:

The proposed advertisements by reason of their size, siting, method of display, cluttered appearance and unnecessary illumination would be unduly prominent within the Conservation Area and detrimental to the visual amenities of the locality. Furthermore, the illumination of these signs would result in additional light spillage towards the River Pinn corridor, unacceptably compromising its role as a wildlife corridor as well as degrading its rural nature.

The proposal is therefore contrary to the Council's adopted policies BE 4, BE 13 and BE



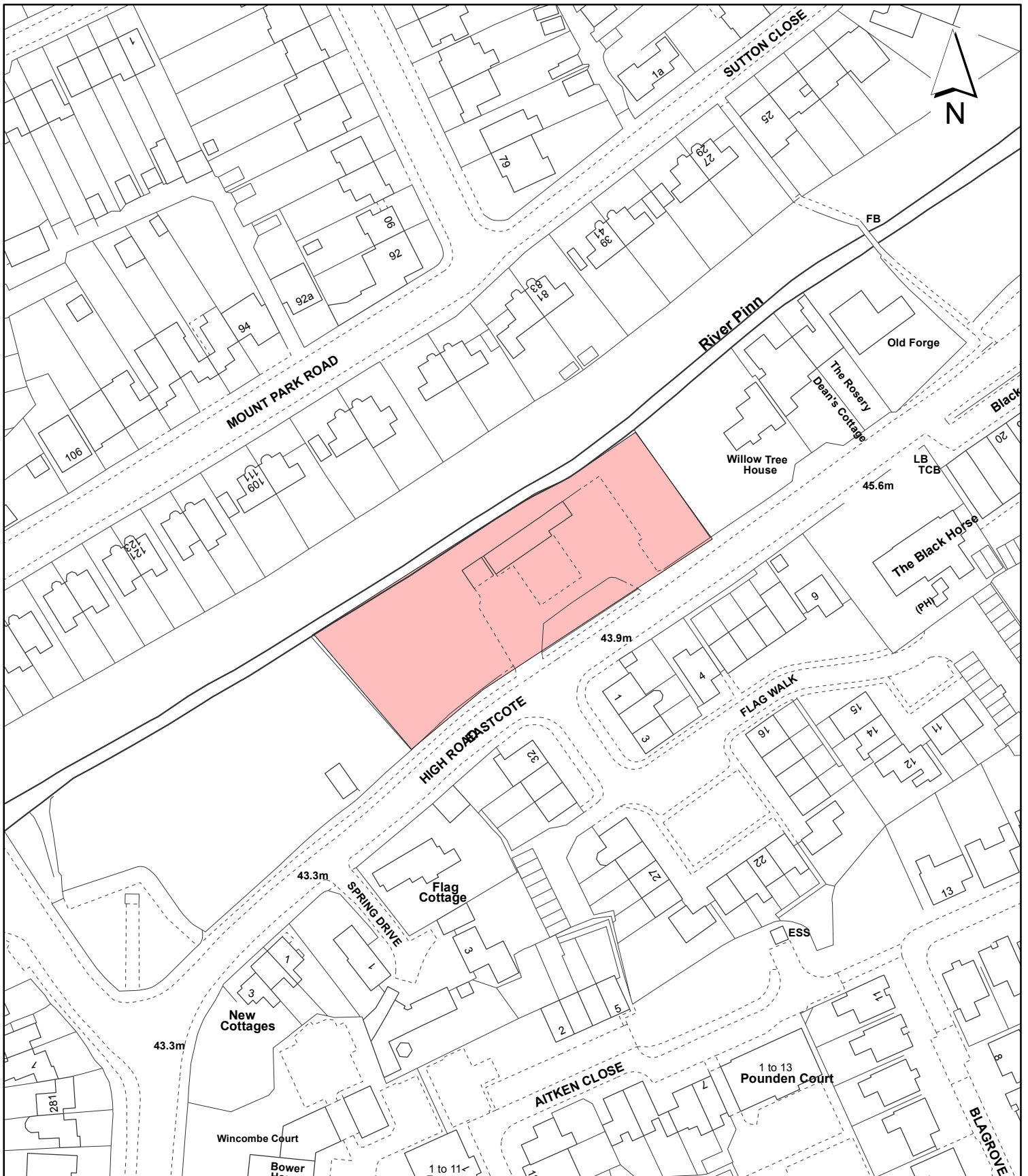
34 of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012) and Policy 7.28 of the London Plan.

## **INFORMATIVES**

- 1 This permission relates to the advertisements identified within the above conditions only and does not purport to grant consent for any other advertisements on site, including the illuminations surrounding the ATM installed within the shopfront.

**Contact Officer:** James McLean Smith

**Telephone No:** 01895 250230



**Notes:**

 Site boundary

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Site Address:

**Eastcote Service Station**

Planning Application Ref:  
**3689/ADV/2017/16**

Planning Committee:  
**North**

Scale:  
**1:1,250**

Date:  
**June 2017**

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

