

Report of the Head of Planning, Sport and Green Spaces

Address HAYES PARK HAYES END ROAD HAYES MIDDLESEX

Development: Installation of 3 flag poles

LBH Ref Nos: 12853/ADV/2017/41

Drawing Nos: Block Plan (1:500) Received 17-06-2017
Pole Installation Statement
Location Plan (1:2500)
632-FUN-MH-GA01

Date Plans Received: 13/04/2017

Date(s) of Amendment(s): 13/04/2017

Date Application Valid: 03/05/2017

26/04/2017

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located to the front of which the Pladis Building which forms the grounds and setting of the existing Hayes Park Building itself, a Grade II* listed building within a green field site.

1.2 Proposed Scheme

The application seeks retrospective advertisement consent for the installation of 3 flag poles.

1.3 Relevant Planning History

12853/AA/97/0654 H.J.Heinz Co. Ltd, Hayes Park Hayes End Road Hayes

Installation of a temporary car park on part of existing parkland including a temporary footbridge /pathway and associated fencing

Decision Date: 14-11-1997 Approved **Appeal:**

12853/APP/2003/2530 Hayes Park Hayes End Road Hayes Middlesex

REPLACEMENT AND ERECTION OF 3 CLOSE CIRCUIT TELEVISION CAMERAS

Decision Date: 06-07-2004 Approved **Appeal:**

12853/APP/2004/1857 Hayes Park Hayes End Road Hayes Middlesex

PARTIAL DEMOLITION OF LISTED WALL (APPLICATION FOR LISTED BUILDING CONSEN

Decision Date: 17-02-2001 NFA **Appeal:**

12853/APP/2004/76 Hayes Park Hayes End Road Hayes Middlesex

ERECTION OF 2.25M HIGH FREESTANDING GARDEN WALLS (APPLICATION FOR LISTED BUILDING CONSENT)

Decision Date: 06-06-2005 Withdrawn **Appeal:**

12853/APP/2006/3060 Hayes Business Park Hayes End Road Hayes
REBUILDING OF LISTED BOUNDARY WALL (TO THE REAR AND SIDE OF UNITED BISCUITS BUILDING) (APPLICATION FOR LISTED BUILDING CONSENT)

Decision Date: 29-01-2007 Approved **Appeal:**

12853/APP/2010/2186 H.J.Heinz Co. Ltd,Hayes Park Hayes End Road Hayes

Internal alterations to include overpanel to doors, new access door, replacement fire door and replacement skirting to the reception area (Application for Listed Building Consent.)

Decision Date: 15-11-2010 Approved **Appeal:**

12853/APP/2010/275 H.J.Heinz Co. Ltd,Hayes Park Hayes End Road Hayes

Internal alterations to existing staircases due to fire safety issues.

Decision Date: 17-02-2010 NFA **Appeal:**

12853/APP/2011/1946 H.J. Heinz Co. Ltd, Hayes Park Hayes End Road Hayes

Installation of new cycle shelter.

Decision Date: 02-03-2012 Approved **Appeal:**

12853/APP/2012/612 Hayes Park Hayes End Road Hayes Middlesex

Approval of details reserved by condition No. 4 (Tree Protection) of planning permission 12853/APP/2011/1946 dated 02/03/2012 (Installation of new cycle shelter)

Decision Date: 01-05-2012 Approved **Appeal:**

12853/N/88/1529 H.J.Heinz Co. Ltd,Hayes Park Hayes End Road Hayes

Change of use of food research building to any use within Class B1 without complying with Appeal Decision

Decision Date: 08-11-1988 Refused **Appeal:**

12853/S/92/0377 H.J.Heinz Co. Ltd,Hayes Park Hayes End Road Hayes

Refurbishment and expansion of existing offices (involving demolition of redundant offices in car park areas) and erection of a single deck car park

Decision Date: 17-03-1993 DOE **Appeal:**17-MAR-93 Allowed

12853/Z/97/0653 H.J.Heinz Co. Ltd,Hayes Park Hayes End Road Hayes

Alterations to gardener's compound buildings (Application for Listed Building Consent)

Decision Date: 01-04-1998 Refused **Appeal:**

Comment on Planning History

There is a lengthy planning history at the site as detailed above.

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

2 neighbouring properties were consulted by letter dated 4.5.17 and a site notice was

displayed to the front of the building which expired on 5.6.17. No response received.

Highways Officer:

This application is for the erection of 3 x 10 m flag poles at Hayes Park in Hayes End Road Hayes. There are no traffic generation or parking impacts of this proposal and the flags are unlikely to cause any safety implications for pedestrians or other road users in the vicinity of the site.

Conservation Officer:

Whilst the location is sensitive given the proximity of the proposed flag poles to the grade II* listed buildings, no objection is raised to these works.

Landscape Officer:

The site is within the developed area of Hayes Park, formerly known as the Heinz site. Trees on this parkland are protected by TPO 24.

COMMENT: Neither of the site plans indicate where the pole sign is to be located. However, provided the siting is within an open area and involves no tree removal, there is no objection.

Officer Note: A Block plan has since been submitted to confirm the location of the flag poles. The poles are close to a path, but are not close to trees or their root protection areas.

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:

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

OL4 Green Belt - replacement or extension of buildings

OL5 Development proposals adjacent to the Green Belt

BE38 Retention of topographical and landscape features and provision of new planting and landscaping in development proposals.

LPP 7.16 (2016) Green Belt

NPPF9 NPPF - Protecting Green Belt land

5. MAIN PLANNING ISSUES

The main considerations are the impact of the proposal on the character of the existing building and surrounding area, upon residential amenity, accessibility and public safety.

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. Policy OL5 states that the Local Planning Authority will normally only permit proposals for development adjacent to or conspicuous from the Green Belt if it would not injure the visual amenities of the Green Belt by reason of siting, materials, design, traffic or activities generated. Similarly Policy BE27 states that express consent for advertisements will only be granted if they complement the scale and architectural composition of existing buildings, do not materially harm the visual amenity of the area and do not unduly compromise public safety.

The proposed flag poles are located adjacent to the paved pathway to the front of the Pladis Building. Being set against this building which is not heavily advertised, it is considered that the flag poles do not result in visual clutter and do not injure the the visual amenities of the Green Belt.

Saved policy BE38 seeks the retention and utilisation of topographical and landscape features of merit and the provision of new planting and landscaping wherever it is appropriate. Trees on this parkland are protected by TPO 24, However the flag poles are not in close proximity to these protected trees and do not have any impact them.

Given that the signs are remote from residential dwellings, and are not visible from any adopted highway, it is considered that they do not have a negative impact upon public safety or residential amenity.

Overall it is considered that the flag poles do not cause harm to the visual amenity of the area, including the setting of heritage assets, and do not cause harm to highway or public safety in accordance with Policies BE13, BE19, BE27, BE29, OL4 and OL5.

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.

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

OL4 Green Belt - replacement or extension of buildings

OL5 Development proposals adjacent to the Green Belt

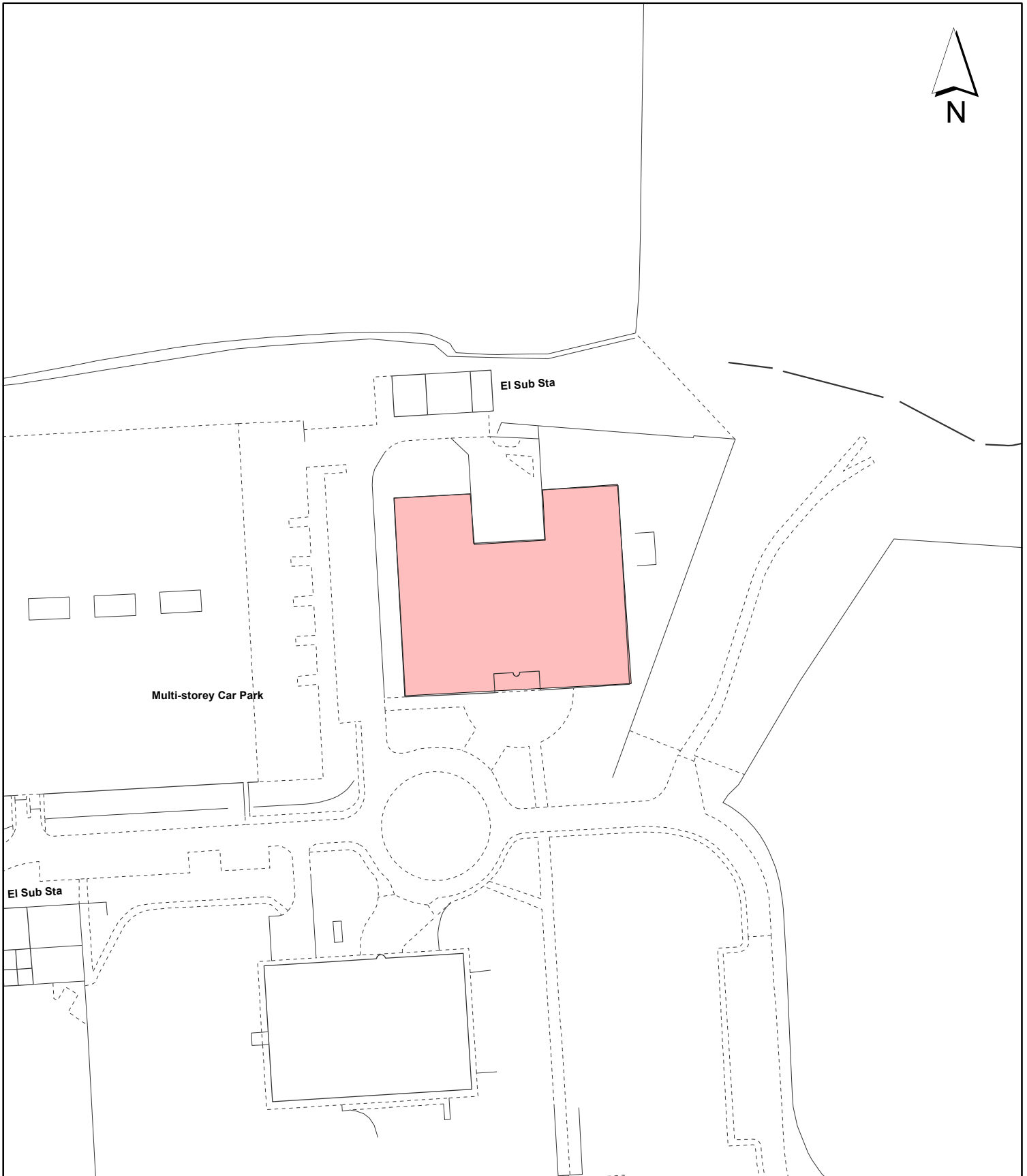
BE38 Retention of topographical and landscape features and provision of new planting and landscaping in development proposals.

LPP 7.16 (2016) Green Belt

NPPF9 NPPF - Protecting Green Belt land

Contact Officer: Nicola Taplin

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Notes:

 Site boundary

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Site Address:

**Hayes Park,
Hayes End Road**

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

Planning Application Ref:
12853/ADV/2017/41

Scale:
1:1,250

Planning Committee:
Central & South

Date:
July 2017



HILLINGDON
LONDON