

Report of the Head of Planning, Sport and Green Spaces

Address 308 KINGSHILL AVENUE HAYES

Development: Installation of 1 internally illuminated fascia sign and 1 internally illuminated projecting sign

LBH Ref Nos: 24844/ADV/2017/55

Drawing Nos: ASEA/2017/356/PP/02
ASEA/2017/356/PP/04
ASEA/2017/356/PP/01
Design and Access Statement
ASEA/2017/356/PP/03

Date Plans Received: 28/04/2017 **Date(s) of Amendment(s):**
Date Application Valid: 28/04/2017

1. CONSIDERATIONS

1.1 Site and Locality

The application site is on the North side of Kingshill Avenue. The unit forms part of a 3 storey parade, with commercial at ground floor and residential above. To the front there is a wide footway and limited street side parking is available. This side of the street is commercial in character and appearance, although facing the parade, on the opposite side of the road are residential properties. The application site lies within a 'Parade', as identified in the Hillingdon Local Plan - Saved UDP Policies (November 2012).

1.2 Proposed Scheme

The application seeks advertisement consent for the installation of 1 internally illuminated fascia sign and 1 internally illuminated projecting sign.

1.3 Relevant Planning History

24844/APP/2004/1036 308 Kingshill Avenue Hayes
ERECTION OF A SINGLE-STOREY REAR EXTENSION

Decision Date: 10-06-2004 Refused **Appeal:**

24844/APP/2004/2171 308 Kingshill Avenue Hayes
ERECTION OF SINGLE STOREY REAR EXTENSION FOR RETAIL PURPOSES

Decision Date: 28-09-2004 Approved **Appeal:**

24844/APP/2017/1548 308 Kingshill Avenue Hayes

Change of use from retail (Use Class A1) to hot food takeaway (Use Class A5), installation of extract duct and alterations to rear elevation

Decision Date: **Appeal:**

Comment on Planning History

A separate application is submitted under reference 24844/APP/2017/1548 for the Change of use from retail hot food takeaway, involving alterations to rear elevations to include the installation of an extract duct.

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

7 neighbouring properties were consulted by letter dated 5.5.17 and a site notice was displayed to the front of the site which expired on 6.6.17. No response received.

Highways Officer:

This application is to replace the existing fascia projecting sign with a new version above a property in Kingshill Avenue Hayes. The proposal is to replace the existing with a similar version but with different script. On that basis I do not think the proposal will impact on pedestrians or other road users in the vicinity of the site.

4. UDP / LDF Designation and London Plan

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

Part 1 Policies:

PT1.BE1 (2012) Built Environment

Part 2 Policies:

BE13 New development must harmonise with the existing street scene.

BE19 New development must improve or complement the character of the area.

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 BE27 of the Hillingdon Local Plan - 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 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.

Therefore the main considerations are the impact upon public safety and amenity.

In terms of visual amenity, the proposed signage would be sited on the existing shopfront which would relate well to the character of the existing parade of shops. The addition of the internally illuminated sign would be in keeping with the visual amenity of the street scene and the wider area. The proposal is therefore compliant with Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policy BE13, BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) and the adopted Supplementary Planning Document HDAS: Shopfronts.

The proposed signs, due to their position, are not considered to be harmful to issues of public safety. This view is endorsed in the response from the Highways Officer. As such the proposed development is considered to accord with policy BE27 and BE29 of the Hillingdon Local Plan Part 2 - Saved Policies (November 2012).

With regard to the proposed illumination, illuminated advertisements are considered to lie within one of four zones, which have been defined in accordance with the definitions in the Institution of Lighting Engineers Guidance Notes for the Reduction of Light Pollution, these are as follows:

E1 Intrinsically dark areas (ie National Parks, AONB's or other dark landscapes).

E2 Low District brightness areas (ie rural or small village locations)

E3 Medium district brightness areas (ie small town centres, urban locations)

E4 High district brightness areas (ie city and town centres with high levels of night time activities)

This site is considered to be in Zone E3. The recommended maximum luminance for this zone would be an illuminated area of up to 10 m² = 800 candelas/m², and for areas greater than 10 m² = 600 candelas/m². The proposed signs would have a maximum luminance of 800 cd/m² in line with this advice.

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 plan, number ASEA/2017/356/PP/04.

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 ADV4 Intensity of Illumination - specified

The intensity of illumination of the advertisement(s) shall not exceed 800 candelas per metre².

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 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.

BE13 New development must harmonise with the existing street scene.

BE19 New development must improve or complement the character of the area.

- 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

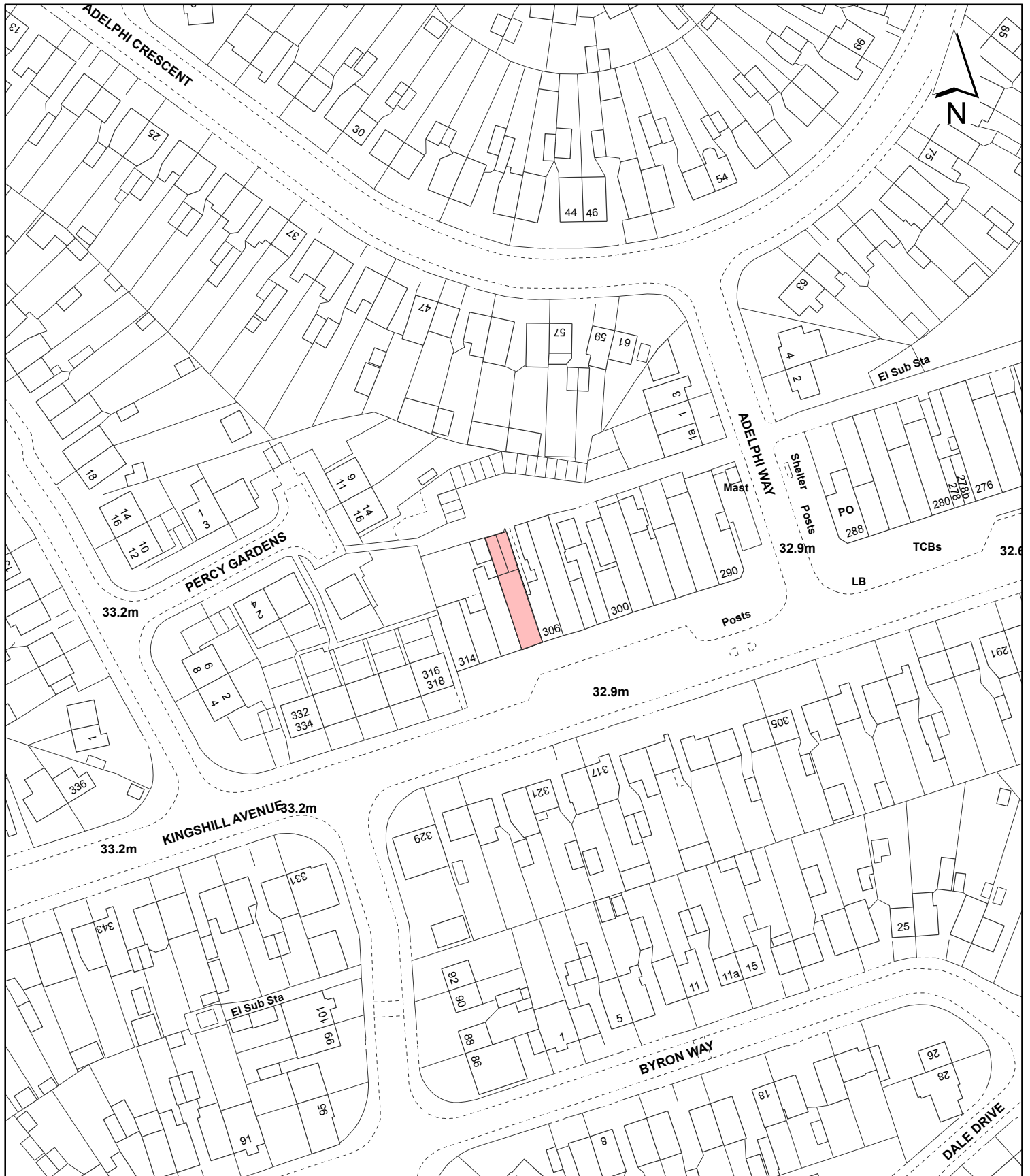
- 3** The Council will recover from the applicant the cost of highway and footway repairs, including damage to grass verges.

Care should be taken during the building works hereby approved to ensure no damage occurs to the verge or footpaths during construction. Vehicles delivering materials to this development shall not override or cause damage to the public footway. Any damage will require to be made good to the satisfaction of the Council and at the applicant's expense.

For further information and advice contact - Highways Maintenance Operations, Central Depot - Block K, Harlington Road Depot, 128 Harlington Road, Hillingdon, Middlesex, UB3 3EU (Tel: 01895 277524).

Contact Officer: Nicola Taplin

Telephone No: 01895 250230



Notes:

 Site boundary

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Site Address:

308 Kingshill Avenue

LONDON BOROUGH OF HILLINGDON
 Residents Services
 Planning Section

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

Planning Application Ref:
24844/ADV/2017/55

Scale:
1:1,250

Planning Committee:
Central & South

Date:
July 2017



HILLINGDON
 LONDON