

Report of the Head of Planning, Sport and Green Spaces

Address LECTURE CENTRE, BRUNEL UNIVERSITY KINGSTON LANE HILLINGDON

Development: Installation of 2 No. internally illuminated, internally mounted hanging box signs and 2 No. non illuminated internally mounted hanging promotional board signs (application for advertisement consent)

LBH Ref Nos: 532/ADV/2017/54

Drawing Nos: DWG003224 29 Rev B Signage, Brand & Menu Location
DWG003224 39 Rev. A Illuminated Sign
DWG003224 01 Rev D
OS Location Plan.
Unnumbered promo boards cross section

Date Plans Received: 26/04/2017 **Date(s) of Amendment(s):**
Date Application Valid: 28/04/2017

1. CONSIDERATIONS

1.1 Site and Locality

The lecture theatre block is a modernist/brutalist style building at the centre of site 1 of the Brunel University campus. It was built in 1965-6. It was built as part of the first phase of the new campus for Brunel University.

The proposed area identified for refurbishment is on the ground floor and is located in the north east corner of the building. It sits to the left hand side of the main foyer and is approximately 70sq metres. It's currently used as an office administration area. The space is flanked by a pedestrianised walkway and overlooks a lawned concourse.

The external & internal structure of the building is a reinforced concrete frame infilled with precast shuttered concrete panels. The ground floor level facade is made up of a large area of metal framed glazing which was added in 2005.

1.2 Proposed Scheme

This application seeks consent for a number of shop signs associated with the proposed coffee shop. Advertisement Consent is sought for the following:

1. 2 No. internally illuminated, internally mounted hanging box signs and
2. 2 No. non illuminated internally mounted hanging promotional board signs

1.3 Relevant Planning History Comment on Planning History

Associated planning and Listed Building Consent applications (refs:532/APP/2017/1493 and 532/APP/2017/1493) for change of office administration room to coffee shop involving associated works are included elsewhere on this agenda.

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

URBAN DESIGN AND CONSERVATION OFFICER

Whilst there are no objections in principle to the 4 proposed adverts, insufficient information appears to have been submitted.

There are no details of the promo signs, details of the design of these, plus cross-sections will be required. Cross-sections of the box signs should also be provided. These should illustrate their construction and how they will be lit. Details of the supports/chains, colours and finishes for all of the signs will also need to be supplied.

The drawings also indicate that menu boards and some type of "top hat manifestation" will also be applied to the windows. Details of these should be included with the application.

This application should be considered with the associated LBC.

Additional Comments - 8/8/2017

The colour and appearance of the illuminated hanging signs should be white and grey, as shown in drawing ref: DW9003224-39A. The depth of signs should be no greater than 100mm.

Details of window manifestations, other window vinyls, advert adjacent to internal entrance, menu boards and wall fixed vinyl should be submitted (Only relevant to the Listed Building Consent application)The promo boards should be constructed of clear acrylic, not withstanding the submitted details, further details of their size and construction will be required.

(Officer Note: The heritage impacts of the signage have been assessed in an associated Listed Building Consent application and appropriate conditions requested by the Urban Design and Conservation Officer added accordingly).

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.

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

OE1 Protection of the character and amenities of surrounding properties and the local area

5. MAIN PLANNING ISSUES

The application seeks consent to display an advertisement and in such cases the Council can only give due regard to the impact of the advertisement on amenity and public safety.

The proposed advertisements are to be displayed inside the building. However, as some of the signage will be internally illuminated and will all be visible from outside the building, they do not benefit from deemed consent and require express consent from the Local Planning Authority.

In considering these issues, the Council can refer to its planning policies as contained within the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

Policy BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012) requires all new development to maintain the quality of the built environment by providing high quality urban design. Policies BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) states that advertisements will only be granted express consent if their size and design complement the scale, form and architectural composition of individual buildings. Furthermore, the Local Planning Authority seek to ensure that the advertisements do not compromise public safety.

In terms of impact on residential amenity, as there are no residential properties in the vicinity of the proposed advertisements, no objections are raised to the proposed signage on these grounds.

The signage proposed to the educational building is considered to be of a design, scale and siting appropriate to the campus, and to not have a detrimental impact on the visual amenity of the site.

The heritage impacts of the signage have been assessed in an associated Listed Building Consent application and are deemed to be acceptable.

Since there are no highways within the vicinity of the site, no objections are raised to the proposed signage on highway/public safety grounds.

Taking into consideration the above planning policy and guidance, the installation of the various signage, by reason of their siting, scale, design, is considered to have an acceptable impact upon the visual amenity of the building and the surrounding campus area. The proposed development is therefore viewed as being in accordance with Policies BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies BE13, BE19 and BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) and the Council's adopted supplementary planning document, HDAS Shopfronts.

This application is therefore 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 ADV7 Type of Illumination

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.

REASON

In order to protect the visual amenity of the area in accordance with Policy BE27 of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012).

3 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
DWG003224 29 Rev B Signage, Brand & Menu Location
DWG003224 39 Rev. A Illuminated Sign
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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).

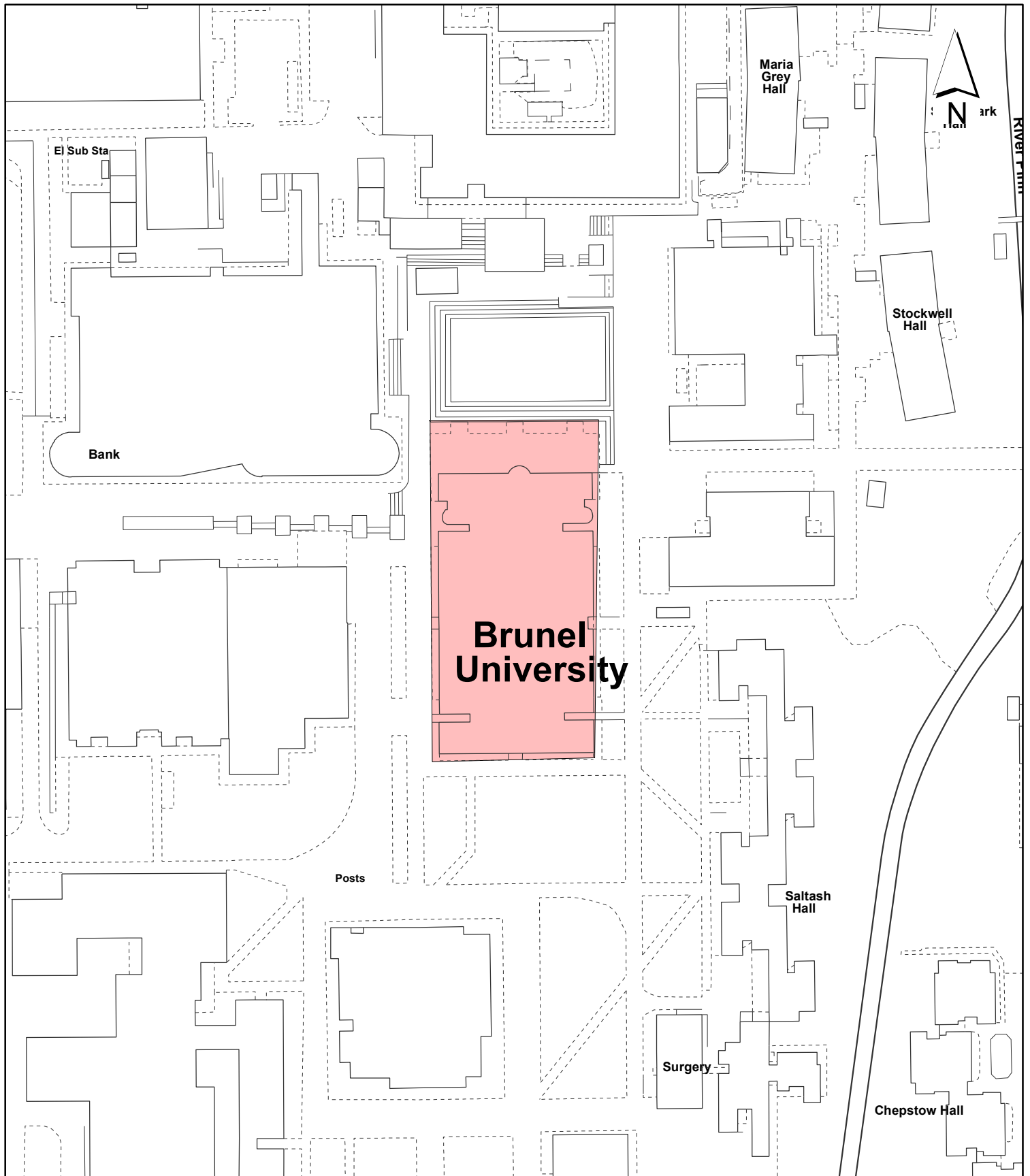
INFORMATIVES

- 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 (2016) and national guidance.

BE13 New development must harmonise with the existing street scene.
BE27 Advertisements requiring express consent - size, design and location
BE29 Advertisement displays on business premises
OE1 Protection of the character and amenities of surrounding properties and the local area
- 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 (2015). 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.
- 4 For the avoidance of doubt, the colour and appearance of the illuminated hanging signs shall be white and grey, as shown in drawing ref DW9003224-39 Rev. A. The depth of signs to be no greater than 100mm.
The promo boards shall be constructed of clear acrylic and no greater than A2 size.

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Notes:

 Site boundary

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Planning Application Ref:
532/ADV/2017/54

Scale:
1:1,250

Planning Committee:
Central & South

Date:
August 2017

