

Report of the Head of Planning, Sport and Green Spaces

Address LAND OPPOSITE 59/60 HILLINGDON ROAD UXBRIDGE

Development: Advertisement consent for 4 no. freestanding billboards (approximately 6m x 3m) with associated lighting

LBH Ref Nos: 73182/ADV/2017/97

Drawing Nos: 2017/D/219/P/03 Proposed Plan and Elevation
2017/D/219/P/02 Existing Plan and Elevation
2017/D219/P/001 Site Location Plan
2017/D/219/P/04 Illustrative View

Date Plans Received: 14/09/2017 **Date(s) of Amendment(s):**
Date Application Valid: 14/09/2017

1. CONSIDERATIONS

1.1 Site and Locality

The location of the proposed advertising hoarding is adjacent to Hillingdon Road (A4020) which is part of the classified road network. The site is the former highway and pedestrian access to the RAF Uxbridge site that is now being re-developed as St Andrews Park. The site has an area of approximately 180m² and the former access is now closed though the double metal gates and brick pillars have been retained and the pavement reinstalled. The site is located opposite numbers 59 and 60 Hillingdon Road.

The site has a PTAL rating of 3 and falls within the developed area as designated within the Hillingdon Local Plan (November 2012).

1.2 Proposed Scheme

The application seeks advertisement consent for the installation of four free standing billboards, approximately 6m wide and 3m high, they would be positioned on a 1m high base and be externally lit from above with strip lighting. The illumination will be static and have a maximum luminance of 800 cd/m.

1.3 Relevant Planning History Comment on Planning History

None relevant

2. Advertisement and Site Notice

- 2.1** Advertisement Expiry Date:- 17th October 2017
- 2.2** Site Notice Expiry Date:- Not applicable

3. Comments on Public Consultations

19 neighbouring properties were consulted by letter dated 22.09.17 and site notices were displayed to the front of the site. The application was also advertised in the local press. One objection to the proposal was received that states:

This is completely out of place in the existing streetscape. This is a residential area and when completed the development behind the proposed buildings will be a residential area of St Andrews Park.

Case Officer's comments

The location of the proposed advertising hoarding is adjacent to Hillingdon Road (A4020) which is part of the classified road network. Whilst the wider area is recognised as residential, the location of the proposed signage adjacent to the highway is deemed acceptable and would not result in a significant detrimental impact on the character of the area. The sign is over 24.5m from the nearest proposed dwelling within St Andrew's Park and so will have no adverse impact on outlook.

Internal Consultees

HIGHWAYS

This application is for an advertising hoarding to be placed on a section of redundant highway on Hillingdon Road which is a classified road (A4020).

This proposal is for the erection of 3 advertising hoardings that are erected on the side of the road. The plan shows an adjacent footpath provided. The hoardings will be externally lit but no luminance levels have been provided so please condition the BS lighting levels for external advertising. The proposals are unlikely to cause any safety issues for pedestrians or other road users on Hillingdon Road. On the basis of the above comments I have no significant highway concerns.

Case Officer's comments:

The signage will have a maximum luminance level of 800 cd/m. This is recommended to be controlled by condition.

ENVIRONMENTAL PROTECTION UNIT

No objection to the planning application; subject to the proposed lighting on the advertisement free standing billboard is not intrusive so as to cause light pollution to the surrounding premises.

Case Officer's comments:

The signage will have a maximum luminance level of 800 cd/m. This is recommended to be controlled by condition.

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 display of advertisements is controlled under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. 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.

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 (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 (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.

Advertising billboards are a characteristic feature of larger town centres (Uxbridge is defined as a Metropolitan Centre). The stretch of highway in question has four lanes, a wide central reservation and various items of street furniture; including signage, street lighting and bus shelters, that also incorporates advertising. Therefore the site is considered a more appropriate location for advertising than a more central location in Uxbridge. The proposed advertising boarding will set against the backdrop of the existing former gated access and will be a continuation of the existing boundary feature. As such they will have a reduced visual impact when compared to a standalone feature. The proposed materials, in terms of the powder coated palisade fencing, will also match those presently in situ. The visual impact of the proposals are therefore considered to be acceptable and the scheme is deemed appropriate to the character of the area adjacent to the four lane highway.

The Highways Officer is satisfied that the proposal would not adversely affect highway safety and it is considered that the proposed sign would not unduly compromise public safety in accordance with point iii of Policy BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012). A condition would be imposed regarding levels of illumination and type of illumination.

The nearest residential properties are located 24.5m to the east of the proposed hoardings within the new St Andrew's Park development and to the west of the site on the opposite side of Hillingdon Road. The Council's Environmental Protection Unit have confirmed that the proposed advertising will not be intrusive so as to cause light pollution to the surrounding premises. There will therefore be no adverse impact on residential amenity.

In conclusion, the advertisements are considered to comply with Policies BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012). The application for advertisement consent 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 ADV4 Intensity of Illumination - specified

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

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 Unitary Development Plan Saved 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.

BE27 Advertisements requiring express consent - size, design and location

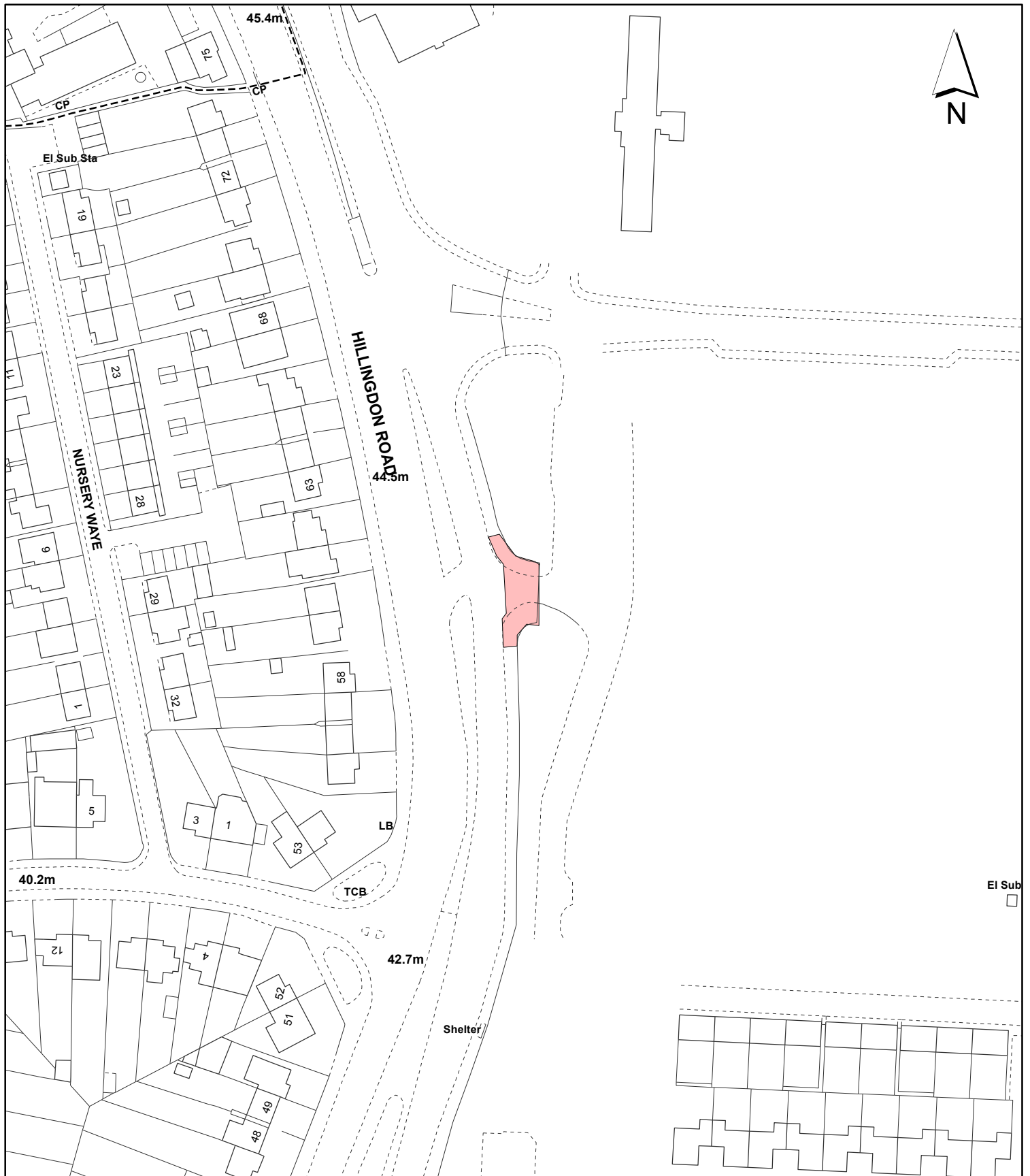
BE29 Advertisement displays on business premises

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 (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:

**Land opposite 59/60
 Hillingdon Road**

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

Planning Application Ref:
73182/ADV/2017/97

Scale:
1:1,250

Planning Committee:
Major

Date:
October 2017

