

Report of the Head of Planning, Sport and Green Spaces

Address STOCKLEY PARK EAST MAIN ENTRANCE BENNETSFIELD ROAD
STOCKLEY PARK

Development: Installation of freestanding sign

LBH Ref Nos: 69635/ADV/2017/133

Drawing Nos: Design and Access Statement
STOCK/001 Rev. B

Date Plans Received: 27/11/2017

Date(s) of Amendment(s):

Date Application Valid: 11/01/2018

1. CONSIDERATIONS

1.1 Site and Locality

Located to the East of Stockley Road, the application site comprises the principal vehicular access into Stockley Park, a 47 Ha former landfill site which was successfully redeveloped into a business park in the late 1980's. One of the first business parks of its kind, it is has been recognised for its high quality architecture and strong integration of landscaping into the design.

The site is located within the Green Belt.

1.2 Proposed Scheme

The application seeks advertisement consent for the installation of one free-standing internally illuminated sign. The details of the, internally illuminated display board are:

Height: 3.5 m

Width: 3 m

Depth: 0.25 m

Materials: Mild steel frame clad in 3 mm Aluminium

Colour of text background: Black background with mostly White lettering. Branding and text relating directly to applicant, "STOCKLEY PARK" at the top of the structure.

Illumination Type: Static, Internal LED illumination.

Illuminance Level: Maximum 200cd/m²

1.3 Relevant Planning History

69635/ADV/2014/9 Stockley Park East Main Entrance Bennetsfield Road Stockley

Erection of 2 x illuminated signs located on precast concrete sentinels at Stockley Park vehicular entrance.

Decision Date: 18-02-2014 Approved

Appeal:

69635/APP/2013/3674 Stockley Park East Main Entrance Bennetsfield Road Stockley

Refurbishment of main entrance to Stockley Park East, including changes to signage, installatio

of new sentinel plinths. New footpath lighting along and new security pavilion. Alterations to landscaping including new hedging, trees and shrubs to verges extending out of entrance to pedestrian crossing.

Decision Date: 18-02-2014 **Approved** **Appeal:**
69635/APP/2014/1608 Stockley Park East Main Entrance Bennetsfield Road Stockley
Details Pursuant to Condition 3 (landscaping) of advertisement consent ref: 69635/ADV/2014/9, dated 19-02-14 (Erection of 2 x illuminated signs located on precast concrete sentinels at Stockley Park vehicular entrance).

Decision Date: 18-06-2014 **Approved** **Appeal:**
69635/APP/2014/1609 Stockley Park East Main Entrance Bennetsfield Road Stockley
Details Pursuant to Condition 5 (landscaping) of planning permission ref: 69635/APP/2013/3674 (Refurbishment of main entrance to Stockley Park East, including changes to signage, installation of new sentinel plinths; new footpath lighting and new security pavilion; alterations to landscaping including new hedging, trees and shrubs to verges extending out to pedestrian crossing)

Decision Date: 18-06-2014 **Approved** **Appeal:**
Comment on Planning History

Stockley Park as a whole was granted planning permission in 1984 and more recently:

69635/ADV/2014/9 - Erection of 2 x illuminated signs located on precast concrete sentinels at Stockley Park vehicular entrance. Approved 19.02.2014

69635/APP/2013/3674 - Refurbishment of main entrance to Stockley Park East, including changes to signage, installation of new sentinel plinths. New footpath lighting along and new security pavilion. Alterations to landscaping including new hedging, trees and shrubs to verges extending out of entrance to pedestrian crossing. Approved 19.02.2014

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

Site Notice was displayed on 19.01.2018. No comments or objections have been received.

Highways - no objections:

This electronic information sign should be covered by the usual illumination condition along with no flashing and no commercial advertising otherwise I have no significant highway objection.

Trees and Landscape Officer - no objections:

This site is occupied by an area of soft landscape to the east of the security lodge and at the southern end of the lake. The area is open grassland bordered by a low hedge beyond the formal avenue of plane trees which line the entrance.

COMMENT

No trees, or other landscape features of merit will be affected by the proposed siting of the electronic sign board.

It is understood that the board is intended to welcome visitors to the Stockley Park campus and provide real time information. It may also incorporate contain a number plate recognition camera (ANPR).

RECOMMENDATION

No objection and no need for landscape conditions.

An informative could note that any necessary making good/landscape re-instatement following the installation of the sign should be undertaken.

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:

OL1 Green Belt - acceptable open land uses and restrictions on new development

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

5. **MAIN PLANNING ISSUES**

The fundamental aim of Green Belt policy is to prevent urban sprawl by keeping land permanently open; the most important attribute of Green Belts is their openness. Policy OL1 of the Hillingdon UDP specifies that there is a presumption against inappropriate development. Policy OL1 states that agriculture, horticulture, nature conservation, open-air recreation and cemeteries are the only uses that are acceptable within the Green Belt, and that new buildings are only acceptable if they are essential for the open land use.

Any development, which is contrary to OL1, is considered 'inappropriate' development. The NPPF states that 'inappropriate development' is, by definition, harmful to the Green Belt. Such development should not be approved, except in very special circumstances.

The National Planning Policy Framework states 'when considering any planning application, local planning authorities should ensure that substantial weight is given to any harm to the Green Belt'.

It is considered that the proposed advertisement would not significantly impact on the openness or visual amenities of the Green Belt. It is considered that the scale of the proposed works is appropriate to the setting of the site and the surrounding area.

It is not considered that the proposals would harm the openness of the Green Belt.

Policy BE27 of the UDP (Saved Policies September 2007) 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 amenity and public safety.

Public Safety

The proposed sign, due to the type and position, is not considered to be harmful to issues of public safety. There would be no moving or flashing elements with only limited text for the benefit of the tenants of the business park. Furthermore the Highways Officer has raised no objections in this regard subject to the addition of conditions, which will be added. 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).

Visual Amenity

The application site is clearly business and commercial in character, located to the East of Stockley Road and surrounded by commercial properties. It is considered that the sign would relate to the commercial nature of the site and would not significantly impact on the skyline with the backdrop of the buildings and mature trees set directly behind the proposed sign. It is considered the proposed sign would not be out of place within this commercial/business area. Therefore, the proposal is considered acceptable and accords with policy BE27 and BE29 of the Hillingdon Local Plan Part 2 - Saved Policies (November 2012).

The application is recommended for approval, subject to conditions.

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 HO2 Accordance with approved

The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers STOCK/001 B.

REASON

To ensure the development complies with the provisions of the 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 200 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: Part Two - Saved UDP Policies (November 2012).

4 ADVERT5 Type of illumination

The illumination of the sign 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 and/or highway safety in accordance with Policy BE27 Hillingdon Local Plan: Part Two 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.

- OL1 Green Belt - acceptable open land uses and restrictions on new development
 - 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
- 3** The Council will recover from the applicant the cost of highway and footway repairs, including damage to grass verges.

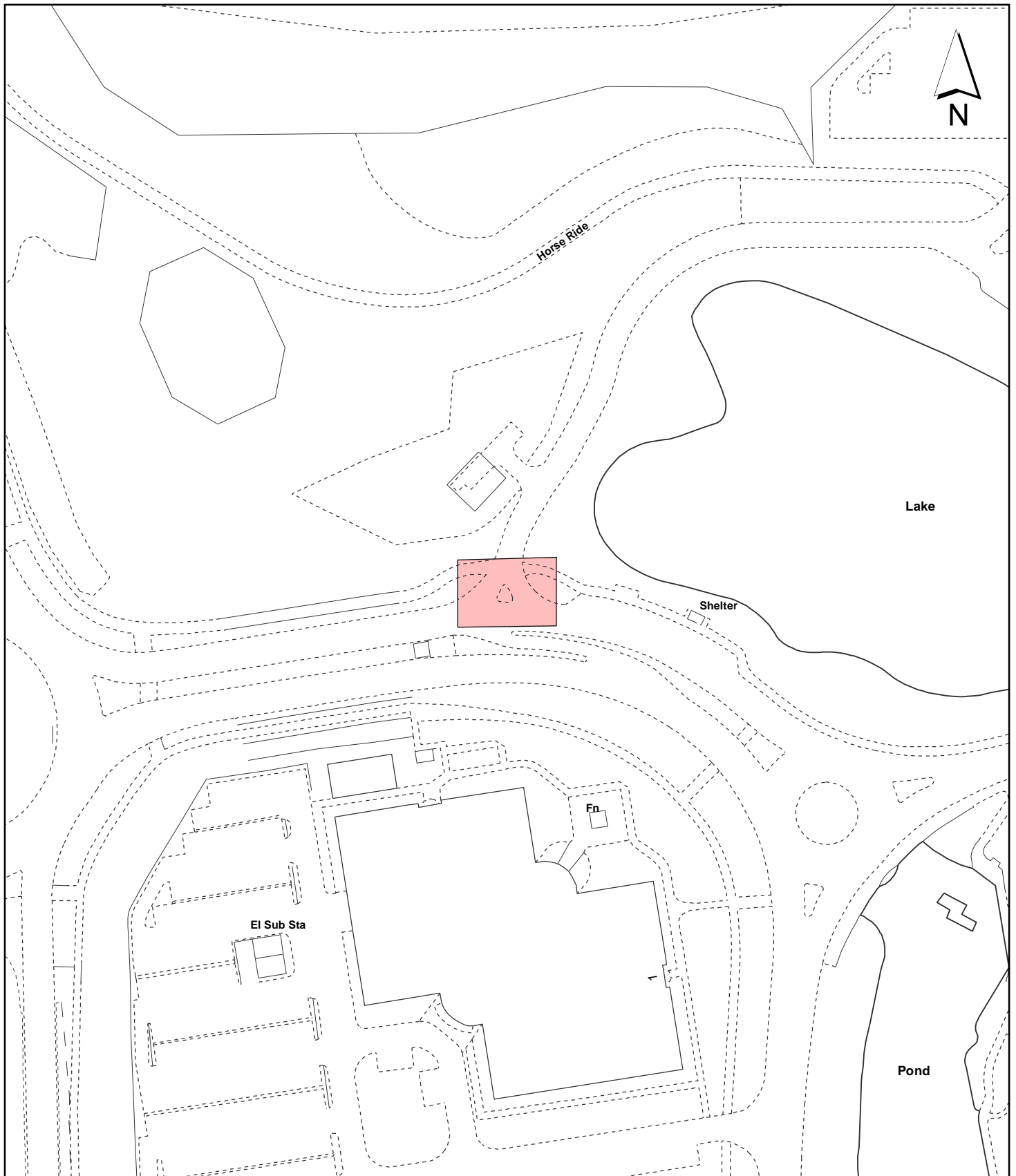
Care should be taken during the building works hereby approved to ensure no damage occurs to the verge or footpaths during construction. Vehicles delivering materials to this development shall not override or cause damage to the public footway. Any damage will require to be made good to the satisfaction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


- 4** The applicant should note that any damage caused to the existing landscaping in execution of the works should be reinstated.

Contact Officer: Hardeep Ryatt

Telephone No: 01895 250230



Notes

 Site boundary

For identification purposes only.

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Site Address

**Stockley Park East
Main Entrance
Benetsfield Road**

**LONDON BOROUGH
OF HILLINGDON
Residents Services**

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

Planning Application Ref:

69635/ADV/2017/133

Scale

1:1,250

Planning Committee

Central and South

Date

March 2018



HILLINGDON
LONDON