

Report of the Head of Planning, Sport and Green Spaces

Address 392 LONG LANE HILLINGDON

Development: Installation of externally illuminated signage

LBH Ref Nos: 29267/ADV/2017/140

Drawing Nos: Location Plan (1:1250)
Block Plan (1:200)
Supporting Photograph
Proposed Front Elevation

Date Plans Received: 19/12/2017

Date(s) of Amendment(s):

Date Application Valid: 23/01/2018

1. CONSIDERATIONS

1.1 Site and Locality

The application relates to a Adells chemist and clinic, a three storey building located in a line of commercial properties including a supermarket, cafe, newsagents and bakery. The elevation to which the application relates faces onto the pavement with an access road and parking between the application site and the main road.

The site is situated within a Core Shopping Area and Developed Area as identified in the policies of the Hillingdon Local Plan (November 2012).

1.2 Proposed Scheme

The application seeks advertisement consent for the installation of externally illuminated signage. The application follows an enforcement investigation. The painting of the building in a cream colour does not require planning permission. However, an advertisement has been painted on to the front wall of the first floor of 392 Long Lane, advertising Adell's Chemist/Clinic with the opening hours and treatments available. Whilst Class 5 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) permits the display of advertisements on business premises, this is restricted to advertisements which are below the bottom of the first floor of a business premises. As such the painted advertisement does not have consent and is currently unauthorised.

1.3 Relevant Planning History Comment on Planning History

There is no planning history of relevance to this application site.

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

The Oak Farm Residents Association and 3 neighbouring properties were consulted by letter dated 25.1.18 and a site notice was displayed to the front of the site which expired on 26.2.18.

Highways Officer - There are no relevant highway concerns with the proposal hence there is no further comment.

the application is brought to Committee for consideration at the request of a local Councillor.

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:

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

The main issues for consideration relate to the impact on the visual amenity and public safety.

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. Policy BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) states that 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.

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, AONBs 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 within a core shopping area and is therefore considered to be in Zone E3. The recommended maximum luminance for this zone would be up to $10 \text{ m}^2 = 800 \text{ candelas/m}^2$, and for areas greater than $10 \text{ m}^2 = 600 \text{ candelas/m}^2$. It is considered reasonable to limit the level of intensity to 600 candelas/m^2 , to comply with the advice from the Institution of Lighting Engineers.

Taking the above Policies into account, it is considered that the signs relate satisfactorily with the appearance and character of the premises in terms of their size, colour, layout and siting. It is considered that the scheme would accord with Policies BE1 of the Hillingdon Local Plan: Part One -Strategic Policies (November 2012) and Policies BE27 and BE29 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

Policies BE27 and BE29 Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012) state that the Local Planning Authority will ensure that advertisements do not compromise public safety. It is considered that the introduction of the sign would not cause any noticeable impact upon the use of the highway. There are no other implications with regard to public safety.

The application is recommended for conditional 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 600 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 Unitary Development Plan Saved Policies (September 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

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).

- 4 The applicant should note that this consent relates to the advertisements specified only and does not grant permission for alterations to or installation of a new shopfront, for which separate planning permission would be required. The grant of this consent does not in any way prejudice any decision on any application/s relating to the shopfront.

Contact Officer: Nicola Taplin

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Notes:

 Site boundary

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Site Address:

392 Long Lane

Planning Application Ref:

29267/ADV/2017/140

Planning Committee:

Central & South

Scale:

1:1,250

Date:

April 2018

**LONDON BOROUGH
OF HILLINGDON**

**Residents Services
Planning Section**

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LONDON