

Report of the Head of Planning, Transportation and Regeneration

Address BRUNEL UNIVERSITY, AMCC2 KINGSTON LANE HILLINGDON

Development: Installation of 1 non illuminated fascia sign and 3 non illuminated door vinyls

LBH Ref Nos: 532/ADV/2018/66

Drawing Nos: 5360/PAW/A/001/XXX/DR/EL/001-002 Rev. 03
5006957/XX/ST/PL/B/0101

Date Plans Received: 10/10/2018 **Date(s) of Amendment(s):**

Date Application Valid: 19/10/2018

1. CONSIDERATIONS

1.1 Site and Locality

The application relates to a research building located at the far south east corner of Brunel University's Science Park at site 2 of the Uxbridge Campus. It is adjoined by Kingston Lane to the east, Nursery Lane to the south and existing University Science Park buildings to the north and west.

1.2 Proposed Scheme

The application seeks retrospective advertisement consent for the installation of 1 non illuminated fascia sign and 3 non illuminated door vinyls.

The signs are similar to those erected and approved under application reference 532/ADV/2015/93 at AMCC1.

1.3 Relevant Planning History

Comment on Planning History

532/APP/2014/30 - Construction of a research building, together with associated substation, stores, car parking access and landscaping. APPROVED

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 Cleveland Road Neighbourhood Watch and Cleveland Road Residents Association were consulted by letter dated 25.11.18.

No responses have been received.

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

PT1.EM2 (2012) Green Belt, Metropolitan Open Land and Green Chains

Part 2 Policies:

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

BE27 Advertisements requiring express consent - size, design and location

BE29 Advertisement displays on business premises

LPP 7.16 (2016) Green Belt

NPPF- 13 NPPF-13 2018 - Protecting Green Belt land

5. MAIN PLANNING ISSUES

The main issues for consideration in determining this application are the impact of the signs on public safety and the impact on the visual amenity, including any impacts on the openness of the Green Belt.

In terms of visual amenity, the proposed signage would be considered to be in keeping with the size and scale of the building to which it is associated with. No concerns are raised in relation to the impact on nearby residential occupiers. The proposed signage would be considered to comply with policies BE27 and BE29 of the Hillingdon Local Plan - Saved UDP Policies (November 2012)

The proposed signs, due to their positions, are not considered to be harmful to issues of public safety.

The proposed signs are not illuminated and are located within a Major Developed Site within the Green Belt. Given its campus location, the proposed advertisements are considered not to cause harm to the amenity or visual openness of the Green Belt and would comply with Policy OL1 of the adopted Hillingdon Local Plan - Saved UDP Policies (November 2012).

Therefore, 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 plans, number 5360/PAW/A/001/XXX/DR/EL/001-002 Rev. 03 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 - The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) and national guidance.

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

OL1

BE27 Advertisements requiring express consent - size, design and location

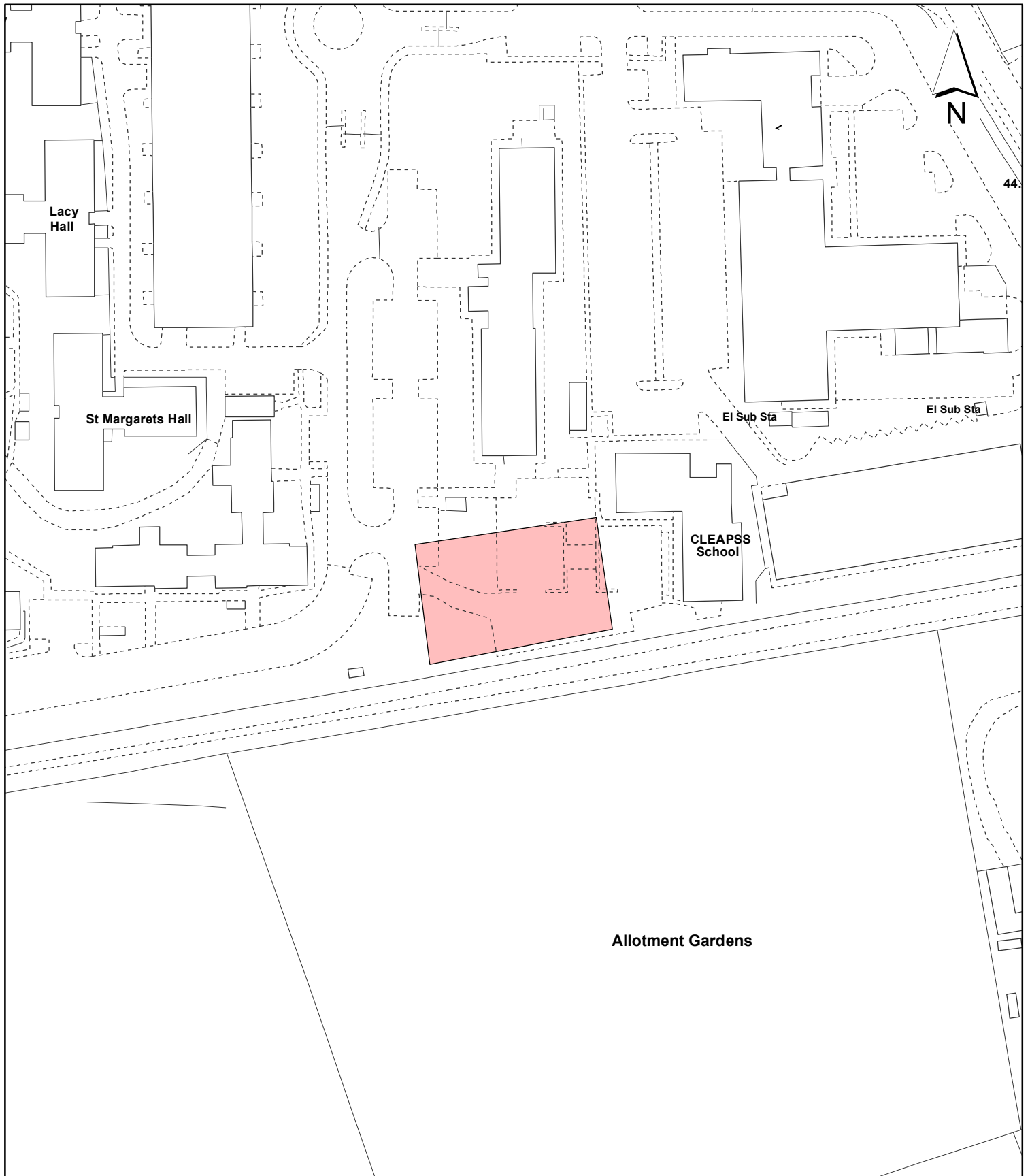
BE29 Advertisement displays on business premises



LPP 7.16 (2016) Green Belt

NPPF- 1 NPPF-13 2018 - Protecting Green Belt land

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<p>Notes:</p> <p> Site boundary</p> <p>For identification purposes only.</p> <p>This copy has been made by or with the authority of the Head of Committee Services pursuant to section 47 of the Copyright, Designs and Patents Act 1988 (the Act).</p> <p>Unless the Act provides a relevant exception to copyright.</p> <p>© Crown copyright and database rights 2018 Ordnance Survey 100019283</p>	<p>Site Address:</p> <p>Brunel University AMCC2 Kingston Lane Hillingdon</p>		<p>LONDON BOROUGH OF HILLINGDON Residents Services Planning Section Civic Centre, Uxbridge, Middx. UB8 1UW Telephone No.: Uxbridge 250111</p> <p> HILLINGDON LONDON</p>
	<p>Planning Application Ref:</p> <p>532/ADV/2018/66</p>	<p>Scale:</p> <p>1:1,250</p>	
	<p>Planning Committee:</p> <p>Central & South</p>	<p>Date:</p> <p>January 2019</p>	