

Report of the Head of Planning, Transportation and Regeneration

Address UNIT UX2, UXBRIDGE INDUSTRIAL PARK ASHLEY ROAD UXBRIDGE

Development: Installation of 3 non-illuminated fascia signs

LBH Ref Nos: 9117/ADV/2019/81

Drawing Nos: CPL100/003
Supporting Photographs x 3
CPL100/002
CPL100/001
Details of Signs

Date Plans Received: 12/12/2019

Date(s) of Amendment(s):

Date Application Valid: 03/01/2020

1. CONSIDERATIONS

1.1 Site and Locality

The application site is located within the Uxbridge Industrial Estate and is bounded by Cowley Mill Road and Ashley Road to the north and north-west and Wallingford Road to the east.

Adjoining the site to the north, on the opposite side of Cowley Mill Road are residential properties, to the east, south and west is the industrial estate. Behind the industrial premises fronting the eastern side of Wallingford Road is the Grand Union Canal and its towpath. Beyond the industrial premises some 150m to the south-west is the Colne River which at this point marks the borough boundary and beyond the river is open countryside which forms part of the Green Belt through which runs the M25.

The site forms part of the Uxbridge Industrial Business Area as designated in the Hillingdon Local Plan: Part Two - Development Management Policies (2020), forms part of an Area Quality Management Area and is located within the Colne Valley Archaeological Priority Area.

1.2 Proposed Scheme

Retrospective planning permission is sought for the installation of 3 non-illuminated fascia signs displaying the name of the company. All three signs measure 10m by 1.95m.

1.3 Relevant Planning History

9117/APP/2016/278 Former Trimite Site Arundel Road Uxbridge

Proposed redevelopment of the site for three industrial/warehouse units with ancillary offices (Use Classes B1c/B2/B8) and a total floorspace of 16,178sq.m (GEA) including a new access off Ashley Road, a minor re-alignment of the highway, service yards, car parking and landscaping.

Decision Date: 06-10-2016

Approved

Appeal:

Comment on Planning History

9117/APP/2016/278 - Proposed redevelopment of the site for three industrial/warehouse units with ancillary offices (Use Classes B1c/B2/B8) and a total floorspace of 16,178sq.m (GEA) including a new access off Ashley Road, a minor re-alignment of the highway, service yards, car parking 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

20 neighbours properties were consulted by letter on 07.01.2020.

3 neighbouring properties and a petition with 21 signatures objecting to the proposal has been received. The objection can be summarised as:

- i. Loss of view;
- ii. The sign is an eyesore;
- iii. There is no need for a sign facing the residents on Cowley Mill Road, as signs on the Ashley Road and Wallingford Road ends of the building can be seen when approaching the building.

OFFICER COMMENT: The building has planning permission already, only the signage is under consideration. The right to a view is not a material planning consideration. All other comments are addressed in the main body of the report.

Highways Officer: There are no highway objections to this planning application.

4. Local Plan Designation and London Plan

The following Local Plan Policies are considered relevant to the application:-

Part 1 Policies:

PT1.BE1 (2012) Built Environment

Part 2 Policies:

DMHB 13A Advertisements and Shop Signage

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.

In considering these issues the Council can refer to its planning policies as contained within the Hillingdon Local Plan: Part Two - Development Management Policies (2020).

Policy DMHB 13A states:

advertisements, signs and hoardings will be required to demonstrate that:

- i) they complement the scale, form, materials and architectural composition of the individual buildings of which they form a part;
- ii) they complement the visual amenity and character of the site and surrounding area;
- iii) they enhance historic assets and their setting;
- iv) they do not have an adverse impact on public or highway safety;
- v) they do not lead to visual clutter;
- vi) they provide an appropriate type and level of illumination, suitable to the site and its surroundings; and
- vii) they enhance the visual amenity of vacant sites, building sites and the surrounding area during the construction period.

This part of the site is surrounded, in the main, by large commercial buildings with the nearest residential units being on the opposite side of Cowley Mill Road, at a distance of some 37m.

Whilst the signs are relatively large they are viewed in the context of a large industrial building. In this context the size and scale of the signs is considered appropriate.

Given that the signs are non-illuminated and positioned on a large commercial building across the road from the residential units, it is considered there would be no impact on these properties. In particular as not only is there a main road separating the properties but even at the closest point there is a 37m separation distance. It is considered that the proposed signage, which is non-illuminated would not result in detrimental harm to the character or visual amenity of the surrounding area.

The Council's Highway officer has been consulted on the application and raises no objection to the proposed signs. Given its location within the wider commercial site it is not considered that the signage will cause any Highway issues.

It is considered the proposal would be in compliance with Policy DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (2020).

Overall, the proposal is considered acceptable and 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.

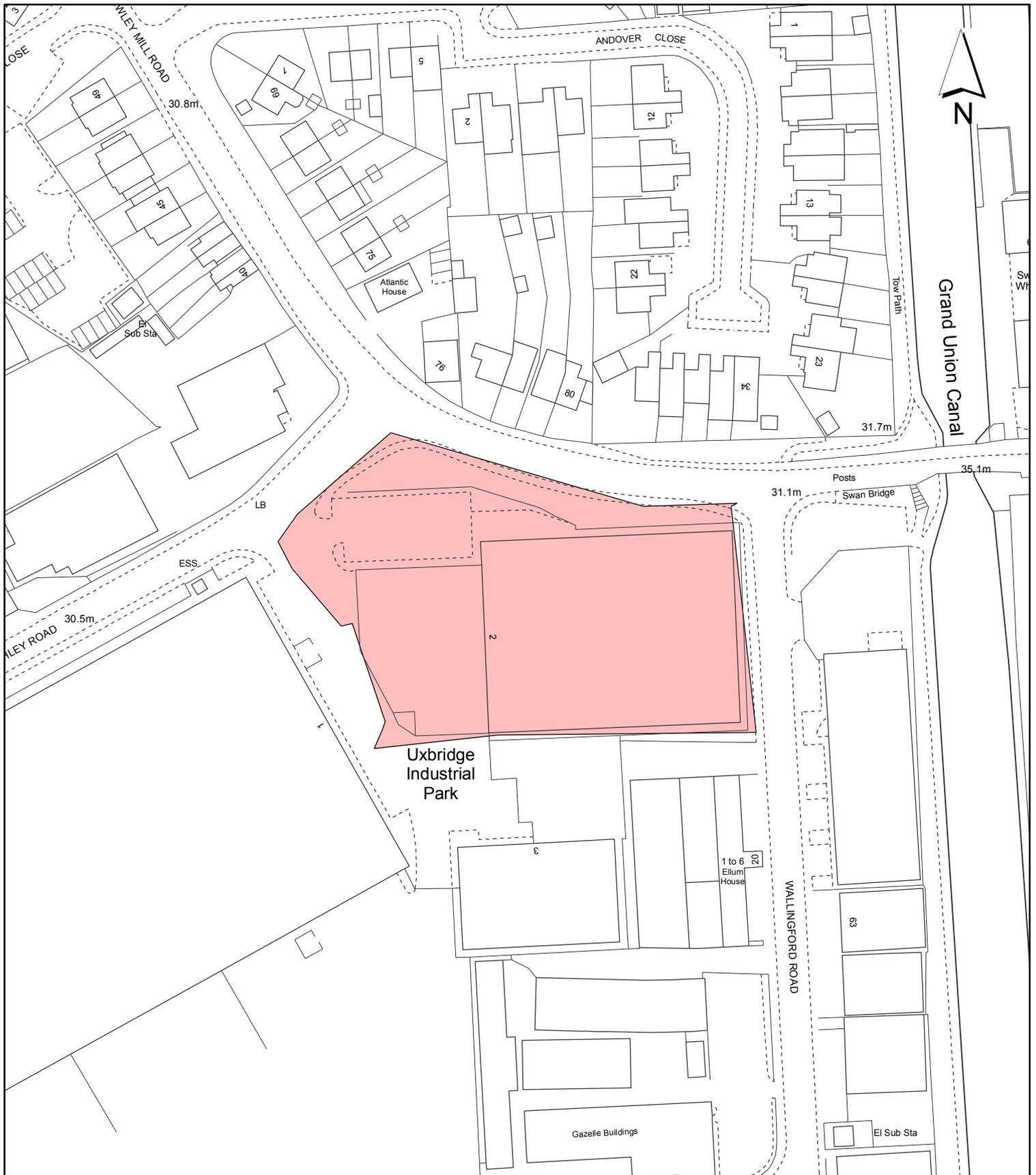
INFORMATIVES

- 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.

DMHB 13 Advertisements and Shop Signage

Contact Officer: Mandeep Chaggar

Telephone No: 01895 250230



Notes:

 Site boundary

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Site Address:

**Unit UX2
 Uxbridge Industrial Park
 Ashley Road**

**LONDON BOROUGH
 OF HILLINGDON**
 Residents Services
 Planning Section

Civic Centre, Uxbridge, Middx. UB8 1UW
 Telephone No.: Uxbridge 01895 250111

Planning Application Ref:
9117/ADV/2019/81

Scale:
1:1,250

Planning Committee:
Central and South

Date:
May 2020



HILLINGDON
 LONDON