1.0 SUMMARY

1.1 The application seeks the retention and continued display of non-illuminated advertising material on site hoardings to the north west boundary of the former West Middlesex Hospital site currently being redeveloped for residential proposes.

1.2 Approval for the application is recommended as it is considered that the adverts do not harm the character and appearance of the area, the amenity of nearby residents nor do they have an adverse impact on public and highway safety.

2.0 SITE DESCRIPTION

2.1 As stated in paragraph 1.1, the existing hoardings are to the northwest boundary of the former West Middlesex Hospital. This site is currently under construction (see paragraph 3.2). They extend approximately 280 metres along the southern side of Twickenham Road, between West Middlesex University Hospital and the junction between with Park Road.

2.2 The hoardings are approximately three metres in height. They have been finished in a purple colour and include various non-illuminated adverts, subject to this application.
2.3 The site does not have any special designation within the Council’s UDP, however it is adjacent to the Isleworth Riverside Conservation area and a grade listed building at 99 to 107 Twickenham Road. The site is also adjacent to Syon Park a grade I garden of interest.

3.0 HISTORY

3.1 The relevant planning history for the site is as follows:

3.2 **01137/E/P52** Demolition of existing buildings and structures on the site and its redevelopment for residential use (C3 Use Class) consisting of 280 units, open space, car parking, landscaping, as well as alterations to existing highway arrangements including new accesses onto Twickenham Road and Park Road.

Approved, 8th May 2007

3.3 The Council’s enforcement team received a complaint in regard to the adverts relating to this application received a complaint. As a result this application was received on the 30th July 2009.

4.0 DETAILS

4.1 Many of the existing adverts, advertise the proposed residential units relating to the existing construction site. The words “harmony life in the city” along with two logos are annotated to the hoardings. Towards the junction with Park Road there are details regarding the availability of the proposed units and contact details for those who may be interested in the development. There are also two large images, the first is a photograph of a local landmark, and the second is a photomontage showing the design of the proposed units.

4.2 All of the adverts are prints onto the existing hoardings. None of the adverts are illuminated

5.0 CONSULTATIONS

5.1 Two consultations including the Isleworth Society on the 7th August 2009, who have raised objections to the development, commenting as follows:

<table>
<thead>
<tr>
<th>Comment</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>The expanse and appearance of the advertisements is unacceptable and harmful to the appearance of the area.</td>
<td>Please see paragraphs 7.12 to 7.17</td>
</tr>
<tr>
<td>Information provided with the application is inadequate.</td>
<td>Existing elevations of the hoardings, along with the appropriate application form and location plan have been provided and are considered adequate to enable a full assessment of the application.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>The existing flags and adverts fail to meet the requirements of the Communities and Local Government guidance on outdoor advertisements and signs.</td>
<td>This document sets out what advertisements constitute permitted development and which do not. It is not a design guide.</td>
</tr>
</tbody>
</table>

It is acknowledged that planning consent is required for the adverts. This application attempts to remedy the breach in planning control.

The flag poles are not subject to this application. Given that they would be erected only for the direction of the construction process and cause no harm to the visual appearance of the area or to public safety, it would not be expedient to take enforcement action.

### 6.0 POLICY

6.1 When determining applications for planning permission, the authority is required to have regard to the development plan, so far as is material, and to any other material considerations. In addition, the determination must be made in accordance with the development plan unless material considerations indicate otherwise.

**The Development Plan**

6.2 The Development Plan for the Borough comprises the Council's Unitary Development Plan (UDP) and the London Plan. The UDP was adopted in December 2003 and was amended and saved as of 28 September 2007 by direction from the Secretary of State. The 'London Plan (Consolidated with Alterations since 2004)' was adopted in February 2008.

**Local Development Framework**

6.3 As part of its prospective Local Development Framework, the Council has adopted Supplementary Planning Documents on Planning Obligations and Air Quality, which are statutory material considerations and will be applied alongside the Development Plan.
6.4 Government Planning Guidance

PPG19

6.5 Unitary Development Plan Policies

ENV-B.1.1 New Development.
ENV-B.2.2 Conservation Areas
ENV-B 1.4 Advertisements
T.4.4 Road Safety

7.0 PLANNING ISSUES

7.1 The main planning issues to consider are:

- The principle of the proposed development.
- Effects of the appearance of the advertisements (amenity) and the appearance of the surrounding area.
- Public Safety

Principle

7.2 Pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the display of outdoor advertisements can only be controlled in the interests of ‘amenity’ and ‘public safety’. Relevant UDP Policies seek to interpret this guidance in a local context consistent with the intent of the Advertisement Regulations.

7.3 Planning Policy Guidance 19 “Outdoor Advertisement Control” (March 1992) including its annex: Criteria for Deciding Applications and Appeals Involving Poster Sites sets out the Government’s planning guidance on the display of outdoor advertising.

7.4 In accordance with PPG19, in assessing an advertisement’s impact on ‘amenity’, consideration should be given to the effect of an advertisement (including its cumulative effect) on visual amenity in the immediate neighbourhood where it is to be displayed. Relevant considerations when assessing the impact on visual amenity include the local characteristics of the neighbourhood; including the scale and massing of existing structures and scenic, historic, architectural or cultural features. The degree of illumination and its effect on occupiers of adjoining land is therefore relevant.

7.5 When assessing the impact of an advertising display on public safety, the Annex to PPG19 recognises that advertising displays are intended to draw attention, and that “the vital consideration is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting, or so
confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others’ safety”. Again, cumulative effect is significant. Physical impedance of highway users is therefore also a relevant consideration.

7.6 Relevant UDP Policies seek to interpret this guidance in a local context in a way that is consistent with the intent of the Advertisement Regulations.

7.7 Policy ENV-B.1.1 indicates that all new works should relate well to its site.

7.8 Policy ENV-B 1.4 indicates that all advertisements are to be of a size and degree of illumination compatible with the area. Advertisements should generally be confined to commercial areas. There should not be a proliferation of advertisements nor should they harm highway safety.

7.9 The site is located within close proximity to a conservation area, therefore policy ENV-B.2.2 that states that development must not harm the character and appearance of a conservation area is relevant.

7.10 Please note that under the Town and Country Planning (General Permitted Development) Order 1995, the hoardings alone do not require planning permission.

7.11 The specific amenity and public safety issues set out above in relation to this proposal are examined below.

**Appearance/Amenity**

7.12 As stated in paragraph 1.9, the site is located within close proximity to a conservation area. Policy ENV-B.2.2 of the UDP states that any development within or affecting a conservation area must preserve and enhance the character and appearance of the conservation area.

7.13 The existing hoardings are required to mitigate against any potential interference with members of the public during the construction phase of the proposed residential development. Therefore the expanse of the hoardings is a necessity.

7.14 The adverts relate purely to the proposed development and provide useful information regarding what is proposed, its design and context.

7.15 Often hoardings surrounding construction sites are unattractive and do not contribute to the visual appearance of the area in any way. In this instance attractive colours and symbols have to been used along with a photomontage of nearby landmarks, whilst the adverts are large in scale and colourful, it is not considered that they are overly bold or bright. In fact the colourful nature of the adverts provides an attractive feature to what would be generic and rather unattractive hoardings. As a result it is considered that attempts have been made to preserve and enhance the character and appearance of the Isleworth Riverside Conservation Area.
7.16 As the adverts are printed onto the hoardings they would not project onto the public right of way.

7.17 The hoardings along with the adverts will be present only for the duration of the construction phase; therefore there would be no long term impact to the character and appearance of the area.

Public Safety

7.18 The signs are not illuminated and would not project onto the public right of way. As stated in the previous section it is not considered that the adverts are overly bold or bright, therefore the adverts do not have an adverse impact on the safety of road users or pedestrians.

8.0 EQUAL OPPORTUNITIES IMPLICATIONS

8.1 None.

9.0 CONCLUSION

9.1 The proposed advertisements would be consistent with the Council’s UDP policies and national planning policy guidance.

10.0 RECOMMENDATION:

GRANT

Reasons:

The existing advertisements to the hoardings at the former West Middlesex Hospital site cause no harm to the free flow of pedestrian and vehicular traffic or to the character and appearance the surrounding area including the setting of the Isleworth Riverside Conservation Area in compliance with Policies ENV-B.1.1 (New Development), ENV-B.1.4 (Advertisements) and T.4.4 (Road Safety) & ENV-B.2.2 of The London Borough of Hounslow UDP, Adopted December 2003.