



**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007
REFUSAL OF CONSENT TO DISPLAY AN ADVERTISEMENT**

Mr Brett Lord
Libre Solutions
Lawley House
Butt Road
Colchester
CO3 3DG

Application Ref: **79854/ADV/2026/5**

The Council of the London Borough of Hillingdon as the Local Planning Authority within the meaning of the above Act and Regulations **REFUSED** consent to display the following:-

Description of advertisements(s):

Installation of 1no. BT Street Hub Unit and associated advertisement panels on either side of the unit

Location of advertisement(s): Land Adjacent To
53-55 High Street
Ruislip

Date of application: 5th January 2026

Drawing/plan Numbers: See attached schedule for details

Consent is refused for the reason(s) listed on the attached schedule:-

Signed:

Head of Development Management and Building Control

Date: 16th March 2026

- NOTES: (i) Please also see the informatives included in the schedule of reasons
- (ii) Your attention is drawn to the attached sheet which sets out the rights of applicants who are aggrieved by the decision of the Local Planning Authority.

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SCHEDULE OF REASONS

- 1 The proposed advertisement, by reason of its scale, luminance, design and prominent siting, including the incorporation of a large digital LCD display, would appear visually intrusive and result in an obtrusive and cluttered public realm detrimental to the character and appearance of the street scene. The proposal would fail to preserve or enhance the Ruislip Village Conservation Area, resulting in harm to the significance of this designated heritage asset. The proposal is therefore contrary to Policies HE1 and BE1 of the Hillingdon Local Plan: Part One - Strategic Policies (2012), Policies DMHB 1, DMHB 4, DMHB 11, DMHB 12, DMHB 13A and DMHB 21 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020), and Policies D3 and HC1 of the London Plan (2021), and the National Planning Policy Framework (2024).

END OF SCHEDULE

Address:

Development Management
Directorate of Place
Hillingdon Council
3 North, Civic Centre, High Street, Uxbridge UB8 1UW
www.hillingdon.gov.uk

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SCHEDULE OF PLANS

Cover Letter - received 03/01/2026

HIL10/LIB/XX/XX/DR/LD/1000/D5- Location plan - received 03/01/2026

HIL10/LIB/XX/XX/DR/LD/2100/D5- Block plan - received 03/01/2026

HIL10/LIB/XX/XX/DR/LD/2300/D5 - Proposed Elevations - received
03/01/2026

ADVERTISEMENT APPEALS

Notes for guidance about Appeal Procedures in England

The right to appeal.

1. You have a right to appeal against the Local Planning Authority's
 - a) Refusal of consent for an advertisement;
 - b) Grant of consent for an advertisement subject to a condition with which you are dissatisfied;
 - c) Failure to issue a decision on an application within a specified time(i.e. 8 weeks from the date the application is formally acknowledged or such longer period you may have agreed in writing the Council); provided the Council have not given you notice that they have declined to determine your application under the provisions of Section 70A for the Town and Country Planning Act 1990, or
 - d) 'Discontinuance notice' requiring you to remove an advertisement, or stop using an advertisement site.

The appeal is made to the Department of Communities and Local Government (DCLG), and the appeal procedure is very similar to the procedure for a planning appeal to the Secretary of State.

Appeal procedure

From the outset of an appeal you should give precise grounds of appeal. This enables the Local Planning Authority in their written statement to answer the relevant points and thus avoid unnecessary delays. You will be given the opportunity to respond to their representations.

The available appeal procedure is:

By written representations, which you and the Local Planning Authority make, followed by (i) an unaccompanied site inspection of the appeal site; or (ii) no site inspection, with consideration of photographs of the appeal site, provided you and the Local Planning Authority both agree in advance to this arrangement.

The address for the advertisement appeals and appeal forms.

All advertisement appeals in England have to be submitted to the office of the Department of Communities and Local Government (DCLG), within 8 weeks of the receipt of the Local Planning Authority's decision against which you are appealing. To appeal you should complete the official appeal form. Please read the notes carefully before completing the form. The forms can be obtained from the Planning Inspectorate, 3/17 Eagle Wing, Temple Quay House 2 The Square, Temple Quay, Bristol, BS1 6PN (Tel 0117-372-8607). Appeal forms can be downloaded from the Planning Inspectorate's website at <https://www.gov.uk/appeal-planning-decision>