



Project Management



Planning Consultants



Building Surveyors



Disabled Access
Consultants

Local Planning Authority Ref. 12546/ADV/2020/17

APPENDICIES

Planning Appeal

37 Green Lane
Northwood
HA6 3AE

Ref: 15196

Date: 12 May 2020

Appendix 1	1
Appendix 2	2
Appendix 3	3
Appendix 4	4

Appendix 1

Decision Notice



**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 Matthew Taylor
8-10 Rowland Place
Green Lane
Northwood
HA6 1AB

Application Ref: 12546/ADV/2020/17

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

Description of advertisement(s):

Installation of 2 internally illuminated fascia signs and 1 internally illuminated hanging sign

Location of advertisement(s): 37 Green Lane, Northwood

Date of application: 14 February 2020

Drawing/plan Numbers: See attached schedule for details

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

Signed: 

Head of Planning, Transportation and Regeneration

Date: 7 April 2020

- 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.

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007

REFUSAL OF CONSENT TO DISPLAY AN ADVERTISEMENT

Application Ref: 12546/ADV/2020/17

SCHEDULE OF REASONS

- 1 . The proposed advertisements by virtue of their position, size, design, materials and means of illumination would fail to harmonise with the architectural composition of the original building, would be detrimental to the character, appearance and visual amenities of the street scene and would fail to either preserve or enhance the character or appearance of the surrounding Northwood Town Centre, Green Lane Conservation Area. The proposal is therefore contrary to Policies BE1 and HE1 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012), Policies DMHB 1, DMHB 4 and DMHB 13A of the Hillingdon Local Plan Part Two - Development Management Policies (January 2020), Policy 7.8 of the London Plan (2016) and the NPPF.

INFORMATIVES

- 1 . In dealing with the application the Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our statutory policies from the 'Saved' UDP 2007, Local Plan Part 1, Supplementary Planning Documents, Planning Briefs and other informal written guidance, as well as offering a full pre-application advice service.

END OF SCHEDULE

Address:

Residents Services
London Borough of Hillingdon
3 North Civic Centre, High Street, Uxbridge UB8 1UW
Tel: 01895 250230
www.hillingdon.gov.uk

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007

REFUSAL OF CONSENT TO DISPLAY AN ADVERTISEMENT

Application Ref: 12546/ADV/2020/17

SCHEDULE OF PLANS

1909-37GL-001 Rev. A - received 05 Feb 2020

1909-37GL-020 Rev. A - received 05 Feb 2020

1909-37GL-202 Rev. P1 - received 05 Feb 2020

1909-37GL-212 Rev. P2 - received 05 Feb 2020

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 <http://www.planning-inspectorate.gov.uk>

Appendix 2

Details of Advertisement Consent 15489/ADV/2013/76



**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007**

GRANT OF CONSENT TO DISPLAY AN ADVERTISEMENT

Ms Claire Watkins
J M Architects
64 Queen Street
Edinburgh
Scotland
EH2 4NA

Application Ref: 15489/ADV/2013/76

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

Description of advertisement(s):

Installation of 2 fascia signs, 1 hanging sign, 1 non illuminated ATM sign, 1 non-illuminated placard and 2 posters

Location of advertisement(s): Natwest, 37 Green Lane
Northwood,

Date of application: 04 September 2013

Drawing/plan Numbers: See attached schedule for details

Consent is given subject to the conditions listed on the attached schedule:-

Signed:

Head of Planning & Enforcement

Date: 28 October 2013

- NOTES:
- (i) Please also see the informatives included in the schedule of conditions.
 - (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.

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007

GRANT OF CONSENT TO DISPLAY AN ADVERTISEMENT

Application Ref: 15489/ADV/2013/76

SCHEDULE OF CONDITIONS

- 1 · All advertisement consents carry the following 5 standard conditions as contained in the Town and Country Planning (Control of Advertisements) Regulations 1992 and unless specified to the contrary the consent expires after 5 years.
 - 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 · Prior to the display of the advertisements hereby approved, all other advertisements on the premises shall be removed.

REASON

In order to protect the visual amenity of the area and/or highway safety in accordance with Policy BE27 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012).

INFORMATIVES

- 1 · On this decision notice policies from the Councils Local Plan: Part 1 - Strategic Policies appear first, then relevant saved policies (referred to as policies from the Hillingdon Unitary Development Plan - Saved Policies September 2007), then London Plan Policies. On the 8th November 2012 Hillingdon's Full Council agreed

SCHEDULE OF CONDITIONS

the adoption of the Councils Local Plan: Part 1 - Strategic Policies. Appendix 5 of this explains which saved policies from the old Unitary Development (which was subject to a direction from Secretary of State in September 2007 agreeing that the policies were 'saved') still apply for development control decisions.

- 2 · The decision to GRANT planning permission 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).
- 3 · The decision to GRANT planning permission 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 (July 2011) and national guidance.
- 4 · 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).

END OF SCHEDULE

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TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 2007

GRANT OF CONSENT TO DISPLAY AN ADVERTISEMENT

Application Ref: 15489/ADV/2013/76

SCHEDULE OF PLANS

L(0)0010 Rev. F - received 24 Oct 2013
L(0)0001 Rev. F - received 04 Sep 2013
L(0)0011 Rev. A - received 04 Sep 2013
L(0)0002 Rev. C - received 04 Sep 2013
L(0)0007 Rev. A - received 04 Sep 2013
L(0)0006 Rev. A - received 04 Sep 2013
Design and Access Statement - received 13 Aug 2013
L(0)005 - received 13 Aug 2013

ADVERTISEMENT APPEALS

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Appendix 3

Historic Photographs of Building Signage



Google Street View Image Dated May 2014



Google Street View Image Dated September 2014



Google Street View Image Dated October 2015



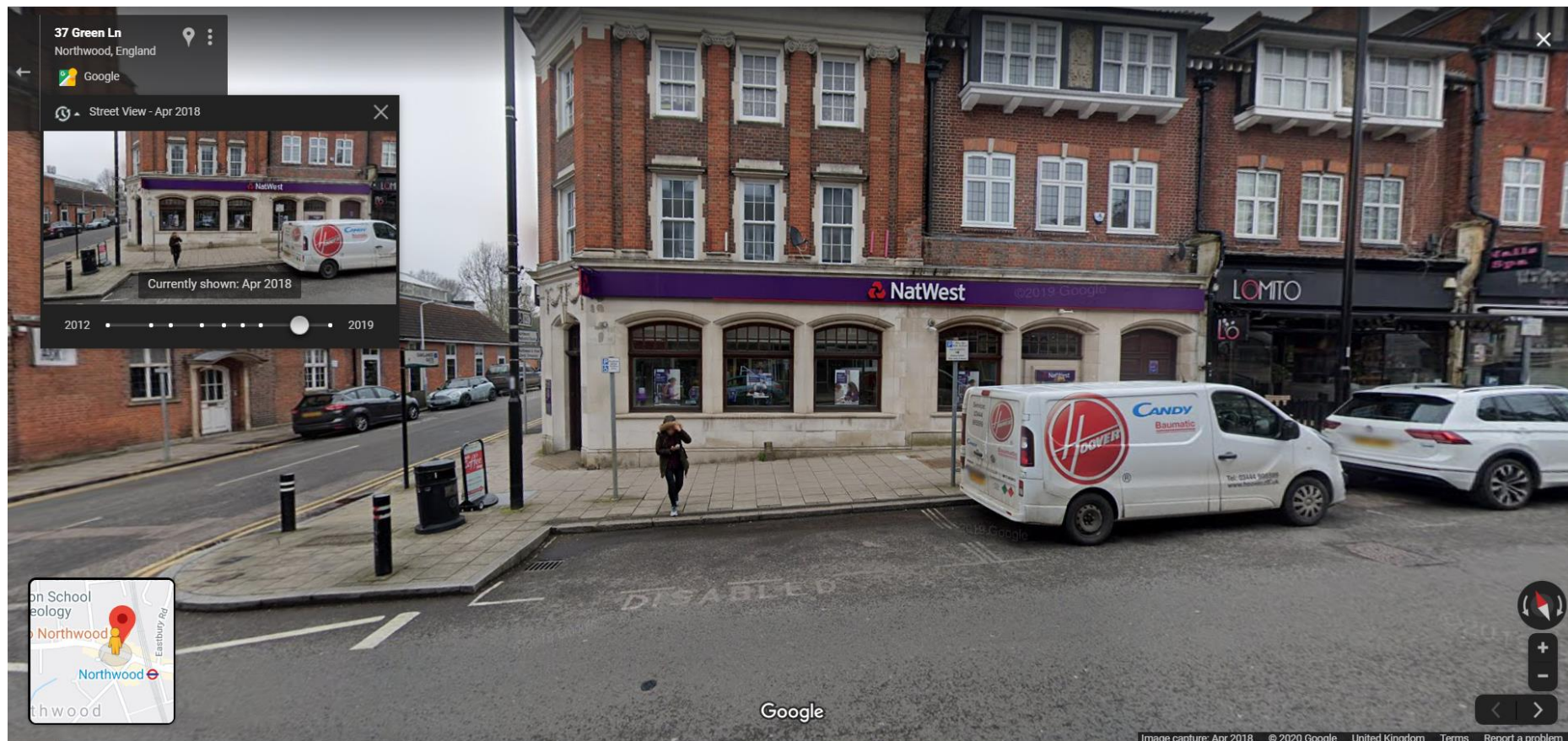
Google Street View Image Dated April 2016



Google Street View Image Dated August 2016



Google Street View Image Dated October 2016



Google Street View Image Dated April 2018

Appendix 4

Street View of Green Lane



Google Street View Image of premises opposite appeal site



Google Street View of premises adjacent to the appeal site



Google Street View Image of modern signage on Green Lane



Google Street View Image showing signage on Barclays Bank at opposite end of Green Lane. Building is comparable to appeal site and also locally listed.



Google Street View Image showing modern signage (including internally illuminated signage) on Maxwell Road. Buildings in the conservation area and noted as providing a positive contribution with the conservation area appraisal.