



**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 Phillip Bissaker
N I S Signs (Leicester) Ltd.
51 Marlow Road
Leicester
LE3 2BQ

Our Ref: 17981/ADV/2020/75

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 advertisement(s): Installation of various signage and associated works

Location of advertisement(s): Heathrow Service Station ,Shepiston Lane Hayes

Date of application: 15th January 2021

Drawing/plan Numbers: See attached schedule for details

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

Signed:

Head of Planning and Enforcement

Date: 12th March 2021

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.

**Planning Services
Residents Services**

T.01895 250230

planning@hillington.gov.uk www.hillingdon.gov.uk

London Borough of Hillingdon,

3 North, Civic Centre, High Street, Uxbridge, UB8 1UW

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SCHEDULE OF REASONS

1. The proposed signs, by reason of their height, design and proliferation, would represent inappropriate development within the Green Belt and no very special circumstances have been provided or are evident which either singularly or cumulatively overcome the presumption against inappropriate development in the Green Belt. The proposal would harm the openness of the Green Belt. The proposal is therefore contrary to Policies BE1 and EM2 of the Hillingdon Local Plan: Part One - Strategic Policies (November 2012). Policies DMHB 13A and DMEI 4 of the Hillingdon Local Plan: Part Two - Development Management Policies (2020), Policy G2 of the London Plan (2021) and the NPPF.

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