



# HILLINGDON

LONDON

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

### GRANT OF CONSENT TO DISPLAY AN ADVERTISEMENT

Andy Wadham  
Heathrow Airport Ltd  
The Compass Centre  
Nelson Road  
London Heathrow Airport  
Hounslow  
TW6 2GW

Application Ref: 42259/ADV/2011/5

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):**

Retention of 'Welcome to Heathrow' and 'BMI' advertisement sign located at the M4 Spur Road/Northern Perimeter Road

**Location of advertisement(s):** Emirates Roundabout, M4 Spur Road, Heathrow Airport

**Date of application:** 01 February 2011

**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: 29 March 2011**

NOTES: (i) Please also see the informatics 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.

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**SCHEDULE OF CONDITIONS**

- 1 · 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 · The intensity of illumination of the advertisement(s) shall not exceed 600 candelas per metre<sup>2</sup>.

**REASON**

To ensure that the brightness of the proposed advertisement will not have an adverse effect on the amenities of the area and to avoid distraction to passing motorists in accordance with Policy BE27 of the Hillingdon Unitary Development Plan Saved Policies (September 2007).

- 3 · The external lights hereby given consent shall be so angled and shielded/hooded that light is directed mainly onto the sign directly above.

**REASON**

In order to protect the visual amenity of the area and highway safety in accordance with Policy BE27 of the Hillingdon Unitary Development Plan Saved Policies (September 2007).

## **SCHEDULE OF CONDITIONS**

### **INFORMATIVES**

- 1 · 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).
  
- 2 · 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) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including the London Plan (February 2008) and national guidance.

### **END OF SCHEDULE**

**Address:**

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

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**SCHEDULE OF PLANS**

HED.391.002 Rev D - received 01 Feb 2011

1:1250 scale location plan - received 10 Jan 2011

2 Unnumbered elevational drawings - received 10 Jan 2011

1 Photomontage - received 10 Jan 2011

