



**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 Thomas Johnston
991 Great West Road
Brentford
Middlesex
TW8 9DN

Application Ref: 47648/ADV/2015/70

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 advertisement hoardings

Location of advertisement(s): Land Between 779 And 825-827, Uxbridge Road
Hayes,

Date of application: 18 September 2015

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: 10 November 2015

- 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 installation of 2 x internally illuminated display signs, by virtue of their siting, size and scale is considered to increase the level of visual clutter along this busy highway, and by reason of the existing signage within such close proximity of one another would have a detrimental impact on the visual amenity of the character and appearance of the surrounding area. It is therefore contrary to Policy BE27 of the Hillingdon Local Plan Part Two - Saved UDP Policies (November 2012).

INFORMATIVES

- 1 · The decision to REFUSE 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 REFUSE 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 (2015) and national guidance.
- 3 · 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 (2015). On the 8th November 2012 Hillingdon's Full Council agreed 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.

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

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SCHEDULE OF PLANS

A01058/01 - received 18 Sep 2015

A01058/02 - received 18 Sep 2015

A01058/03 - received 18 Sep 2015

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>