



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

GRANT OF CONSENT TO DISPLAY AN ADVERTISEMENT

Mr Lee Newham
Designed By Good People
44 Eden Way
Beckenham
BR3 3DJ

Application Ref: 52931/ADV/2023/5

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

Description of advertisements(s):

Installation of 5 no. vinyl logo signs to windows in bottom right hand corner, existing lettering removed. Dibond panel above front entrance with bullnose moulding in red with with direct fixed white Perspex letters. New graphics to canopy, Perspex dark grey letters direct fixed to grey painted panel painted match RAL7012. New signs to end on slimline aluminium trays on red with white Perspex letters surface fixed.

Location of advertisement(s): 77-79 High Street
Ruislip

Date of application: 30th January 2023

Drawing/plan Numbers: See attached schedule for details

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

Signed:

Interim Director of Planning, Regeneration & Public Realm

Date: 6th March 2023

- 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.

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SCHEDULE OF CONDITIONS

- 1 The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans named '1.3.3_JOHN SANDERS_signage', received 30-01-23 and shall thereafter be retained/maintained for as long as the development remains in existence.

REASON

To ensure the development complies with the provisions Hillingdon Local Plan Parts 1 (November 2012) and 2 (January 2020) and the London Plan (2021).

- 2 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.

- 3 The advertisement(s) hereby permitted shall not be illuminated.

REASON

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

INFORMATIVES

- 1 The decision to GRANT advertisement consent 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 advertisement consent has been taken having regard to the policies and proposals in the Hillingdon Local Plan Part 1 (2012) and Part 2 (2020) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including The London Plan (2021) and national guidance.

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

V1.3.3_JOHN SANDERS_signage - received 30 Jan 2023

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>