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**

Mrs Carol Charnock
1 Millfield Lane
Haydock
St. Helens
Merseyside
United Kingdom
WA11 9TW

Application Ref: 588/ADV/2013/96

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 1 externally illuminated fascia sign and 1 internally illuminated hanging sign

**Location of advertisement(s):** Co-Operative, 382 - 386, Long Lane Hillingdon,

**Date of application:** 01 October 2013

**Drawing/plan Numbers:** See attached schedule for details

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

**Signed:** James Rodger

**Head of Planning & Enforcement**

**Date: 20 November 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.

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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 250cd/m.

REASON
To ensure that the brightness of the proposed advertisement(s) 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).

## 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 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.

## SCHEDULE OF CONDITIONS

2 · The decision to GRANT advertisement control 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 advertisement control 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.

## 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

28450 Rev. B (Elevations) - received 30 Sep 2013

28450 Rev. B (Photograph/Photomontage) - received 30 Sep 2013

Location Plan to Scale 1:1250 - received 30 Sep 2013

# 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 you 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