



**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 Jack Moss
Omega Signs Limited
Newmarket Approach
Leeds
LS9 0RJ

Application Ref: 73585/ADV/2020/65

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):

Proposed installation of 3 internally illuminated fascia signs, 1 internally illuminated pylon sign, 2 internally illuminated free standing signs, 5 non-illuminated free standing signs, 1 non-illuminated wall mounted sign and 1 flag pole

Location of advertisement(s): 501 & 504, Stone Close
Yiewsley,

Date of application: 29 October 2020

Drawing/plan Numbers: See attached schedule for details

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

Signed: 

Head of Planning, Transportation and Regeneration

Date: 16 December 2020

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 development hereby permitted shall not be carried out except in complete accordance with the details shown on plan numbers 27540v01 Issue 8 (Page 2 of 5), 27540v01 Issue 8 (Page 3 of 5), 27540v01 Issue 8 (Page 4 of 5) and 27540v01 Issue 8 (Page 5 of 5) 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 (2016).

- 3 . The sign hereby approved as Item C (Pylon Sign) shall not be illuminated between 8pm and 8am.

REASON

In order to protect the residential amenities of nos. 201 and 203 Horton Road, in accordance with Policy DMHB 11 and DMHB 13A of the Hillingdon Local Plan: Part 2 - Development Management Policies (January 2020).

SCHEDULE OF CONDITIONS

- 4 . The illumination of the signs hereby approved are to be by fixed and constant lights and not by lights which are, or appear to be, intermittent, moving, flashing or vibrating.

REASON

In order to protect the visual amenity of the area and to maintain highway safety, in accordance with Policy DMHB 11 and DMHB 13A of the Hillingdon Local Plan: Part 2 - Development Management Policies (January 2020).

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 - The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) and national guidance.
- 3 . In dealing with the application the Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our statutory policies from Local Plan Part 1, Local Plan Part 2, Supplementary Planning Documents, Planning Briefs and other informal written guidance, as well as offering a full pre-application advice service, in order to ensure that the applicant has been given every opportunity to submit an application which is likely to be considered favourably.

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

27540v01 Issue 8 (Page 2 of 5) - received 23 Nov 2020

27540v01 Issue 8 (Page 3 of 5) - received 23 Nov 2020

27540v01 Issue 8 (Page 4 of 5) - received 23 Nov 2020

27540v01 Issue 8 (Page 5 of 5) - received 23 Nov 2020

Location Plan (1:1250) - received 29 Oct 2020

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>