HILLINGDON
LONDON

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

GRANT OF CONSENT TO DISPLAY AN ADVERTISEMENT

Mr Brett Lord
Libre Solutions
Lawley House
Butt Road
Colchester
CO3 3DG

Application Ref: **79855/ADV/2026/6**

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 1no. BT Street Hub Unit and associated advertisement panels on either side of the unit.

Location of advertisement(s): Land Adjacent To
17 Victoria Road
Ruislip

Date of application: 5th January 2026

Drawing/plan Numbers: See attached schedule for details

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

Signed:

R Johnson

Head of Development Management and Building Control

Date: 6th March 2026

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 the submitted plans, numbers:

HIL1/LIB/XX/XX/DR/LD/1000/D5 Rev P1
HIL1/LIB/XX/XX/DR/LD/2100/D5
HIL1/LIB/XX/XX/DR/LD/2301/D5
HIL1/LIB/XX/XX/DR/LD/2300/D5
BT Street Hub Unit Dimensions
Street Hub Anti-Social Behaviour Management Plan Version 3
Planning Statement Dated December 2025
Street Hub Product Statement V2.0 September 2024

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).

3 a)The advertisements shown on the display screens shall not change more frequently than once every 10 seconds, with the exception of images that gradually and smoothly merge from one into another. All images shall remain static with no movement, animation, flashes or pulsation, no images or messaging should spread across more than one screen.

b)The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of a malfunction, or if the advertisement is not in use.

c)No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

d)The intensity of the illumination of the advertisement shall be no greater than 600 cd/m2 during hours of darkness as advised by the Institute of Lighting Professionals' publication PLG05 (2023): "The Brightness of Illuminated Advertisements", or any publication replacing or superseding this guidance.

REASON
In the interest of amenity, public safety to be in accordance with Schedule 2 of the Town and Country Planning (control of advertisements) (England) regulations 2007 and the published London Plan 2021 Policy T4 Assessing and mitigating transport impacts which requires that development proposals should "not increase road danger".

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

HIL11/LIB/XX/XX/DR/LD/2300/D5 - received 03/01/2026

HIL11/LIB/XX/XX/DR/LD/1000/D5 Rev P1 - received 03/01/2026

HIL11/LIB/XX/XX/DR/LD/2100/D5 - received 03/01/2026

HIL11/LIB/XX/XX/DR/LD/1300/D5 - received 03/01/2026

HIL11/LIB/XX/XX/DR/LD/2301/D5 - received 03/01/2026

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 https://www.gov.uk/appeal-planning-decision