

ADVERTISEMENT CONSENT APPROVED

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London
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United Kingdom

Applicant: Wildstone Estates Limited

- Application ref:** 24/01570/ADV
- Proposal:** Advertisement consent for the erection of a freestanding internally illuminated digital LED sign **at** 10 - 14 Aylesbury Street, Bletchley, Milton Keynes, MK2 2BA
- Valid on:** 31 July 2024
- Decision:** In accordance with your application for the above advertisement(s), accepted on the date above, in exercise of its powers as the local planning authority under the Town and Country Planning Acts and related and subordinate legislation, Milton Keynes City Council hereby **grants consent subject to the following conditions:**

Conditions (4)

- 1 This consent shall expire at the end of a period of 5 years from the date of this decision, on or before which date the display of advertisement(s) shall be permanently discontinued, with any structure or hoarding used principally for the purpose of displaying the advertisement(s) removed.

Reason: In recognition that the principle of the advertisement(s) approved requires review in the interests of highway safety and amenity beyond the period of consent, thereby preventing operation of Deemed Consent provisions under Class 14 of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).
- 2 The development hereby permitted shall be carried out in accordance with plans/drawings ref.

23557 | PA | 01 - Site Location Plan

23557 | PA | 03 - Proposed Site Plan

Date of decision: 15 November 2024

Jon Palmer, Head of Planning

23557 | PA | 04 - Proposed Site Plan

23557 | PA | 05 - Existing and Proposed Elevations

23557 | PA | 06 - Specification

unless as otherwise required by condition attached to this permission or pursuant to an approval of an application made under Section 96A of the Town and Country Planning Act 1990.

Reason: For the avoidance of doubt and in the interests of securing sustainable development.

- 3 The advertisement(s) hereby approved shall be illuminated only by means of the details hereby approved and by no other means of illumination.

Reason: In the interests of safety on the transport network and the visual amenities of the area.

- 4 The maximum luminance from the advertisement(s) shall not exceed the following luminance values (ratio of total illuminated area of sign face (sqm) to maximum luminance (candela/sqm):

- Up to 0.49: 2000;

- 0.5 to 1.99: 1600;

- 2.0 to 4.99: 1200;

- 5.0 to 10.0: 1000;

- Over 10.0: 800.

Reason: In the interests of safety on the transport network and the visual amenities of the area.

Your attention is drawn to the following:

This consent is also subject to the standard conditions as set out in The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Compliance with the following is necessary:

- 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;
- No advertisement shall be sited or displayed so as to:
 - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 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;
- 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; and

- 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.

Unless expressly applied for and stated in the description above, this decision conveys no approval of an associated planning consent (such as planning permission or listed building consent).

Any deviation from the approved plans/drawings and/or details should be discussed with the local planning authority in advance. This includes circumstances where the applicant/developer subsequently identifies inaccuracies with the approved documents or conflict with other regulatory requirements. A formal application to secure a revised permission is likely to be necessary. Failure to secure necessary approval may result in the commencement of enforcement proceedings.

If you are aggrieved by the decision of the local planning authority to grant consent for your proposal subject to conditions, then you can appeal to the Secretary of State within 8 weeks of the date of this notice.

Appeals must be made using a form available from the Planning Inspectorate at www.gov.uk/planning-inspectorate. The Secretary of State need not consider an appeal if it seems to them that the local planning authority could not have granted permission for the proposal or could not have granted it without the conditions they imposed, having regard to statutory requirements.

This is a decision under planning legislation only. It does not convey a decision under, or override, supersede or negate, any other legislation or the need to comply with restrictive covenants under civil law.