

ADVERTISEMENT CONSENT APPROVED

Mr Stephen Taylor  
Suite E, Kings Court  
Railway Street,  
Altrincham  
WA14 2RD  
United Kingdom

Applicant: SK Group

**Application ref:** 24/01696/ADV

**Proposal:** Advertisement consent for the display of 1 no. Internally illuminated fascia sign and 1 no. internally illuminated projecting sign **at** Domino's Pizza, 11 Dukes Drive, Bletchley, Milton Keynes, MK2 2QG

**Valid on:** 1 August 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 (3)**

- 1 The development hereby permitted shall be carried out in accordance with plans/drawings ref. [Location Plan 5415-LP-08. Block Site Plan DRAWING NO C5415-BP09. Proposed Signage DRAWING NO C5415-S07.] 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.

- 2 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:

**Date of decision:** 31 December 2024

**Jon Palmer, Head of Planning**

- 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 (this includes the highway authority, if the sign is to be placed on highway land);
- 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, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport; 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.

Reason: These conditions are specified by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and to prevent an unsatisfactory form of permanent display in accordance with Policy D1 of Plan:MK (2019).

- 3 The illuminated fascia sign advertisement hereby permitted shall at no time exceed 580 cd/m<sup>2</sup>, while the illuminated projecting sign advertisement hereby permitted shall at no time exceed 450 cd/m<sup>2</sup>

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

**Your attention is drawn to the following:**

**Standing informatives**

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.

### **Right of appeal**

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](http://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.

### **Other regulatory matters**

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.