

Ms Lizzie Miller
Bay Media Ltd 27 Greenwood Place
Unit 18 & 19 Deane House Studios
London
NW5 1LB

TOWN & COUNTRY PLANNING ACT 1990

REFUSAL OF CONSENT TO DISPLAY AN ADVERTISEMENT

Town & Country Planning (control of advertisements) (England) Regulations 2007

Ref: P/3752/18

With reference to the application received on 20 August 2018 accompanied by Drawing(s)
Site Location Plan (Ref.26 x 2) ; Plan showing banner dimensions; Supporting Documents

For: Display of 16 non illuminated lamppost banner signs along Elm Park, Bridge Street and Love Lane

At: Lampposts along Elm Park and Bridge Street, Pinner, HA5 3HR

HARROW COUNCIL, the Local Planning Authority,
REFUSES consent for the works described in the application and submitted plans for the following reason(s):

1	The proposed lamppost banners, by reason of their siting, numbers and appearance, would fail to preserve the special interest of the adjacent Grade II listed and locally listed heritage assets, and would have a detrimental impact on the visual amenity, character and appearance of Pinner High Street Conservation Area, Waxwell Lane Conservation Area and Pinner Memorial Park, Locally Listed Park and Garden, contrary to the National Planning Policy Framework (2018), policies 7.8 C and D of The London Plan (2016), policy CS1D of the Core Strategy (2012), policies DM5 and DM7 of the Harrow Development Management Policies (2013), Waxwell Lane Conservation Area Appraisal and Management Strategy, Pinner High Street Conservation Area Appraisal and Management Strategy and The Setting of Heritage Assets Historic Environment Good Practice Advice in Planning Note 3 (Second Edition).
---	---

1	<p>INFORMATIVE:</p> <p>The following policies are relevant to this decision:</p> <p>The National Planning Policy Framework (2018)</p> <p>The London Plan (2016)</p> <p>7.8 C and D</p> <p>Harrow Core Strategy (2012)</p> <p>CS1, CS1D</p> <p>Harrow Development Management Policies Local Plan 2013:</p> <p>DM5, DM7</p> <p>Waxwell Lane Conservation Area Appraisal and Management Strategy</p> <p>Pinner High Street Conservation Area Appraisal and Management Strategy</p> <p>The Setting of Heritage Assets Historic Environment Good Practice Advice in Planning Note 3 (Second Edition)</p>
2	<p>Statement under Article 35(2) of The Town and Country Planning (Development Management Procedures) (England) Order 2015</p> <p>This decision has been taken in accordance with paragraphs 187-189 of The National Planning Policy Framework. Harrow Council has a pre-application advice service and actively encourages applicants to use this service. Please note this for future reference prior to submitting any future planning applications.</p>

Date of decision: 23 October 2018

Yours faithfully



Beverley Kuchar
Interim Chief Planning Officer

Decision Notice Notes are available at
www.Harrow.gov.uk in the Planning section, Planning Documents
Decision Notice Notes

Your attention is particularly drawn to the above notes that set out the rights of applicants who are aggrieved by the decision of the Local Planning Authority.

Enquiries about the need for Building Regulations approval should be made to:

Building Control
PO Box 37, Civic Centre,
Harrow
HA1 2UY

You may find the answer to your query at:

<http://www.harrow.gov.uk/buildingcontrol>

DN-DAD-REF
PLMVM311