

## ADVERTISEMENT CONSENT GRANTED

To: Mr Richard Moore  
25 - 26 Carters Lane  
Kiln Farm  
Milton Keynes  
MK11 3HL

**Application no: 21/03104/ADV**  
Applicant: John Lewis & Partners  
Lawrence Ireson  
Campus Engineering Office  
John Lewis Magna Park 1  
Fen Street  
Milton Keynes  
MK17 8EW

Milton Keynes Council, under their powers provided by the above legislation, Permit the

**Advertisement consent for the display of internally lit LED, aluminium clad, steel framed free standing monolith sign**

**At: Fenny Lock Distribution Centre Fenny Lock Roundabout Simpson Road Denbigh East Milton Keynes**

In accordance with your application, valid on 13th October 2021.

Approval is given subject to the condition(s) set out below. Some of the conditions may require further details to be provided **before the development commences**. The conditions need to be complied with for the permission to remain valid. If the conditions are not complied with, legal action can be taken against the developer and the land owner. The details required by the conditions, need to be submitted formally to the Council. Call the Planning Enquiries number at the bottom of the page or use the link [www.milton-keynes.gov.uk/publicaccess](http://www.milton-keynes.gov.uk/publicaccess) for further details.

### Conditions:

(1) The approved development shall be carried out in accordance with the following drawings/details:

Received 11th October 2021

RM4244 - Front Elevation and Side Elevation  
RM4244 - Approximate signage scale and location  
Site Location Plan (Signage)  
Location Plan (Overall)

Received plans on 13.10.21 -

Block/Site Plan (Signage Marked)  
Aerial Location (Signage Marked)

Reason: For the avoidance of doubt and in accordance with the requirements of The Town and Country Planning (General Development Procedure) (England) Order 2015.

- ( 2) This consent shall be restricted to a period of five years from the date of the consent. On or before the expiry of five years the advertisement/s shall be removed, and the building (land) reinstated.

Reason: This condition is specified by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- ( 3) 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).

- ( 4) The illuminated advertisements hereby permitted shall at no time exceed 800 cd/m<sup>2</sup>.

Reason: In the interests of visual and residential amenity and highway safety in accordance with Policy D1 of Plan:MK (2019).

### **Working With the Applicant**

In accordance with paragraph 38 of the National Planning Policy Framework Milton Keynes Council takes a positive and proactive approach to development proposals focused on solutions. Milton Keynes Council works with applicants/agents in a positive and proactive manner by: offering a pre-application advice service; as appropriate updating applicants/agents of any issues that may arise in the processing of their application; where possible suggesting solutions to secure a successful outcome; informing applicants/agents of any likely recommendation of refusal prior to a decision; and by adhering to the requirements of the Milton Keynes Council Corporate Plan and the Planning and Transport Service Plan.

In this instance there was no block plan to show the intended location of the signage when initially received. This was quickly resolved, and the application promptly validated.

### **Building Regulations**

Please note that this is a planning permission only and you may also require approval under the Building Regulations. If you are in any doubt about this you can get further information via [http://www.milton-keynes.gov.uk/building\\_control](http://www.milton-keynes.gov.uk/building_control) or the Building Control Helpline Tel. (01908) 252721.

**Your attention is drawn to the attached notes**

30th December 2021



A handwritten signature in blue ink, appearing to be 'JH', with a horizontal line extending to the right.

**Head of Planning  
Council**

### **Appeals to the Secretary of State**

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State for the Environment under Section 78 of the Town and Country Planning Act 1990 (as amended).

If you want to appeal, then you must do so within six months of the date of this notice. The Secretary of State can allow a longer period for giving notice of an appeal, but they will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

You can appeal using a form that you can get from The Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN. Customer Support Unit, Tel: 0117 372 6372. Appeal forms and guidance can also be downloaded from the Planning Inspectorate's website [www.planning-inspectorate.gov.uk](http://www.planning-inspectorate.gov.uk).

Alternatively, the Planning Inspectorate have introduced an online appeals service which you can use to make your appeal online. You can find the service through the Appeals area of the Planning Portal: [www.planningportal.gov.uk/pcs](http://www.planningportal.gov.uk/pcs). The Inspectorate will publish details of your appeal on the internet (on the Appeals area of the Planning Portal). This may include a copy of the original planning application form and relevant supporting documents supplied to the local planning authority by you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure have their permission to do so. More detailed information about data protection and privacy matters is available on the Planning Portal.

The Secretary of State need not consider an appeal if it seems to them that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

In practice, the Secretary of State does not refuse to consider appeals solely because the local planning authority based their decision on a direction given by them.

### **Purchase Notices**

If either the local planning authority or the Secretary of State for the Environment refuses

permission to develop land or grants it subject to conditions, the owner may claim that they can neither put the land to a reasonably beneficial use in its existing state nor render the land capable of a reasonably beneficial use by carrying out of any development which has been or would be permitted.

In these circumstances, the owner may serve a purchase notice on the Council (District Council, London Borough Council, or Common Council of the City of London) in whose area the land is situated. This notice will require the Council to purchase their interest in the land in accordance with the provision of Part VI of the Town and Country Planning Act 1990.

### **Compensation**

In certain circumstances compensation may be claimed from the local planning authority if permission is refused or granted subject to conditions by the Secretary of State appeal or reference of the application to him.

These circumstances are set out in section 114 and related provisions of the Town and Country Planning Act 1990 (as amended).

### **The Party Wall etc. Act 1996**

Anyone intending to carry out work described in the Act MUST give adjoining owners at least 2 months' notice in writing of their intentions.

The Act covers:-

- (i) work to be carried out directly to an existing party wall or structure
- (ii) new building at or astride the boundary line between properties
- (iii) excavation within 3 or 6 metres of a neighbouring building or structure, depending on the depth of the hole or foundations.

If you are not sure whether the Act applies to work that you are planning, you should seek professional advice. A free explanatory booklet is available from ODPM Free Literature, PO Box 236, Wetherby, West Yorkshire, LS23 7BN. Tel 0870 1226236 e-mail [odpm@twoten.press.net](mailto:odpm@twoten.press.net)