

London Borough of Hillingdon, Planning & Community Services, 3N Civic Centre, High Street, Uxbridge, Middlesex UB8 1UW
Tel: 01895 250230 Web: www.hillingdon.gov.uk

Application for consent to display an advertisement(s).
Town and Country Planning (Control of Advertisement) Regulations 2007

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website.
If you require any further clarification, please contact the Authority's planning department.

1. Applicant Name, Address and Contact Details

Title:		First name:		Surname:	
Company name	Lloyds Banking Group Plc				
Street address:	Canons House		Country Code	National Number	Extension Number
	PO Box 112	Telephone number:			
	Canons Way	Mobile number:			
Town/City	Bristol	Fax number:			
County:	Avon	Email address:			
Country:	United Kingdom				
Postcode:	BS99 7LB				
Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No					

2. Agent Name, Address and Contact Details

Title:	Mrs	First Name:	Sarah	Surname:	Wehrle
Company name:	Blaze Neon Ltd				
Street address:	5 Patricia Way		Country Code	National Number	Extension Number
	Pysons Road	Telephone number:		01843 601075	
		Mobile number:			
Town/City	Broadstairs	Fax number:			
County:	Kent	Email address:			
Country:	United Kingdom				
Postcode:	CT10 2XZ		planning@blazeneon.com		

3. Site Address Details

Full postal address of the site (including full postcode where available)

House:	1	Suffix:	
House name:			
Street address:	East Avenue		
Town/City:	Hayes		
County:	Hillingdon		
Postcode:	UB3 2HW		

Description of location or a grid reference
(must be completed if postcode is not known):

Easting:	509859
Northing:	179900

Description:

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Lite Shard (Internally/Externally Illuminated)
Internally Illuminated Projecting Signs

How many of the following type of advertisements are you applying for?

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes ☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☒ Yes ☐ No ☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

Please refer to drawing number 105097

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes ☐ No

9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From: To:

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.075

m

What are the dimensions of the proposed advertisement?

Height:

0.800

 x Width:

11.64

 x Depth:

0.060

 metres

What materials will the sign be made of?

Please refer to detailed section through on drawing for Item 1.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

40.000

cm

The colour of text and background:

White on dark green background.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.060

m

What are the dimensions of the proposed advertisement?

Height:

0.800

 x Width:

5.16

 x Depth:

0.060

 metres

What materials will the sign be made of?

Please refer to section through on drawing supplied.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.000

cm

The colour of text and background:

Dark green

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.075

m

What are the dimensions of the proposed advertisement?

Height:

0.800

 x Width:

5.21

 x Depth:

0.060

 metres

What materials will the sign be made of?

Please refer to section through on drawing.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

40.000

cm

The colour of text and background:

White on dark green

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

600.000

 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.771

m

What are the dimensions of the proposed advertisement?

Height:

0.702

 x Width:

0.702

 x Depth:

0.100

metres

What materials will the sign be made of?

Please refer to section through on drawing.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

60.000

cm

The colour of text and background:

Black horse logo, white background and green perimeter.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

600.000

cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.771

m

What are the dimensions of the proposed advertisement?

Height:

0.702

 x Width:

0.702

 x Depth:

0.100

metres

What materials will the sign be made of?

Please refer to section through on design drawing.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

60,000

cm

The colour of text and background:

Black horse logo, white background and green perimeter.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

600.000

cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

☒ The agent ☐ The applicant ☐ Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

☒

Date

04/12/2015