



London Borough of Hillingdon, Residents Services, 3N Civic Centre, High Street, Uxbridge, Middlesex UB8 1UW  
Tel: 01895 250230 Web: [www.hillingdon.gov.uk](http://www.hillingdon.gov.uk)

## Application for Consent to Display an Advertisement(s)

### Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

#### 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.

## Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

## Applicant Details

### Name/Company

Title

Mr

First name

Andrew

Surname

Thornley

Company Name

Arora Management Services Ltd

### Address

Address line 1

World Business Centre 2

Address line 2

Newall Road

Address line 3

Town/City

Hounslow

County

Country

United Kingdom

Postcode

TW6 2SF

Are you an agent acting on behalf of the applicant?

Yes  
 No

### Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

This application seeks advertisement consent for two rooftop signs; an internally illuminated 'R' to sit above the existing 'Renaissance' sign on the southern elevation of the building, and an 'Arora' logo which would also sit at roof level, facing south.

**Advertisement Type:**

Other type

**Height:**

1.1 metres

**Width:**

4.8 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

12.69 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

110 centimetres

**What materials will the advertisement be made of?:**

Stainless Steel and Acrylic

**The colour of text and background:**

Gentian Blue (RAL 5010)

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

400 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

1.85 metres

**Width:**

1.85 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

15 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

185 centimetres

**What materials will the advertisement be made of?:**

Stainless Steel and Acrylic

**The colour of text and background:**

Jet Black (RAL 9005)

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

350 cd/m<sup>2</sup>

#### Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

One mounted 'Arora' sign, at roof level behind the parapet.

One mounted 'R', to sit above the existing 'Renaissance' sign facing south.

## 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

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

Yes  
 No

## Advertisement(s) Period

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

From Date

18/09/2023

To Date

18/09/2028

## Neighbour and Community Consultation

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

Yes  
 No

## 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?

The agent  
 The applicant  
 Other person

## Pre-application Advice

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

Yes  
 No

## Interest In the Land

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

Yes  
 No

## Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

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

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

Yes  
 No

## Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Andrew Thornley

Date

14/07/2023

