



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)
<input type="text" value="510968"/>	<input type="text" value="187888"/>

Description

## Applicant Details

### Name/Company

Title

MR

First name

Surname

PETIFER

Company Name

GREENE KING

### Address

Address line 1

The Ascott

Address line 2

144 Field End Road

Address line 3

Town/City

Ruislip

County

Hillingdon

Country

Postcode

HA5 1RJ

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

### Contact Details

Primary number

Secondary number

Fax number

Email address

## Agent Details

Name/Company

Title

First name

Surname

Company Name

## Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

INSTALLATION OF REPLACEMENT SIGNS TO INCLUDE 1X NEW PICTORIAL PANEL TO EXISTING POST AND GIBBET, 2X AMENITY BOARDS FITTED BELOW PICTORIAL, 1X SET OF INDIVIDUAL LETTERS, 2X DOOR PLAQUES, 2X WALL MOUNTED AMENITY BOARDS, 1X COREX SIGN TO EXISTING POSTS, 1X LANTERN, 22MTS OF ROPE LIGHT AND 1X TRANSOM SIGN

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

1.2 metres

**Width:**

0.9 metres

**Depth:**

0.05 metres

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

3.2 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?:**

82 centimetres

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

ITEM 01 (Qty 01) PICTORIAL (EX. GEIBET) Double sided pictorial post sign to the existing gibbet & post. Featuring: • Standard 900 mm GK Illuminated header finished RAL 9005 / crown finished Lechler MR3310. • 8mm acrylic letters finished NCS N9145 / 5mm acrylic letters finished Lechler MR3310. • 2 mm Aluminium panel finished F&B Stiffkey Blue. • 32 mm Bullnose trim finished F&B Stiffkey Blue. • Signwritten text in F&B Tallow. • 3D built up pictorial content finished F&B Stone Blue, & Tallow. • 2No. Slimline LED trough lights. Warm white illumination. • Existing gibbet & post.

**The colour of text and background:**

AS DRAWING

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

200 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

1 metres

**Width:**

0.8 metres

**Depth:**

0.04 metres

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

1.5 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?:**

5 centimetres

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

ITEM 01A (Qty 02) AMENITY Post amenity signs. Featuring: • 2 mm Aluminium panel finished F&B Stiffkey Blue. • 32 mm Bullnose trim finished F&B Stiffkey Blue. • Signwritten text in F&B Tallow. • 2No. Small bullet lights finished RAL 9005. • Fixed back to back to the post.

**The colour of text and background:**

AS DRAWING

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

200 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1 metres

**Width:**

1.7 metres

**Depth:**

0.019 metres

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

5.9 metres

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

0.019 metres

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

44 centimetres

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

ITEM 03 (Qty 01) INDIVIDUAL LETTERS Featuring: • Individual letters. • Fixed to runner bars in F&B Sti key Blue. • 3No. 50W LED Slimline oodlights. Warm white illumination.

**The colour of text and background:**

AS DRAWING

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

200 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.225 metres

**Width:**

0.325 metres

**Depth:**

0.03 metres

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

0.99 metres

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

0.03 metres

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

3 centimetres

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

ITEM 04A, 04B (Qty 02) Large Antique Plaque. Featuring: • Cast bronze plaque. • Black timber pattress.

**The colour of text and background:**

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Fascia Sign

**Height:**

1.1 metres

**Width:**

0.8 metres

**Depth:**

0.04 metres

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

1 metres

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

0.04 metres

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

5 centimetres

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

ITEM 05A, 05B (Qty 02) Single sided amenity sign. Featuring: • 2 mm Aluminium panel nished F&B Sti key Blue. • 32 mm Bullnose trim nished F&B Sti key Blue. • Signwritten text in F&B Tallow.

**The colour of text and background:**

AS DRAWING

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Other type

**Height:**

1 metres

**Width:**

1.5 metres

**Depth:**

0.07 metres

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

1.2 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?:**

90 centimetres

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

ITEM 06 (Qty 01) COREX Post mounted corex sign. Featuring: single sided corex sign finished F&B Shifkey Blue • 1500 x 1000 mm interchangeable Corex slots. 50mm aluminium trim finished RAL 9005 Chalboard backing 70mm steel posts finished F&B Shifkey Blue 1 no LED slimline trough light with warm white illumination

**The colour of text and background:**

as drawing

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

200 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

0.8 metres

**Width:**

0.6 metres

**Depth:**

0.6 metres

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

2.2 metres

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

0.8 metres

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

0 centimetres

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

ITEM 07 (Qty 01) Entrance lantern. Featuring: LANTERN • Brass Hyde Park lantern. • Warm white illumination.

**The colour of text and background:**

AS DRAWING

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

200 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

0.025 metres

**Width:**

22 metres

**Depth:**

0.025 metres

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

5 metres

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

0.025 metres

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

0 centimetres

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

ITEM 08 (Qty 22M) ROPE LIGHTING LED Rope lighting to 3No. gable eaves. Featuring: • Warm white illumination.

**The colour of text and background:**

AS DRAWING

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

200 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.3 metres

**Width:**

1.15 metres

**Depth:**

0.04 metres

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

2.2 metres

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

0.04 metres

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

15 centimetres

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

ITEM 10 (Qty 01) TRANSOM Single sided transom sign. Featuring: 2mm aluminium panel finished F&B Stifkey Blue 32mm bullnose trim finished F&B Shifkey Blue signwritten text finished F&B Tallow

**The colour of text and background:**

as draiwng

**Will the advertisement be illuminated?:**

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

ITEM 06 SIGNLE SIDED COREX SIGN FITTED TO EXISTING POSTS

ITEM 07 ONE BRASS LANTERN

ITEM 08 22MTS OF ROPE LIGHTING

**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)

PROPOSED AND EXISTING ELEVATIONS

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

07/11/2022

To Date

07/11/2027

## 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

Gillian Shepley

Date

07/11/2022