

PP-07571539v1UV

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

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Local Planning Authority details:

24 JAN 2019



HILLINGDON
LONDON

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

Publication of applications on planning authority websites

Information provided on this form and in supporting documents may be published on the authority's planning register and website.

Please ensure that the information you submit is accurate and correct and does not include personal or sensitive information. If you require any further clarification, please contact the Local Planning Authority directly.

If printed, please complete using block capitals and black ink.

It is important that you read the accompanying guidance notes and help text as incorrect completion will delay the processing of your application.

1. Applicant Name and Address

Title:	MR	First name:	JET
Last name:	MAAL		
Company (optional):	BARRATT LONDON		
Unit:		House number:	
		House suffix:	
House name:	WALLIS HOUSE		
Address 1:	GREAT WEST ROAD		
Address 2:			
Address 3:			
Town:	BRENTFORD		
County:	LONDON		
Country:			
Postcode:	TW8 0HD		

2. Agent Name and Address

Title:		First name:	
Last name:			
Company (optional):			
Unit:		House number:	
		House suffix:	
House name:			
Address 1:	N		
Address 2:	A		
Address 3:			
Town:			
County:			
Country:			
Postcode:			

3. Site Address Details

Please provide the full postal address of the application site.

Unit: House number: House suffix:

House name: **THE FORMER NESTLE FACTORY**

Address 1: **NESTLES AVE**

Address 2:

Address 3:

Town: **HAYES**

County:

Postcode (optional): **UB3 4QR**

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

Easting: **509990** Northing: **179159**

Description:
**ERECTION OF VARIOUS SIGNS, HOARDINGS
& FLAGS TO ADVERTISE THE SALE OF THE
FORTHCOMING RESIDENTIAL DEVELOPMENT
ON THE SITE**

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? ☐ Yes ☒ No

If Yes, please complete the following information about the advice you were given. (This will help the authority to deal with this application more efficiently).

Please tick if the full contact details are not known, and then complete as much as possible: ☐

Officer name:

Reference:

Date (DD/MM/YYYY):
(must be pre-application submission)

Details of pre-application advice received?

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ☐ Yes ☒ No

If Yes, please provide details:

6. Authority Employee / 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 following statements apply to you and/or agent? ☐ Yes ☒ No 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

If Yes, please provide details of their name, role and how you are related to them.

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

5 NO. SIGNS 2570mm x 1900mm
1 NO. HOARDING 25500mm x 2440mm
1 NO. HOARDING 48000mm x 2440mm
7 NO. FLAGS 1000mm x 2500mm
2 NO. DOUBLE SIDED 900mm x 600mm SIGN

Please indicate the number of the following types of advertisement(s) you are applying for:	Number of advertisement(s)
Application for fascia sign(s)	0
Application for a projecting or hanging sign(s)	0
Application for a hoarding(s)	2
Other	2

If you selected Other, please describe:

2 NO. SINGLE SIDED SIGN 1000mm x 1285mm
1 NO. DOUBLE SIDED MAIN SIGN 1000mm x 1285mm

8. Location of Advertisement(s)

Is the advertisement you are applying for already in place?

☐ Yes

☒ No

If Yes, please provide details of when the use or work started:

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 photographs.

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

☐ Yes

☒ No

9. Advertisement Period

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

From 08/02/2019

To 08/08/2026

date (DD/MM/YYYY)

10. Interest in the Land

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

☒ Yes

☐ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

☐ Yes

☐ No

If No, why not?

11. Details of Proposed Advertisement(s)

Please provide a full description of each proposed advertisement (e.g. fascia sign, box sign, projecting sign, hoarding, flag etc)

	Advertisement 1	Advertisement 2	Advertisement 3
Type:	HOARDING SIGN	MAIN SIGN 2570mm x 1900mm ITEM 0.	FLAGS
a) The height from the ground to the base of the advertisement (in metres)	2.44m	3.2m	2.9m
b) The dimensions of the proposed advertisement (H x W x D) (in metric)	2.44m x 4.8m x 0.10m	2.1m x 2.5m x 0.1m	2.5m x 1m x 0.1m
c) The maximum height of any of the individual letters and symbols (in metric)	180mm	140mm	673mm
d) The colour of the text and background	BLACK & WHITE / GREEN	BLACK TEXT & WHITE & GREEN	BLACK TEXT ON GREEN FABRIC
e) Materials of the proposed sign(s)	ALUMINIUM PANEL WITH DIGITALLY PRINTED VINYL GRAPHIC APPLIED	3mm ALUMINIUM COMPOSITE PANEL WITH GLOSS LAMINATE FACING ON TIMBER FACING & STEEL LEGS	DIGITAL PRINT APPLIED TO FABRIC BANNER, MOUNTED ON A ROTATING BANNER ARM.
f) The maximum projection of advertisement from the face of the building	N/A	N/A	N/A
Will any of the sign(s) be illuminated	Yes ☐ No ☒	Yes ☐ No ☒	Yes ☐ No ☒
If Yes for any of the proposed signs, answer g), h) and i)			
g) Details of method of illumination (internally illuminated/externally illuminated)			
h) illuminance levels (cd/m ²)			
i) Will the illumination be static or intermittent?			

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11. Details of Proposed Advertisement(s)

Please provide a full description of each proposed advertisement (e.g. fascia sign, box sign, projecting sign, hoarding, flag etc)

	Advertisement 4	Advertisement 5	Advertisement 6
Type:	DOUBLE SIDED SIGN 1000mm x 1285mm	SINGLE SIDED SIGN 900mm x 600mm	SINGLE SIDED MAN SIGN 1000mm x 1285mm
a) The height from the ground to the base of the advertisement (in metres)	0.6m	0.7m	0.6m
b) The dimensions of the proposed advertisement (H x W x D) (in metric)	1.9m x 1.07m x 0.10m	1.3m x 0.97m x 0.10m	1.9m x 1.07m x 0.10m
c) The maximum height of any of the individual letters and symbols (in metric)	408mm	550mm	476mm
d) The colour of the text and background	BLACK TEXT WHITE & GREEN	BLACK TEXT WHITE & GREEN	BLACK TEXT WHITE & GREEN
e) Materials of the proposed sign(s)	3mm ALUMINIUM COMPOSITE PANEL DIGITALLY PRINT APPLIED	3mm ALUMINIUM COMPOSITE PANEL DIGITALLY PRINT APPLIED	3mm ALUMINIUM COMPOSITE PANEL DIGITALLY PRINT APPLIED
f) The maximum projection of advertisement from the face of the building	N/A		
Will any of the sign(s) be illuminated	Yes ☐ No ☒	Yes ☐ No ☒	Yes ☐ No ☒
If Yes for any of the proposed signs, answer g), h) and i)			
g) Details of method of illumination (internally illuminated/externally illuminated)			
h) illuminance levels (cd/m ²)			
i) Will the illumination be static or intermittent?			