



London Borough of Hillingdon, Residents 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 Advertisements) (England) 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. Site Address

Number	
Suffix	
Property name	48 The Broadway
Address line 1	Joel Street
Address line 2	
Address line 3	
Town/city	Northwood
Postcode	HA6 1PA
Description of site location must be completed if postcode is not known:	
Easting (x)	510230
Northing (y)	190373
Description	

2. Applicant Details

Title	Mr
First name	Emaad
Surname	Altae
Company name	
Address line 1	6 Victoria Avenue
Address line 2	
Address line 3	
Town/city	Wembley

2. Applicant Details

Country	
Postcode	HA9 6QE
Are you an agent acting on behalf of the applicant?	
☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mr
First name	Fares
Surname	Nasserelddine
Company name	Siraf Associates
Address line 1	18 Hodder Drive
Address line 2	
Address line 3	
Town/city	Perivale
Country	
Postcode	UB6 8LH
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacing existing sign with a new "AMIGOS" sign and hanging sign.
Background porcelain tiles, AMIGOS lettering in Blue illuminated.
Projecting sign yellow Burger Logo with Amigos Burger and Shakes in blue.

Please select the type(s) of advertising you are proposing:

☒ Fascia sign(s)
☒ Projecting or hanging sign(s)
☐ Hoarding(s)
☐ Other type(s)

Please add details of each proposed fascia sign

Fascia sign(s): 1

4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0.01 metre(s)
Dimension:	Height: 1.02 x Width: 5 x Depth: 0.007 metre(s)
What materials will the sign be made of? porcelain tiles, Acrylic	
What is the maximum height of any of the individual letters and symbols?	65 cm
The colour of text and background Blue Text and Brown (wood effect porcelain tiles) background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	27.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.951 metre(s)
Dimension:	Height: 0.836 x Width: 0.1 x Depth: 0.951 metre(s)
What materials will the sign be made of? Acrylic	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background yellow and blue	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

5. 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 the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

48 T B - Existing Front Elevation - EX 02

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

☒ Yes ☐ No

6. Advertisement(s) Period

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

From	01/07/2021
To	01/07/2026

7. Neighbour and Community Consultation

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

If Yes, please provide details:

8. 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

9. Pre-application Advice

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

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed? ☒ Yes ☐ No

11. 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. ☐ Yes ☒ No

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?

12. 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 (cannot be pre-application)	27/04/2021
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