



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 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	London Heathrow Hilton Hotel
Address Line 1	Sheffield Road
Address Line 2	London Heathrow Airport
Address Line 3	Hillingdon
Town/city	Heathrow
Postcode	TW6 3AF

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

Easting (x)	Northing (y)
508367	174451
Description	

Applicant Details

Name/Company

Title

Mr

First name

Lewis

Surname

Proctor

Company Name

Hilton

Address

Address line 1

c/o Agent

Address line 2

-

Address line 3

-

Town/City

-

County

-

Country

-

Postcode

-

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Mr

First name

Michael

Surname

Robson

Company Name

Cerda Planning Limited

Address

Address line 1

52 Lyndon Road

Address line 2

Address line 3

Town/City

Sutton Coldfield

County

Country

Postcode

B73 6BS

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Advertisement consent for the display of -

1 x internally illuminated panel sign
4 x high level internally illuminated individual letters 'Hilton' sign
1 x low level internally illuminated individual letters 'Hilton' sign
1 x double sided, internally illuminated totem
1 x single sided internally illuminated post sign
1 x double sided non-illuminated totem
1 x non-illuminated post directional sign

Advertisement Type:

Other type

Height:

0.9 metres

Width:

1.8 metres

Depth:

0.05 metres

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

0 metres

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

0.05 metres

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

0.29 centimetres

What materials will the advertisement be made of?:

Brushed vertical grain panel with stencil cut detail backed in 050 opal acrylic with applied 3635-222 black dual colour vinyl face. Folded 2/3mm aluminium LED illuminated back tray

The colour of text and background:

Black by day/white by night letters Black dual colour vinyl to face

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

450 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1 metres

Width:

4.045 metres

Depth:

0.075 metres

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

0 metres

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

0.076 metres

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

1 centimetres

What materials will the advertisement be made of?:

Built-up rim/return 0.9mm descaled s/s text AkzoNobel SIGN92379 Grey Metallic with Gloss Finish. 5mm acrylic faces with applied 3M 3635-222 black dual colour vinyl. Built-up 0.9mm descaled s/s backtrays to suit coated one std RAL colour to rear with WHITE 12v LED face illumination, 1000mm high overall with 76mm deep returns re: 'Hilton

The colour of text and background:

Grey Metallic with Gloss Finish black dual colour vinyl

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

450 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.89 metres

Width:

0.905 metres

Depth:

0.13 metres

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

2.89 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?:

0 centimetres

What materials will the advertisement be made of?:

Folded aluminium panels 905mm x 2890mm x 65mm returns , 130mm total. Bottom returns notched out for existing frame. Coated Akzo Nobel (SIGN92379) Grey Metallic. Stencil cut details backed in 050 opal acrylic. M7101M Matt white vinyl tariff details to faces. Folded 2/3mm aluminium LED illuminated backtray to suit coated full matt white inside only

The colour of text and background:

aluminium panels Coated Akzo Nobel (SIGN92379) Grey Metallic. Stencil cut details backed in 050 opal acrylic. M7101M Matt white vinyl tariff details to faces

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

450 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.91 metres

Width:

2.45 metres

Depth:

0.13 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 metres

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

0 centimetres

What materials will the advertisement be made of?:

Folded aluminium panels 2450mm x 910mm x 65mm returns , 130mm total. Bottom returns notched out for existing frame. Coated Akzo Nobel (SIGN92379) Grey Metallic. Stencil cut details backed in 050 opal acrylic. 5mm 050 opal acrylic inlays. Folded 2/3mm aluminium LED illuminated backtray to suit coated full matt white inside only

The colour of text and background:

Folded aluminium panels with coated Akzo Nobel (SIGN92379) Grey Metallic. Stencil cut details backed in 050 opal acrylic. 5mm 050 opal acrylic inlays

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

450 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.14 metres

Width:

0.915 metres

Depth:

0.01 metres

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

0 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?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium panels 2140mm x 915mm. Coated Akzo Nobel (SIGN92379) Grey Metallic. Applied M7-101 white vinyl to faces. Fitted into existing sign frame. Existing frame to be painted to match

The colour of text and background:

Aluminium panels with Coated Akzo Nobel (SIGN92379) Grey Metallic. Applied M7-101 white vinyl to faces.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.29 metres

Width:

0.415 metres

Depth:

0.076 metres

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

0 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?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium panels 2140mm x 915mm. Coated Akzo Nobel (SIGN92379) Grey Metallic. Applied M7-101 white vinyl to faces. Fitted into existing sign frame. Existing frame to be painted to match

The colour of text and background:

Aluminium panels. Coated Akzo Nobel (SIGN92379) Grey Metallic. Applied M7-101 white vinyl to faces. Fitted into existing sign frame.

Existing frame to be painted to match

Will the advertisement be illuminated?:

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

1 x internally illuminated panel sign
4 x high level internally illuminated individual letters 'Hilton' sign
1 x low level internally illuminated individual letters 'Hilton' sign
1 x double sided, internally illuminated totem
1 x single sided internally illuminated post sign
1 x double sided non-illuminated totem
1 x non-illuminated post directional sign

Location of Advertisement(s)

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

☒ Yes

☐ No

If Yes, please provide details

Replacement signage

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)

See details of external signage 14096

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

06/08/2026

To Date

06/08/2031

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

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

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 the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

Tara Dams

Date

26/08/2026