



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="507991"/>	<input type="text" value="180056"/>

Description

## Applicant Details

### Name/Company

Title

Mr

First name

Fernando

Surname

Esgueva

Company Name

Accord Healthcare Ltd.

### Address

Address line 1

7 Roundwood Avenue

Address line 2

Address line 3

Town/City

West Drayton

County

Hillingdon

Country

United Kingdom

Postcode

UB11 1AS

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

### Contact Details

Primary number

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

Secondary number

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

Fax number

Email address

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

## Agent Details

Name/Company

Title

Mr

First name

Pawel

Surname

Sacharuk

Company Name

Long Lane Architects

## Address

Address line 1

Unit 7.1.2 The Leather Market

Address line 2

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

SE1 3ER

Contact Details

Primary number

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

Secondary number

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

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The front entrance signage is positioned near the location of the previous tenant’s signage. It features backlit box letters in Myriad Pro Regular font finished in solid polished stainless steel and solid black brushed steel.

The side elevation signage showcases perforated letters in Myriad Pro Regular font with small case lettering in vinyl adhered by specialist to the existing spandrel panels.

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.8 metres

**Width:**

3.01 metres

**Depth:**

0.14 metres

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

5.5 metres

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

0.14 metres

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

80 centimetres

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

polished stainless steel and brushed black metal

**The colour of text and background:**

back lit warm colour, on existing stone cladding

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

1600 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.8 metres

**Width:**

3.01 metres

**Depth:**

0.14 metres

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

5.5 metres

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

0.14 metres

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

80 centimetres

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

polished stainless steel and brushed black metal

**The colour of text and background:**

back lit warm colour, on existing stone cladding

**Will the advertisement be illuminated?:**

Yes

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

Externally

**Illuminance levels:**

1600 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Other type

**Height:**

1.22 metres

**Width:**

12.72 metres

**Depth:**

0.01 metres

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

3.1 metres

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

0.01 metres

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

122 centimetres

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

Coloured Advertisement Vinyl

**The colour of text and background:**

Orange letters on dark blue background (existing)

**Will the advertisement be illuminated?:**

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

Specialist external vinyl letters adhered to the existing spandrel panels

## 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

28/02/2025

To Date

29/02/2040

## 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

If yes, please provide details of their name, role, and how they are related:

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

## 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

William Bellefontaine

Date

06/02/2025