



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="505330"/>	<input type="text" value="184205"/>

Description

## Applicant Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

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)

Digital advertisement board 5.6m high x 3.7m wide  
Mounted on existing entrance canopy

**Advertisement Type:**

Fascia Sign

**Height:**

5.6 metres

**Width:**

3.7 metres

**Depth:**

0.25 metres

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

4.2 metres

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

0.25 metres

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

56 centimetres

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

LED digital screen mounted within a dark grey colour coated steel cabinet, which will be IP rated for external use. The illuminance level quoted below (5000 cd/sqm) is the maximum illuminance for bright ambient daylight conditions, but the screen brightness will be fully controllable and automatically adjust relevant to ambient light levels with illuminance significantly reduced during the hours of darkness. Refer to enclosed LED Digital Screen Brightness control report for details.

**The colour of text and background:**

Not applicable depending on content

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

5000 cd/m<sup>2</sup>

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

Intermittent

**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

01/10/2024

To Date

01/10/2034

## 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

**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):**

Officer name:

Title

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

First Name

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

Surname

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

Reference

email dated 20.08.24

Date (must be pre-application submission)

20/08/2024

Details of the pre-application advice received

We have been advised that no planning application is required, and to make separate applications for each digital advertisement board we are proposing.

## 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 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

Helen Roach

Date

02/10/2024