



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	166
Suffix	
Property name	
Address line 1	High Street
Address line 2	
Address line 3	
Town/city	Ruislip
Postcode	HA4 8LJ

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

Easting (x)	509383
Northing (y)	187144

Description

2. Applicant Details

Title	Mr
First name	Murad
Surname	Shamsi
Company name	
Address line 1	166 High Street Ruislip
Address line 2	
Address line 3	
Town/city	Ruislip

2. Applicant Details

Country

Postcode HA4 8LJ

Are you an agent acting on behalf of the applicant?

Yes No

Primary number

Secondary number

Fax number

Email address

3. Agent Details

Title Miss

First name Amy

Surname Myer

Company name Longview Planning Consultancy

Address line 1 Helix Court, 7 Swanscombe Road

Address line 2

Address line 3

Town/city LONDON

Country

Postcode W11 4SU

Primary number

Secondary number

Fax number

Email

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Advert consent application for 1 x fascia sign (with individually internally illuminated letters) and 1 x internally illuminated projecting sign

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

What is the height from the ground to the base of the advertisement? 3.2 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.14 metre(s)
Dimension:	Height: 1.15 x Width: 5.1 x Depth: 0.14 metre(s)
What materials will the sign be made of?	
Composite aluminium powder-coated	
What is the maximum height of any of the individual letters and symbols?	64 cm
The colour of text and background	
Red background, yellow text	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 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?	3.5 metre(s)
What is the maximum projection of the advertisement from face of building?	1.4 metre(s)
Dimension:	Height: 0.9 x Width: 0.9 x Depth: 0.5 metre(s)
What materials will the sign be made of?	
Perspex and aluminium	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background	
Red and white background, yellow text	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 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

The site is currently vacant with no signage but prior to this was a Subway with fascia and projecting sign (both internally illuminated) - photos of this previous signage is in the Planning Statement

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

17/05/2021

To

17/05/2026

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

Yes No

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

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

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)

10/03/2021