



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

Intu Uxbridge The Chimes Shopping Centre, Unit 302

Address Line 1

High Street

Address Line 2

Address Line 3

Hillingdon

Town/city

Uxbridge

Postcode

UB8 1GD

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

Easting (x)

Northing (y)

Description

## Applicant Details

### Name/Company

Title

Mr

First name

Peter

Surname

Brookes

Company Name

ODEON CINEMAS LTD

### Address

Address line 1

8th Floor

Address line 2

1 Stephen Street

Address line 3

Town/City

London

County

London

Country

United Kingdom

Postcode

W1T 1AT

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

Simon

Surname

Marr

Company Name

McFarlane Latter Architects

## Address

Address line 1

43 Enfield cloisters,

Address line 2

Fanshaw street

Address line 3

Town/City

Hoxton

County

London

Country

United Kingdom

Postcode

N1 6LD

## Contact Details

Primary number

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

Secondary number

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

Fax number

Email address

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

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Updating of existing ODEON external signs.

**Advertisement Type:**

Fascia Sign

**Height:**

3.75 metres

**Width:**

6.2 metres

**Depth:**

0.2 metres

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

13.72 metres

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

0.2 metres

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

0.89 centimetres

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

vinyl, plastic, chrome, ppc steel

**The colour of text and background:**

text - chrome, background - dark blue

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

5.3 metres

**Width:**

0.935 metres

**Depth:**

0.5 metres

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

4.11 metres

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

1 metres

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

0.75 centimetres

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

aluminium & chrome

**The colour of text and background:**

chrome lettering, dark blue background

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

1 metres

**Width:**

6.92 metres

**Depth:**

0.1 metres

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

8.355 metres

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

0.1 metres

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

1 centimetres

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

mirror stainless steel

**The colour of text and background:**

mirror stainless steel on brickwork

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

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

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.6 metres

**Width:**

4.38 metres

**Depth:**

0.1 metres

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

3.565 metres

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

0.15 metres

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

0.6 centimetres

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

mirror stainless steel

**The colour of text and background:**

mirror stainless steel on brickwork

**Will the advertisement be illuminated?:**

Yes

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

Internally

**Illuminance levels:**

300 cd/m<sup>2</sup>

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

Static

## Location of Advertisement(s)

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

Yes  
 No

If Yes, please provide details

Odeon existing signs

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)

drawings :-  
ODUX\_044\_EEX  
ODUX\_144\_PEX  
SIGNAGE FABRICATOR'S INFORMATION

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

01/05/2024

To Date

01/05/2029

## 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

Simon Marr

Date

28/03/2024