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	
Suffix	
Property name	The Swallow Ph
Address line 1	Long Lane
Address line 2	Hillingdon
Address line 3	
Town/city	Uxbridge
Postcode	UB10 9NR

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

Easting (x)	507646
Northing (y)	185010

Description

2. Applicant Details

Title	Miss
First name	Clare
Surname	Atkin
Company name	Star
Address line 1	3-4 Broadway Park
Address line 2	South Gyle Broadway
Address line 3	
Town/city	Edinburgh

2. Applicant Details

Country	
Postcode	EH12 9JZ
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? (•) Yes ( ) No

3. Agent Details

Title	Miss
First name	Clare
Surname	Atkin
Company name	SR Signs
Address line 1	12
Address line 2	Wortley Moor Lane
Address line 3	Upper Wortley
Town/city	Leeds
Country	
Postcode	LS12 4HX
Primary number	01132798266
Secondary number	
Fax number	
Email	planning@sr-signs.co.uk

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

ERECTION OF ILLUMINATED AND NON-ILLUMINATED SIGNS TO THE EXTERIOR OF THE BUILDING

Please select the sign types you wish to propose

- [x] Fascia sign
- [x] Hanging sign
- [x] Hoarding sign
- [x] Other sign

Fascia Sign

Fascia sign: 1	
What is the height from the ground to the base of the advertisement?	6.4 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign: 1	
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 2 x Width: 2 x Depth: 0.05 metre(s)
What materials will the sign be made of? Aluminium face panel with vinyl lettering applied	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Gold Finish, RAL 5000, RAL 1013	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign: 2	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1 x Width: 3 x Depth: 0 metre(s)
What materials will the sign be made of? Signwriting directly to wall	
What is the maximum height of any of the individual letters and symbols?	25 cm
The colour of text and background Gold Finish, RAL 5000, RAL 1013	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Fascia sign: 3	
What is the height from the ground to the base of the advertisement?	2.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.6 x Width: 2.3 x Depth: 0 metre(s)
What materials will the sign be made of? Signwriting directly to wall	
What is the maximum height of any of the individual letters and symbols?	20 cm

4. Type of Proposed Advertisement(s)

Fascia sign: 3	
The colour of text and background Gold Finish, RAL 5000, RAL 1013	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Hanging Sign

Hanging sign: 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 metre(s)
Dimension:	Height: 1 x Width: 0.8 x Depth: 0.03 metre(s)
What materials will the sign be made of? Aluminium face panel with vinyl display	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Gold Finish, RAL 5000, RAL 1013	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

Hoarding Sign

Hoarding sign: 1	
What is the height from the ground to the base of the advertisement?	0.9 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 2.1 x Width: 1.7 x Depth: 0.9 metre(s)
What materials will the sign be made of? Aluminium face panel fixed to aluminium double legged posts	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Gold Finish, RAL 5000, RAL 1013	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2

4. Type of Proposed Advertisement(s)

Hoarding sign: 1	
Will the illumination be static or intermittent?	

Hoarding sign: 2	
What is the height from the ground to the base of the advertisement?	1.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.03 metre(s)
Dimension:	Height: 0.45 x Width: 0.45 x Depth: 0.03 metre(s)
What materials will the sign be made of? Aluminium face panel with vinyl text applied	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background Gold Finish, RAL 5000, RAL 1013	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other Sign

Other sign: 1	
What is the height from the ground to the base of the advertisement?	2.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.115 metre(s)
Dimension:	Height: 0.115 x Width: 0.06 x Depth: 0.06 metre(s)
What materials will the sign be made of? Aluminium wall light	
What is the maximum height of any of the individual letters and symbols?	12 cm
The colour of text and background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 cd/m2
Will the illumination be static or intermittent?	Static

If you have selected Other, please describe

Two x New up/down lights

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ○ Yes ◉ No

5. Location of Advertisement(s)

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

PLEASE SEE ATTACHED EXISTING SITE PHOTOGRAPHS SHOWING EXISTING SIGNS IN POSITION

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	26/10/2018
To	26/10/2023

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? (Please select only one)

- ◉ 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)	26/10/2018