



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 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)

Description

Applicant Details

Name/Company

Title

First name

Surname

c/o Agent

Company Name

Metropolitan Retail JV (Jersey) Unit Trust

Address

Address line 1

c/o Agent

Address line 2

c/o Agent

Address line 3

c/o Agent

Town/City

c/o Agent

County

Country

c/o Agent

Postcode

Are you an agent acting on behalf of the applicant?

Yes
 No

Contact Details

Primary number

***** REDACTED *****

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)

Installation of new and replacement shopping centre signage.

Advertisement Type:

Other type

Height:

1.785 metres

Width:

3.71 metres

Depth:

0.08 metres

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

11.209 metres

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

0.08 metres

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

77 centimetres

What materials will the advertisement be made of?:

Vinyl fixed to aluminium, with glass cover.

The colour of text and background:

Entrance A 'Come on in' - Dark blue text on a light blue background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.785 metres

Width:

1.79 metres

Depth:

0.08 metres

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

9.304 metres

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

0.08 metres

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

110 centimetres

What materials will the advertisement be made of?:

Vinyl fixed to aluminium, with glass cover.

The colour of text and background:

Entrance A 'JD' Sign - White text within black circle, on a light blue background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.785 metres

Width:

1.79 metres

Depth:

0.08 metres

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

9.304 metres

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

0.08 metres

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

30 centimetres

What materials will the advertisement be made of?:

Vinyl fixed to aluminium with glass cover.

The colour of text and background:

Entrance A 'TKMaxx' Sign - Red text on a light blue background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.785 metres

Width:

1.79 metres

Depth:

0.08 metres

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

7.401 metres

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

0.08 metres

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

35 centimetres

What materials will the advertisement be made of?:

Vinyl fixed to aluminium with glass cover.

The colour of text and background:

Entrance A 'Next' Sign - Black text on a light blue background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.785 metres

Width:

1.79 metres

Depth:

0.08 metres

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

7.401 metres

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

0.08 metres

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

117 centimetres

What materials will the advertisement be made of?:

Vinyl fixed to aluminium with glass cover.

The colour of text and background:

Entrance A 'Lidl' Sign - Blue and red text set within a yellow, red and blue logo, on a light blue background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:
1.785 metres

Width:
1.79 metres

Depth:
0.08 metres

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

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

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

What materials will the advertisement be made of?:
Vinyl fixed to aluminium with glass cover.

The colour of text and background:
Entrance A 'River Island' Sign - Black text on a light blue background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:
1.785 metres

Width:
1.79 metres

Depth:
0.08 metres

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

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

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

What materials will the advertisement be made of?:
Vinyl fixed to aluminium with glass cover.

The colour of text and background:
Entrance A 'Hollywood Bowl' Sign - Pink text on a light blue background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:
1.785 metres

Width:
1.79 metres

Depth:
0.08 metres

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

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

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

What materials will the advertisement be made of?:

Vinyl fixed to aluminium with glass cover.

The colour of text and background:

Entrance A 'Odeon Luxe' Sign - Dark blue text on a light blue background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.785 metres

Width:

1.79 metres

Depth:

0.08 metres

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

3.591 metres

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

0.08 metres

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

22 centimetres

What materials will the advertisement be made of?:

Vinyl fixed to aluminium with glass cover.

The colour of text and background:

Entrance A 'Decathlon' Sign - Mid blue text on a light blue background

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

4.15 metres

Width:

5.7 metres

Depth:

0.14 metres

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

3.385 metres

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

0 metres

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

70 centimetres

What materials will the advertisement be made of?:

Flex Box System - Please see submitted drawing

The colour of text and background:

Entrance B Sign B - Black, pink, red, dark blue and mid blue text on a light blue background.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.1 metres

Width:

8 metres

Depth:
0.01 metres

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

3.26 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?:

85 centimetres

What materials will the advertisement be made of?:

Vinyl

The colour of text and background:

Entrance C 'Come on in' Sign - Dark blue text on a light blue background.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.75 metres

Width:

2 metres

Depth:

0.01 metres

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

6.11 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?:

39 centimetres

What materials will the advertisement be made of?:

Vinyl

The colour of text and background:

Entrance C 'Odeon Luxe' Sign - Silver text on a dark blue background.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.75 metres

Width:

2 metres

Depth:

0.01 metres

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

6.11 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?:

23 centimetres

What materials will the advertisement be made of?:

Vinyl

The colour of text and background:

Entrance C 'Hollywood Bowl' Sign - White text on a pink background.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.75 metres

Width:

2 metres

Depth:

0.01 metres

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

4.36 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?:

37.5 centimetres

What materials will the advertisement be made of?:

Vinyl

The colour of text and background:

Entrance C 'TKMaxx' Sign - White text on a red background.

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

1.75 metres

Width:

2 metres

Depth:

0.01 metres

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

4.36 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?:

35 centimetres

What materials will the advertisement be made of?:

Vinyl

The colour of text and background:

Entrance C 'Next' Sign - White text on a black background.

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

2.92 metres

Width:

1.985 metres

Depth:

0.14 metres

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

8.548 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?:

26 centimetres

What materials will the advertisement be made of?:

2no. vinyl skins to be replaced within existing flex box.

The colour of text and background:

Chippendale Waye (Location D) -Decathlon - White text on purple background -Odeon Luxe - Silver text on dark blue background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

275 cd/m²

Will the illumination be static or intermittent?:

Static

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

Please see descriptions above.

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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Please refer to cover letter and associated plans

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

01/04/2025

To Date

31/03/2028

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

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

Henry Courtier

Date

08/01/2025