



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

Advertisement at West End Road

Address Line 1

Ruislip

Address Line 2

Address Line 3

Town/city

Postcode

HA4 6LR

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

Easting (x)

510115

Northing (y)

185988

Description

Applicant Details

Name/Company

Title

MR

First name

Ben

Surname

Porte

Company Name

Clear Channel UK Ltd

Address

Address line 1

33

Address line 2

Golden Square

Address line 3

Town/City

London

Country

United Kingdom

Postcode

W1F 9JT

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement of existing 48-sheet poster display with illuminated 48-sheet D-Poster display.

- Illumination to comply with Institute of Lighting Professionals' PLG05 (see planning statement)
- Frequency of images to be no greater than once every ten seconds
- No moving images, video or flashing lights to be displayed.

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:

Other type

Height:

3.165 metres

Width:

6.207 metres

Depth:

0.269 metres

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

2.5 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?:

300 centimetres

What materials will the advertisement be made of?:

Pressed metal and reinforced plastic enclosing a digital display. Specifications drawings enclosed for additional detail.

The colour of text and background:

Static text and images changing every ten seconds.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

3000 cd/m²

Will the illumination be static or intermittent?:

Static

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

Replacement of existing 48-sheet poster display with illuminated 48-sheet D-Poster display.

- Illumination to comply with Institute of Lighting Professionals' PLG05 (see planning statement)
- Frequency of images to be no greater than once every ten seconds
- No moving images, video or flashing lights to be displayed.

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 drawings and documents enclosed.

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

01/06/2022

To Date

02/06/2027

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 this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available 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

Ben Porte

Date

03/03/2022