



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)
509173	191512

Description

Applicant Details

Name/Company

Title

Mr

First name

Ash

Surname

Flawn

Company Name

Esquires Construction Limited

Address

Address line 1

9 Eaton Court Road

Address line 2

Colmworth Business Park

Address line 3

Eaton Socon

Town/City

St Neots

County

Cambridgeshire

Country

United Kingdom

Postcode

PE19 8ER

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Applicant Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

2 x sets of externally illuminated "Esquires The Organic Coffee Co" lettering – Item Ref. ESQ_EXT_1A1 & 1A2
1 x set of externally illuminated "Coffee Food People" lettering – Item Ref. ESQ_EXT_1B
1 x projection sign panel – Item Ref. ESQ_EXT_3.

All signage is to utilise the existing external trough lights currently installed above each signage position.

Advertisement Type:

Fascia Sign

Height:

0.271 metres

Width:

0.816 metres

Depth:

0.01 metres

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

4.071 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?:

11.1 centimetres

What materials will the advertisement be made of?:

10mm thick acrylic

The colour of text and background:

RAL 1002 Sand Yellow

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

0.6 metres

Width:

0.6 metres

Depth:

0.03 metres

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

2.736 metres

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

0.72 metres

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

6.5 centimetres

What materials will the advertisement be made of?:

Folded aluminium panel with 30mm returns finished RAL 7021 Digitally printed and cut logotype with matte laminate fitted to both sides of sign panel *Reuse of current bracket arm and external illumination from previous sign / tenant, panel swap out only.

The colour of text and background:

Background: RAL 7021 Text: Pantone 466c

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:250 cd/m²**Will the illumination be static or intermittent?:**

Static

Advertisement Type:

Fascia Sign

Height:

0.174 metres

Width:

2.841 metres

Depth:

0.01 metres

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

4.369 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?:

17.4 centimetres

What materials will the advertisement be made of?:

10mm thick acrylic

The colour of text and background:

RAL 1002 sand yellow

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:250 cd/m²**Will the illumination be static or intermittent?:**

Static

Advertisement Type:

Fascia Sign

Height:

0.271 metres

Width:

0.816 metres

Depth:

0.01 metres

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

3.824 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?:

11.1 centimetres

What materials will the advertisement be made of?:

10mm thick acrylic

The colour of text and background:

RAL 1002 sand yellow

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

250 cd/m²

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

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)

See 'Esquires Coffee_Northwood Signage - Before & After.pdf'

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

22/09/2026

To Date

22/09/2036

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

If yes, please provide details of their name, role, and how they are related:

***** REDACTED *****

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

Ash Flawn

Date

11/08/2026