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: 23

Suffix:

Property Name:

Address Line 1: Windsor Street

Address Line 2:

Address Line 3: Hillingdon

Town/city: Uxbridge

Postcode: UB8 1AB

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

Easting (x): 505450

Northing (y): 183986

Description:

Applicant Details

Name/Company

Title

Mr

First name

Ziad

Surname

Syed

Company Name

Address

Address line 1

1a Witheygate Avenue

Address line 2

Address line 3

Town/City

Staines

County

Country

Postcode

TW18 1EA

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Agent Details

Name/Company

Title

Mr

First name

Richard

Surname

Elliott

Company Name

Richard Elliott Architects

Address

Address line 1

Grovesbury

Address line 2

36A Ashen Grove Road

Address line 3

Town/City

Knatts Valley

County

Country

Postcode

TN15 6YE

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Retrospective application for advertisement consent for the retention of the existing fascia sign comprising a fascia box with built-up “BRISK IT” lettering and strapline, with internal illumination restricted to between 17:00 and 22:00 daily only. The illumination will be switched off at all other times. No changes are proposed to the sign’s dimensions, position, materials or lettering.

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

Advertisement Type:
Fascia Sign

Height:
0.9 metres

Width:
4.1 metres

Depth:
0.3 metres

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

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

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

What materials will the advertisement be made of?:
Existing metal fascia box with built-up letters and applied strapline lettering (all existing, retained)

The colour of text and background:
Orange lettering (BRISK IT) and white strapline on a dark burgundy-brown background

Will the advertisement be illuminated?:

Location of Advertisement(s)

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

- [x] Yes
- [ ] No

If Yes, please provide details

The fascia sign was installed with internal illumination. This application seeks its retention with the illumination permanently disconnected, so that it becomes non-illuminated. No change to the size, position, colour or materials of the sign. See drawings 26216-11 and 26216-12 and photographs 26216-13.

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- [ ] Yes
- [x] 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)

Existing sign shown on drawing 26216-11 (Existing and Proposed Front Elevations), drawing 26216-12 (Sign Detail and Section) and photographs 26216-13 (photos 1 and 2).

Will the proposed advertisement(s) project over a footpath or other public highway?

- [x] Yes
- [ ] No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

01/12/2026

To Date

30/11/2031

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- [ ] Yes
- [x] No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- [x] Yes
- [ ] No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- [x] The agent
- [ ] The applicant
- [ ] Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- [ ] Yes
- [x] No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- [x] 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
- [x] 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.

- [x] I / We agree to the outlined declaration

Signed

Richard Elliott

Date

19/10/2026