Planning, Regeneration & Economy
Level 6, River Park House, 225 High Road, Wood Green, London N22 8HQ
Tel: 020 8489 1000 **Email:** planningcustomercare@haringey.gov.uk
www.haringey.gov.uk

Haringey Council

Application for consent to display an advertisement(s). Town and Country Planning (Control of Advertisement) 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. Applicant Name, Address and Contact Details

Title: Mr | First name: Mohamed | Surname: Ahmed

Company name: JCDecaux UK LTD

Street address: 991 Great West Road

Town/City: Brentford

County: Middlesex

Country: United Kingdom

Postcode: TW8 9DN

	Country Code	National Number	Extension Number
Telephone number:			
Mobile number:			
Fax number:			

Email address:

Are you an agent acting on behalf of the applicant? ○ Yes ◉ No

2. Agent Name, Address and Contact Details

No Agent details were submitted for this application

3. Site Address Details

Full postal address of the site (including full postcode where available)

House: | Suffix:

House name: IFO The Mall,

Street address: High Road

Wood Green

Town/City: London.

County:

Postcode: N22 6HE

Description of location or a grid reference
(must be completed if postcode is not known):

Easting: 531136

Northing: 190060

Description:

To be located on the public footway of the above mentioned address.

4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? ○ Yes ◉ No

5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ○ Yes ◉ No

6. Authority Employee/Member

With respect to the Authority, I am:

(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

Do any of these statements apply to you? ○ Yes ◉ No

7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Double-sided freestanding forum structure, featuring 2 x Digital 84" screen positioned back to back. The Digital screen is capable of displaying illuminated, static and dynamic content, supplied via secure remote connection. In the event of an emergency, TFL will be able to override the advertisement function and display an 'Emergency message; alerting the public of immediate danger.
Planning consents has already been granted for a single sided digital display at this location. Copy of the Consent is attached with supporting documents.

How many of the following type of advertisements are you applying for?

Fascia sign(s) 0 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 1

Please describe:

Structure to be installed within the footprint of the existing advertising asset. Elevation drawings and technical specification documents of the forum structure are enclosed.

8. 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).

The existing advertisement structure will be removed and replaced. Please refer to enclosed specification document.

Will the proposed advertisement(s) project over a footpath or other public highway? ◉ Yes ○ No

9. Advertisement(s) Period

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

From: 27/04/2016 To: 27/04/2021

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

If No, why has permission not been obtained?

The land is public highway.

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)? 0.199 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 2.370 x Width: 1.338 x Depth: 0.350 metres

What materials will the sign be made of?

Steel, Aluminium and Toughened Glass.

What is the maximum height of any of the individual letters and symbols (in centimetres)? 186.000 cm

The colour of text and background:

Various

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ○ Internally ○ Externally

Illuminance Levels: 2500.000 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

12. 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

13. 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 21/03/2016