

Planning, Regeneration & Economy
Level 6
River Park House
Wood Green
N22 8HQ
London, United Kingdom

18/01/2023

DESIGN AND ACCESS STATEMENT

ADVERTISEMENT CONSENT SUBMISSION COVER LETTER

SITE ADDRESS

**Turkish Bank (UK) Ltd.
577-579 Green Lanes, London N8 0RG**

Dear Planning Department of Haringey Council,

I write on behalf of Turkish Bank (UK) Ltd. to submit an application for advertisement consent in relation to the above property.

The Site

The application site is situated on 577-579 Green Lanes, Haringey, located in the vicinity of food and beverage establishments, restaurants, and various other commercial properties. The location has parking locations nearby for the purpose of loading and unloading related materials and equipment, and the removal of waste as necessary. The property where the proposed fascia and projection signs are to be placed is a property owned by Turkish Bank (UK) Ltd.

The design principles and concepts that have been applied to the development:

Turkish Bank currently has fascia signage displaying the logo and name of the Bank. We proposed to replace this with a new version, which is the same size of the current signage, with minor alterations to the font, logo and colour.

The corporate identity of the business has been updated with minor alterations to its colour: a minor alteration to the shade of orange. The font and logo also had very minor alterations in order to have a modern design. With these minor updates, we wish to update the external fascia and advertisements accordingly.

The proposed signages remains in character of the local surroundings and Green Lanes in general. As a long-standing local business and member of the community, Turkish Bank (UK) Ltd. is committed to invest in its facilities, external image and the local surroundings and thus proposes to display high

quality advertisements. The advertisements relating to the business is a proportionately sized fascia signage and projection sign, with a low static illumination in order to minimise the visual impact.

Issues relating to access to the development:

The site has parking locations nearby for purpose of loading and unloading related materials and equipment, and the removal of waste as necessary. The property where the proposed fascia and projection signs are to be placed is owned by Turkish Bank (UK) Ltd. The contractors will have direct and unobstructed access to the site.

Details of the proposed signage:

Main Signage

1. An internally **illuminated fascia sign** made of aluminium Tray Panels Finished in Ral 2010 - Signal Orange Matt finish.

Rimless Opal faced Letters with cold white face illumination and matt white returns
Approximately 400 cd/m².

Size:

Height: 0.53 metres

Width: 9.015 metres

Depth: 0.055 metres

Projection Signage

2. An internally **illuminated projection sign** made of round descaled Stainless steel finished in Ral 2010 - Signal Orange Matt finish.

Solid face with logo cut out and backed up with opal acrylic with cold white, internal, static, LED illumination. Approximately 400 cd/m²

Size:

Height: 0.53 metres

Width: 0.2 metres

Depth: 0.630 metres

Public Safety

It is considered that the position, illumination level and size of the proposed signage would not have an unacceptable impact on the visual amenity of local traffic or pedestrians.

Conclusion

This Planning Statement is submitted in support of the application for a fascia signage and projection sign for Turkish Bank (UK) Ltd. on 577-579 Green Lanes, London N8 0RG, London and it is considered that the proposed advertisements are in accordance with the provisions of the Development plan, government guidance on outdoor advertising and local surrounding precedent.