

Our ref. : AB2313/LPA240323

Planning, Regeneration & Economy
The London Borough of Haringey
Level 6, River Park House
225 High Road
Wood Green
N22 8HQ

24th March 2023

Dear Sir/Madam,

EXPRESS ADVERTISEMENT CONSENT APPLICATION – 133 HIGH ROAD, WOOD GREEN, LONDON, N22 6BB

On behalf of our clients, Itsu Limited, please find enclosed an application seeking express advertisement consent for halo illuminated internally illuminated fascia signage, non-illuminated text to the external side of the existing shopfront glazing and a single externally illuminated projecting sign to the existing commercial premises at 133 High Road, Wood Green, London, N22 6BB.

This express advertisement consent application comprises the following documentation, and is being submitted to the London Borough of Haringey (the LPA) electronically via the Planning Portal website ;

- Completed application forms.
- This covering letter prepared by Beamish Planning Consultancy.
- Drawing TD21/i86/LP01 – 1:1250 scale plan of application site and surrounding area prepared by Tanner Design Limited.
- Drawing no. TD21/i86/EX02.1 – existing elevations, block plan and photographs prepared by Tanner Design Limited.
- Drawing no. TD21/i86/02.1 Revision G – proposed elevations prepared by Tanner Design Limited.

Payment of the statutory application fee of £132, together with the Planning Portal service charge fee of £32.20, has been made electronically when submitting this application via the Planning Portal.

The application premises comprises a ground floor commercial premises within a three-storey end of terrace building located on the south-eastern corner of the junction of High Road (to the east) and Alexandra Road (to the north). The corner part of the premises comprises a two-storey height glazed addition to the original building.

The premises are currently vacant but were most recently occupied by an opticians and the lawful use of the premises falls within Class E (Commercial, Business and Service). Neither the application premises nor its immediate surroundings are located within a Conservation Area, and nor is the application building or any neighbouring buildings either statutorily or locally listed.

Express advertisement consent (application ref. HGY/2022/1887) was granted by the LPA in August 2022 for signage to the application premises, with the majority of the signage elements approved by way of that application identical to what is now proposed, save for the siting of the proposed lettering to the High Road fronting fascia elevation, which is now proposed to be centrally located within that fascia.

Accordingly, express advertisement consent is sought for halo illuminated fascia signage, incorporating centrally located lettering spelling out "itsu eat beautiful" and a single externally illuminated projecting sign, also centrally located within the High Road elevation, located at the same height as the existing first floor fenestration.

Express advertisement consent is also sought for white lettering and pink dots which will be affixed to the external elevation of the glazing and wrap around the top of the ground floor glazing element to both frontages. That lettering and dots will align with a black vinyl strip placed on the inside of the glazing, although we would stress that this black strip, along with any other internal signage, benefits from deemed advertisement consent.

When assessing express advertisement consent applications the only material considerations which can be taken into consideration are amenity and public safety.

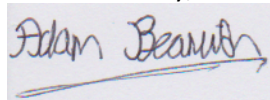
The proposed halo illuminated fascia signage, non-illuminated text and dots positioned at the top of the ground floor fenestration and the externally illuminated projecting sign is simple and proportionate in both size and appearance having regard to the building as a whole, and nor does the proposed signage over-dominate the frontage of the application premises or its surroundings, or result in the clutter or proliferation of signage.

Additionally, we would stress that the LPA has already granted express advertisement consent as recently as August 2022 for the majority of the signage elements proposed, with the only revision being the centrally located text to the High Road frontage, which was previously not centrally located.

Accordingly, the proposed signage accords with Development Management DPD policy DM8 (Shopfronts, Signs and On-Street Dining), and express advertisement consent should therefore be granted for the signage now proposed, subject to the imposition of the standard advertisement conditions.

We look forward to corresponding with the Case Officer to whom this express advertisement consent application is allocated in the coming weeks, but should any further information or clarification be required please do not hesitate to contact us.

Yours faithfully,

A handwritten signature in blue ink that reads "Adam Beamish". The signature is written in a cursive style and is positioned above a horizontal line.

Adam Beamish
BA (Hons), DIP TRP, MRTPI