



6th Floor, River Park House, 225 High Road, Wood Green, London, N22 8HQ

Planning Service

E-mail: [planningcustomer@haringey.gov.uk](mailto:planningcustomer@haringey.gov.uk)Website: [www.haringey.gov.uk/planning-and-building-control](http://www.haringey.gov.uk/planning-and-building-control)

Tel: 020 8489 5504

## 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)

Description

Unit 2 - Part of New Development on Ashley Road, Tottenham Hale.

## Applicant Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Design

Surname

Team

Company Name

LAYERED

Address

Address line 1

77 New Cavendish Street

Address line 2

Address line 3

Town/City

London

County

London

Country

United Kingdom

Postcode

W1W 7XB

Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

- 2 No. Fascia Signs
- 1 No. Projecting Sign

**Advertisement Type:**

Fascia Sign

**Height:**

0.9 metres

**Width:**

3.975 metres

**Depth:**

0.08 metres

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

3.157 metres

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

0.08 metres

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

30.5 centimetres

**What materials will the advertisement be made of?:**

WORDMARK 70mm deep built up letter with matt black RAL 9005 returns and white opal acrylic face. Letter face illuminated by 6500K LED modules from within - 320CDM. Letters mounted to a 70mm x 50mm box section rail. Rail fixed to existing window mullions on site. SIREN LOGO 80mm deep built up siren carcass painted matt black RAL 9005 returns and white opal acrylic face, with translucent green siren logo applied. Siren face illuminated by 6500K LED modules from within - 320CDM. Letters mounted to a 70mm x 50mm box section rail. Rail fixed to existing window mullions on site.

**The colour of text and background:**

WORDMARK 70mm deep built up letter with matt black RAL 9005 returns and white opal acrylic face. Letter face illuminated by 6500K LED modules from within - 320CDM. Letters mounted to a 70mm x 50mm box section rail. Rail fixed to existing window mullions on site. SIREN LOGO 80mm deep built up siren carcass painted matt black RAL 9005 returns and white opal acrylic face, with translucent green siren logo applied. Siren face illuminated by 6500K LED modules from within - 320CDM. Letters mounted to a 70mm x 50mm box section rail. Rail fixed to existing window mullions on site.

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

320 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.305 metres

**Width:**

2.952 metres

**Depth:**

0.07 metres

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

3.574 metres

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

0.07 metres

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

0.305 centimetres

**What materials will the advertisement be made of?:**

WORDMARK 70mm deep built up letter with matt black RAL 9005 returns and white opal acrylic face. Letter face illuminated by 6500K LED modules from within - 320CDM. Letters mounted to a 70mm x 50mm box section rail. Rail fixed to existing window mullions on site.

**The colour of text and background:**

WORDMARK 70mm deep built up letter with matt black RAL 9005 returns and white opal acrylic face. Letter face illuminated by 6500K LED modules from within - 320CDM. Letters mounted to a 70mm x 50mm box section rail. Rail fixed to existing window mullions on site.

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

320 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.9 metres

**Width:**

0.9 metres

**Depth:**

0.114 metres

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

3.279 metres

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

0.975 metres

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

90 centimetres

**What materials will the advertisement be made of?:**

ITEM D - PROJECTING SIGN - 1 OFF 1x 900mm dia double sided projecting sign. Each face is 3mm opal 050 acrylic, with trans vinyl Green 3m logo to face, held in place using black plastic f trim. The outer edge of the projecting sign with be 2mm solid aluminium, painted ral 9005 black matt. Bracket work from 50mm box section complete with fixing plate painted ral 9005 black matt, fixed Each face will illuminate using white led modules, fixed to the inner edge of the circle frame work. The led cable is to exit direct through the back of the frame, directly into the fascia. Illuminated by 6500K LED modules from within - 320CDM. Driver to be supplied loose, to be fitted within store.

**The colour of text and background:**

ITEM D - PROJECTING SIGN - 1 OFF 1x 900mm dia double sided projecting sign. Each face is 3mm opal 050 acrylic, with trans vinyl Green 3m logo to face, held in place using black plastic f trim. The outer edge of the projecting sign with be 2mm solid aluminium, painted ral 9005 black matt. Bracket work from 50mm box section complete with fixing plate painted ral 9005 black matt, fixed Each face will illuminate using white led modules, fixed to the inner edge of the circle frame work. The led cable is to exit direct through the back of the frame, directly into the fascia. Illuminated by 6500K LED modules from within - 320CDM. Driver to be supplied loose, to be fitted within store.

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

320 cd/m<sup>2</sup>

**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

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

15/05/2023

To Date

15/05/2028

## 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

## Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available 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

Design Team

Date

29/03/2023