



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

Planning Service

E-mail: planningcustomer@haringey.gov.ukWebsite: 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

This application proposes advertisements at the ground floor frontage for the AGC premises only.

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

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

First name

Surname

Woods Whur 2014 Limited

Company Name

Woods Whur 2014 Limited

Address

Address line 1

St James House

Address line 2

28 Park Place

Address line 3

Town/City

Leeds

County

Country

United Kingdom

Postcode

LS1 2SP

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Ground floor frontage signage: 1x projecting sign 600mmx600mmx50mm with trough light external illumination; fascia sign made up of individual letters/symbol with separate fixings to say 'GAME NATION' over total area 385mmx4430mmx80mm halo-lit to rear; and 1x horizontal band 75mmx12026mmx80mm (not illuminated).

Please note this application is for advertisement consent only. The portal does not enable a single application form to cover both advertisements and a variation of condition and for this reason a separate portal application has also been submitted for a variation of condition referred to in the attached letter and utilising many of the same documents."

Advertisement Type:

Projecting or Hanging Sign

Height:

0.6 metres

Width:

0.6 metres

Depth:

0.05 metres

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

3.4 metres

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

0.7 metres

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

40 centimetres

What materials will the advertisement be made of?:

Aluminium face panels finishedRAL5003 blue with applied vinyl RAL3027 ruby graphic and white text. Aluminium shroud (100mmx400mmx50mm) finished ruby RAL3027. LED trough lights 4000k finished RAL5003 max 250cd/m2. Height of letters/symbols is approx. combined height of white text and ruby symbol/graphic. Trough light fixture 600mm x 312mm (see drawings). Please refer to the attached letter and drawings.

The colour of text and background:

Blue background RAL3027, white letters and ruby graphic RAL3027, ruby shroud RAL3027. Please refer to attached letter and drawings.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.385 metres

Width:

4.43 metres

Depth:

0.08 metres

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

3.4 metres

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

0.1 metres

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

0.385 centimetres

What materials will the advertisement be made of?:

The overall dimensions set out above are the maximum dimensions and area covered by all of the letters combined, which are individually fixed/pin-mounted to the tiled wall. The symbol in place of the 'O' in GAME NATION has a maximum height of 630mm all others are 385mm. Each letter/symbol is built up with 1.5mm stainless steel powder coated returns and 2mm stainless steel powder coated faces. Each has 10mm diameter acrylic polycarbonate stand-off wall fixings to allow for the halo LED illumination to the rear. The illumination is mounted internally but lights the rear halo only. Please see the attached letter and drawings.

The colour of text and background:

Returns and faces of the letters/symbol are ruby RAL3027 or white, as shown in the attached drawings. There is no background as each letter/symbol is pinmounted with stand-off fixings directly to the tiled wall.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

250 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.075 metres

Width:

12.026 metres

Depth:

0.08 metres

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

3.185 metres

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

0.1 metres

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

0.075 centimetres

What materials will the advertisement be made of?:

Rimless 1.5mm stainless steel return powder coated ruby RAL3027. 5mm ruby acrylic face. 10mm diameter acrylic polycarbonate stand-off fixings as with main fascia sign letters. No illumination. Please see the attached letter and drawings.

The colour of text and background:

Ruby RAL3027 returns and ruby acrylic face.

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

Non illuminated horizontal band/ribbon. A slim coloured band that extends to the full width of the AGC premises and is built up to the same depth as the main fascia signage letters, as shown in the attached drawings.

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)

Please see the attached existing and proposed drawings in plan, elevation and section. Existing advertisements are shown in elevation drawings with title "TOT_ELE001" and section A of "TOT_ELE002". (Document A4 attached)

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

01/08/2023

To Date

31/07/2028

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

PRE1002843

Date (must be pre-application submission)

17/03/2022

Details of the pre-application advice received

Meeting on 9 May 2022 and subsequent correspondence - see documents B5, B6, B7 attached. Please also see the attached letter setting out the relevant planning history.

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

Justin Ions

Date

07/07/2023