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6th February 2026

Dear Valerie,

**Application for Consent to Display and Advertisement(s)
Town and Country Planning (Control of Advertisement) Regulations 2007**

Application in Respect of Planning Permission Ref: HGY/2020/1851

Application Context

Planning Permission was granted on 19th April 2018 for a Hybrid masterplan (part Outline, part Detailed) for a minimum of 1,714 homes on land at the Clarendon Gas Works, Olympia Trading Estate, and 57-89 Western Road N8 & N22. Reserved matters consent was granted on the 19th of October 2020 for Blocks E1, E2 and E3 (reference: HGY/2020/1851).

This submission seeks approval to erect signage to Buildings E2 - E3.

Proposed Changes

St William homes are seeking consent for the following:

E2 – E3:

1. Installation of a new illuminated sign to be located on the brick column situated outside E2 and E3. The proposal comprises a vertical metal back-lit sign, to be mechanically fixed to the existing masonry. The illumination will be low-level and controlled via a timer, ensuring that lighting operates only during appropriate hours to minimise any impact on neighbouring properties or the surrounding area.

We believe the proposed signage will enhance the visibility and identification of the development while maintaining an appropriate and sensitive design in keeping with the building's character and its setting.

The above proposed amendments are detailed in the revised drawings contained within this application. The following table lists the approved and revised drawing references:

Approved Drawing Reference	Rev	Revised Drawing Reference	Rev
6478-SRA-ZZ-XX-DR-A-02201	P03	6478-SRA-ZZ-XX-DR-A-02201	P04
6478-SRA-ZZ-XX-DR-A-02203	P04	6478-SRA-ZZ-XX-DR-A-02203	P05

Application Content

This application comprises:

- Application Form;
- Site Location Plan;
- Approved drawings as listed in above table; and
- Proposed drawings as listed in above table (submitted for approval)

Summary

I trust that this application contains sufficient information to approve the amendments. I would be grateful if you could confirm safe receipt at your earliest convenience and please do not hesitate to contact me should you have any queries regarding this application.

Yours sincerely,

Christy Walsh
Assistant Development Manager
St William Homes