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Haringey Planning Department
Alexandra House
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London
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24 March 2026

Our Ref. I001506 – JM/KR/RB
VIA THE PLANNING PORTAL

Dear Sir/Madam,

**GROUND AND BASEMENT RETAIL PREMISES OF UNIT 9, THE HIGH CROSS CENTRE,
FOUNTAYNE ROAD, LONDON N15 4BE**

APPLICATION FOR ADVERTISEMENT CONSENT

We write on behalf of our client, Premier Q Holdings Ltd ('the Applicant') to formally submit an application for advertisement consent in line with Town and Country Planning (Control of Advertisements) (England) Regulations 2007 for the above site.

Specifically, this application seeks advertisement consent for the following:

"Display of six non-illuminated signs and four illuminated signs"

This covering letter provides an overview of the proposed external advertisement development and analysis of the proposed works against relevant legislation and policies. The application has been submitted via the Planning Portal (ref. PP-14704804) and the requisite application fee has also been paid online. In addition to this covering letter, the following documentation has been submitted:

Advertisement Consent

- Completed Application Forms;
- Site Location Plan (drawing number: 4431-DMWR-DR-A-PL-0304);
- Existing External Elevation:
 - Elevation 1: 4431-DMWR-DR-A-PL-0305
 - Elevation 2: 4431-DMWR-DR-A-PL-0306
- Proposed External Signage Elevation
 - Elevation 1: 4431-DMWR-DR-A-PL-0300
 - Elevation 2+3: 4431-DMWR-DR-A-PL-0301
- Proposed Signage Details

- Signage Details 1/2: 4431-DMWR-DR-A-PL-0302
- Signage Details 2/2: 4431-DMWR-DR-A-PL-0303).

The Site

Unit 9, The High Cross Centre (former Premier Quilting Company Limited) is a single-storey storage warehouse (Class B8) building located on Fountayne Road industrial site to the south of Tottenham. Vehicle access to Site is from the east of Fountayne Road on the front elevation of Unit 9 on the southern part of the Site.

There is a series of windows on the front elevation and an entrance to the storage unit is situated east of Fountayne Road. The roofscape feature on the southern part of the Site has a low and levelled roof profile, whereas the north part of the Site has a low-pitched roof.

Unit 9 forms part of The High Cross Centre, a long-established industrial estate in this part of Tottenham, historically associated with light industrial and warehousing uses. The building has historically functioned as a textile storage and distribution centre. Its utilitarian design is typical of mid-to-late 20th-century industrial units, characterised by a combination of brickwork and metal cladding. The design is functional in nature, with a simple low-profile roof form and roller shutters suited to storage and logistical operations. The building's layout incorporates a reception area and storage areas which reflects its original design intent to accommodate both administrative and warehousing functions on the Site.

To the rear of the southern part of the storage unit is a service yard with portable cabins and on the northern part of the Site to the rear is Unit 10, Sam Group Property Administration Service. Further to the rear of the Site located to the far east, is a 6-storey office building with hedgerows and trees to its rear, forming a barrier to the rail tracks.

Neighbouring Unit 9 is Unit 8 A/B Gas Hire (photography service) facility, south of the Site. To the west of the Site located west of Fountayne Road is Gas Studios industrial unit. To west of the southern part of the Site is Fountayne Road and an entrance arch to The High Cross Centre industrial area. To the north of Unit 9 is Unit 9b YLW & Partners Accounting Firm.

This Public Accessibility Transport Level (PTAL) of the Site is 5 which is considered a good level of sustainable transport. Tottenham Hale Train Station is located 0.6 miles (13-minute walk) north of the Site and Seven Sisters Train Station is located 0.6 miles (14-minute walk) southwest of the Site. There are a number of bus services operating in proximity to the Site, including, Tottenham Hale Retail Park bus service which is located 0.2 miles (5-minute walk) northwest of the Site on Broad Lane and Tottenham Hale Train Station which is 0.4 miles (10-minute walk) north of the Site on Ferry Lane.

There is no heritage assets located on or immediately adjacent to the Site. There are no statutory or non-statutory designated sites of nature conservation interest within or adjacent to the application site. No trees on or within the surrounding area of the Site are covered by Tree Preservation Orders.

In terms of planning designations, from the Haringey Policy Map (2013) the Site is located in the following planning designations:

- South Tottenham Locally Significant Industrial Site ('LSIS');
- Tottenham Area Action Plan;
- Lea Valley Archaeological Priority Area;
- Article 4 Direction on HMO; and
- Article 4 Direction on Warehouse to Resi.

The Site is in Flood Zone 2 and has an annual likelihood of flooding of 1 in 1,000.

Planning History

The Site has a limited planning history. A planning application was granted under reference HGY/2025/2252 for external alterations to the existing building. These works included the removal of and rendering over of windows, removal of existing roller shutters, replacement of the existing entrance door with glazing, removal of an additional entrance door, installation of a new glazed double sliding entrance door, provision of a new bi-fold automatic vehicle gate, erection of a new metal fence line with a pedestrian access gate, and re-levelling of the paved area to provide a ramped access to the reception entrance. This application was approved on the 28th November 2025 and shows the Applicant's commitment to improve and enhance the external function and appearance of the building.

A subsequent NMA has been submitted concurrently to this application to capture minor amendments to the proposed development.

Proposed Advertisements

Advertisement consent is sought for external signage including six non-illuminated signs and four illuminated signs. Details of the proposed signs are as follows:

Sign 1 – Comprises an illuminated projecting sign positioned to the northern end of the western façade. The Sign content reads "Secure Space Self Storage" and dimensions are 1150 (W) x 1150(H) x 100(D)mm. The text colour is white and the background colour is orange. The Illumination level is max 600 CD/M2 and is static illumination. The sign is 2715mm from the ground.

Sign 2 – Comprises a standoff lettering fascia sign along the main western elevation reading "Secure Space Self Storage." The dimensions of the letters are 131230 mm (W) x 600mm (H) x 200 (D)mm. The text colour is white and the background colour is orange and the materiality is aluminium composite. No illumination is proposed. The sign is 4692mm from the ground.

Sign 3 – Comprises a standoff lettering fascia sign along the main western elevation reading "Reception" with an arrow symbol. The dimensions of the text is 2775(W) x 350(H) x 200(D)mm and the dimension of the symbol is 700(W) x 700(H) x 200(D)mm. The text colour is white and the background colour is orange and the materiality is aluminium. No illumination is proposed. The sign is 5162mm from the ground

Sign 4 – Comprises an illuminated tray panel/ box along the western façade reading "Secure Space Self Storage." The tray dimensions are 3107(W) x 1200(H) x 200(D)mm. The dimension of the individual text is included in the Signage Details plans. The text colour is white and the background colour is orange and the materiality is double sided folded rim/ return aluminium. The Illumination level is max 600 CD/M2 and is static illumination. The sign is 4685mm from the ground.

Sign 5 – Comprises a standoff lettering fascia sign along the main western elevation reading "SECURESPACE.CO.UK." The dimensions of the lettering is 5350(W) x 350(H) x 200(D)mm. The text colour is white and the background colour is orange and the materiality is aluminium. No illumination is proposed. The sign is 4858mm from the ground

Sign 6 – Comprises an illuminated tray panel/ box along the northern façade above the doors to the reception, reading "Reception." The tray dimensions are 3000(W) x 500(H) x 100(D)mm and the text dimensions are 1865(W) x 235(H)mm. The text colour is white and the background colour is orange and the materiality is folded aluminium panel. The Illumination level is max 600 CD/M2 and is static illumination. The sign is 2130m from the ground.

Sign 7 – Comprises an illuminated tray panel/ box along the northern façade above the loading dock, reading "Loading." The tray dimensions are 4850(W) x 750(H) x 100(D)mm and the text dimensions are 1525(W) x 250(H)mm. The text colour is white and the background colour is orange and the materiality is folded aluminium panel. The Illumination level is max 600 CD/M2 and is static illumination. The sign is 4025mm from the ground.

Sign 8 – Comprises a vinyl logo along the northern façade. The dimensions are 3200(W) x 3200(H) x 40(D)mm and the colour of orange, grey and black. The materiality is powder coated aluminium perimeter frame. No illumination is proposed. The sign is 735m from the ground

Sign 9 – Comprises a standoff lettering fascia sign along the southern façade reading “Self Storage.” The dimensions of the lettering is 2000(W) x 300(H) x 100(D)mm and the colour is white. The materiality is aluminium composite. No illumination is proposed. The sign is 1732mm from the ground.

Sign 10 – Comprises a painted arrow in cut off circle and will be positioned along the southern façade. The dimensions of the sign are 1055(W) x 1220(H)mm and the colour is orange. No illumination is proposed. The sign is 400m from the ground.

For further details, please refer to the proposed Signage Details, prepared by DMWR Architects, submitted as part of this application.

Planning Policies

The Development Plan for the Site is comprised of:

- Haringey Local Plan (2017);
- Haringey Development Management Plan DPD (2017); and
- The London Plan (2021).

Other material considerations include:

- National Planning Policy Framework (‘NPPF’) (2025);
- National Planning Practice Guidance (2014); and
- Haringey Sustainable Design and Construction Supplementary Planning Guidance (‘SPD’) (2013).

Haringey is currently consulting on its new local plan and is in the initial phase of engagement under regulation 18. The new local plan is anticipated to be adopted in February 2027.

With regard to the proposed advertisements that form part of this application, in accordance with the Regulations (Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the Local Planning Authority’s power to control advertisements can only be used in the interests of “amenity” and “public safety” which is confirmed in the NPPF and its practice guidance

Planning Assessment – Advertisement

London Plan Policy D8 (Public realm) ensures that developments are mutually supportive between space, surrounding buildings and their uses, so that the public realm enhances the amenity and functions of the buildings and the design of the buildings contribute to a vibrant public realm.

Haringey’s Local Plan Policy SP11 (Design) sets out that all new development should enhance and enrich Haringey’s built environment and create places and buildings of high quality, attractive, sustainable, safe and easy to use.

Haringey’s Development Management DPD Policy DM1 (Delivering high quality design) notes that the Council will support design led proposals which has regard to the form, scale and massing of the prevailing site and active, lively frontages to the public realm. While Policy DM3 requires proposals for advertisements to be designed to a high standard, in particular should:

- a. Contribute to a safe and attractive environment;*

- b. Be of a high quality and sensitive to its visual appearance on the building on which it is to be sited and the surrounding street scene, especially in the case of listed buildings and conservation areas;*
- c. Avoid unsightly proliferation or clutter of signage in the vicinity;*
- d. Not cause a hazard to pedestrians or road users, including by siting and design;*
- e. Be sited to avoid visual intrusion of light pollution into adjoining residential properties; and*
- f. Where appropriate, be constructed of materials and finishes which discourage both graffiti and fly posting.*

The proposed advertisements have been carefully designed to reflect and represent the established Secure Space Self Storage brand in a cohesive manner. The signage would clearly identify the unit, ensuring legibility and ease of wayfinding for the public. A consistent colour palette, aligned with Secure Space Self Storage corporate branding, would be applied across all signage to maintain uniformity and visual harmony. This approach ensures that the advertisements are of a high-quality design that integrates sensitively with the existing building and surrounding industrial area. By maintaining consistent colour palette, with high quality materials, the signage would contribute to a coherent and orderly appearance within the public realm, as per London Plan Policy D8, Local Plan Policy SP11 and Development Management Policy DM1 and the criteria for advertisements as per Development Management Policy DM3.

The proposed signage has been designed to sit comfortably within the existing building envelope and to reinforce the host unit structure. The projected signage is modest in size and proportioned to avoid visual clutter, whilst contributing positively to the building's form while enhancing legibility at street level. Additionally, the signage would provide clear and legible identification of the building, reducing uncertainty for customers and the public and would support wayfinding. This clarity helps to minimise confusion, and contribute to a safer public environment, as per the criteria for advertisements in Policy DM3.

The proposed illuminated signage would be carefully controlled (maximum 600 CD/M2) to avoid glare or light spillage, ensuring that the amenity of neighbouring buildings are not adversely affected, as per the criteria for advertisements in Development Management Policy DM3. Additionally, there are no nearby residential receivers as the site is located within a commercial and industrial estate (the High Cross Centre) and therefore will not be impacted by illuminated signage. The site is located off a section of Fountayne Road which has controlled access to those who are visiting a business within the High Cross Centre. As such, the proposed signage will not be visible from a main road and therefore has no risk of creating a hazard to road users. As such, the proposed illumination is considered acceptable and appropriate in this location and will not cause any effects to residential receivers, pedestrians or road users, as per the criteria for advertisements in Development Management Policy DM3

These points considered, the proposed advertisements are aligned with both the adopted Local, Regional and National Policy and the Development Plan and has been deemed not to cause any potential adverse amenity or visual impacts to the surrounding area.

Summary

Overall, it is considered that the proposed signage and external alterations would constitute high quality design that would respect the heritage of the host building and the surrounding industrial area.

We trust the enclosed provide sufficient information to validate and determine the application. If you have any queries, please contact me on rbeum@iceniprojects.com/07442752477 in the first instance or my colleague Kate Riley on kriley@iceniprojects.com/07350391796.

Yours sincerely,

Rabeka Begum
ASSISTANT PLANNER