



**citicore Investments Limited**  
**33 The Ridgeway**  
**London**  
**N3 2PG**  
**sk@citicore.co.uk**

**Enfield Council**  
**London Borough of Enfield,**  
**Planning and Growth, Development Management,**  
**PO Box 53, Civic Centre,**  
**Enfield,**  
**EN1 3XE**

**25<sup>th</sup> OCTOBER 2023**

Dear Sir Madam

**ADVERTISING SITE 391 HERTFORD ROAD EN3 5PP**

I enclose an application by citicore Investments Limited relating to the advertising display at the above property.

This application seeks express consent of the Council of the London Borough of Enfield to continue to use the land for the purpose of advertisement display as existing.

**Background**

The property has been used for advertisement display for over thirty years in various format and to a greater extent than the current use. In around 2017 the advertising at the site was rationalised to a single 48 sheet display, which is the current use of the site. The existing advertisement was granted express consent on the 26<sup>th</sup> January 2017 under Council reference No 16/05548/ADV and included the removal of the second advertisement that faced south. The permitted display was erected in 2017 and has been continually used in that manner and to that extent ever since.

The existing advertisement is a single LED screen capable of showing static images that change in sequence every ten seconds. Since the first operation of the screen over six years ago the advertising use has not raised any issues in respect of visual amenity or safety and



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therefore this application seeks consent to continue the use with the benefit of the express consent of the Council.

The use of LED technology for roadside advertising across all formats is now the standard methodology and the more sustainable choice. Electronic displays remove the need to manually change printed images and represents a cleaner and greener technology than the traditional back lit versions. This proposal does not seek to change the format, the position or the orientation of the display panel. In all respects the existing physical structure and its dimensions will not change. The advertisements being displayed will remain static in nature and will automatically change image in line with the conditions attached to the former express consent.

I trust that you will agree that this application is acceptable, and I look forward to a positive decision. If you require any further information regarding the development, please write to me at the above address or email to [sk@citicore.co.uk](mailto:sk@citicore.co.uk)

Yours faithfully

*Sandeep Khiroya*

for and on behalf of

**Citicore Investments Limited**