

CROYDON COUNCIL

www.croydon.gov.uk

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

THE COLONNADES, 619 PURLEY WAY, CROYDON.

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

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

EC3A 8BE

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement signage at The Colonnades, Croydon.

Advertisement Type:

Other type

Height:

7.2 metres

Width:

2.175 metres

Depth:

0.35 metres

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

0 metres

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

0 metres

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

32 centimetres

What materials will the advertisement be made of?:

- Existing structure to be retained and extended - Panel with 'Colonnades' text to be replaced with new RAL 9005 (black) 3mm aluminum panel. - Other panels and structures to be painted RAL 9005 (Black) - New 3mm folded aluminum to be extended top, RAL 9005 (Black) with fret cut logo/text, backed with opal acrylic panel. - Existing internal illumination to be extended to new top section. - both ends and small return to front/black, painted RAL 9010 (white) with applied vinyl ticker tape to wider end of sign only. - Framing to tenant logo signs painted RAL 9005 (Black)

The colour of text and background:

RAL 9005 (black), RAL 9010 (white).

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

9.6 metres

Width:

2.9 metres

Depth:

0.463 metres

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

0 metres

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

0 metres

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

32 centimetres

What materials will the advertisement be made of?:

- Existing structure to be retained and extended - Panel with 'Colonnades' text to be replaced with new RAL 9005 (black) 3mm aluminum panel. - Other panels and structures to be painted RAL 9005 (Black) - New 3mm folded aluminum to be extended top, RAL 9005 (Black) with fret cut logo/text, backed with opal acrylic panel. - Existing internal illumination to be extended to new top section. - both ends and small return to front/black, painted RAL 9010 (white) with applied vinyl ticker tape to wider end of sign only. - Framing to tenant logo signs painted RAL 9005 (Black)

The colour of text and background:

RAL 9005 (black), RAL 9010 (white).

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

11.7 metres

Width:

9.6 metres

Depth:

2.35 metres

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

0 metres

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

2.35 metres

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

100 centimetres

What materials will the advertisement be made of?:

- Existing structure to be retained, existing render to be painted RAL 9005 (Black), existing letters and vinyl's to be removed from the aluminum panels, existing aluminium panels to be retained and sprayed RAL 9005 (Black), Panels to receive applied vinyl logos/text/graphics as illustrated in signage pack, new tenant logo boards to be added, with existing boards being moved to accommodate and new RAL 9010 (white) aluminium end caps to both ends of wall applied with 9YARDS.

The colour of text and background:

RAL9005 (Black), RAL 9010 (White).

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

2.17 metres

Width:

10.3 metres

Depth:

0.445 metres

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

0.11 metres

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

0 metres

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

1.69 centimetres

What materials will the advertisement be made of?:

'9'- Built up 3mm aluminium rim (Coated RAL 9010)/returns with solid face (Coated RAL 7016). Non-illuminated. 'YARDS' and Finger - Built up 3mm aluminium rim/returns (coated RAL 7016) with 5mm opal acrylic faces. Illuminated via internal LEDS mounted to white ACM baffles.

The colour of text and background:

RAL9005 (Black), RAL 9010 (White).

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

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

Please refer to signage schedule.

Other Type Sign 1 - 6m Tenant Totem.

Other Type Sign 1 - 8m Tenant Totem.

Other Type Sign 1 - Wall Signage.

Other Type Sign 1 - Feature Signage.

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 refer to Signage pack

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

19/04/2024

To Date

19/04/2029

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

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 the questions answered, details provided, and the 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 opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

Nathan Wilson

Date

23/02/2024