Justin Ashworth
Pick Everard
Weaver House
9 Looms Lane
Bury St Edmunds
Suffolk
IP33 1HE

On behalf of
Mr Anthony Cawley
Fusion Lifestyle
Unit 4 Bickels Yard
151-153 Bermondsey Street
London
SE1 3HA

Planning Application Reference No. **HGY/2015/1483**

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007

REFUSAL OF CONSENT

Location: **Tottenham Green Leisure Centre, 1 Philip Lane, N15**

Proposal: **Display of 7 x non-illuminated hanging signs**

The London Borough of Haringey, as Local Planning Authority, hereby **REFUSE** the above application received on 18/05/2015 and the submitted drawings numbered: 000-PE-XX-FF-DR-A-1000 rev A and 1001 rev A for the reason shown on the attached schedule.

SEE SCHEDULE OF REASONS ATTACHED

13/07/2015

Emma Williamson
Head of Development Management
Planning Service

NOTE: You can find advice in regard to your rights of appeal at:
www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent

Director of Regeneration, Planning & Development **Lyn Garner**

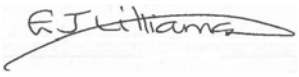
Schedule of Reasons for refusal attached to planning decision HGY/2015/1483

1. The proposed flog pole style advertisements, by reason of their prominent siting and amount proposed would result in over proliferation and a clutter of signage which would have an adverse impact on the visual amenity of the street scene and the locality generally and would fail to preserve or enhance the character and appearance of Conservation Area. As such, the proposal is contrary to Policy SP12 of the Haringey Local Plan 2013 and Saved Policies CSV1 and UD10 of the Haringey Unitary Development Plan 2006 and Policy 7.8 of the London Plan.

INFORMATIVE:

In dealing with this application the Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our development plan comprising the London Plan 2011, the Haringey Local Plan 2013 and the saved policies of the Haringey Unitary Development Plan 2006 along with relevant SPD/SPG documents, in order to ensure that the applicant has been given every opportunity to submit an application which is likely to be considered favourably. In addition, where appropriate, further guidance was offered to the applicant during the consideration of the application.

13/07/2015



Emma Williamson
Head of Development Management
Planning Service

Director of Regeneration, Planning & Development Lyn Garner