Planning Service

Emma Williamson Interim Assistant Director Planning Service

Mr Mahyar Rajaei
Sieb Ltd
58 Muswell Hill Broadway
London
N10 3RT

Planning Application Reference No. **HGY/2016/1607**

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007

REFUSAL OF CONSENT

Location: **58 Muswell Hill Broadway, N10**

Proposal: **Display of 1 x internally illuminated fascia sign and 1 x internally illuminated hanging sign**

The London Borough of Haringey, as Local Planning Authority, hereby **REFUSE** the above application received on 17/05/2016 and the submitted drawings numbered: PP3303-01, PP3303-02 & CR-MHL-128-SIGN-01 for the reasons shown on the attached schedule.

SEE SCHEDULE OF REASONS ATTACHED

12/07/2016

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

Planning Service
6th Floor, River Park House,
225 High Road, Wood Green,
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www.haringey.gov.uk

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Schedule of Reasons for refusal attached to planning decision HGY/2016/1607

1. The proposed advertisement, by reason of its internal illumination, would fail to preserve or enhance the character or appear of the Muswell Hill Conservation Area, contrary to saved UDP Policies UD3 and CSV5, London Plan Policy 7.8, Local Plan Policies SP11 and SP12 and Policies DM8 and DM9 of the Pre-Submission Version of the Development Management DPD January 2016.

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.

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