Planning Service

Emma Williamson Assistant Director Planning Service

Mr Matthew Coe
New World Payphones
33 Golden Square
London
W1F 9JT

Planning Application Reference No. **HGY/2016/2843**

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007

REFUSAL OF CONSENT

Location: **Phone Kiosk O/S 838 High Road, N17**

Proposal: **Display of 1 x internally illuminated digital display sign on kiosk**

The London Borough of Haringey, as Local Planning Authority, hereby **REFUSE** the above application received on 05/08/2016 and the submitted drawings numbered: Map, Specification Document, Supporting Information for the reasons shown on the attached schedule.

SEE SCHEDULE OF REASONS ATTACHED

30/09/2016



Stuart Minty
Interim 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

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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/2016/2843

1. The proposed advertisement, by reason of its size, location and design specification (illuminated digital display), would result in a visually incongruous addition in the streetscene and conservation area, resulting in a loss of visual amenity, contrary to paragraph 67 of the National Planning Policy Framework, saved policy UD10 of the Haringey Unitary Development Plan 2006 and policy DM3 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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