

PLANNING STATEMENT IN SUPPORT OF APPLICATION FOR: RETENTION OF NEW SHOPFRONT AND DISPLAY OF NEW NON-INTERNALLY ILLUMINATED FASCIA SIGN WITH 3 EXTERNAL TRADITIONAL SIGN LIGHTS AT 552 HIGH ROAD, HARINGEY, N17 9SY

PREVIOUS APPLICATION

This application represents a resubmission in respect of previously refused application ref: HGY/2020/2561.

The applicant now proposes material amendments in accordance with officer comments with a view to overcoming the reason for refusal of the previous application.

SITE & SURROUNDS

Located within the THRHC/Bruce Grove conservation area, the application site comprises the commercial ground floor part of a three storey mixed use premises with residential use at first and second floor levels.

Whilst located within the conservation area, the application site is not listed.

THE PROPOSAL

The applicant proposes the modification of the existing unauthorised shop front and the replacement of the existing illuminated fascia sign with a **non-internally illuminated** sign.

REASON FOR REFUSAL OF THE PREVIOUS APPLICATION

The reason stated was as follows:

“The existing internally illuminated fascia sign would be harmful to the visual amenity of the area and to the character and appearance of the Conservation Area. The scheme is contrary to Policies DM1, DM3 and DM9 of the Development Management, Development Plan Document 2017, and policies SP11 and SP12 of Haringey's Local Plan Strategic Policies 2017.”

END