

Mr Guy Goodyear
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London
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24 July 2023

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS
2007
EXPRESS CONSENT**

Case Reference HGY/2022/4460
Location 555-557 High Road, Tottenham, London, N17 6SB
Proposal Application for display of 1no. illuminated 48-sheet digital advertisement display.
Received 19 December 2022

The London Borough of Haringey, as Local Planning Authority, hereby REFUSE the above application received on the above date for the reason(s) shown on the attached schedule.

Title	Description	Date
002-555-557 High Rd London N17 6SB-SITE PLAN.pdf	Block plan of the site	19 December 2022
005-555-557 High Rd London N17 6SB-SPECS.pdf	Additional plans	19 December 2022
001-555-557 High Rd London N17 6SB-LOC PLAN.pdf	The location plan	19 December 2022
003-555-557 High Rd London N17 6SB-EXISTING ELEVATION.pdf	Elevation (Front) - Existing	19 December 2022
004-555-557 High Rd London N17 6SB-PROPOSED ELEVATION.pdf	Elevation (Front) - Proposed	19 December 2022
006-555-557 High Rd London N17 6SB-EV.pdf	Street Scene/Context Plan - Existing	19 December 2022
007-555-557 High Rd London N17 6SB-PV.pdf	Street Scene/Context Plan - Proposed	19 December 2022

Robbie McNaugher

Robbie McNaugher
Head of Development Management and Planning Enforcement
Planning Service

Refusal Reasons: (1)

- 1 The size, siting, general appearance, illumination and proximity of this advertisement hoarding in relation to a pedestrian crossing along A1010 High Road would result in signage detrimental to the visual amenity and to highway safety, as well as failing to protect or enhance the character and appearance to this part of the conservation area, contrary to policies SP11 and SP12 of the Haringey Local Plan 2017, policies DM1, DM3 and DM9 of The Development Management DPD 2017, and Policy HC1 of the London Plan 2021.

- 1 You can find advice in regard to your rights of appeal at:
www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent
- 2 This notice relates solely to a planning decision and does not purport to convey any approval or consent which may be required under the Building Regulations or any other statutory purpose.
If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal.
- 3 For more information about making a Building Regulations application, please contact Haringey Council Building Control Team by email building.control@haringey.gov.uk, telephone 020 8489 5504, or see our website at www.haringey.gov.uk/buildingcontrol.