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27 September 2023

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

Case Reference HGY/2023/2100
Location 479 High Road, London N22 8JD
Proposal Application for advertisement consent to display a 48-sheet
digital display sign on flank elevation of building.
Received 2 August 2023

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
011-0114-6070/PA/02 – Existing Site Plan		2 August 2023
011-0114-6070/PA/04 – Existing & Proposed Elevations		2 August 2023
011-0114-6070/PA/03 – Proposed Site Plan		2 August 2023
011-0114-6070/PA/01 – Site Location Plan		2 August 2023

Robbie McNaugher

Robbie McNaugher
Head of Development Management and Planning Enforcement
Planning Service

Refusal Reasons: (1)

- 1 The proposal by virtue of its size, digital nature, prominent location, siting on the flank wall of an existing building and proximity to neighbouring residential development, would appear an obtrusive and incongruous form of development, increasing visual clutter in the area to the detriment of local amenity, and would prove a distraction to local road users to the detriment of a public safety. As such the proposal is contrary to policy D8 of the London Plan (2021) and policies DM1, DM3 and DM8 of Haringey's Development Management DPD 2017.

- 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.