

Mr Martin Stephens
991 GREAT WEST ROAD
J C Decaux UK Ltd
United Kingdom
TW8 9DN

11 October 2023

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

Case Reference	HGY/2023/02322
Location	Pavement outside Tesco Superstore, 230 High Road, Tottenham, London, N15 4AJ
Proposal	Application for consent to display LCD advertisement attached to free-standing communication hub (See application ref: HGY/2023/2232).
Received	16 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
Appendix A – Hub Unit Detail		29 August 2023
Site Plan & Images		29 August 2023

Robbie McNaugher

Robbie McNaugher
Head of Development Management and Planning Enforcement
Planning Service

Refusal Reasons: (2)

- 1 The proposed advertisement by virtue of its size, siting and prominence, would appear as a visually intrusive addition to the streetscene, resulting in the unsightly proliferation of visual clutter within the public realm, to the detriment of the character and appearance of the street scene and local visual amenity, contrary to Policies D3 and D8 of the London Plan (2021), Policy SP11 of Haringey's Local Plan Strategic Policies (2017) and Policies DM1 and DM3 of the Development Management DPD (2017).
- 2 The proposed advertisement would have an adverse impact upon highway safety, by causing a visual distraction and obstructing sightlines for road users, increasing the risk of traffic accidents. The proposal would also impact negatively on the ease and safety of pedestrian movement in this busy town centre location. The proposal is therefore contrary to Policies D3 and D8 of the London Plan (2021), Policies DM2 and DM3 of the 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.