

Mr Ahmet Erturk
74
Manor Road
London
N16 5BN

16 January 2024

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

Case Reference HGY/2023/3002
Location 74 White Hart Lane, Tottenham, London, N17 8HP
Proposal Application for Express Consent under Town & Country Planning
(Control of Advertisements) Regulations / Replacement of an
existing 48-sheet advertisement display with an illuminated 48-
sheet digital advertisement display
Received 7 November 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
2-EXISTING_VIEWS.pdf	Additional plans	7 November 2023
3-PROPOSAL_VIEWS.pdf	Additional plans	7 November 2023
1-EXISTING_AND_PROPOSED_SIDE_ELEVATIONS-SPECIFICATIONS.pdf	Elevation (Front) - Existing	7 November 2023
5-BLOCK_PLAN.pdf	Block plan of the site	7 November 2023
6-COVERING_LETTER.pdf	Covering letter	7 November 2023
4-LOCATION_PLAN.pdf	The location plan	7 November 2023

Robbie McNaugher

Robbie McNaugher
Head of Development Management and Planning Enforcement
Planning Service

Refusal Reasons: (1)

- 1 The signage by reason of its siting, proposed illumination and images alternating every 10 seconds would have an unacceptably harmful effect on the visual amenities of the area and neighbouring amenity, contrary to Policy SP12 of the Haringey Local Plan 2017 and Policies DM3, DM8 and DM9 of The Development Management DPD 2017 and Policies D8 and 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.