

Mr Ilkkan Bellikli
124 City Road
London
United Kingdom
EC1V 2NX

15 March 2024

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

Case Reference HGY/2023/3252
Location 730 Seven Sisters Road, Tottenham, London, N15 5NH
Proposal Display of 1no. internal illuminated digital display board on the
second floor level, side of the building.
Received 6 December 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
DOC01-Location Plan.pdf	The location plan	5 December 2023
DRW-730a Seven Sisters Road-0335730SEVE01.pdf	Additional plans	5 December 2023
DRW-730a Seven Sisters Road-0335730SEVE02.pdf	Additional plans	5 December 2023

Robbie McNaugher

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Head of Development Management and Planning Enforcement
Planning Service

Refusal Reasons: (1)

- 1 The signage by reason of its siting and associated size and colour choice would undermine the architectural qualities to the host building, proliferating visual clutter at high level and result in an inappropriate signage that would further harm the character and appearance of the locality, 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.

Informatives:

INFORMATIVE: Pre- application Advice

Taking the reason(s) for refusal into account, you may wish to prepare a revised proposal for comment prior to submitting a further planning application. To do so we strongly recommend you seek pre-application advice and refer you to our Pre-Application Planning Advice (PAPA) Service.

<https://www.haringey.gov.uk/planning-and-building-control/planning>

- 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.