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11 June 2024

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

Case Reference HGY/2024/1069
Location 2 Upper Tollington Park, London, N4 3EL
Proposal Replacement of paper and paste advertisement hoarding with a
new digital advertisement hoarding.
Received 16 April 2024

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
22979/PA/03 – Proposed Site Plan		16 April 2024
Appendix 2 – Lighting Conditions		16 April 2024
22979/PA/04 – Existing & Proposed Elevations		16 April 2024
22979/PA/01 – Site Location Plan		16 April 2024
Appendix 5 – Proposal Factsheet		16 April 2024

Robbie McNaugher

Robbie McNaugher
Head of Development Management and Planning Enforcement
Planning Service

Refusal Reasons: (1)

- 1 The signage, by reason of its illumination and changing displays, would introduce a more assertive and obtrusive form of advertisement, which would have an unacceptably harmful effect on the visual amenities of the area and fail to preserve and enhance the character and appearance of the adjoining conservation area. This is contrary to Policy SP12 of the Haringey Local Plan 2017 and Policies DM3, DM8 and DM9 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.