

Diane Firth
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Application Ref: **2018/1430/A**
Please ask for: **Laura Hazelton**
Telephone: 020 7974 **1017**

3 May 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
9A York Way
London
N7 9GY

Proposal:
Temporary display of 1 x wrapped graphic to ground floor pillar and 1 x large graphic to cover ground/first floor of north elevation in relation to marketing for CIP scheme until 31/12/2018.

Drawing Nos: Drawings and documents received by the LPA on 21/03/2018.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.



- 2 No advertisement shall be sited or displayed so as to
- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The advertisements hereby permitted shall be displayed for a temporary period only and shall be removed on or before 31/12/2018.

Reason: The type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies D1 and D4 of the Camden Local Plan 2017.

Informative(s):

- 1 Reason for granting permission-

The proposed temporary advertisements are considered appropriate in terms of size, design and location. The proposal will not impact on neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The Council is unlikely to grant consent for such advertisements on a permanent basis as this would harm the appearance of the building and streetscene. However, as they would only be in place for a period of 8 months to advertise

homes within a Council CIP scheme it is not considered that there would be any long lasting harm.

The application site is not listed, nor is it located within a conservation area. The site's planning history and relevant appeal decisions were taken into account when coming to this decision. No objections have been received prior to the determination of the application.

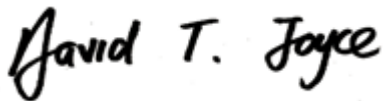
As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2016 and the National Planning Policy Framework 2012.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce
Director of Regeneration and Planning