

Application ref: 2019/1224/A  
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Date: 12 April 2019

**Development Management**  
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RLDM ARCHITECTS  
UNIT 34, 1 BRITTON STREET  
LONDON  
EC1M5NW  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:  
**109-113 York Way**  
**London**  
**N7 9QE**

Proposal: Display of internally illuminated panel including 2 price LED on low level pylon sign adjacent to north elevation of kiosk, following removal of flag sign.

Drawing Nos: Site location plan; 1481-ADS ADS 2019 Rev A; Drawing details prepared by XMO Strata dated 4/3/19; Low level Price Sign.

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.

#### Informative(s):

- 1 Reason for granting permission

The proposed pylon sign would measure 1.4m wide by 2.6m high and 0.29m deep and would be located in front of the north elevation of the approved extension to the petrol station kiosk (ref: 2018/0561/P), adjacent to the York Way frontage. The internally illuminated pylon sign would be similar to an existing pylon sign displaying the price of fuel which is located adjacent to Camden Park Road. The replacement pylon sign would have an internally illuminated panel advertising 'Jamie Oliver deli by Shell'. The pylon sign would replace an existing illuminated flag sign mounted on a pole.

The size, method of illumination and location of the pylon sign are considered acceptable and would be appropriate for this petrol station forecourt. The sign would not be detrimental to public safety.

The planning and appeal history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D4 and A1 of the Camden Local Plan 2017. The development also accords with the NPPF and the London Plan 2016.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

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, appearing to read 'DPope', is centered on the page. The signature is written in a cursive, fluid style.

Daniel Pope  
Chief Planning Officer