

Application ref: 2020/4178/A
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Sophie Linton
5 Pancras Square
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

9B and 9C York Way
London
N7 9GY

Proposal:

Temporary display of marketing vinyls to ground floor glazing.

Drawing Nos: York Way Signage & Concepts Recce Review 19.10.20, XY Signage, (AA1692C/12.4-)10801, 10802

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 granted consent shall only be displayed while the ground floor units are vacant and shall be completely removed and the shopfront made good when the units have been occupied or the advertisements are no longer required, whichever is sooner.

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 policy D4 (Advertisements) of the Camden Local Plan 2017.

Informative(s):

- 1 The proposal is for vinyl displays applied to the windows of ground floor commercial units facing York Way. The displays would not obscure the architectural features of the building and would be for a temporary period only. A condition has been added to ensure that the advertisements are removed following occupancy of the units. In terms of size and siting, it is not considered that the proposals would disturb neighbouring occupiers nor be hazardous to road users and therefore raise no public safety concerns.

No objections have been received prior to making this decision and the site's planning and relevant enforcement history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4

(Advertisements) of the Camden Local Plan 2017. The proposed development also accords with the policies of the London Plan 2016, the London Plan (Intend to Publish) 2019 and the National Planning Policy Framework 2019,

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 'DP', is positioned above the printed name and title.

Daniel Pope
Director of Economy, Regeneration and Investment