

<b>Delegated Report</b>			<b>Expiry Date:</b>	24/01/2014
<b>Officer</b>			<b>Application Number(s)</b>	
Tessa Craig			2013/7469/A	
<b>Application Address</b>			<b>Application Type</b>	
Netley Primary School 30 William road London NW1 3EN			Advertisement Consent	
<b>1<sup>st</sup> Signature</b>	<b>2<sup>nd</sup> Signature (If refusal)</b>	<b>Conservation</b>	<b>Recommendation(s)</b>	
			Grant Advertisement Consent	
<b>Proposal(s)</b>				
Display of 7 x fascia signs (3 x internally illuminated, 4 x non-illuminated) to school site.				
<b>Consultations</b>				
Summary of consultation responses:		N/A		
<b>Site Description</b>				
The subject site is the Netley School Campus located between Stanhope Street (west of site), Hampstead Road (east of site) and Netley and William Road to the south of the site. The property does not lie within a Conservation Area and the school has had recent modifications under permission 2012/2089/P.				
<b>Relevant History</b>				
2012/2089/P- Erection of a 5 storey building plus basement to accommodate a Foundation Unit, Primary Pupil Referral Unit and Community Learning Centre and 36 residential units (Class C3) fronting Stanhope Street; erection of a 8 storey building plus lower ground floor to accommodate 34 residential units (Class C3) at the junction of Stanhope Street and William Road (following demolition of existing post-war primary school building); remodelling to the Victorian Board School to accommodate a lift core to provide access to the new play space at roof level. Demolition of Woodhall Garages and erection of a 2 storey block to provide 10 x social rented family houses (Class C3) and associated public realm improvements to Everton Buildings, landscaping and access works. Granted, 16/10/2012.				
<b>Relevant policies</b>				
<b>LDF Core Strategy and Development Policies</b>				
CS5 – Managing the impact of growth				
CS14 – Promoting high quality places and conserving our heritage				
DP24 – Securing high quality design				
DP25 – Conserving Camden's Heritage				
DP26 – Managing the impact of development on occupiers and neighbours				
<b>Town and Country Planning (Control of Advertisements) (England) Regulations 2007</b>				
<b>Camden Planning Guidance 2011 (as amended)</b>				

## Assessment

### Proposal

Planning permission is sought for the erection of 7 signs at the east and west facing elevations of the Netley Primary School Campus. The signs are as follows:

- Six signs on the Stanhope Street elevation;
- Two on the left handside of the Stanhope Elevation at the foundation entrance (entrance to Nursery School), one being a long strip 0.4m wide by 2.32m tall and the other being 0.64m wide and 2.08m tall, both with a teal background and the school name and logo;
- Two signs near the middle of the Stanhope elevation on each side of a protruding part of the building 1.65m wide by 2.4m tall located at 3.75m above ground level, with a colour wheel type logo;
- Two on the right hand side of the Stanhope elevation at the school gate entrance, being 0.56m wide by 1.8m tall and 0.4m wide by 2.32m tall with the school name on a teal background.
- One sign in the elevation facing Hampstead Road and facing the end of Netley Street, with the Netley Primary colour wheel style logo measuring 1.7m by 2.5m and being located from 6m above ground level. The initial proposal originally had this sign measuring 2.73m by 4m and starting at 9.05m above ground level, this was subsequently revised to reduce the size and height of the sign.
- Both the signs located in the middle of the elevation on Stanhope Street and the sign at the rear Hampstead Road/Netley Street facing elevation will be rear illuminated by LED bulbs.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

### Amenity

The proposed signs are considered acceptable in terms of size (particularly with the reduced size and height of the sign on the Netley Street elevation), proportions and design within the context of a school. The illumination is deemed acceptable and not considered to result in glare for any surrounding properties due to the separation between the signs and the nearest residential property.

The property does not lie within a conservation area and it is not considered that the signs would be unduly obtrusive in the street scene or disturb residents or occupiers.

### Public Safety

The location of the signage is not considered harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

### Recommendation:

The proposed advert is in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.