

Delegated Report			Expiry Date:	05/03/2012
Officer			Application Number(s)	
Philip Neising			2012/0112/A	
Application Address			Application Type	
Royal School Hampstead 65 Rosslyn Hill NW3 5UD			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s)	
			Grant Advertisement Consent	
Proposal(s)				
Display of 1x internally illuminated school logo sign to south east elevation.				
Consultations				
Summary of consultation responses:				
Site Description				
Relevant History				
Relevant policies				
LDF Core Strategy and Development Policies 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 Town and Country Planning (Control of Advertisements) (England) Regulations 2007 Camden Planning Guidance 2011 (as amended)				

Assessment

Proposal

The application relates to a fascia sign with internally illuminated letters and one internally illuminated projecting box sign.

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 sign does not obscure any architectural features of the building and are considered acceptable in terms of proportions and design.

It is not considered that the sign 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.

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