

Mr Nick Rutherford
Allies and Morrison
85 Southwark Street
London
SE1 0HX

Application Ref: **2015/5114/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

3 February 2016

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**Hampstead School of Art (Former Caroline Skeel Library
Block E of Redevelopment site 328-338 Finchley Road
2-6 Platt's Lane
17A 19-29 Kidderpore Avenue)
London
NW3 7SU**

Proposal:

Display of non illuminated projecting sign to south east elevation of Art School (Block E).
Drawing Nos: 809_00_01_002_P1 ; 809_03_07_400_P2; 809_03_06_103_C2 ;
809_03_06_201_C2; 809_03_06_202_C2; 809_03_34_520_T3; 809_03_34_521_P2

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 Reasons for granting consent.

The signage has been revised in terms of illumination. It will be non-illuminated and is now considered acceptable in terms of size, design and location; is sympathetic to the design of the building and will not impact on the neighbour's amenity nor will it be harmful to either pedestrians or vehicular safety and would therefore preserve and enhance the character and appearance of the conservation area.

Although the lettering on the sign is fairly large, the views of the sign from Finchley Road and Kidderpore Avenue would be limited and it would not be unduly dominant in the street scene. The sign relates well to the character, scale and architectural features of the college building and respects the local context which is a recent modern residential development.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

No objections have been received prior to making this decision. The planning history of the site has been taken into account when coming to this decision.

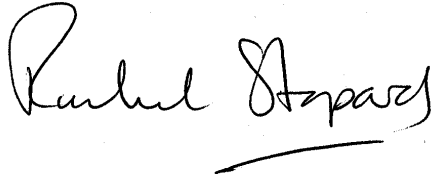
As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policies 7.4, 7.6 and 7.8 of the London Plan 2015 and paragraphs 14, 17, 56-68 and 126-141 of the National Planning Policy Framework.

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, appearing to read 'Rachel Stopard', with a horizontal line underneath.

Rachel Stopard
Director of Culture & Environment