

Application ref: 2019/4343/A
Contact: Jennifer Walsh
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Date: 20 February 2020

Development Management
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Metropolitan Workshop LLP
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Rosary RC Primary School
238 Haverstock Hill
London
NW3 2AE

Proposal: Installation of School sign to Haverstock Hill elevation.

Drawing Nos: Site Location Plan; Site Relocation Plan; Elevation Plan Ver:1; Main sign (dome) (Hill);

The Council has considered your application and decided to grant advertisement consent subject to the following conditions:

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.

Informatives:

- 1 Reason for granting permission-

The proposed signage has been revised during the process of the application and is now proposed to be located fronting onto Haverstock Hill, rather than fronting the neighbouring property. It is not to be illuminated and would be similar to the sign already in situ on the same elevation. The size and location of the sign is not considered to be unduly dominant and sits well to promote the school as intended. Due to the location of the signage as well as the detail of the lettering, the sign is considered acceptable in terms of size and location and appropriate in proportions and design as it respects the proportions of the site.

In terms of size, siting and design the sign is not considered to disturb nor have any impact on the neighbouring properties. As they are not illuminated, they are not considered hazardous to road users raise no public safety concerns.

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.

- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team London Borough of Camden 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444) . Licences and authorisations need to be sought in advance of

proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.

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', written in a cursive style.

Daniel Pope
Chief Planning Officer