

Application ref: 2020/5651/A
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C-Space Architects
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:
90 Fitzjohn's Avenue
London
NW3 6NP

Proposal:
Installation of two signs to the front wall of the school facing Fitzjohn's Avenue: one near the vehicular gate and one near the pedestrian gate.

Drawing Nos: Site Location Plan; J2097-P03; P04B; P05A; P06C; P07A; P08A.

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 Reason for granting advertisement consent:

The proposed signs would measure 1.3m wide x 0.7m high each and would identify the building as St Anthony's School for Boys. One would be located next to the pedestrian entrance gate, the other next to the vehicular entrance gate.

The signs would have a powder coated metal finish in blue with a green border and would be installed behind the boundary wall so as not to impact on the capping stones. They would be generously spaced and lower in height than the hedge they are set against.

The proposed signs are considered appropriate in terms of size, design and location. Other schools in Fitzjohns Netherhall Conservation Area have external signage of similar dimensions in equivalent locations, e.g. Devonshire House School, a slight distance away at 2 Arkwright Road. The proposal follows the established pattern of development for school signage in the Conservation Area and would preserve the character and appearance of the streetscene and Conservation Area.

The proposed signs would not impact on neighbour amenity nor would they be harmful to either pedestrian or vehicular safety.

It was initially proposed for the signs to be illuminated; however this has been removed.

The proposed signs would measure a combined area of 1.8sqm. This is over the 1.2sqm deemed consent maximum size set out in Section 2B and 2C of the Town and Country Planning (Control of Advertisements) Regulations 2007. They therefore require express consent.

The proposed signs are in general accordance with policies D2 and D4 of the Camden Local Plan 2017.

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', is written over a light blue rectangular background.

Daniel Pope
Chief Planning Officer