

Application ref: 2020/5652/A
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

**1 Arkwright Road
London
NW3 6AA**

Proposal:

Display of 1 x non-illuminated school sign at the pedestrian front entrance gate.

Drawing Nos: Site Location Plan; J2096 - P03; P04; P05; P06C; P07C.

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 permission:

The proposed sign would measure 1.5m W x 1.0m H and would be located next to the entrance gate; it would identify the building as St Anthony's School for Boys.

It would have a powder coated metal finish in blue with a green border and would be installed behind the boundary wall and structurally independent so as not to harm the brickwork or capping stones.

The proposed sign is 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 at 2 Arkwright Road, slightly to the south and opposite. The proposal follows the established pattern of development for school signage in the conservation area and would preserve the character and appearance of the conservation area.

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

Two objections were received to the application, including from the Hampstead Neighbourhood Forum who raised concern with the proposed illumination but confirmed they had no objection to the erection of a non-illuminated sign. The proposals have therefore been amended to remove the illumination from the

proposed sign.

The proposed sign is 1.3sqm in area. It 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; it therefore requires express consent.

As such, the proposed sign is in general accordance with policies D2 and D4 of the Camden Local Plan 2017. It also accords with the policies of the Hampstead Neighbourhood Plan, the London Plan 2016; and the National Planning Policy Framework 2019.

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 grey rectangular background.

Daniel Pope
Chief Planning Officer