

Report of the Head of Planning, Transportation and Regeneration

Address ST JOHNS SCHOOL POTTER STREET HILL NORTHWOOD

Development: Installation of 1 x wall mounted LED Logo sign.

LBH Ref Nos: 10795/ADV/2020/64

Drawing Nos: 4779-320-RevA(1)
4779-321
10709W-300-Rev09
Sports Hall - External Signage Proposal V03(1)

Date Plans Received: 12/10/2020

Date(s) of Amendment(s):

Date Application Valid: 12/10/2020

1. CONSIDERATIONS

1.1 Site and Locality

St John's School occupies an expansive site in the far north of the borough, extending to approximately 12.4 hectares. It comprises a main area of school buildings and car parking set within a landscaped setting, all weather pitches, playing fields and sizeable areas of woodland and unmanaged scrubland. The school occupies a steeply sloping Hillside and levels change significantly across the site. This application relates to a new sports hall which is currently under construction within the existing school campus.

The school falls within a predominantly residential area, largely characterised by sizeable detached properties with large gardens. Its primary access is via Potter Street Hill. A secondary access is available via Wieland Road, which is a private road.

Almost the entire site falls within the Green Belt and much of the woodland is designated as a Nature Conservation Site. The gatehouse building (off Wieland Road) is locally listed. A number of drainage ditches also traverse the site. The adjoining land to the west falls within an Area of Special Local Character and the school bounds Three Rivers District Council to the north and the London Borough of Harrow to the east.

1.2 Proposed Scheme

The application seeks advertisement consent for a single internally illuminated (600 cd/m²) wall mounted logo sign measuring 2520mm x 2100mm to be located at first floor level on the eastern elevation of the sports hall under construction.

1.3 Relevant Planning History

10795/ADV/2020/32 St Johns School Potter Street Hill Northwood
Installation of 1 internally illuminated wall mounted LED sign

Decision Date: 14-07-2020

Approved

Appeal:

10795/APP/2018/149

St Johns School Potter Street Hill Northwood

Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities.

Decision Date: 12-09-2018 **Approved** **Appeal:**

10795/APP/2019/1345 St Johns School Potter Street Hill Northwood

Details pursuant to the partial discharge of condition 5 (materials) of planning consent; 10795/APP/2018/149 dated 04-03-2019 (Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities)

Decision Date: 14-06-2019 **Approved** **Appeal:**

10795/APP/2019/1346 St Johns School Potter Street Hill Northwood

Details pursuant to condition 20 (Disabled Access) of planning consent; 10795/APP/2018/149 dated 04-03-2019 (Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities)

Decision Date: 17-06-2019 **Approved** **Appeal:**

10795/APP/2019/3210 St Johns School Potter Street Hill Northwood

Details pursuant to condition 10 (Ecology) of planning consent 10795/APP/2018/149 dated 04-03-19 (Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities).

Decision Date: 02-04-2020 **Approved** **Appeal:**

10795/APP/2019/807 St Johns School Potter Street Hill Northwood

Details pursuant to conditions 4 (Levels) 9 (SUDS), 13 (Green roofs), 14 (Construction logistics plan), and partial discharge of condition 18 (i), (a), (b), (c) (Contaminated land) of planning consent; 10795/APP/2018/149 dated 04-03-2019 (Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities)

Decision Date: 17-06-2019 **Approved** **Appeal:**

10795/APP/2020/1218 St Johns School Potter Street Hill Northwood

Details pursuant to Condition 15 (Community Use Agreement) of planning consent; 10795/APP/2018/149 dated 04-03-2019 (Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities)

Decision Date: 12-10-2020 **Approved** **Appeal:**

10795/APP/2020/1430 St Johns School Potter Street Hill Northwood

Details pursuant to partial discharge of condition 12 part 2 (energy) of planning consent; 10795/APP/2018/149 dated 04-03-2019 (Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities)

Decision Date: 29-07-2020 **Approved** **Appeal:**

10795/APP/2020/1520 St Johns School Potter Street Hill Northwood

Details pursuant to condition 17 (car park management scheme) of planning consent; 10795/APP/2018/149 dated 04-03-2019 (Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities)

Decision Date: 12-10-2020 **Approved** **Appeal:**

10795/APP/2020/279 St Johns School Potter Street Hill Northwood

Details pursuant to condition 12 (1) (energy) of planning consent; 10795/APP/2018/149 dated 04-03-2019 (Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities)

Decision Date: 26-05-2020 **Approved** **Appeal:**
10795/APP/2020/371 St Johns School Potter Street Hill Northwood
Erection of a tree house

Decision Date: 28-05-2020 **Approved** **Appeal:**
10795/APP/2020/417 St Johns School Potter Street Hill Northwood
Details pursuant to condition 5 external materials of planning consent; 10795/APP/2018/149 dated 04-03-2019 (Demolition of the existing sports hall and construction of a replacement sports hall to provide indoor PE and sports facilities)

Decision Date: 02-04-2020 **Approved** **Appeal:**
10795/PRC/2020/86 St Johns School Potter Street Hill Northwood
S73 application to vary condition 1 of planning permission reference 10795/APP/2011/2627 to increase pupil numbers from 350 to 400 and staff from 65FTE to 75FTE.

Decision Date: 19-08-2020 **OBJ** **Appeal:**

Comment on Planning History

A previous application 10795/ADV/2020/32 was approved for a similar sign of the same size and design, in the same location in July 2020.

2. Advertisement and Site Notice

2.1 Advertisement Expiry Date:- Not applicable

2.2 Site Notice Expiry Date:- Not applicable

3. Comments on Public Consultations

2 neighbours and the Northwood Hill Residents Association were consulted for a period of 21 days expiring on the 5 November 2020. No responses were received.

Three Rivers District Council - No objection.

Cadent Gas - No response.

4. Local Plan Designation and London Plan

The following Local Plan Policies are considered relevant to the application:-

Part 1 Policies:

PT1.BE1 (2012) Built Environment

Part 2 Policies:

DMEI 4 Development on the Green Belt or Metropolitan Open Land

DMHB 13A	Advertisements and Shop Signage
DMHB 5	Areas of Special Local Character
DMT 2	Highways Impacts

5. **MAIN PLANNING ISSUES**

The application seeks consent to display advertisements and in such cases the Council can only give due regard to the impact of the advertisement on amenity, the character of the area and public safety.

Policy DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (January 2020) advises that in order to improve and maintain the quality of the public realm advertisements will be required to demonstrate that they complement the scale, form, materials and architectural composition of the individual buildings, the visual amenity of the surrounding area, do not have an adverse impact on the public highway and do not lead to visual clutter.

The applications seeks permission for wall mounted signage. This proposal varies from the previously approved scheme only in reversal of the colours, whereby as approved the school logo was in purple set against a white back ground with a purple border. This proposal has a white logo and border, set against a purple background. It is considered that the signage would be in keeping with the character of the site and the school campus. The proposal would not result in a visual clutter as there are no other signs or adverts within close proximity to the proposed advert location.

It is proposed that the sign would not detract from the design of the proposed new sports hall and would be located a significant distance from the highway and any nearby residents as such it is considered that the degree of illumination proposed is acceptable.

Due to it's nature the proposal would not cause harm to the Green Belt as it does not involve adding any additional built form on the site. Whilst it would be visible from Potter Street Hill, it would be set a significant distance back from this road, located within the main school campus and therefore it is considered that it would not cause harm to the setting of the Area of Special Local Character.

This application is recommended for approval.

6. **RECOMMENDATION**

APPROVAL subject to the following:

1 ADVERT1 Standard Condition

All advertisement consents carry the following 5 standard conditions as contained in the Town and Country Planning (Control of Advertisements) Regulations 1992 and unless specified to the contrary the consent expires after 5 years.

i) 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.

ii) 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.

iii) 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.

iv) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

v) 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.

vi) The consent hereby granted shall expire at the end of a period of five years from the date of this consent.

REASON

These requirements are deemed to be attached by Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2 ADV7 Type of Illumination

The illumination of the sign(s) is to be by fixed and constant lights and not by lights which are, or appear to be, intermittent, moving, flashing or vibrating with a degree of illumination as specified on the submitted plans of 600cd/m².

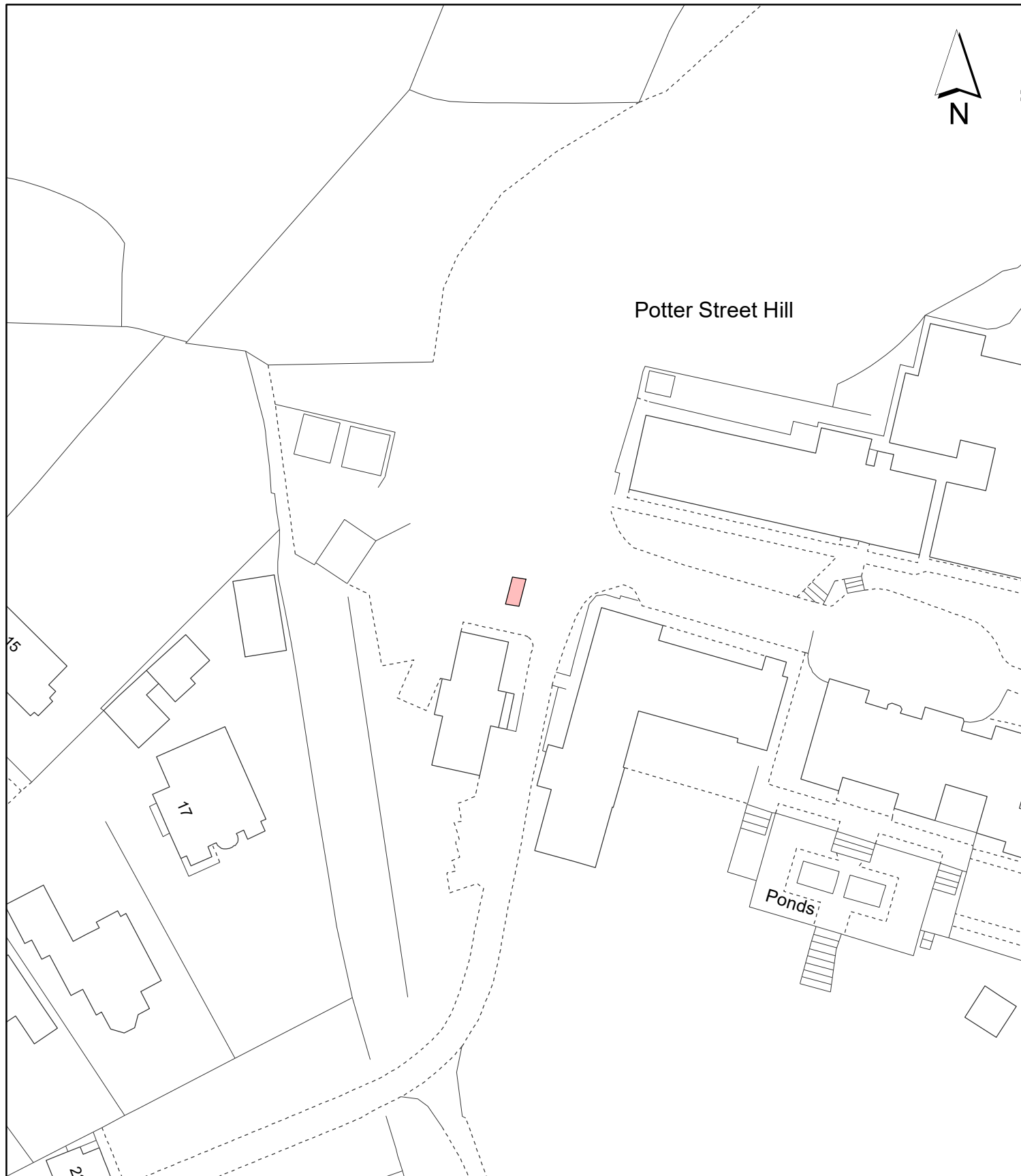
REASON

In order to protect the visual amenity of the area and/or highway safety in accordance with Policy DMHB 13A of the Hillingdon Local Plan: Part Two - Development Management Policies (January 2020).

INFORMATIVES

Contact Officer: Liz Arnold

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Notes:

 Site boundary

For identification purposes only.

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Site Address:

**St Johns School
Potter Street**

Planning Application Ref:

10795/ADV/2020/64

Planning Committee:

North

Scale:

1:750

Date:

January 2021

**LONDON BOROUGH
OF HILLINGDON**
**Residents Services
Planning Section**

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