

Report of the Head of Planning, Transportation and Regeneration

Address ST JOHNS SCHOOL POTTER STREET HILL NORTHWOOD

Development: Installation of 1 internally illuminated wall mounted LED sign

LBH Ref Nos: 10795/ADV/2020/32

Drawing Nos: 320 Rev. A
321
300 Rev. 09
External Brand Sign Size and Specification
External Brand Sign Illumination
External Brand Sign Proposed Sign Location

Date Plans Received: 06/03/2020 **Date(s) of Amendment(s):**
Date Application Valid: 06/03/2020

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. Land adjoining 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/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:

Comment on Planning History

The sports hall granted planning permission is substantially completed.

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

3 neighbouring properties, the Northwood Hills Residents Association and Three Rivers District Council were consulted on 22/1/20 and a site notice was posted on the 20/3/20 giving 21 days for comments. One letter of objection was received, commenting as follows:-

- Sign is not appropriate in terms of its scale, design and location in particular impact upon the Green Belt.
- The degree of illumination would lead to light pollution.
- The sign will lead to other signs being erected within the site.
- The sign has nothing to do with the teaching capacity of the school.
- A tree has been removed from the site.
- Query whether a private school in the Green Belt should have been allowed.

The above will be addressed in the body of the report below. It is noted that comments relating to the overall use of the site or the acceptability of the sports hall are not relevant in this case as they have planning permission and it is only the sign that can be assessed under this current application.

Gadent Gas: No comments received.

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:

DMHB 13A Advertisements and Shop Signage

DMT 2 Highways Impacts

DMEI 4 Development on the Green Belt or Metropolitan Open Land

DMHB 5 Areas of Special Local Character

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. 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 13 of the Hillingdon Local Plan: Part Two - Development Management Policies (January 2020).

INFORMATIVES

- 1 The decision to GRANT advertisement consent has been taken having regard to all relevant planning legislation, regulations, guidance, circulars and Council policies, including The Human Rights Act (1998) (HRA 1998) which makes it unlawful for the Council to act incompatibly with Convention rights, specifically Article 6 (right to a fair hearing); Article 8 (right to respect for private and family life); Article 1 of the First Protocol (protection of property) and Article 14 (prohibition of discrimination).
- 2 The decision to GRANT advertisement consent has been taken having regard to the policies and proposals in the Hillingdon Local Plan: Part Two - Development Management Policies (January 2020) set out below, and to all relevant material considerations, including The London Plan - The Spatial Development Strategy for London consolidated with alterations since 2011 (2016) and national guidance

DMHB 13 Advertisements and Shop Signage

DMT 2 Highways Impacts

DMEI 4 Development on the Green Belt or Metropolitan Open Land

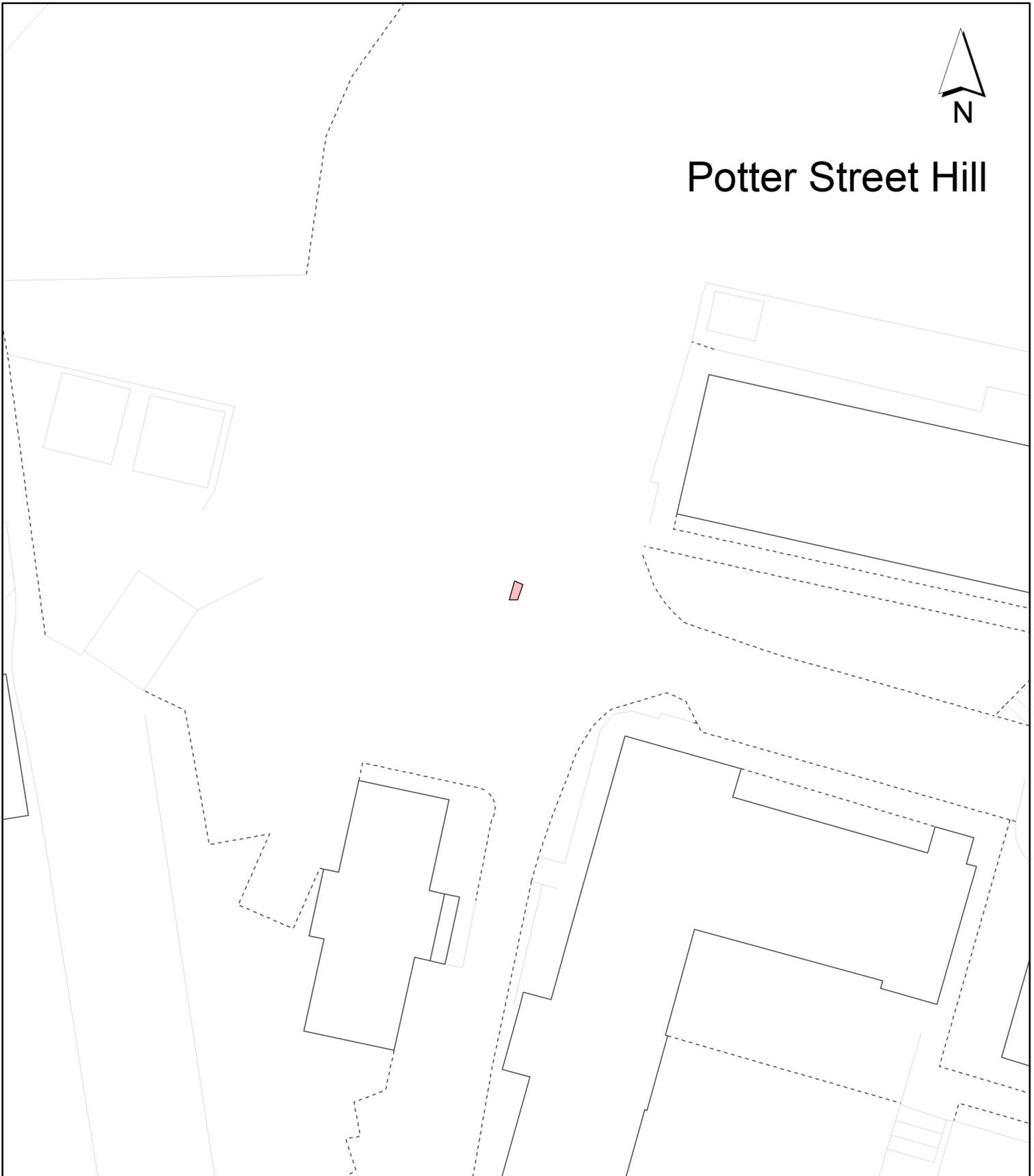
DMHB 5 Areas of Special Local Character

Contact Officer: Kelly Sweeney

Telephone No: 01895 250230



Potter Street Hill



Notes:

 Site boundary

For identification purposes only.
This copy has been made by or with the authority of the Head of Committee Services pursuant to section 47 of the Copyright, Designs and Patents Act 1988 (the Act).
Unless the Act provides a relevant exception to copyright.
© Crown copyright and database rights 2020 Ordnance Survey 100019283

Site Address:

**St Johns School
Potter Street Hill
Northwood**

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

Civic Centre, Uxbridge, Middx. UB8 1UW
Telephone No.: Uxbridge 01895 250111

Planning Application Ref:

10795/ADV/2020/32

Scale:

1:400

Planning Committee:

North

Date:

July 2020



HILLINGDON
LONDON