

Delegated Report		Analysis sheet		Expiry Date:		02/01/2007	
		N/A / attached		Consultation Expiry Date:		N/A	
Officer				Application Number(s)			
Thomas Smith				2006/5074/A			
Application Address				Drawing Numbers			
Kenwood House, Perimeter Fence Hampstead Lane London NW3 7JR				Location Map; 01 Photo Sheet; 02 Banners Specification sheets			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature		Date:		
Proposal(s)							
Display of 3 non-illuminated temporary banner signs on the perimeter fence, measuring 5m x 1m opposite Compton Avenue, 5m x 1m opposite Bishops Avenue and 3.3m x 1.4m at the West Gate Car Park entrance from 29/11/2006 to 22/12/2006.							
Recommendation(s):		Express consent					
Application Type:		Advertisement Consent					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	00	No. of responses	00	No. of objections	00
Summary of consultation responses:		N/A					
CAAC/Local groups* comments: *Please Specify		N/A					

Site Description

The application relates to two entrance points to Kenwood House, a Grade I Listed building situated at the northern end of Hampstead Heath and accessed off Hampstead Lane. The application specifically is to place advertisement banners on the boundary fence, which is not a Listed structure and the site is not within any Conservation Area.

Relevant History

Advert consent (2005/0250/A) granted 25/02/05 for 2 banners on perimeter fence for temporary period of 4 months from 01 May until 01 September 2006. (Temp perm given to ensure adverts are temporary and would not unduly harm the character and appearance of the area).

Advert consent (2004/0765/A) granted 02/04/04 for 2 banners (6m by 1m) on perimeter fence for temporary period of 3 months from 01 June until 01 September 2004. Condition 1 limits period of consent for 3 months.

Appeal allowed 16/07/2004 against condition 1 of 2004/0765/A. Inspector considered 4 month period for advertising banners was unjustified and would compromise the quality of the setting for too long a period but that the 3 months allowed by the Council was insufficient. Inspector amended time limit to allow 4 months from 01 May to 01 September 2004.

Advert consent (2005/4401/A) granted 11/11/05 for 2 banners (3.3m x 1.4m) on perimeter fence for temporary period of 3 weeks from 28 November until 12 December 2005.

Relevant policies

Set out below are the UDP policies that the proposals have primarily been assessed against, together with officers' view as to whether or not each policy listed has been complied with. However it should be noted that recommendations are based on assessment of the proposals against the development plan taken as a whole together with other material considerations.

B1, B4, B6

Camden Planning Guidance: Consultation Draft 2006

Assessment

Temporary Advertisement Consent is sought to display three non-illuminated banners on the perimeter fence of Kenwood House, to advertise Christmas tree sales. The term sought is 29 November 2006 to 22 December 2006.

Applications for display of banners of this kind are made regularly year to promote the annual Kenwood House picnic concerts which take place in July and August and annual Christmas tree sales.

The banners measure 1m x 6m and 3.3m x 1.4m and are fixed to the boundary fences. The display of the banners would not unduly harm the character of the area or nearby Listed Buildings or cause any unreasonable hazard to traffic safety. The temporary nature of the signs is also taken into account and the term sought is considered reasonable.

It is considered that the application is acceptable subject to conditions that should be imposed on any Consent granted.

Recommendation

Advertisement Consent should be granted subject to conditions.

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