

Delegated Report

Expiry Date:

16/05/2015

Officer

Matthias Gentet

Application Number(s)

2015/2036/A

Application Address

Site at 17a to 29 Kidderpore Avenue, 2-6 Platt's Lane and 328 to 338 Finchley Road
London
NW3 7ST

Application Type:

Advertisement Consent

1st Signature

2nd Signature (If refusal)

Conservation

Recommendation(s):

Refuse Advertisement Consent

Proposal(s)

Temporary display of 16 x Barratt London flags measuring 255mm x 105mm to erected at 4.50m from ground level onto individual white poles along the boundary fence to Finchley Road, Platt's Land and Kidderpore Avenue elevations from 08/04/2015 to 11/12/2016.

Consultations

Summary of consultation responses:

A letter of support has been received from David Sumray, Flat 1, 346 Finchley Road, LONDON, NW3 7AJ, summarised as follow:

- *I live alongside the development and am also involved with it by virtue of being a member of the Hampstead Conservation Area Advisory Committee and the Barratt Construction Management Liaison Group and thought that the banners were a very pleasant addition to the site.*

Site Description

The site is bordered by Finchley Road to the east, Platt's Lane to the north and Kidderpore Avenue to the west along which Kings College Hampstead Campus including the Chapel, The Vicarage and St Luke's Church of England Primary School and the residential block on the corner of Platt's Lane with Kidderpore Avenue can be found, respectively Grade II and Grade II* Listed Building. Westfield residential estate is bordering the application site to the south.
The site address is in Redington and Frognal Conservation Area.

Relevant History

Host Site:

2013/0685/P – (granted on 10/05/2013) - Redevelopment of the site to create 128 residential units (Class C3) including affordable housing and a community use facility (Class D1), following demolition and conversion/refurbishment of existing buildings used for student accommodation and ancillary offices (sui generis) and construction of new buildings ranging between 3 - 5 storeys in height, together with associated works to create basements, car parking, landscaping and public realm improvements - 328-338 Finchley Road, 2-6 Platt's Lane, 17A 19-29 Kidderpore Avenue, Former Caroline Skeel Library.

Please note that there are various Approval of Details, Variation of Condition and Conservation Area consent applications associated with the main planning approval for the redevelopment of the site as above.

Various Sites:

2015/1061/A – (refused on 19/03/2015) - Display of 5 non-illuminated flags on Charing Cross, Cambridge Circus and Shaftesbury Avenue elevations to restaurant - 24 Cambridge Circus.

2011/6300/A – (granted on 17/01/2012) - Official London 2012 city dressings to be installed for a temporary period from 13th May until the 13th September 2012 prior and during the Olympic and Paralympics Games. Items to be installed include lamp post banners, feather flags and cross street bunting - Various Streets Camden.

2011/5440/A – (part granted/part refused on 22/12/2011) - Display of 1x non illuminated fascia sign, 1x flag and flag pole at first floor level to front elevation and 1x non illuminated sign at 5th floor level at the rear elevation - 15 Bloomsbury Square (Flags refused).

2009/1224/A – (refused on 20/05/2009) - Display of flag and flag pole on front elevation parapet at roof level - 50 - 52 Monmouth Street – Dismissed on appeal on 12/11/2009.

2009/1062/A – (part granted/part refused on 02/06/2009) - Erection of internally illuminated canopy panel, entrance plate (non-illuminated) and 2x free standing totem signs at ground floor level and two internally illuminated flag signs at 2nd to 3rd floor levels of Southampton Row and Cosmo Place elevations of hotel building - 130 - 132 Southampton Row (Flags refused).

2006/4744/A – (refused on 20/03/2007) - Display of non-illuminated flag above the entrance door of the building - 5 North Crescent.

2006/3433/A – (part granted/part refused on 20/09/2006) - Display of an externally illuminated fascia sign, 2x non illuminated painted signs at first floor level and 2x flag advertisements at roof parapet level - 68 Tottenham Court Road (Flags refused).

2006/2587/A – (refused on 14/08/2006) - Display of a flag to the front elevation between ground and 1st floor levels of a building - 14 - 15 Great James Street.

Relevant policies

LDF Core Strategy and Development Policies

Core Strategy

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

Development Policies

DP24 – Securing high quality design

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Outdoor Advertisement and Signs

Camden Planning Guidance 2011 (as amended)

CPG1 – Design – Chap 8

Redington and Frognal Conservation Area Appraisal (Designated on 01/06/1985 and extended on 01/06/1992)

Planning Enforcement Initiative to remove unsightly advertisement hoardings in the Borough

Assessment

Introduction

The application has been submitted following the enforcement case ref: EN15/0012 which was opened on receipt of a complaint regarding flags advertising Barratt London displayed all around the site address (construction site). Advert consent for the flags was neither granted nor sought and the flags were therefore in situ unlawfully.

Subsequently, all the flags were removed and the enforcement case ref: EN15/0012 was closed on 27/03/2015.

This application is seeking advert consent for the re-instatement of the flags and flag poles for a temporary period.

Proposal

The application relates to the temporary display of 16 Barratt London flags measuring 255mm in height x 105mm in width and to be fixed onto white flag poles at 4.5m from ground level - giving an overall height of to each individual fixture of 6.9-7m - along the hoarding fence bordering the perimeter of the construction site fronting Finchley Road, Platt's Lane and Kidderpore Avenue.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The proposed 16 flags and flag poles with an overall height of 6.9-7m are unacceptable additions to the streetscene creating visual clutter and are unduly dominant in terms of their size as well as by their proposed large number (16 in all). There is already advertisement on the hoarding fence surrounding the construction site clearly displaying the Barratt trade name which is highly visible from all the edging streets - namely Finchley Road, Platt's Lane and Kidderpore Avenue.

The extensive level of visibility of the hoarding fencing provides enough advertisement. The display of additional signs to further accentuate the level of visibility of the Barratt's brand will create visual

clutter and cause harm to the public realm, the conservation area and streetscene contrary to policy PD24.

The proximity of the proposal to several listing buildings - such as St Luke's Church of England Primary School, the Vicarage and various buildings within the grounds of and including King's College London Hampstead Campus - add to the proposal's negative impact on the setting of such highly prominent edifice of architectural merit which must be protected from unsympathetic development such as this in accordance with policy DP25 which confirms that in order to maintain the character of Camden's conservation areas as well as to preserve or enhance the borough's listed buildings, the council will only permit development within conservation areas that preserves and enhances the character and appearance of the area and not permit development that it considers would cause harm to the setting of a listed building.

The proposal, in terms of its size and siting, is considered to be unacceptable and would be such that it would be unduly dominant, create visual clutter and would be a harmful addition to the streetscape. Camden Planning Guidance CPG1 (Design) confirms that commercial flags within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.

There is no justification to warrant the need for so many flags in such a prominent location in close quarter to many listed buildings and in a mainly residential area. The proposed flags, though only temporary, would be inappropriate additional features in this highly sensitive location. In conjunction with the siting of the adjacent Conservation Area, it is considered that the proposal would fail to preserve or enhance the character and appearance of the adjacent Conservation Area.

Public Safety

Given that the flags are non-illuminated and of a reasonable/acceptable size, they would not be cause for concerns with regards public safety of road users travelling in both directions on Finchley Road for example and pedestrians/local residents alike - despite the large numbers of flags proposed.

Recommendation

The application is therefore recommended for refusal.