

13th July 2016

Ms Seonaid Carr
Principal Planning Officer
Regeneration and Planning
Culture and Environment
London Borough of Camden
5 Pancras Square
London
N1C 4AG

For the attention of Ms Seonaid Carr

Dear Seonaid,

APPLICATION FOR PLANNING PERMISSION AND CONSENT TO DISPLAY ADVERTISEMENTS ON THE PERIMETER HOARDING AND INSTALLATION OF 5 x FIXED TIMBER STOOLS AT THE FORMER KING'S COLLEGE HAMPSTEAD RESIDENCE, KIDDERPORE AVENUE, LONDON, NW3 7SU

On behalf of Mount Anvil (Kidderpore) Ltd, please find enclosed an application for planning permission and advertisement consent in respect to the existing perimeter construction hoarding and the installation of 5 x fixed timber stools at our Kidderpore Avenue site in Hampstead.

These applications include the installation of non-illuminated hoarding advertisements which are intended to be discrete and sympathetic, and 5 fixed timber stools within a recessed area next to the existing construction hoarding erected under planning permission ref: 2015/4019/P. Through the use of planted living walls, notice boards and, high quality finishes and materials the proposals will harmoniously fit into the wider conservation area and fully preserve the character and appearance of the listed buildings. At the same time, it is intended to provide some local benefits to nearby schools and the wider community.

Accordingly, this planning and advertisement application has been submitted via the Planning Portal (PP-05317396) and is accompanied by the following documentation:

- Completed Planning Permission and Advertisement Consent Application Form;
- Site Location Plan – ref: PL-ST-526 REV2;
- Hampstead Manor Hoarding Document prepared by Construct; and
- We have made the payment of £580 via the Planning Portal.

Planning Background

Planning permission and listed building consent was granted for the redevelopment of the site known as Hampstead Manor in April 2016.

The construction phase of the development is due to commence in the summer and the site is already enclosed by a hoarding which was approved under LPA ref: 2015/4019/P.

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The Proposals

This application seeks consent for non-illuminated adverts on the perimeter hoarding of the site along Kidderpore Avenue and part of Croft Way. The construction hoarding that encloses the site on the western, northern and part eastern boundary will be fully retained as approved. The adverts will continue to safety delineate the construction site from the public.

The advertisement installations include the following:(please refer to the Hampstead Manor Hoarding Document prepared by Construct for more detail):

- a number of CGI images;
- the "Hampstead Manor" logo;
- mounted lettering and patterns, cornice finish and copper/brass frames for the recessed boxes;
- architectural drawings and samples of the interior finishes;
- information in relation to the sales of the development, community notice boards, route and site safety information;
- Information boards along the eastern elevation adjacent to Croft Way which will provide details of the history of the site;
- delineated space will be provided for children from the local schools to affix art work to the hoarding;
- the hoarding will continue to display any relevant signage which is required in relation to the construction logistics on site; and
- It will also provide a planted living walls, which will provide a green buffer along some of the hoarding sections.

Planning permission is also sought for 5 x fixed timber stools immediately adjacent to the existing hoarding. This will provide some informal seating and add some minor interest to the recessed parts of the already consented and erected construction hoarding.

Conclusions

In all respects it is considered that the proposals enclosed within this application are entirely acceptable in planning and advert terms. I trust the above and attached is sufficient to validate the application, however should you require any further information please don't hesitate to contact me.

Yours sincerely,



Nicola Bale
Senior Planning Manager