



The Heath & Hampstead Society

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The Society examines all Planning Applications relating to Hampstead, and assesses them for their impact on conservation and on the local environment.

To London Borough of Camden, Development Control Team

Planning Ref: 2016/3931/P 2016/4295/A

Address: LCL Site Kidderpore Av NW3

Description: Advertising hoardings

Case Officer: Seonaid Carr

Date 15 August 2016

We have to accept that fences around a construction site are necessary for security reasons, but we do not have to accept these transformed into massive advertising hoardings for the developers.

Estate agents boards are banned in Hampstead by Article 4 Direction; there have been few more popular Planning decisions in recent years.

It is completely unacceptable that huge areas of hoardings 2 to 3 metres in height, emblazoned with gaudy advertisements for this locally profoundly unpopular development, should be considered..

It seems that this proposal may come from the same source as the outrageous parking proposals made recently (2016/3697/L); it displays the same lack of taste.

We do not want these massive displays of estate agents advertising.

Please Refuse.