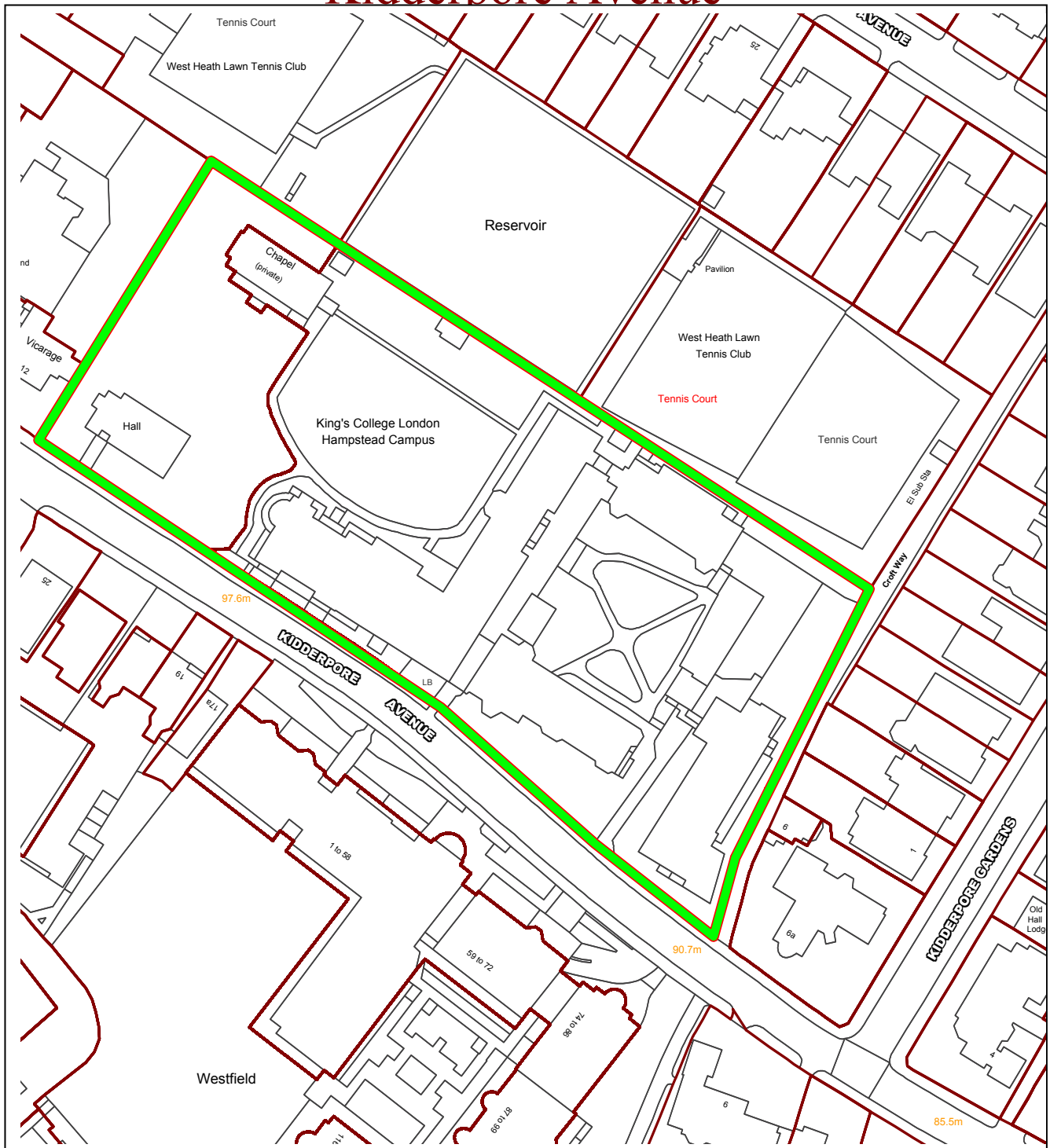


# 2016/4295/A – Former KCL Campus, Kidderpore Avenue



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Photo 1 Hoarding along Croft Way



Photo 2 Hoarding along Kidderpore Avenue (Eastern section)

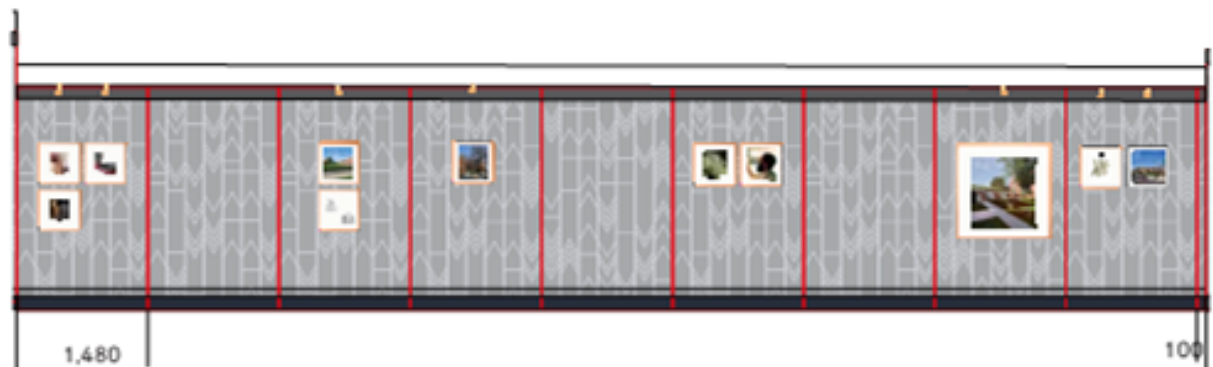




Photo 3: Existing hoarding to the west along Kidderpore Avenue



Photo 4 – recessed area of hoarding where it is proposed to include an area for children to affix art work



Example of the proposed adverts on the hoarding

<b>Delegated Report</b> <b>(Members Briefing)</b>		<b>Analysis sheet</b>		<b>Expiry Date:</b>	<b>27/09/2016</b>
		N/A / attached		<b>Consultation Expiry Date:</b>	N/A
<b>Officer</b>			<b>Application Number(s)</b>		
Seonaid Carr			2016/4295/A		
<b>Application Address</b>			<b>Drawing Numbers</b>		
Former King's College Hampstead Residence Kidderpore Avenue London NW3 7SU			See draft decision		
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>		
<b>Proposal(s)</b>					
Display of advertisement to the hoarding surrounding the development site.					
<b>Recommendation(s):</b>		Grant conditional advert consent			
<b>Application Type:</b>		<b>Advertisement Consent</b>			

Conditions or Reasons for Refusal:	Refer to Draft Decision Notice					
Informatives:						
<b>Consultations</b>						
Adjoining Occupiers:	No. notified	00	No. of responses	00	No. of objections	00
			No. Electronic	00		
Summary of consultation responses:	There is no requirement for press or site notices or public consultation.					
CAAC/Local groups* comments: *Please Specify	<p><b>Heath and Hampstead Society</b> have objected on the following grounds:</p> <ul style="list-style-type: none"> <li>We have to accept fences around a construction site are necessary for security but we do not have to accept these transformed into massive advertising hoarding.</li> <li>Estate agent boards are banned in Hampstead.</li> <li>It is completed unacceptable that huge areas of hoardings 2 to 3 metres in height, emblazoned with gaudy adverts should be considered.</li> </ul> <p><b>Redington Frogna! Association</b> have objected on the following grounds:</p> <ul style="list-style-type: none"> <li>The advertising is inappropriate for a Conservation Area in which estate agent boards are not permitted.</li> <li>This will have a negative impact on the setting of the grade II listed buildings, in particular Kidderpore Hall and St Luke's Church.</li> <li>Along Croft Way advertising here would impact on visual amenity of this unspoilt alley with its rural ambience.</li> </ul> <p><b>Redington and Frogna! Neighbourhood Forum</b> have objected on the following grounds:</p> <ul style="list-style-type: none"> <li>Kidderpore Avenue is a predominately residential set within a Conservation Area. The road is listed as one where estate agent boards are prohibited.</li> <li>The hoarding will dominate the northern end of the street and destroy the visual amenity of important buildings on site.</li> <li>The overall character of the street will be harmed by unnecessary visual clutter.</li> <li>The adverts are ill-suited to the proud history of the buildings on site.</li> <li>The Conservation Area statement highlights the detrimental impact of estate agent advertising, Kidderpore should be given this protection of being part of a conservation area.</li> </ul> <p><b>Officer Response:</b></p> <ul style="list-style-type: none"> <li>The Council has imposed a regulation whereby estate agent boards, do not have deemed consent within the Frogna!/Fitzjohn's Conservation Area. In removing the right of deemed consent should people want to erect estate agent boards within the area they will need to apply for advertisement consent due to the impact on the visual amenity of the surrounding area. This application is not for estate agent boards, which project out of sites and add clutter to the street scene. This application is seeking approval for adverts applied to the existing hoarding.</li> <li>The visual amenity impact of the adverts has been assessed in Section 2 below.</li> </ul>					

## Site Description

Located to the northern side of Kidderpore Avenue the application site comprises of 11 buildings and is located within the Redington/Frogna Conservation Area. The site contains designated Private Open Space and is a Borough Grade Site of Importance for Nature Conservation. The area is designated as a SINC for the good range of mature trees including both native and non-native species, there is also dense shrubbery. Beneath the trees and shrubs, and at the northern edge of the central garden area are well-established patches of tall herbs and neutral grassland. The quadrangle to the east contains several large trees beneath which are grass with small areas of shrubbery, adding to birds and habitats on the site.

## Relevant History

**2015/3936/P** - Development of the site to provide 156 residential units involving demolition of Queen Mothers Hall, Lord Cameron and Rosalind Franklin buildings and replacement with flats in three 4 and 5 storey buildings, seven houses to the northern boundary, a single townhouse to the north western boundary and three houses between The Chapel and Queen Mothers Hall; relocation and refurbishment of the Summerhouse; alterations and extensions to retained buildings, including listed buildings; excavation of 2-storey basement to the western part of the site and a 1-storey basement to the replacement buildings for Lord Cameron and Rosalind Franklin, lower the level of lower ground floor of Bay House; provision of 97 car parking spaces, associated cycle parking, refuse/recycling facilities, plant equipment and landscaping works including tree removal across the site. **Approved subject to S106 legal agreement 06/04/2016**

**2015/4019/P** - Application for temporary planning permission for one year for a site hoarding to secure the site prior to the commencement of development. Application granted, hoarding has been erected.

## Relevant policies

**The National Planning Policy Framework 2012**

**The London Plan 2016**

**LDF Core Strategy and Development Policies 2010**

CS5 – Managing the impact of growth

CS14 – Promoting high quality places and conserving our heritage

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**

**Camden Planning Guidance 2015 (as amended)**

CPG1 Design



## Assessment

### 1. Proposal

1.1 Advertisement consent is sought for non-illuminated adverts to be applied to the hoarding along Kidderpore Avenue and Croft Way. The hoarding currently encloses the development site of the previously approved permission 2015/3936/P. As the hoarding extends along Kidderpore Avenue it measures 183m then along Croft Way it measures 37.5m in length, this is in accordance with the approved permission 2015/4019/P, the adverts would be applied to the hoarding and include the following information:

- CGIs of the proposed development and drawings of the interior finishes.
- The logo of 'Hampstead Manor', the name by which the site is being marketed, together with details for the sales team, a notice board for the local community and site safety information.
- Mounted lettering and patterns, images of cornice finish and copper/brass frames for recessed boxes.
- Board displaying history of the site.
- There will be an area for local school children to affix art work

### 2. Amenity

2.1 The proposed signage would be applied to the existing hoarding which surrounds the development site of the previously approved permission 2015/3936/P. The proposed adverts would be of various sizes and sited in various places along Kidderpore Avenue and Croft Way. The adverts would advertise the site whilst also providing information boards of the history of the site, and the construction phase. The idea is that some areas of the board will be interactive for children to fix art work to.

2.2 Given the scale of the hoarding, the adverts would not dominate the elevations of the hoarding. The adverts would be applied to the hoarding and would not project at an angle like an estate agent board and would be non-illuminated. It is considered the adverts would enliven the hoarding by providing images of the development, information of the history of the site and the local area. This is considered a welcomed use of the hoarding which would otherwise provide a blank surround to the site. It is considered the proposed adverts by virtue of their siting and design would not cause harm to the visual amenity of the surrounding conservation area.

2.3 As the signage would be applied to the existing hoarding, it would not obscure any architectural features of the buildings which are partially obscured by the hoarding for a temporary period.

2.4 It is also important to note that the adverts will only be up for the duration of the hoarding and will not be permanent additions to the street scene.

2.5 In light of the above, it is not considered that the signage would be unduly obtrusive in the street scene or disturb residents or occupiers.

### 3. Public Safety

3.1 The proposed adverts due to their location, scale and as they would not project onto the public highway, would not be harmful to either pedestrian or vehicle traffic. The proposal therefore raises no public safety concerns.

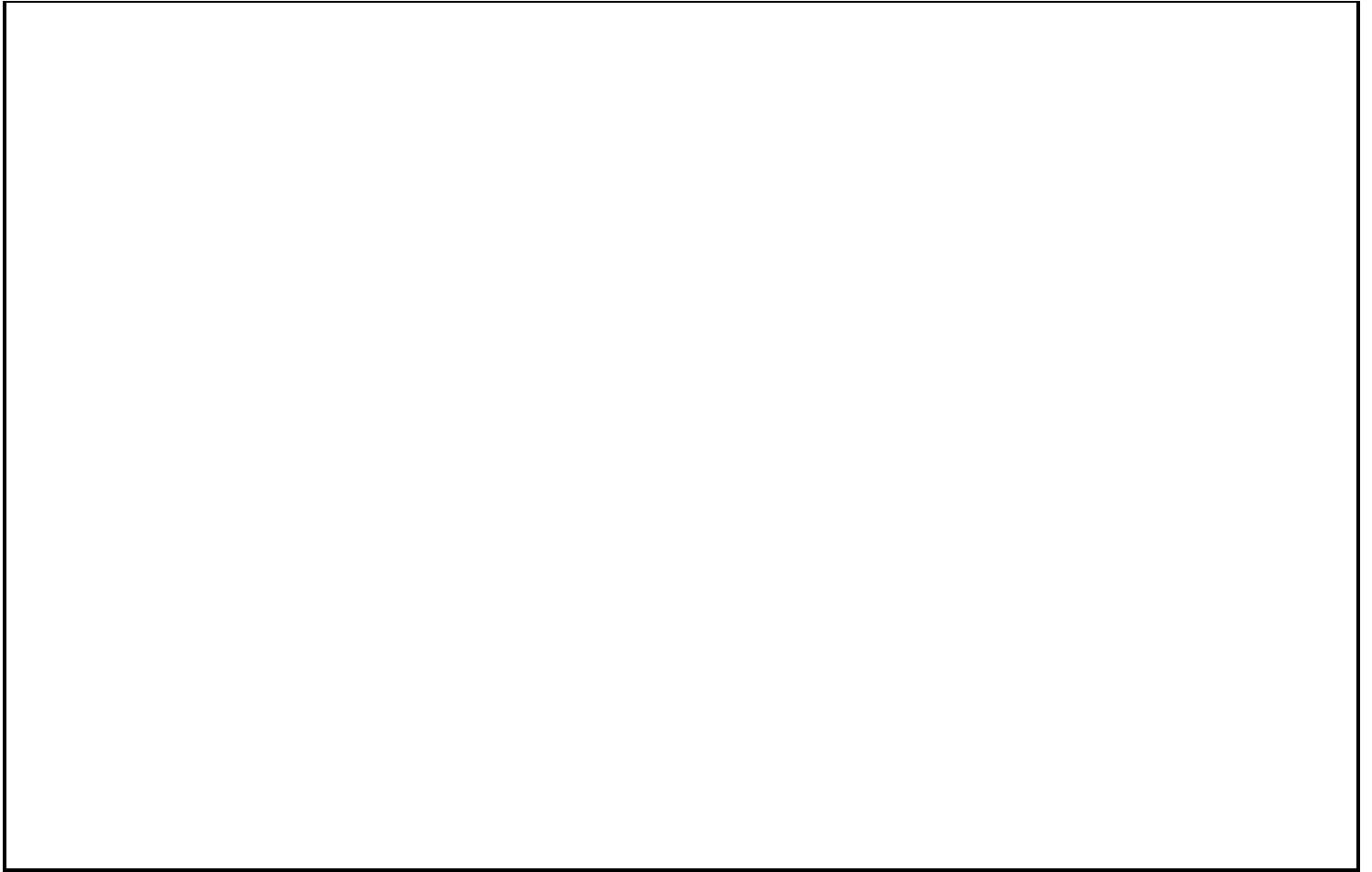
### 4. Conclusion

4.1 The proposed adverts are in general compliance with policies CS14, DP24 and DP25 of the Local Development Framework the application is therefore recommended for approval.

**5. Recommendation:** Grant conditional advertisement consent

***The decision to refer an application to Planning Committee lies with the Director of Regeneration and Planning. Following the Members Briefing panel on Tuesday 30th August 2016, nominated members will advise whether they consider this application should be reported to the Planning Committee. For further information, please go to [www.camden.gov.uk](http://www.camden.gov.uk) and search for 'Members Briefing'.***





**Regeneration and Planning  
Development Management**  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Tel 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Ms Nicola Bale  
140 Aldersgate  
London  
EC1 4HY

Application Ref: **2016/4295/A**  
Please ask for: **Seonaid Carr**  
Telephone: 020 7974 **2766**

24 August 2016

**DRAFT**

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**Former King's College Hampstead Residence**  
**Kidderpore Avenue**  
**London**  
**NW3 7SU**

**DECISION**

Proposal:  
Display of advertisement to the hoarding surrounding the development site.

Drawing Nos: 09.09.15 Rev E, Hoarding Survey Section A, B and C, Hoarding Survey Section D, Hoarding Survey Section E and F, Hoarding Survey Section H, I and J, Hoarding Survey Section K, L and M, Hoarding Survey Section N, O, P and Q, Hoarding Survey Section R, S and T, Hoarding Survey Section T(Cont), Specs-Main Branding and Specs-Village life.

The Council has considered your application and decided to grant consent subject to the following condition(s):

#### Conditions and Reasons:

- 1 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.

Executive Director Supporting Communities



Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 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

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 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.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 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.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

Executive Director Supporting Communities

**DRAFT**

**DECISION**