

3275/08-2102PO01dl

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Planning - Development Control
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Dear Sir/Madam

**THE TOWN & COUNTRY PLANNING (CONTROL OF
ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007
THE TOWN AND COUNTRY PLANNING ACT 1990 (AS
AMENDED) SECTION 222**

**INFORMATION BOARDS COMMEMORATING THE 150TH
ANNIVERSARY OF THE HAMPSTEAD HEATH ACT
VARIOUS LOCATIONS ON HAMPSTEAD HEATH**

On behalf of The City of London Corporation, Metropolis has been instructed to submit this application for Advertisement Consent to display information boards to mark the 150th anniversary of the Hampstead Heath Act in 1871. The description of the proposal is as follows:

“Erection of 4 no. non-illuminated, black painted wooden display boards (Display frame dimensions 1360mm x 1000mm x 50mm landscape and will sit on 1000mm wooden legs) at the following locations on Hampstead Heath – 1. Entrance to the Heath at junction of South Hill Park and South End Road; 2. Entrance to the Heath at junction of East Heath Road and Lime Avenue; 3. Entrance to the Heath at the junction of Fitzroy Park and Millfield Lane; 4. Footpath to the south west of Kenwood House.”

To commemorate the anniversary of the Hampstead Heath Act, which set aside the Heath for public recreation under the proviso that “the natural aspect and state of the Heath” be preserved and protected, it is proposed to site display boards at a number of locations on The Heath to introduce visitors to the Heath’s biodiversity and how it can be appreciated and protected. The

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display would be run for the entire sesquicentennial year, and changed quarterly to reflect seasonal nature highlights.

The display boards will be non-illuminated and mounted in a black painted wooden frame (consistent with the existing Heath Signage) which will be a total of 2m in height. The display panel itself is A0 size. The dimensions of the supporting structure are shown on the attached drawing.

In accordance with Section 222 of the Town and Country Planning Act, if Advertisement Consent is granted for the display proposed, by the provisions of this section of The Act, planning permission for the structure upon which the display is to be mounted is consequentially granted. For that reason, only this application for Advertisement Consent is submitted and no further planning application is required.

The attached plan shows the locations of each of the display boards. Approximate locations are as follows:

1. *Entrance to the Heath at junction of South Hill Park and South End Road; grid ref: 51.555400, -0.166087*
2. *Entrance to the Heath at junction of East Heath Road and Lime Avenue; grid ref: 51.560224, -0.172347*
3. *Entrance to the Heath at the junction of Fitzroy Park and Millfield Lane; grid ref: 51.565894, -0.156920*
4. *Footpath to the south west of Kenwood House; grid ref: 51.571372, -0.166758*

The locations are approximate and the boards will be sited to face footpath and pedestrian flow.

A fifth board will be sited in an existing aluminium frame on the wall of the Parliament Hill Staff yard, adjacent to the Parliament Hill Cafe. Advertisement consent is not considered to be required for the use of this existing notice board.

This application (PP-09549234) comprises the following documents:

1. Completed Application Form;
2. Application Fee;
3. OS Location Plan;
4. Illustrative Material Showing Display Content and Images of Wooden Frames As Proposed;
5. Scale Drawing of Supporting Wooden Structure to be used in each Location, Drawing Ref: 3275-D2000-rev01;
6. This Covering Letter.



Should you require any additional information, please do not hesitate to contact me.

Yours faithfully



Paul O'Neill
Director

Encl