

Muthoora, Leela

From: Janine Griffis [REDACTED]
Sent: 07 September 2016 11:25
To: Muthoora, Leela
Subject: 2016/2373/A, 2374/A and 2375/A
Attachments: 20160907_103821_resized.jpg

Categories: Red Category

Dear Ms Muthoora,

On behalf of the Hampstead Neighbourhood Forum, I am writing to object to these three similar proposals to erect internally illuminated digital screens in the Hampstead Conservation Area outside numbers 30 Hampstead High Street, 68-69 Hampstead High Street and 64-66 Heath Street.

All three proposals are in direct contradiction of existing and proposed Camden planning policies, planning guidance and conservation area policies that seek to preserve the conservation area and avoid visual clutter.

The proposals are contrary to CPG1 ("Advertisements in **conservation areas** and on or **near listed buildings** require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features."), DP24, DP25 and CS14 as well as D4 of the emerging Local Plan ("We will resist advertisements that c) **contribute to an unsightly proliferation of signage in the area**; . . . e) **contribute to street clutter in the public realm**, etc.).

Both of the bus shelters outside 30 Hampstead High Street and 66-68 Hampstead High Street are either directly in front of Grade II Listed buildings or buildings noted as heritage assets. It is important to note that Bus Stop Q, referred to in 2016/2373/A, is currently a very minimal stop **with no shelter**. The application is incorrect in this regard and shows in the drawing a shelter. A bus shelter for this minimally used stop would be inappropriate in this location, cause further congestion on what is a very narrow strip of pavement.

30 Hampstead High Street a Grade II Listed building as are 70-71, 72, and 73-76. In addition, the buildings 65-69 Hampstead High Street and 64 Heath Street are noted in the Hampstead Conservation Area Statement as making a positive contribution to the Conservation Area. These three applications would have a detrimental impact on all of these important buildings.

Application 2016/2375/A, outside 30 Hampstead High Street is nearly identical to a similar application, 2015/5242/A, that Camden refused last year by "reason of its location, size and design, would be unduly dominant and visually obtrusive in the street scene, failing to preserve and enhance the character and appearance of the Hampstead Conservation Area and harming the setting of the adjacent Grade II Listed Buildings".

Sincerely,

Janine Griffis
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