

Muthoora, Leela

From: Christine Liese-Schikaneder [REDACTED]
Sent: 07 September 2016 14:37
To: Muthoora, Leela
Subject: Application numbers 2016/2373/A, 2374/A, 2375/A and 2376/A

Categories: Red Category

Application numbers 2016/2373/A, 2374/A, 2375/A, 2376/A

Dear Ms Muthoora,

As a resident of Hampstead I am writing to strongly object to all the above listed applications to install 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 as well as at 224 Haverstock Hill for the following reasons:

Visual and light pollution:

All four proposals for bus shelters directly contradict existing and proposed Camden planning policies, planning guidance and conservation area policies that seek to preserve the conservation area and avoid visual clutter. **Internally illuminated screens for advertisement will add undesirable additional visual pollution to our conservation area, not to mention additional light pollution at night time to the disadvantage of the local population.**

Conservation area:

As such, the proposals contradict 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 bus shelters outside 30 Hampstead High Street (2375/A) and 66-68 Hampstead High Street (2374/A) are either directly placed *in front of Grade II Listed buildings or buildings noted as heritage assets.*

Bus Stop Q, (2016/2373/A) at 64 - 66 Heath Street is currently a very minimal stop **with no shelter at all**. Therefore, the application (2373/A) is misleading and *falsely* shows a shelter in the drawing. A bus shelter for this minimally used bus stop Q would be inappropriate and a hazard at this location, causing further congestion on what is an already very narrow and much used strip of pavement. It would seriously endanger the safety of pedestrians, especially the many young nursery and primary school children travelling to and from school on this route every day.

Application 2016/2375/A, outside 30 Hampstead High Street is nearly identical to a similar application (2015/5242/A), that Camden refused in 2015 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".

Nos. 70-71, 72, and 73-76 Hampstead High Street in the direct vicinity of the proposed alterations to the bus shelters are *all Grade II listed buildings*. In addition, the buildings 65-69 Hampstead High Street (2374/A) and 64 Heath Street (2373/A) are noted in the Hampstead Conservation Area Statement as making a *positive contribution to the Conservation Area*. The three bus shelter applications, 2016/2373/A, 2374/A, 2375/A would have a detrimental impact on all of these significant edifices and on the historical character of our neighbourhood. 2375/A would be - in addition - a serious hazard to pedestrians.

Traffic hazard for pedestrians: 2016/2376/A on 242 Haverstock Hill is also located in a very narrow spot for pedestrians, experiencing heavy footfall. Obscuring the view onto the shelter through advertisements is a hazard for bus users and pedestrians.

As someone who uses bus stops daily and walks along Haverstock Hill, Rossllyn Hill and Hampstead High Street, the increase of visual cluttering of our major traffic streets with advertisement banners on lamp posts and now proposed illuminated screens on bus shelters is insufferable. From my own experience I can confirm that excessive

street advertisements make our neighbourhood ugly, are intrusive and they distract automobile drivers' attention and cause greater hazards for pedestrians.

Please refuse the above applications.

Yours sincerely,

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