

Muthoora, Leela

From: Janine Griffis [REDACTED]
Sent: 06 September 2016 09:59
To: Muthoora, Leela
Subject: 2016/2368/A

Categories: Red Category

Dear Ms Muthoora,

I am writing on behalf of the Hampstead Neighbourhood Forum to lodge an objection to the proposed installation of 2 illuminated advertising screens on the bus shelter outside 44 Rosslyn Hill. The Forum is currently undertaking a review of the Hampstead Conservation Area Statement and is working on a first draft of our Neighbourhood Plan for consultation.

This proposal is 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.

According to Camden Planning Guidance 1, "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." An illuminated, commercial billboard sited in this location is neither sensitive to nor respectful of its surroundings and the nature of the Hampstead Conservation Area. The bus shelter is also just a few meters from the **Grade II*** Lloyds Bank at 40 Rosslyn Hill and the proposed illuminated advertisement would have a detrimental impact on it, contrary to guidance.

The proposal is contrary to DP25 and Policy 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.).

We urge Camden to refuse this application and any similar applications for bus shelters, or other street furniture, in the Hampstead Conservation Area.

Many thanks,

Janine Griffis
Chair, Hampstead Neighbourhood Forum
www.hampsteadforum.org
info@hampsteadforum.org