



07.11.16

Dear Ms Muthoora

Objection to Planning Applications x 4 – Illuminated digital screens on bus stops

I am writing on behalf of the Hampstead Village Business Improvement District (BID), which represents 243 businesses in Hampstead Village. The BID's activities include working alongside Camden Council to improve the street scene in Hampstead Village and enhance the ambience of Hampstead Village.

We object to the following four proposals to erect internally illuminated digital screens on bus stops in Hampstead Village within the BID area:

2016/2375/A – 30 Hampstead High Street
2016/2374/A – 68-69 Hampstead High Street
2016/2373/A – 64-66 Heath Street
2016/2368/A – 44 Rosslyn Hill

The grounds for our objection are as follows:

1. The proposals are unsympathetic to the setting and will be detrimental to, and potentially harm, the character and appearance of the area, which is a Conservation Area containing many historic buildings including adjacent listed buildings:

30 Hampstead High Street (Grade II); 70-71 Hampstead High Street (Grade II); 72 Hampstead High Street (Grade II);
73-76 Hampstead High Street (Grade II); 66 Heath Street (Grade II); 70 Heath Street (Grade II)

The proposals are thus contrary to **Camden Council Core Strategy CS14 Promoting High Quality Places and Conserving our Heritage and Camden Council Policy DP25 – Conserving Camden's Heritage.**

2. We are concerned about the dominance and obtrusiveness of these advertisements. They would be garish and out of keeping with the character, setting and context of the public realm and townscape and the wider historic environment and buildings.

The proposals are thus contrary to **Camden Council Policy DP24 – Securing High Quality Design and Local Plan Submission Draft Policy D4 – Advertisements and the Camden Conservation Area Statement**, which specifically notes that internally-illuminated box advertising signs are unacceptable.

3. The advertisements would contribute to visual and physical clutter and would be unsuitable and an unsightly addition to the street scene.

The proposals are thus contrary to **Camden Council Planning Guidance CPG 1, section 8 Advertisements, Signs and hoardings.**

(Letter continues on a second page)

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(Second page of a 2-page letter)

4. We are particularly concerned that proposal 2016/2373/A (Bus stop Q) **includes the erection of a new bus shelter to accommodate the advertising** and indeed the application wrongly states that 'the existing advertisement structure will be removed and replaced'. As clearly seen in the accompanying photographs to the application, there is no existing advertisement structure. The erection of a bus shelter is unnecessary given the low level of usage of the stop, and as well as being unsightly it will create a hindrance to free pedestrian movement along the pavement. Furthermore we are concerned that the glare and distraction would potentially be a nuisance and distract road users in this busy and narrow street.

The proposal is thus contrary to the **Camden Council documents listed above, particularly CPG 1 regarding the creation of a hazard to pavement and road users.**

5. We note that application 2016/2375/A is similar to application 2015/5252/A, which was refused on the following grounds:

Reason for Refusal The internally illuminated digital screen 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 contrary to policies CS5 (Managing the impact of growth and development) and CS14 (Promoting high quality places and conserving our heritage) of the London Borough of Camden Local Development Framework Core Strategy; DP24 (Securing high quality design) and DP25 (Conserving Camden's Heritage) of the London Borough of Camden Local Development Framework Development Policies.

We urge you to recommend these planning applications for refusal.

Yours sincerely

A solid black rectangular box used to redact the signature of Caroline Goldsack.

Caroline Goldsack
Chief Executive
Hampstead Village BID

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