

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/1257/A	Eton CAAC	5 Eton Villas NW3 4SX NW3 4SX	07/04/2017 10:37:04	OBJ	Eton Conservation Area Advisory Committee

Advice from Eton Conservation Area Advisory Committee: 07.04.2017

Re Land adjacent to 5 -17 Haverstock Hill London NW3 2BP: 2017/1257/A
Installation of Digital Advertisement Screen

The application site is located very close to the south eastern tip of the Eton Conservation and it is for this reason we feel we should comment on the proposal to erect a digital advertisement screen on land adjacent to 5 -17 Haverstock Hill London.

On 29 January 2017 we responded to the initial public consultation with two general concerns and requested further information on the specifics of the scheme. Our concerns were:

- the proposed location marks the beginning of the tree lined route up to Steele's Village, which marks the boundary between two conservation areas: Eton and Parkhill.
- It represents an invasion of private advertising into public place and what may turn out to be 'creeping' illuminated advertising on important routes through the Borough, many of which are within or adjacent to conservation areas.

Having now seen the detailed proposal we reiterate our concerns, as follows:

1. Insensitivity to the historic significance of the location as gateway to Steele's Village and Hampstead beyond
2. Visual intrusion into important views and the street scene generally in a residential area
3. Introduction of street clutter into the tree lined slope of Haverstock Hill

Gateway to Hampstead

Chalk Farm station marks the beginning of the NW3 postal district which includes Hampstead. It is at this point that the edgy bustle of Camden Lock gives way to the tree lined residential streets of Belsize Park and Hampstead Village. As indicated above, Haverstock Hill marks the boundary between the Eton and Parkhill Conservation Areas.

The conclusion on page 12 of the Planning Statement states, wrongly in our view, that "The application proposes to create a high quality advertisement in a commercial location adjacent to a busy road. The character and setting of the area is entirely appropriate for an advert of this scale". We believe that the proposal is insensitive and inappropriate to a residential location and will set a precedent for creeping commercialisation northwards from Camden Town.

Visual intrusion

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The area north of Chalk Farm Station is wholly residential, other than the site of Haverstock School. The Planning Statement wrongly describes it as "an edge of town centre area" - page 6 and an "a commercial location..." - page 10. As already mentioned, the site marks the boundary between the northern edge of Camden Town and the residential areas of Belsize Park and Hampstead. To describe it otherwise is incorrect and the introduction of a large illuminated sign represents an unwelcome visual intrusion into the street scene with associated light pollution.

Introduction of street clutter

The stretch of road from Chalk Farm Station to Steele's Village is tree lined on the left side with the facade of the modern Haverstock School facing it on the other. It is refreshingly free from street clutter. The proposed illuminated sign would introduce such clutter. Camden has already demonstrated how the setting of a street scene can be improved by de-cluttering the northern section of Camden High Street. It is perverse that it now wishes to introduce clutter further north along the same route where none currently exists.

We object to the installation of a digital advertisement screen on land adjacent to 5 -17 Haverstock Hill.

Eton
CAAC
