

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/1257/A	Diane May	5 Eton Villas London NW3 4SX	10/04/2017 16:45:22	OBJ	<p>Re Land adjacent to 5 -17 Haverstock Hill London NW3 2BP: 2017/1257/A Installation of Digital Advertisement Screen</p> <p>I strongly object to this proposal, supported by an ill-informed and misleading planning statement which makes me wonder if the applicant has visited the area.</p> <p>(i) Page 10 of the applicant's Planning Statement concludes incorrectly 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". The surroundings of the proposed digital sign on Haverstock Hill are predominantly residential, with school and Chalk Farm tube station nearby. The commercial area referred to with the 'iconic Roundhouse concert venue' (Applicant's Statement p2) is south of the Adelaide Road/Chalk Farm Road traffic junction. Indeed Adelaide Road provides a clear delineation between the commercial area of Chalk Farm Road and the residential areas to the north.</p> <p>(ii) Furthermore, there are no illuminated signs in the vicinity of the application site nor around the traffic junction.</p> <p>(iii) The approved development referred to in the applicant's Statement (p2) adjoining the proposed illuminated digital sign is primarily residential (77 flats) with 3 shops proposed on the Adelaide Road frontage which replaces and reduces a small parade of local shops on this frontage. The proposed development on the Haverstock Hill frontage is wholly residential with ground and first floor duplexes proposed directly adjacent to the application site/illuminated sign (Ref: 2016/3975/P). The officer's report dealing with the proposed residential development referenced here, refers to the surrounding townscape as follows supporting the comment made at (i) above:</p> <p>'The surrounding townscape is varied with this particular part of Haverstock Hill being residential in character on its western side with a series of 7 storey 1930's residential mansion blocks known as 'Eton Place' and dominated by the 3 storey Haverstock School with a large footprint and set in open space on its eastern side. Adelaide Road offers a short stretch of continued retail parade with residential use beyond.'</p> <p>Objections:</p> <ol style="list-style-type: none"> 1. The proposed illuminated digital sign is inappropriately located in a residential area and will have a harmful impact on the residential amenity of the area. This is contrary to the government guidance NPPG (p79) and local policy considerations including DP24 which seeks to improve and protect the quality of the environment and secure high quality design. 2. The proposal will add to visual clutter in an area that is currently devoid of such clutter and will inevitably reduce the pedestrian footpath and hinder movement accordingly. This is contrary to CPG 1 and guidance set out in para 8.10 as follows: 'Free standing signs and signs on street furniture will not normally be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway.'

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					<p>The proposal is also contrary to CPG 7 where transport policies seek to reduce unnecessary street clutter. Para 8.13 states ‘Wherever possible, lighting and signs should be placed on buildings or existing street furniture to minimise footway clutter.’</p> <p>3. The design of the freestanding illuminated sign is intrusive in the street scene and will have a harmful impact on views along Haverstock Hill.</p> <p>The historic view from Steele's Village over London has been immortalised in the painting "View of the City of London from Sir Richard Steele's Cottage, Hampstead" c.1832 by John Constable and must be protected from street signs and clutter.</p> <p>The proposal is insensitive, inappropriate and unnecessary; it will set a precedent for creeping signage and clutter into the residential areas north from Camden Town. It is contrary to the Council's policies and guidance and must be rejected.</p>
