**REDINGTON FROGNAL**

NEIGHBOURHOOD FORUM

23 December 2020

Dear Mr. Greenhalgh,

**Camden Arts Centre advertising: 2020/5672/L and 2020/5161/A - objection**

Thank you for notifying Redington Frognal Neighbourhood Forum of the applications to erect advertising signage in Arkwright Road and Finchley Road.

The Neighbourhod Forum has sought input from a number of people with an interest in heritage, including David Christie, former Heritage adviser to Camden.

The general view is the quantity of advertising proposed is intrusive and there is just too much signage, with the result that the overall effect is visual clutter, not clarity.

The Forum’s comments in respect to each of the proposed signs are as follows:

1. The concept of a glass sign for roof entrance sign is clear, yet not dominant, and does not take away from the detail and texture of the building. However, the lettering should not be illuminated, as this would be detrimental to the Conservation Area character.
2. The corner board is an apropriate location but the amount of white background is over dominant and creates a garish impact.
3. The glass wall on Finchley Road is acceptable and locates an entrance for pedestrian access, while allowing views of tbhe brickwork and the garden, without being visually overbearing.
4. The three banner boards in Arkwright Road are inapproprtiate, both for the listed building and the Conservation Area. They would conceal the existing green infrastructure, which softens the building and enhances the Centre’s visual amenity, making it look more appealing. Arkwright Road could accommodate one sign only without causing harm to the building and the Conservation Aerea.
5. The billboard proposed for Finchley Road is garish and has the appearance of a poster on sticks.
6. Stair signage and wooden fence. The freestanding billboard at the foot of the steps duplicates the one proplosed for the fence, is another example of visual clutter and is unsympathetic to the Conservation Area. Two signs only feet apart are unwarranted. The lettering on the fence is acceptable, with proposal 1 (the natural wood coloured fence) liklely to be more appropriate to the Conservation Area compared with the black fencing.
7. The banner on the building facing Arkwright Road appears like a large fly poster above all the other signs and defiles the architecture.

It is disappointing that so liitle consideration has been given to the impact of all these many advertisements on the historic nature of the building and Conservation Area, contrary to Local Plan policy D4 7.82, 7.83 and 7.84.

The proposals compasre unfavourably with the minimal amount of advertising at JW3, which is not a historic building nor situated in a conservation area and the Neighbourhood Forum therefore wishes to object.

Yours sincerely,

Nancy Mayo