



Supplementary Planning Document
London Borough of Merton



Kenilworth Avenue Statement of Community Involvement



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Kenilworth Ave Conservation Area Character Assessment

Statement of Community Involvement

Appendix 1 to the Assessment

Summary of Consultations Undertaken

A public consultation exercise was undertaken on the draft appraisal during September and October 2005. This consisted of the following:

- A copy of the Draft Conservation Area Character Assessment, Sustainability Appraisal Report and Conservation Area boundary assessment report were made available for inspection at the Council offices between 7th Sept and 19th Oct 2005 (6 weeks).
- A copy of the Draft Character Assessment, Sustainability Appraisal Report and boundary assessment report were made available for inspection at Wimbledon Library (the nearest library to the site) between 7th Sept and 19th Oct (6 weeks).
- A downloadable PDF version of the Draft Character Assessment, Sustainability Appraisal Report and boundary assessment report were placed on the Council's website on 7th Sept with a deadline for comments of 19th October (6 weeks).
- A notice was placed in the Wimbledon Guardian of 1st September 2005 advertising the availability of the Draft Character Assessment documents, for public comment (at the Council offices, Wimbledon Library and the Council's website) with a deadline of 19th October (6 weeks). A copy of the notice can be found at Annex 1.
- Letters were sent out between 1st and 7th September to properties within the Conservation Area (map at Annex 2 shows which properties were consulted). This letter specified a deadline for comments of 19th October (6 weeks). These letters advised where copies of the Draft Character Assessment documents could be viewed, and where copies could be obtained.
- Letters and copies of the Draft Character Assessment, Sustainability Appraisal Report and boundary assessment report were sent out on 1st September to residents associations and amenity societies deemed likely to have an interest in the Conservation Area (see Annex 3) with a deadline of 19th October (6 weeks).
- Letters and copies of the Draft Character Assessment, Sustainability Appraisal Report and boundary assessment report were sent out on 1st September to relevant Ward Councillors deemed likely to have an interest in the Conservation Area (see Annex 4) with a deadline of 19th October (6 weeks).

Summary Table of Responses and Proposed Amendments

The table below summarises the content of the responses from consultees, the Council's comments on these and proposed amendments as a result.

Kenilworth Ave Conservation Area
Summary Table of Responses and Proposed Amendments

No.	Respondent & Comments	Council Comments	Proposed Amendments
1	<p>Mr J Morrish</p> <p>Concern about the blight of proliferating signs, specifically traffic calming signs, parking signs, cycling signs, metal posts, and signs painted on the roads.</p>	<p>Certain types of signage are mandatory, as laid down in Traffic Signs Regulations 2002. In some cases however there is discretion in the size, number of signs or whether signs need to be illuminated or provided at all. The draft Appraisal does not refer to the signage problem under the headings of "Streets", or "Positive/negative Features", or "Opportunities and Recommended Actions". It is proposed that this issue is referred to under all of these headings in the final Appraisal document. There is considered to be unnecessary street signage clutter in this area, though no more than is commonplace in many parts of the Borough. These include in particular large numbers of car parking control plates, some of which are located on lamp columns, but most of which are positioned on their own metal post (an estimated 18 of these). A more sensitive approach would have been to approach individual property owners with a view to locating these small signs on the front boundary walls.</p>	<p>Amend section 19 (Streets), to add a new paragraph to follow the 3rd paragraph, to read as follows: "There has recently been a proliferation of parking control signs, many of which are located on their own individual metal posts. This provides an opportunity to reduce signage clutter, in particular by the re-location of these signs onto front garden boundary walls".</p> <p>Amend section 24, in respect of the "negative features" under both subheadings "Kenilworth Avenue" and "Waldemar Rd and Landgrove Rd", each to have a new bullet point, to read as follows: "Proliferating signage clutter, including large numbers of car parking control signs many of which have their own individual posts."</p> <p>Amend section 25 (Opportunities and Recommended Action), to add a new bullet point, to read as follows: "Proposals for the reduction of signage clutter should be prepared and implemented, especially in respect of those car parking control plates which are located on a separate post."</p>

ANNEX 1: Newspaper advertisement

ITEM FOR CONSERVATION AREA CHARACTER ASSESSMENTS – SEPTEMBER 2005.

Planning (Listed Buildings and Conservation Areas) Act 1990. Consultation on Draft Character Assessments for Three Designated Conservation Areas.

The Design and Conservation Team of Merton Council is seeking your views on draft Conservation Area Character Assessments, which have been prepared for three of the Borough's Conservation Areas.

The three areas are:

Kenilworth Avenue Conservation Area

South Park Gardens Conservation Area

Leopold Road Conservation Area

The purpose of Conservation Area Assessments is to justify the Conservation Area designation and to define the features of interest that gives each area its special character. The Assessments are also used to define any features which detract from the character of the area.

The Assessments also make a number of proposals which are aimed at either protecting the special character of the area, where it is seen to be under some threat, or enhancing the character of the area where there are opportunities to do so.

Copies of the draft Assessment documents are available at Wimbledon Library, and at Merton Link in Merton Civic Centre. The documents can also be viewed on the Council's website (www.merton.gov.uk) from 7th September, 2005.

Please send your comments by letter or by e mail to:

Phil Ryder, Design and Conservation Team, Environment and Regeneration
Dept. Merton Civic Centre, London Rd, Morden SM4 5DX,

or to: phil.ryder@merton.gov.uk ,

The closing date for comments is 20th October, 2005.

ANNEX 2: Map showing properties consulted

ANNEX 3: List of relevant organisations consulted

1. CADAP (at meeting on 6/7/05)
2. Wimbledon Society
3. Wimbledon East Hillside Residents Assn.

(* CADAP is the Conservation and Design Advisory Panel)

ANNEX 4: List of Councillors Consulted

Councillors representing Village Ward

Albanian	Nese deshironi me shume informacion ne gjuhen tuaj, ju lutemi te na kontaktoni ne adresen e dhene ne kutine me poshte.
Arabic	إذا أردت معلومات إضافية بلغتك الأصلية الرجاء الاتصال بنا في العنوان المدون ضمن الإطار أدناه.
Bengali	যদি আপনার নিজের ভাষায় লেখা আরও তথ্য চান তাহলে দয়া করে আমাদের সঙ্গে যোগাযোগ করুন, উল্লার বক্ সে আমাদের ঠিকানা রয়েছে ।
Chinese	如果你需要用中文印成的資料，請按低端方格內提供的地址與我們聯系。
Farsi	اگر مایل به اطلاعات بیشتر به زبان خود هستید، لطفا با ما از طریق آدرس زیر تماس بگیرید.
French	Pour tout renseignement complémentaire dans votre propre langue, veuillez nous contacter à l'adresse figurant dans l'encadré du bas.
Gujarati	જો તમને તમારી પોતાની ભાષામાં વધારે માહિતી જોઈતી હોય, તો કૃપા કરીને નીચે અંતમાં આપેલા ખાનામાં દર્શાવેલા સરનામે અમારો સંપર્ક કરો.
Punjabi	ਜੇਕਰ ਤੁਸੀਂ ਪੰਜਾਬੀ ਵਿਚ ਹੋਰ ਜਾਣਕਾਰੀ ਲੈਣੀ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਹੇਠ ਲਿਖੇ ਖਾਨੇ ਵਿਚ ਦਿੱਤੇ ਪਤੇ 'ਤੇ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰੋ।
Somali	Hadii aad u baahan tahay faahfaahin intaa kabadan oo ku soobsan afkaaka hooyo ama Af Somali fadlan lana soo xiira cinwaanka hoos ku qoran.
Spanish	Si usted desea mas informacion en su propia lengua, por favor contactenos en la direccion al pie del formato.
Tamil	உங்கள் மொழியில் மேலதிக தகவலைப் பெற விரும்பினால், அடியிலுள்ள பெட்டிக்குள் தரப்பட்டுள்ள விவரத்தில் எம்முடன் தொடர்பு கொள்ளுங்கள்.
Urdu	اگر آپ اپنی زبان میں مزید معلومات حاصل کرنا چاہتے ہیں تو براہ کرم ہم سے اس پتہ پر رابطہ قائم کریں جو کہ نیچے کے بکس میں درج ہے۔