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 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.
<table>
<thead>
<tr>
<th>No.</th>
<th>Respondent &amp; Comments</th>
<th>Council Comments</th>
<th>Proposed Amendments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr J Morrish</td>
<td>Concern about the blight of proliferating signs, specifically traffic calming signs, parking signs, cycling signs, metal posts, and signs painted on the roads.</td>
<td>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.</td>
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ANNEX 1: Newspaper advertisement


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

(* CADAP is the Conservation and Design Advisory Panel)

ANNEX 4: List of Councillors Consulted

Councillors representing Village Ward