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## ADDRESS

Dear Sir or Madam,

## **PUBLIC CONSULTATION**

### **PROPOSAL: Wayfinding Scheme for Hampstead High Street using Legible London signage**

We are writing to seek your views on the Council's proposal to place Legible London signs on Hampstead High Street. This will help pedestrians find their way between Hampstead underground station and Hampstead Heath and around the wider area.

Legible London is a Transport for London led signage that has become the London standard for clear mapping and directional information. Legible London signage has become part of the London's streetscape and has been used in key conservation areas such as Bloomsbury, Westminster and Kensington. In Camden we have installed these signs across the borough for the last eight years with areas including Fitzrovia, Covent Garden, Kings Cross, Belsize Park and Camden Town.

Hampstead is a key tourist destination in the borough and the aim of these signs would be to improve directional information for visitors and promote a wider scope of local attractions. Providing better signage supports Camden and London-wide policies to encourage walking, by providing clear mapping, walking distance information and destinations in the local area.

Below is an example of an existing fingerpost sign and a Legible London sign. Please note only one existing fingerpost sign will be removed as part of this scheme, that sign is at the junction of Flask Walk and is one meter from sign 1 on the plan below).



**Fingerpost**



**Legible London**

## Proposal details

We are consulting on placing four Legible London signs between Hampstead underground station and Downshire Hill. The locations are as follows –

- Sign 1 (Small) – Hampstead High Street at the junction of Flask Walk
- Sign 2 (Medium) – Outside 28a Hampstead High Street (Carphone Warehouse)
- Sign 3 (Medium) – Outside 1 Hampstead High Street (Café Nero)
- Sign 4 (Medium) – Outside 32-34 Rosslyn Hill (Carluccio's restaurant)

The above locations have been carefully assessed to ensure the signs are placed at key decision points for pedestrians and support the route along Hampstead High Street and onwards to the wider area. All locations have had an engineering assessment to check footway widths are sufficient to not restrict pedestrian movement.



## This is your opportunity to comment

The Council will be pleased to hear your views on the proposals we are consulting on as well as any alternative suggestions or objections you may have to any aspect of this scheme. This consultation document has been published online at <https://consultations.wearecamden.org> the deadline for responses to this consultation is 26.03.18

### **RESPONSE SUBMISSION:**

**Please submit your response to this consultation no later than 26.03.18 via one of the following three options below:**

**Option 1 Online** – submit your response by answering a series of consultation questions and providing your comments on an online form, which can be found using this link:

**Option 2 Email** – submit your response via email to:

**Option 3 Post** – submit your response using the following free post address (no stamp required) to **the London Borough of Camden, Supporting Communities Directorate, Transport Strategy Service, FREEPOST RLZH-UEYC-ACZZ, London, WC1H 8EQ.**

**Please Note:** if you are responding on behalf of an organisation, only **ONE** reply will be accepted. You **must** give your full postal address when responding to the consultation if you want us to consider your views.

An Equality & Diversity form has been included that is voluntary for you to complete and send to us with your response via email or using free post address as outlined above. Any information you provide on this form will help us in making an informed decision on the scheme.

### **Who is being consulted?**

All affected property frontages inclusive of businesses, local groups, statutory groups and ward councillors.

While it will not be possible to reply to your individually, all comments will be taken into account. At the end of this consultation period, a report will be written analysing the comments received and officers' recommendations. This report will be presented to the Director of Regeneration and Planning (Supporting Communities Directorate) who will make a decision whether or not to proceed with the scheme.

Under the Local Government Access to Information Act 1985, your consultation response will be available for inspection if required; however, your personal details will remain confidential. Please only write to us with matters associated with this consultation. If you do have any further questions or require clarification about the proposed scheme, please do not hesitate contact Steve Hands on the above contact details.

Yours Faithfully

Steve Hands  
Road Safety and Wayfinding Officer