

Raynes Park Local Centre Enhancement Streetscape and the Public Realm

Survey of Advertising Hoardings in the Raynes Park Local Centre Enhancement Area

Introduction: Ahead of public realm enhancements, an assessment of the existing public spaces is being carried out to highlight existing items that are detrimental to the look, feel and function of public spaces in Raynes Park.

One part of this assessment is a survey of all the existing advertising hoarding within the local centre. The survey covers in excess of 20 hoardings which illustrates the excessive amount of large scale advertising in Raynes Park. The hoardings surveyed are typically of a size and location that adversely impact the quality and character of the local centre. The removal of this advertising is proposed to remedy the adverse affects on local amenity.

Latest news: On the 28th of October 2009 London Borough of Merton served a total of 16 discontinuance notices. The discontinuance notices seek to stop the current use of sites for advertising and removal of the hoardings.

All hoardings are shown on the adjacent map with details of notices served in the accompanying table.



Plan of existing advertising hoardings within the Local Centre Enhancement Area

1-2	Coombe Lane, opposite Thames Water Site	Titan/ Primesite	
3	Gable end of residential property opposite St James' Site	JC Decaux	
4-6	Coombe Lane Opposite the Co-Op	Titan/ Primesite	Discontinuance notice served
7	North of the railway next to the station.	Titan/ Primesite	Discontinuance notice served
8-9	East of Starbucks	Titan/ Primesite	Discontinuance notice served
10	North entrance to Skew Arch	Titan/ Primesite	Discontinuance notice served
11	At start of Wyke Road	Titan/ Primesite	Discontinuance notice served
12	On the south of the station at the cattle arch entrance	JC Decaux	
13-15	Approach road starting from the cattle arch	Titan/ Primesite	Discontinuance notice served
16	Between Bridge and Skew Arch	Titan/ Primesite	Discontinuance notice served
17	South of Skew Arch	Titan/ Primesite	Discontinuance notice served
18-20	Between Skew Arch & Junction Tavern	Titan/ Primesite	Discontinuance notice served
21-23	West Barnes Lane, South of St James Site	Titan/ Primesite	



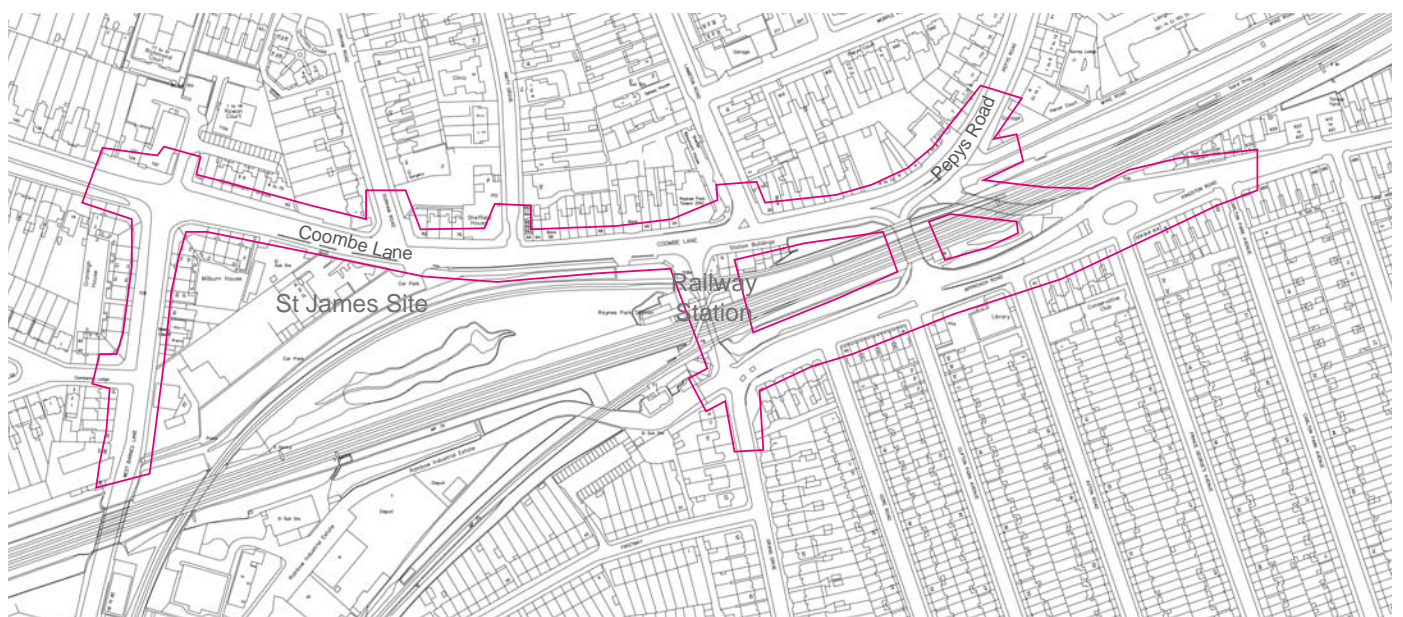
The scale of the hoardings is not in keeping with its local centre location, and furthermore requires nearby trees to undergo surgery to accommodate their excessive scale.

Street Clutter in Raynes Park Local Centre

As part of the assessment of existing public spaces an audit of street clutter has been carried out. This seeks to review the design and the need for many fixtures and fittings in the public realm, with a view to creating a streetscape which is both safe and attractive.

The document highlights redundant and unnecessary street clutter which can be removed as well as other elements, such as signage and street furniture which can be further reviewed by Merton with a view to consolidate items where possible and create a coherent palette of street furniture.

A full copy of the Street Clutter survey is available as part of the exhibition



Plan showing area of street clutter audit

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View of north end of Skew Arch, showing damaged road signs, railings and advertising hoardings, which together create an overall feeling of clutter and disrepair.