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**Subject:**

6 Canfield Gardens 2023/0871/A



Dear Sirs

This is an **OBJECTION** to the application for advertisement consent for new signage at 6 Canfield Gardens in the South Hampstead Conservation Area. I live locally and pass this shop on a daily basis.

The proposed fascia sign, by virtue of its design, material and, especially, its method of illumination will result, if approved, in a visually dominant addition to the shopfront which will harm the character and appearance of the host building, the short terrace of shops where it is located and the surrounding street scheme, contrary to the the Council's policies D1 (Design) and D4 (Advertisements) of the London Borough of Camden's Local Plan 2017.

The Council is urged to refuse consent.

Yours faithfully

Alan Mason  
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