

<b>Application No:</b>	<b>Consultees Name:</b>	<b>Received:</b>	<b>Comment:</b>	<b>Response:</b>
2023/1503/A	CRASH	19/05/2023 12:34:01	OBJ	<p>CRASH (Combined Residents' Associations of South Hampstead) wishes to OBJECT to the proposed scheme for advertisements and signage at the Tesco store at the Belsize Road roundabout. Although the applicant's site falls just outside the South Hampstead Conservation Area it is adjoining, and a lengthy stretch of Belsize Road is within the conservation area. Also, all of Hilgrove Road and almost all of Belsize Road (at least as far west as Abbey Cross) are purely residential streets. CRASH has no objection to most of the proposed details but it does object to the proposed vinyl panels. These are gaudy, garish, over-large and incongruous on the ground floor of a residential block in a residential setting. Belsize Road is not a High Street - it is a residential thoroughfare. The proposal should be toned down to reflect the character of the neighbourhood.</p>

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