Reference: 2023/2549/A 40 Rosslyn Hill Vakrat Salon

I would like to object to a retrospective planning permission for its wall signage, which was installed without permission, and for two new features, a wall-mounted projecting sign and a *flag* with the owner's name on it to hang from the flagpole.

It is also not in keeping with the history and character of this building to have an illuminated sign.

This retrospective planning application also breaches policy DH2 of the Hampstead Neighbourhood Forum as it fails to protect and/or enhance this listed building that makes a positive contribution to the conservation area.

It also does not comply with policy DH1 of the Hampstead Neighbourhood plan as it does not respect and enhance the character of the area.

I would be grateful if you acknowledge receipt of my objections and also update me on the outcome.

Thank you in advance.

Oliver Froment

10 Pilgrim's Lane

London NW31SL