
From: alan.mason11d [REDACTED]
Sent: 09 April 2024 15:11
To: Planning
Subject: Waitrose - John Barnes at 199 Finchley Road 2024/0828/A

Follow Up Flag: Follow up
Flag Status: Completed

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

For the attention of Planning Officer Lauren Ford

Dear Sirs

First, we are confused by the description of this application site. It is described as "Shelter 23m From Waitrose", but the application makes no mention of the shelter (presumably the bus shelter on the northbound Finchley Road). We assume that only the store is involved.

Our objections are (a) The removal of the current metallic-silver signage is regretted. It is more in keeping with the Art Deco host building than the rather garish green being proposed. (b) the quantity of signage is excessive. Fifteen signs, either fascia or projecting, on one mid-size store is quite unnecessary. (c) The use of vinyl window panels - in garish green - on a period building is inappropriate; this is especially true of Goldhurst Terrace elevation.

The Waitrose/St Johns Court building is bordered on two sides by buildings of the South Hampstead Conservation Area. A more restrained palette and a reduction in numbers of signs would demonstrate more respect for the neighbouring conservation area.

Yours faithfully

CRASH
Combined Residents Associations of South Hampstead