

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/3704/A	David Greene	04/09/2024 12:11:09	COMMNT	<p>I cannot think of one reason why this signage application should be approved .</p> <p>It is completely out of scale with the surrounding signage , its size, intensity of illumination and graphic style is perfectly suited to an industrial estate or say at the side of a busy dual carriageway, however in a tree lined parade of mostly small shops or restaurants serving the surrounding domestic streets and indeed Belsize village it is totally inappropriate The wider context of Belsize Park and its neighbour Hampstead is one of domesticity and a graphic reticence , indeed for example Estate Agents signs outside prohibited . So the extreme graphic pollution suggested in this application certainly has to be refused .</p>

Total: 5