

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/3704/A	Sarah Curl	08/09/2024 11:18:08	OBJ	<p>The proposal is no improvement on the previous application. The Conservation Area Statement specifically mentions the parade "form an attractive and coherent group which is visually and historically integrated with the Glenloch development". This excessive and inappropriate signage, fascia and colour scheme stands out and is contrary to this statement and as highlighted in the CA Statement as detracting from the Conservation Area..</p> <p>The materials used are visibly of the lowest quality not befitting this Conservation Area nor the generally good quality of shop-fronts in the parade and are clearly inappropriate.</p> <p>The whole design appears as a massive advertising hoarding and would appear unnecessary to signify a shop.</p> <p>The scheme as proposed does not enhance or preserve the Conservation Area. It contradicts policy BE32 of the Conservation Area Policy and under EN31 of the UDP should be rejected.</p> <p>If this shop opens it will generate traffic (vans, etc) and will almost certainly affect the trading viability of the existing hardware store in Haverstock Hill, Nearby.</p>

Total: 10