



The Heath & Hampstead Society

P.O. BOX 38214 LONDON NW3 1XD

The Society examines all Planning Applications relating to Hampstead, and assesses them for their impact on conservation and on the local environment.

To London Borough of Camden, Development Control Team

Planning Ref: 2015/1292/A

Address: 3 Heath Street, NW3

Description: Illuminated signs

Case Officer: Oluwaseyi Enirayetan

Date 24 March 2015

We must oppose this application, on the ground that internally illuminated signage has never been acceptable in our shopping streets. It would impart an intrusive character, more suitable for major shopping areas of a fully commercial nature.

The fascia and signage (unilluminated internally) would be acceptable.