

Application No:	Consultees Name:	Received:	Comment:	Response:
2018/3061/A	The Heath and Hampstead Society	17/07/2018 17:19:55	COMMEMA IL	<p>OBJECTION FROM THE HEATH &HAMPSTEAD SOCIETY.</p> <p>This application gives an opportunity to improve an existing upper shop-front that has - through its excessive use of vivid yellow and at a height much greater than adjacent shop-fronts - stood out `like a sore thumb` quite needlessly on this prominent corner.</p> <p>The excellent set of objections from the Hampstead Forum states how this application fails to meet The Hampstead Neighbourhood Plan in any way (Policies EC2 (5,7 & 8) etc. and, of course this crude application does not meet the standard expected in a Conservation Area.</p> <p>The height of the shopfront should be reduced to the height of neighbouring shops, the use of large areas of vivid colour should be reduced and the scale and size of lettering should be reduced.</p> <p>There is no reason why a house style should not be capable of being adjusted to suit different sorts of areas - any good designer could do so.</p> <p>This opportunity should not be missed - please refuse.</p>

2018/3061/A	The Heath and Hampstead Society	17/07/2018 17:20:14	COMMEMA IL	<p>OBJECTION FROM THE HEATH &HAMPSTEAD SOCIETY.</p> <p>This application gives an opportunity to improve an existing upper shop-front that has - through its excessive use of vivid yellow and at a height much greater than adjacent shop-fronts - stood out `like a sore thumb` quite needlessly on this prominent corner.</p> <p>The excellent set of objections from the Hampstead Forum states how this application fails to meet The Hampstead Neighbourhood Plan in any way (Policies EC2 (5,7 & 8) etc. and, of course this crude application does not meet the standard expected in a Conservation Area.</p> <p>The height of the shopfront should be reduced to the height of neighbouring shops, the use of large areas of vivid colour should be reduced and the scale and size of lettering should be reduced.</p> <p>There is no reason why a house style should not be capable of being adjusted to suit different sorts of areas - any good designer could do so.</p> <p>This opportunity should not be missed - please refuse.</p>
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Total: 5