

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:	2018/4005/L	2018/4069/A	
Address:	29 High Street NW3		
Description:	Shopfront/fase	cia	
Case Officer:	Tony Young	Date:	20 September 2018

We rarely object to shopfront renovations in the High Street or Heath Street; these are the commercial centres of Hampstead, where residential standards of design need not fully apply.

However, this proposal is altogether "over the top"; its garish purple paintwork conflicts too strongly with the adjoining shops and business premises.

Something a bit less gaudy, please.

As it stands, please refuse.