

# CONSULTATION SUMMARY

## Case reference number(s)

2018/4005/L & 2018/4069/A

## Case Officer:

Tony Young

## Application Address:

29 Hampstead High Street London NW3 1QA

## Proposal(s)

Listed building application: External alterations in connection with repainting the shopfront (retrospective) and display of internally illuminated (lettering only) fascia and projecting signs.

Advertisement application: Display of internally illuminated (lettering only) fascia and projecting signs.

## Representations

<b>Consultations:</b>	No. notified	0	No. of responses	0	No. of objections	0
					No of comments	1
					No of support	0

## Summary of representations

**An initial consultation response was received from Heath and Hampstead Society as follows:**

*"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. As it stands, please refuse."*

Following receipt of further details verifying the actual paint tone, the Society responded as follows:

*"The actual photo of the shopfront is a lot darker in tone than their application image, and is acceptable."*

**Recommendation:- Grant Listed Building Consent & Advertisement Consent**

