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: 2018/4672/A

Address: 68 Heath Street NW3

Description: Advertising material

Case Officer: Ben Farrant Date: 17 October 2018

We have no comments on the bulk of these proposals, but we must raise objection to one feature:

The proposal to locate what are described as “A-Board” promotional features on the pavement outside the building. These would be obtrusive, cause obstruction to pedestrian movement, and be completely out of character with the Conservation Area.

The precedent they would create elsewhere in our central shopping area would be unacceptable.

Please refuse