



**Subject:**

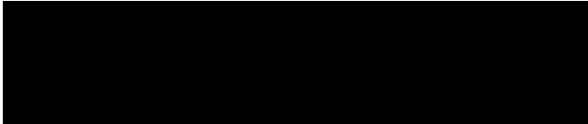
Re: 2021/4642/A, 70 Hampstead High Street



Dear planning team,

Many thanks for uploading the documents. We see from the plans that the sign would be externally illuminated and therefore we would have no objections to the signage or any other part of the proposal.

Janine Griffis  
Hampstead Neighbourhood Forum



Subject: 2021/4642/A, 70 Hampstead High Street

Dear Fast Track Team,

No planning documents have been uploaded but we note in the description that plans include one illuminated projecting sign.

Please note that the Hampstead Neighbourhood Plan, Policy EC2, states that "internally illuminated projecting signs will not be supported. Signage should either be non-illuminated or externally illuminated, though "halo lit" or illuminated letters may be acceptable if subservient to the general design."

Nos. 70 and 71 Hampstead High Street are listed and therefore special consideration should be given to any external signage. An illuminated sign would be harmful to the heritage asset and the conservation area and therefore contrary as well to Policy DH2 of the Hampstead Neighbourhood Plan.

Thank you for your consideration and please acknowledge receipt of this comment.

Sincerely,

Janine Griffis  
Hampstead Neighbourhood Forum