

155-157 Highgate Road - 2022/2407/A

Display of 3x internally illuminated fascia signs and 1x illuminated projecting sign.
(Retrospective)

Our objections should be read in parallel with objections to application 2022/2408/P.

We object most strongly to this, retrospective, application and suggest the signs be removed.

Application form: Accuracy:

There are important inconsistencies in the details provided on this as to 'site address', whom the 'applicant and agent' are and 'ownership' when comparing this application for advertising with that for planning 2022/2408/P for the same premises. Could this legal aspect please be regularised before considering these applications.

Advertising signs in the DPCA have not been permitted as internally illuminated. Illumination should be of overhead design with very low luminance level. The advertisement, as already installed, is entirely out of balance and proportion with the character of the parade, the premises historic setting and the characteristic darkness of the DPCA, see DPCA Appraisal.

Biodiversity: The internal illumination (switched on since mid-July) is furthermore entirely inappropriate alongside the London Squares, within the Fringes of Hampstead Heath, adjacent to the main Green corridor protected for biodiversity and wildlife. As per its neighbours, only no illumination or overhead with low luminance levels should be permitted.

Small Projecting sign: no objection.