



HAMPSTEAD NEIGHBOURHOOD FORUM

Tony Young
Planning Solutions Team

2021/1975/P, 35-36 Hampstead High Street

Dear Mr Young,

The proposal for an illuminated hanging sign is contrary to Hampstead Neighbourhood Forum Policy EC2, which states that internally illuminating projecting signs will not be supported. The policy further asserts that "signage should either be non-illuminated or externally illuminated, though 'halo lit' or illuminated letters may be acceptable if subservient to the general design."

If revised to conform with the Neighbourhood Plan, the Forum would be able to support this proposal but as currently presented, we would recommend refusal.

Sincerely,

Janine Griffis