

## The Hampstead Neighbourhood Forum

9 July 2018

Mathias Gentet  
Planning Solutions Team  
Camden Council

Ref. 2018/3061/A, 80 Rosslyn Hill, Snappy Snaps

Dear Mr Gentet,

The Hampstead Neighbourhood Forum objects to this retroactive planning application for new signage at 80 Rosslyn Hill.

The Hampstead Neighbourhood Plan (HNP) supports development of the Hampstead Town Centre that contributes positively to the character and visual quality of the area. The HNP recently passed referendum with 91.5% in favour.

The new signage, erected without planning permission, is contrary to HNP Policy EC2 on a number of points:

- EC2 (5) requires all “house-style” signage to be sensitively adapted to the streetscape.
- EC2 (7) declares that where possible, timber fascias should be used on traditional shop fronts with either painted lettering or applied individual letters of another material.
- EC2 (8) asserts that excessive signage will not be supported and generally signage should be limited to one fascia sign and one projecting sign at ground level.
- Paragraph 7.21 states that lighting should be discreet and the minimum to allow the sign to be seen at night. The size of lettering and logos should be in proportion to the detailing of the building.
- Paragraph 7.22 further states that “the house-style of multiple stores will often not be acceptable as they general involve the use of designs and materials not visually related to, or developed, the conservation area context”.

The new signage erected is out of scale and excessive, extending to both sides of the shop, and the materials and colours used are inappropriate for the setting. The lighting is also excessive and the logo out of scale with the streetscape and the rest of the modest building.

Snappy Snaps has failed to adapt its corporate style to its setting as required by the HNP and is out of context with the rest of the terrace.

The previous signage on the Snappy Snaps façade, which occupies a prominent corner in the Town Centre, also failed to contribute positively to the Hampstead Conservation Area. In fact, the HNP includes a photo of the old Snappy Snaps façade as an example of the inappropriate use of materials and unsympathetic treatment of architectural details (the Plan also presents examples of appropriate façades). The new signage, in brighter, bolder colours and materials, is even more of a detriment to the Town Centre and the conservation areas.

The Hampstead Neighbourhood Forum urges Camden Council to reject this application and recommends that Snappy Snaps conceives a plan more fitting to the Plan area.

Sincerely,

Janine Griffis  
Chair, Hampstead Neighbourhood Forum