

Application Reference No. : HGY/2008/1663

Site Address: 143 , Durnsford Road, London, , N11 2EL

Comments by: Kevin Waller

From:

27

Crescent Rise

Alexandra Park

London

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Phone:

Submission: Objection

Comments: I would object to the retrospective application for the illuminated sign on the front elevation of 143 Durnsford Road for the following grounds and reasons.

1. The property in question was originally built as a four bedroom family residence.
2. It is part of an estate of similar houses none of which have any signs of this nature or size displayed upon them.
3. The drawing and description put forward in the application describes the sign as matching the existing cladding. This is not the case as these houses are mock tudor and the existing panels are painted plaster with oak timber reliefs. Stainless steel and aluminium were not used in the original building process.
4. The statement that chrome letters and a black background match the existing is incorrect. The sign is not in keeping with the surrounding properties and should not be in situ on the face of a residential property.
5. I cannot see the reasoning in siting the sign above the opposite garden centre as testimony to the application. The Garden centre is a commercial premises and NOT a residential house.
6. In regard to the statement that the immediate neighbours have no objections I can only offer conjecture in that they may not be aware that they can.
7. When the sign is illuminated (which it is throughout all of the night) not only does it illuminate the street it also advertises an emergency number. Is it the case that these premises are used on a 24hour basis as the sign portrays? If so I would also like to enquire as to the permissions granted for trading.

In summation I would object to this sign as it is not in keeping with the other residential buildings in the road.

Most Dentists have a small sign (not illuminated) in the front garden area and a brass plaque by the side of the front door. This would be more in keeping with the locale and it would not be objectionable as this sign so obviously is.