

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2771/A	mahdi rahmani	15/07/2024 11:22:51	COMMNT	<p>Hello sir/madam</p> <p>as I see Layland wants to open a new branch in this area which is there is already a hardware store we as a local do need this company in the area because they making this area busy also the colour they use changes the look of the area.</p>
2024/2771/A	Ahmad Nader	15/07/2024 12:13:54	COMMNT	<p>Dear whom it may concern,</p> <p>Once the closure of Chesney's occurred my self and many other residents in the area had been waiting for a new business to open up. We thought something new and diverse would be introduced into the area, however we have now been given the news that Leyland will open up soon. There is already a hardware store within the perimeter, in fact on the same road. And we believe there should be something more diverse and that will impact the area in a positive way.</p>
2024/2771/A	Dr D Soldi	15/07/2024 17:55:31	OBJ	<p>I am writing as a local resident in the Belsize Conservation Area. I object to this shop front as presented in this proposal. The lettering is too big and aggressive, and the colour does not blend in! The whole frontage is certainly very different and out of keeping with the signage in adjacent and nearby shops.</p> <p>They propose back-illuminated signs which is really out of character with the street and the area and would be very ugly. Furthermore it is an unnecessary waste of energy and a cause of light pollution.</p> <p>Please....No!</p>
2024/2771/A	David Greene	10/07/2024 10:45:08	OBJ	<p>This shoddy proposal is totally out of keeping with its context .</p> <p>The Leyland logo surely doesnt need repeating so many times , once is perfectly adequate, the site is not on a road with fast moving traffic .</p> <p>It seems that the windows are to be blocked of with Leyland blue 'panels' , but why is it neccessary for each panel to have lettering ?</p> <p>Overall the appearance and graphic style is perfectly suited to an industrial esate but should be completely redesigned for this more architecturally sensitive location .</p>
2024/2771/A	Sarah Curl	10/07/2024 12:24:00	OBJ	<p>OBJECTION: I am a local resident. The Proposed signage boxes which are back-illuminated and in inappropriate colours and typeface are in direct contravention of LB Camden CPG Design, item 7.1, Core Strategy Policy CS14 sections 7 and 8 and Development Plan Policy DP30 Outdoor Advertisements and signs.</p> <p>This row of shops has been identified by LB Camden as a significant Street Feature and is in the Belsize Conservation Area. Illuminated signs should be resisted in conservation areas. The proposals are out of scale with the neighbouring shops. The proposed complete obscuring of the glass to the shopfront with advertising graphics on solid vinyl sheets is also in direct contravention of CPG Design item 7.12. The previous signage to the property (Chesneys stoves) was appropriate - freestanding metal letters on the grey rendered fascias.</p>

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2024/2771/A	Celia Scott	15/07/2024 18:16:19	OBJ	<p>I am a local resident and I pass this building nearly every day, as I walk to the adjoining row of local shops. It is in the Belsize Conservation Area and this row of shops has been designated by Camden as a Significant Street Feature.</p> <p>The building is on a prominent site and illuminated signs are entirely inappropriate and out of keeping with the rest of the row of shops, especially since the upper signs take up the space of about three standard shop-widths, and will therefore dominate the street. The back-lit signs above and the obscuring of the three bays of windows with advertising signs, for what are essentially trade facilities, will set a bad precedent for the street.</p> <p>Over and above this, these trade facilities could cause a traffic problem with vans stopping to collect supplies for decorating materials in an area which already has restricted and inadequate parking.</p>
2024/2771/A	Rawand Omer	15/07/2024 11:50:37	SUPPRT	<p>Hello</p> <p>I'm writing regarding opening Layland in Belsize Park i can see their signs going to be very bright and change the way the area looks.</p>
2024/2771/A	Carlos Filipe Correa Mendes Menezes	16/07/2024 09:06:45	PETITNOBJE	<p>Hi,</p> <p>This is perhaps the worst possible use of the space. It's completely not in keeping with the area's character and really threatens the sense of community that has developed over the years. It is completely the opposite of what has been here before and goes against the welcoming nature all of us have been striving to develop over the past few years.</p> <p>There is so much potential for good commercial use of this space that will benefit the broader community directly that I cannot adequately convey my disappointment that this is the planned usage of it.</p>
2024/2771/A	Jonathan Byatt	16/07/2024 06:57:51	OBJ	<p>Objection: while it is encouraging to see these premises be taken up by a tenant there will be concerns around the brightness of the illumination and colourings for the Neighbourhood. It appears the proposed fascia will be brightly illuminated and there is no discussion given to any switch of times or limitations.</p> <p>The area around Belize is a known Neighbourhood which attracts visitors and tourists due to its subdued tones and tasteful advertising. Can the proposed tenant please offer assurances on limitations to the lighting used and whether the proposed fascia colourings will sympathetically match the building, which is a known , 1930s Art Deco example. We encourage new businesses to set up in the area in sympathy with the surroundings. Such a move would encourage local residence and generates additional revenues rather than resistance.</p>
2024/2771/A	Ilana Walters	16/07/2024 07:59:24	OBJ	<p>This application is for use of the premises that is not at all in keeping with the neighbourhood, which is a designated conservation area.</p> <p>The nature of Leylands as a DIY shop with its visually offensive branding will do severe damage to the appeal of Haverstock Hill as a retail area and Belsize Grove as a residential street. This also presents a threat to independent local businesses along the Haverstock Hill parade.</p>

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2024/2771/A	Linda	15/07/2024 18:02:47	AMEND	<p>Destroy an already existing Belsize Hardware store</p> <p>Parking and noise of Lorry's for residents in the above apartments</p> <p>This pavement space has been earmark by Camden Green Spaces for plants and benches . Planning work has began on it .Pollution from Lorry's</p>
2024/2771/A	Ido Naim	16/07/2024 08:02:31	OBJ	<p>This application is for use of the premises that is not at all in keeping with the neighbourhood, which is a designated conservation area.</p> <p>The nature of Leylands as a DIY shop with its visually offensive branding will do severe damage to the appeal of Haverstock Hill as a retail area and Belsize Grove as a residential street. This also presents a threat to independent local businesses along the Haverstock Hill parade.</p> <p>We believe that this business is not needed and will be a visual eye sore.</p>
2024/2771/A	Alan Selwyn	12/07/2024 19:36:43	OBJ	<p>The Belsize Society Objects to this application.</p> <p>The 4 large illuminated fascia signs and the two either side of the door are garish and inappropriate and excessive at the most prominent part of this largely restrained parade within the Belsize Conservation Area, being the first building of the parade on rising up Haverstock Hill and turning into the elegant residential street (Belsize Grove).</p> <p>The cold white LED lighting specified will be excessively obtrusive and inappropriate to this residential area and likely to be lit at long hours.</p> <p>The large application of a bright colour-scheme covering the larger part of this building is obtrusive and inappropriate in this Conservation Area and detracts from the Art Deco style brick residential block of which it is a part and the adjoining Edwardian terrace.</p> <p>All the windows are covered in blue vinyl and make the building appear 'blanked out' as a warehouse. The window glazing should be retained.</p> <p>The Conservation Area Statement specifically mentions the parade "form an attractive and coherent group which is visually and historically integrated with the Glenloch development". This excessive and inappropriate signage, fascia and colour scheme stands out and is contrary to this statement and as highlighted in the CA Statement as detracting from the Conservation Area..</p> <p>The materials used are visibly of the lowest quality not befitting this Conservation Area nor the generally good quality of shop-fronts in the parade and are clearly inappropriate.</p> <p>The whole design appears as a massive advertising hoarding and would appear unnecessary to signify a shop.</p> <p>The scheme as proposed does not enhance or preserve the Conservation Area. It contradicts policy BE32 of the Conservation Area Policy and under EN31 of the UDP should be rejected.</p> <p>A. Selwyn for The Belsize Society</p>