

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2771/A	Nicole Kugelmass	20/07/2024 20:09:52	OBJ	Having this hardware chain in the neighbourhood is not only unnecessary (there is a family-run one up the road), but also the planned design, styling and signage of the store are not in line with Belsize park's character and impact very negatively the look and feel of the area.
2024/2771/A	Mahesh Malani	20/07/2024 19:07:54	OBJ	We already have a hardware store .. W don't need a chain coming in our neighbourhood
2024/2771/A	Avigail	20/07/2024 22:00:51	COMMNT	The shop front is out of keeping with the area. There is already an independent hardware store minutes away and this chain will likely cause its demise
2024/2771/A	Laura	21/07/2024 10:13:33	OBJ	We do not need another chain in the area. The signage and design of the store are also hideous - destroying the character of the beautiful Belsize Park conservation area.
2024/2771/A	Stephen Barton	20/07/2024 17:20:34	OBJ	The shop is will directly take business from an existing shop with a good standing in the community. The new shops look/design is also too bold and budget and will take away from the look of the area. Although, the shop is now vacant and that isn't ideal at least the previous store, Chesneys, had quite an unstated aesthetic that didn't make the street look budget or tacky.
2024/2771/A	Smaranda Davoudi	20/07/2024 17:41:29	OBJ	I object to this business. It will destroy the character of the area, both commercially and optically. There is absolutely no need for this business. Moreover, the signage and proposed design is hideous and at odds with the beautifully maintained architecture of Belsize.
2024/2771/A	Angeline	21/07/2024 05:39:57	OBJ	Dear planning team, I would like to have my say concerning Leyland planning permission. I live on Belize grove. It would be really a shame to have another chain on this street. We would be losing the charm and character of Belize. Also we we already have an hardware shop. Please do not approve this project. It is not fitting the need of the residents and don't add value. Thank you for your consideration Kid regards Angeline Moura
2024/2771/A	Francesca	21/07/2024 12:32:43	OBJ	I object to this - it will not fit in with the local neighbourhood, it will put a local and much loved store Belsize Hardware out of business, and it will not give anything back to the neighbourhood and community

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2771/A	Donna Baillie	19/07/2024 11:14:50	OBJ	<p>I have copied a previous comment as I feel it covers the issues very well, and wish to support and reinforce the objections raised. Please bear in mind that this is a much-loved conservation area. Thank you.</p> <ol style="list-style-type: none"> 1. Signage: The signage of aluminium folded fascia, the aluminium trays and the window graphics proposals are both individually and collectively obscene. This is an historical area of London and the proposal is not appropriate for the area in any measure. I have a leasehold property where the council holds the freehold. We face extreme scrutiny with regards to any work or changes to our homes to retain the character and historical aesthetic of the buildings. The same expectation should be set for the businesses in the area. This application is very far outside any reasonable assessment of what would be in keeping with the area. None of it should be allowed. 2. Light Pollution: This is a residential street/area, the lighted element of the proposal is also completely unacceptable and should not be allowed to go ahead. It serves no purpose other than creating light pollution. 3. Parking: The surrounding streets have no parking facilities, how can this shop appropriately and safely service their customers given the nature of their business. It will only cause disruption to the residents on Belsize Grove, Howitt Road and Downside Crescent. It will be gross negligence on the part of the council to allow this business take this space. They have a responsibility to stop Leyland proceeding any further. 4. Competition and Appropriate facilities Planning. There is already a DIY store in Belsize Park which services the community. This Leyland store will lead to the cannibalisation of local business. Furthermore it adds absolutely zero to the local area other than parking congestion, light pollution and the desecration to the historical character of the area. Camden has a duty of care to the people of Belsize Park.

2024/2771/A	Joshua Faith	20/07/2024 18:47:10	OBJ
-------------	--------------	---------------------	-----

Objection Notice 1: Impact on Local Businesses and Community Character

Subject: Objection to Planning Application 2024/2771/A

Dear Planning Officer,

I am writing to object to planning application 2024/2771/A for the following reasons:

1. ****Impact on Local Businesses****: The proposed Leyland store at the corner of Haverstock Hill and Belsize Grove will severely harm Belsize Hardware, a local business only 50 meters away. This area does not need another chain store, as it threatens the livelihood of established local businesses.
2. ****Design and Signage****: The proposed signage and store design are unattractive and do not align with the character of the beautiful Belsize Park conservation area. This would undermine the aesthetic and historical value of the neighborhood.

I urge the planning committee to consider these concerns and reject the application.

Yours sincerely,

Joshua Faith
20 Howitt Road

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2771/A	Mathilde Herz	20/07/2024 20:31:10	OBJ	I would prefer not to have a big chain shop in the area especially when there is a perfectly good independent hardware shop a few meters away.
2024/2771/A	Malgorzata Giermasinska	20/07/2024 21:01:24	OBJ	The bright fascia signage of the store does not fit with the design of other stores and establishments in the area, particularly the Belsize Park conservation area.
2024/2771/A	Natalie merrens	20/07/2024 21:05:40	COMMNT	I whole heartedly object to this. It's a low end DIY store in a largely village feel environment. We had a diy store further up the high street we do not need or want this eye soar.
2024/2771/A	Sara	20/07/2024 21:22:19	OBJ	We object to LEYLAND opening in Belsize Park in place of the fire place store that was there
2024/2771/A	Philip Bergman	21/07/2024 23:12:01	OBJ	This is a totally inappropriate development for this area. It will adversely affect Belsize Hardware nearby. Leyland have branches in Finchley Road and Camden road. They do not need one in Haverstock Hill. Furthermore the proposed signage is ugly and lowers the tone of the area which is predominantly residential. Please refuse it!
2024/2771/A	Jackie Woosnam-Savage	21/07/2024 12:24:04	OBJ	I strongly object to the planning application for displaying illuminated fascia signs and vinyl graphics on Haverstock Hill and Belsize Grove. These proposed signs will ruin the aesthetic and cultural feel of the area, which is cherished for its unique architectural styles and tranquil atmosphere. It is baffling that houses near the vicinity need permission to trim a tree by a metre, yet illuminated signs are being considered just a short distance away. This demonstrates that the developers are not aiming to integrate into the community but instead disregarding the area's beauty and character.
2024/2771/A	Yelena	21/07/2024 12:46:12	OBJ	We support small local businesses. This will put the local hardware store out of business. The signs are also hideous and a stain on the conservation area of Belsize Park.
2024/2771/A	Jones	19/07/2024 14:53:00	PETITNOBJ E	Tom Jones - there is already a very good hardware store (Belsize Hardware store) which is independent and very good. Just the kind of business we should be encouraging, not stuffing by bringing in big chains.
2024/2771/A	Amanda share	20/07/2024 18:15:26	COMMNT	We do not need this business in our area we already have an indep. Hardware store also the fascia of this store is not right for our neighbourhood
2024/2771/A	Charlotte Cox	21/07/2024 10:06:23	OBJ	How Awful...Leyland does not belong here. It is not within keeping of duch a beautiful conservation area and will put visitors off of visiting while enjoying a coffee or two. Please don't give this application the go ahead. Yours sincerely, a really concerned resident.
2024/2771/A	Leor Burnell	20/07/2024 18:36:35	OBJ	The signage is not in keeping with the neighborhood and there is no demand for this service. As a local resident, I would be upset to see this permission granted.
2024/2771/A	Jojo	20/07/2024 19:24:11	COMMNT	Please don't ruin the building by putting wetlands in there they have enough stores local, we have a hardware shop in the small parade...

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2771/A	Rachel Wan	20/07/2024 16:20:05	OBJ	This is unacceptable - totally changing the character of the area and there is no need for another hardware store when there is Belsize Hardware just 50 metres away. This is absolutely disappointing that council is considering this application given that Belsize Park is a conservation area. Like other residents, we do not welcome the opening of this shop and especially the signage they are asking for. They are exactly what Belsize Park doesn't need. Please consider the feelings of the residents and do not destroy the character of this beloved area.
2024/2771/A	Bernadette	20/07/2024 20:42:20	OBJ	I object it's not the right fit for this area
2024/2771/A	Ms Nugent	21/07/2024 08:20:31	OBJ	We do not need this shop here. Belsize Hardware will be put out of business. The shop will look hideous and not in keeping with the neighbourhood. The signage is hideous and ugly Why is this lovely area being ruined?
2024/2771/A	Henrietta Goodden & David Thomas	21/07/2024 11:50:52	OBJ	<p>We strongly object to this proposal.</p> <p>147-151 Haverstock Hill is in a prominent position in that it has three faces and forms the beginning of the Belsize parade when approaching up the hill.</p> <p>These windows and doors were intended to allow daylight into the building, thereby reducing the need for artificial lighting, and to give views of the activities inside. They should not be blocked up.</p> <p>One sign on each of the three masonry faces would be quite sufficient to indicate the name and purpose of the shop. To show one in each window and door is ill-considered in the extreme.</p> <p>On a related matter we are concerned that this building supplies chain should choose to open a branch so near the recently established local Belsize Hardware store.</p>
2024/2771/A	Richard	22/07/2024 06:45:21	COMMNT	<p>We live in beautiful Belsize Park. Have stock Hill is primarily filled by independent shops or small chains.</p> <p>We have Belsize hardware which is a small chain of local diy stores.</p> <p>We don't need a Leyland. Not only is it ugly...but it will put Belsize hardware out of business. Please don't open this.</p> <p>In the same way we didn't need a second supermarket with Tesco's, we don't need another ugly hardware store.</p>
2024/2771/A	Michele	22/07/2024 07:22:13	COMMNT	The signage is ugly and completely out of character for the area. Whilst I appreciate that these are Leyland colour scheme I think that for the given area it is intrusive.

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2771/A	Annie L	20/07/2024 20:18:23	OBJ	My objection is two-fold: (1) This would undoubtedly affect or potentially eliminate a local business now established in the neighbourhood just a few meters down (Belsize Hardware). (2) The signage and design of the store are horrible, big and chain-like. Please preserve the character of our neighbourhood and the Belsize Park conversation area.
2024/2771/A	Rachel	20/07/2024 23:24:41	COMMNT	Totally out of keeping with the area. We already have a very good hardware shop that will be destroyed if this application is agreed.
2024/2771/A	Ms Shayna Waldman	21/07/2024 22:40:05	COMMNT	I object strongly to this application. This would destroy business for our beloved Belsize Hardware store in addition to being a painful eyesore for our lovely high street which continues to see lovely businesses add value and aesthetic to the street, which this chain would do the complete opposite. Additionally, this would add a clientele of larger vehicles which would require parking in our neighborhood as well. We certainly to not need a chain like this in Belsize, it is not the neighborhood for a business like this.
2024/2771/A	N Goh	20/07/2024 22:07:32	COMMNT	We don't need a Leyland. There is a local hardware store just metres away. It will destroy the look and feel of the area.
2024/2771/A	Anna	21/07/2024 10:18:32	OBJ	This will destroy the business of Belsize hardware. NW3 is not a place for big chains to compete with local businesses. The signage is also extremely downmarket and would need to be changed significantly to blend into the local area
2024/2771/A	Adam Isaacs	21/07/2024 10:49:13	OBJ	This proposed Leyland store will be detrimental to the conservation area and the community atmosphere. There is already another local hardware store and this store is not needed. In addition, the proposed signage is completely out of character with the area.
2024/2771/A	Meryl folb	21/07/2024 11:18:40	OBJ	I just don't see the need for an industrial type of store in a suburb like Belsize Park. The signage is offensive in a green leafy suburb. Why do we need more chains on this area that seems to thrive with relatively small indecent shops and/or small family chains. Rather focus on the landlord reducing their prices and bringing in an independent store which residents prefer.
2024/2771/A	Fiona Murphy	21/07/2024 15:24:41	COMMNT	This will be a complete blight on lovely Haverstock Hill. The nature of this retailer is not required and is already catered for by Belsize Hardware. The graphics are ugly and will destroy a beautiful, heritage facade.
2024/2771/A	Kelly Williams	20/07/2024 17:17:27	COMMNT	We already have a hardware shop very near to this location, and we do not want this one. Further, the proposed design is garish, lettering far too large and the colour is too bright. This is a conservation area, and the proposal would destroy the look, feel and nature of our beautiful neighbourhood. This is what you would expect to see in a large retail park like Staples Corner. This is not appropriate for Belsize Park, and planning permission should be refused.
2024/2771/A	Sofia	21/07/2024 20:19:05	COMMNT	This is a completely unnecessary and insidious bid by the landlord, which will both destroy the small DYI business one block over, as well as being a total eyesore. Please block this business from taking this prime spot for an easy buck.

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2771/A	Haafiz Dindar	21/07/2024 22:26:46	OBJ	The proposed design of the shop suggests additional light emitted from the shop, which will be very disturbing for the residents opposite and directly above living in Havercourt. The design is tacky and not in keeping with the style of the area - I do realise how arrogant this sounds. It would be ideal for Leyland to prefer a more subtle signage similar to other shops.
2024/2771/A	Jackie	20/07/2024 17:13:03	PETITNOBJ E	There's another similar store in just 50m away and the design of the shop also very not in vibe to this beautiful neighbor.
2024/2771/A	David Cowen	20/07/2024 17:32:19	OBJ	I object as it will ruin the beautiful character of our neighbourhood. We desperately need a nursery or a 'Stay and Play' station for children. A community centre would be lovely. A family friendly restaurant like Beam would be acceptable.
2024/2771/A	Sophie Coleman	20/07/2024 18:10:19	OBJ	This will destroy the custom of a local business nearby and is also so ugly and not in fitting with the aesthetics of the area Also, as a tradesperson shop, surely parking (or lack thereof) will be an issue and so could cause further disruption for residents with unruly parking on curbs nearby. I wholly disagree with this application
2024/2771/A	Eirwen Williams	20/07/2024 19:03:25	OBJ	Would be an absolute eyesore on what is a very pleasant shopping st. There is already an excellent hardware store that has served the community for years. They are likely not to survive if this gets planning consent.