

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2771/A	Lesley Moss	22/07/2024 20:55:24	COMMENT	Although this will be a useful shop, the proposed illuminated signs are quite out of keeping with the appearance of the shops in Belsize Park.
2024/2771/A	Caroline Hauser	22/07/2024 19:18:57	PETTINSUP P	I have been a resident of Belsize park for over 20 years and our community is a very close knit one. I have just been informed by quite a few of the shop owners in Belsize park that there has been a planning application put forward to display illuminated fascia signs internally at 147-151 Haverstock Hill and 2 more signs on either side of the main entrance door. This is highly unacceptable and very unsightly, plus the fact I am also of an understanding that this might become another large hardware store. We already have a very functionable hardware store that caters to the community needs situated at 195 Haverstock Hill, so by granting advertising permission for a second store to operate, would be absolute folly and very much against the wishes of the locals. I hope you will take these concerns of the community very seriously. Thank you.
2024/2771/A	Jojo	20/07/2024 19:24:11	COMMENT	Please dont ruin the building by putting wetlands in there they have enough stores local, we have a hardware shop in the small parade...
2024/2771/A	AR	22/07/2024 10:31:02	OBJ	This is not an addition to the high street around Belsize Station; we have an excellent Hardware store run by [REDACTED] which is affordable, helpful, stocks all the neighbourhood needs. A Leyland store does not enhance or help the area, just as a fireplace shop didn't; please support the variety and genuinely interesting, independent ecosystem that Camden Council has carefully and brilliantly built up around here with the planning, and please don't let that get changed. Thank you.
2024/2771/A	Josephine Glyn	22/07/2024 22:02:46	OBJ	The graphics, colours, extent and materials proposed are tacky, unsympathetic, crude, and completely out of keeping with the beautiful streetscape of haverstock hill. It will seriously undermine the quality of our neighbourhood.
2024/2771/A	David Innes	22/07/2024 16:32:21	OBJ	I strongly object to the proposed planning application. The signs are completely out of keeping with the area and would destroy the look and feel of the area. There is also almost no parking available and this type of shop is not solicited to the location
2024/2771/A	Inga Ioannou	22/07/2024 19:11:55	APP	This not in keeping with the current look of the area and feel like this will bring unwanted number if people, more traffic/more people double parking and the residents will suffer, like we are not suffering enough from the lack of parking as it is. It will also have a massive impact on the smaller businesses in the area. I thought this is what we pride ourselves on? Being a unique area offering the small boutique shops not intrusive showy LED signs. It's very disappointing that Camden Council can even consider this!

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2024/2771/A	I Nietsch	23/07/2024 00:35:13	OBJ/NOT	<p>A Leyland store with illuminated fascia - and likely internal lights on all night - is not in keeping with the character of the surrounding area and will create light pollution for nearby residents, especially in the winter.</p> <p>There is a family-owned hardware stores a few steps away. Small businesses such as these are connected with the community and add to the local character and cohesiveness of the neighbourhood. This business is unlikely to survive the addition of a large chain so nearby.</p> <p>The store is also like to attract vehicle traffic, putting additional pressure on parking bays and congestion, while increasing air pollution in a highly populated residential area and on a street used by many children to get to school.</p>
2024/2771/A	John Glenn	22/07/2024 21:59:34	OBJ	<p>This is not in keeping with the area which is supposed to be one of conservation - gauche and gaudy and will lower the tone of the area.</p> <p>Truly awful and I am not sure what they are thinking.</p> <p>Why is it that residents have to comply with very strict rules with regard to preservation of the area in order to increase it's appeal to a substantial number of tourists and yet a large national company can waltz in and degrade the look of the area in one fell swoop?</p> <p>Logically inconsistent</p>
2024/2771/A	Chris Langdon	22/07/2024 23:06:31	COMMNT	<p>While I strongly support the prospect of Leylands opening a branch on Haverstock Hill, I agree with those who object to the company's current design plan for the facade. I agree that it is out of keeping with the other shops on the parade and shops on both sides of Haverstock Hill. I would encourage the Planning Committee and staff to use their powers to persuade the company to come up with a design for its exterior that is visually less intrusive. My other concern is that of parking. I was at the Finchley Road branch today. Staff told me that parking is a big issue for customers especially for busy tradesmen.</p>
2024/2771/A	Andrew Day	22/07/2024 18:47:52	OBJ	<p>I live at 139 Haverstock Hill. I am very concerned that the illuminated signage for this proposed development is not congruent with the buildings and environment in the area. The local community has little need for this business and tradespeople will not be able to park without impacting traffic flows and causing problems for pedestrians.</p>
2024/2771/A	Ana Taravillo	22/07/2024 22:45:33	OBJ	<p>The proposed illuminated displays are totally out of character with the area and will destroy the look of the small high street which is run by mainly local businesses.</p> <p>The proposed Leyland is not needed in Belsize Park given that there is already a very well stocked Hardware store only a few meters up the road and by the fact that there are several Leylands in very close proximity (i.e. Camden only 1 mile away and Finchley 1.8miles away). This store will destroy the look of the high street which non needed products.</p> <p>Belsize Park, with its constrained retail space, would benefit from a type of business that does not already exist. 2 hardware stores are a waste of resources and not helpful to the residents of Belsize Park.</p> <p>I strongly oppose to the proposed application for the reasons above.</p>
2024/2771/A	Hannah	22/07/2024 19:42:50	OBJ	<p>We object as this would be a highly visually intrusive feature to a conservation area. This is not in visual keeping with the independent spirit of the high street.</p>

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2024/2771/A	Trini	22/07/2024 19:57:17	COMMENT	I do not wish for the Leyland to be placed in the area at all due to its hideous design which will ruin the urban design of Belsize Park neighbourhood.
2024/2771/A	Nicky Stewart	22/07/2024 12:57:37	COMMENT	Please dont spoil our lovely village. This type of business does not belong in Beautiful Belsize Park. It is a direct threat on every small business in our area and after Covid they have had enough to deal with. We strongly object to this progressing.
2024/2771/A	Francoise Findley	22/07/2024 10:33:33	OBJ	<p>Objection</p> <p>This application proposes to contravene several Camden policies regarding shop displays, advertisements and obscuring of shop windows by reason of excessive signage. The shop occupies a strategic corner site within the Belsize CA and the proposed application would result in a very real eyesore. There are precedents where compromises have been reached. For example in the past Macdonalds did moderate their shop front in Hampstead Village.</p> <p>Francoise Findlay</p>

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2024/2771/A	bcaac	22/07/2024 10:08:07	OBJ	<p><b>OBJECTION</b></p> <p>147-151 Haverstock Hill is in a prominent position with three faces on the corner with Belsize Grove 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 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>The proposed signs do not take into account the character and design of the property, or the appearance of its surrounds and location in Belsize Conservation Area. They would dominate the ground floor of the building and would be a dominant feature in the setting of the building in the CA, which would be exacerbated by its location. They would adversely impact upon amenity and would not be sympathetic to the host building (which is residential) and surrounding environment. They are excessive in number, and with the vinyl graphics applied to the windows would obstruct views into the shop and create clutter which would have a negative impact on the amenity of the CA. The signage would not preserve the character and amenity of the area.</p> <p>The Camden Local Plan 2017 policy D3 para 7.80 states that 'The Council discourages shop window displays and graphics that completely obstruct views into the shop' (for example vinyl graphics applied to the window). Clause 1.11 of The Camden Planning Guidance: Advertisements March 2018 states that 'Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings).</p> <p>Clearly this application does not meet these requirements and should be refused.</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> <p>David Thomas Chair Belsize Conservation Area Advisory Committee Belsize - Elsworthly - Paarkhill &amp; Upper Park Road</p>
2024/2771/A	Lucy Adelman	22/07/2024 12:46:23	COMMNT	<p>Not in keeping with local area look and feel, damaging to local and independent DIY businesses, likely to encourage further unattractive chains, devalues area.</p>

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2024/2771/A	Andreas Ioannou	22/07/2024 19:18:41	APP	I do not wish for big British Corporations occupying our shops. This is an area which is happy to use and support smaller family businesses. Leyland will destroy shops like Belsize Hardware, which offers everything private families may need to use. On top this, we are already overpopulated with lorries who deliver to Nisa and Kavannagh, these roads are not able to take anymore of this kind of traffic. The suggestion design is outrageous and looking cheap and not in keeping with the area's architecture. The space should be used for offices as previously used by HSBC bank. I strongly object to the permission to open Leyland.

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