

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2771/A	Jess	23/07/2024 12:34:41	OBJ	<p>We do not need another hardware shop. We have one already on the high street which has not been open for long and services the community appropriately already.</p> <p>Opening this shop here will kill an independent business on a high street which is already struggling after poor street planning and loss of parking.</p>
2024/2771/A	Josephine Innes	23/07/2024 22:11:30	OBJ	<p>I have grown up and now live in Belsize Park as an adult. It has always been a family focussed area, and filled with family businesses. There is no demand for a Leylands, and for those who are in need of DIY there is a Leylands store 9 minutes drive away. Hardly a long one. Local families are serviced brilliantly by the local high street hardware store. The signage is an eye sore and not in keeping with the local area. It is brash, unwanted and unneeded. A store that is useful for residents would be much better placed. Vans, trucks and cars have no feasible place to stop and I expect this will mean stopping in non parking places. The front of the store is all cycle lanes and so Belsize Grove will be over run by deliveries and pick ups. I strongly object.</p>
2024/2771/A	Therese Hegland	23/07/2024 13:50:36	COMMNT	<p>RNo to this!!!!!! Horrible utility store will RUIN this area! NO NO NO</p>
2024/2771/A	Therese Hegland	23/07/2024 17:33:50	OBJ	<p>The notices were put up today!!!and the closing day for comments is today!!! Not fair and criminal behaviour! Leylands belongs in an industrial area! Not residential!!!!</p>
2024/2771/A	Dominic	23/07/2024 20:09:54	COMMNT	<p>This site should have been granted permission to a business that provides something the community and high street actually need and brings them together.</p> <p>There is already a hardware store that serves the high street and this application will only detract from their business.</p> <p>The aesthetics proposed look terrible and not in keeping with the high street and what is otherwise a nice 1930's block.</p>
2024/2771/A	Jessica Earl	23/07/2024 21:33:21	COMMNT	<p>Objection, will not fit in with the aesthetic of the area, and will also have a direct impact on the store further up the road.</p>
2024/2771/A	Therese Hegland	23/07/2024 14:21:46	COMMNT	<p>This is a travesty to keeping Belsize Park beautiful. This type of business is unnecessary in this area. We already have Belsize Hardware. The corner of Belsize Grove and Haverstock Hill will be forever ruined. The trucks that carry stocks will make chaos. I object!!!!</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>
2024/2771/A	Tim Jackson	23/07/2024 10:48:19	OBJ	<p>The proposed signage is completely over the top and will harm the conservation area and the appearance of this landmark art deco block of flats in particular.</p> <p>I own the flat directly above, flat 20 Havercourt and the light pollution from the signage will directly impact the resident's quality of life.</p> <p>The shop needs to be sensitive to its location. It is on the corner of a residential street and it is below a long established residential block.</p> <p>Any signage should be in keeping with the local area and only illuminated during normal working hours.</p>

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2024/2771/A	Stuart Nattrass	23/07/2024 09:48:04	WREP	I object because the nature and size of the proposed external markings and display are garish and out of keeping with the architecture and character of the location and surroundings.
2024/2771/A	Laura Puttkamer	23/07/2024 11:39:06	OBJ	Not necessary as a store, would endanger Belsize Hardware, and also the character of the area. Ugly fronts
2024/2771/A	Erica McCullagh	23/07/2024 09:55:51	COMMNT	I object as this will impact small businesses and we have a local ishop 100m away. This would also increase traffic to the area.
2024/2771/A	Michael Rosenberg	23/07/2024 17:12:13	OBJ	<p>We object to this application, as there are similar signs at the same company's sites within 1.2 and 1.7 and 1.8 miles of us. We don't need another of these stores or their industrial signage in our neighbourhood.</p> <p>This is a residential area with shops that are appropriate in size and design for the ambiance and utility of the people who live and visit here.</p> <p>Tradespeople can visit the company's other sites or have their equipment and material delivered to them on their work sites.</p> <p>We don't need or want this signage or company in our village.</p>
2024/2771/A	Lucy Adelman	22/07/2024 12:46:23	COMMNT	Not in keeping with local area look and feel, damaging to local and independent DIY businesses, likely to encourage further unattractive chains, devalues area.
2024/2771/A	Rosalind Innea	23/07/2024 21:20:58	COMMNT	I deeply oppose this application. I am a long term Belsize Park resident and feel the large illuminated signs and window coverings will be a gross eye sore and totally out of character in the neighbourhood. The site is on a corner with no parking for delivery vans or customers and I imagine there will be chaos and rail to cyclists and pedestrians when deliveries arrive or workman arrive to buy products. It is a most unsuitable site for premises for which most customers will need to park and which will need big delivery vans to deliver stock, for local needs we have an independently owned hardware shop which meets all local needs. This shop will cater more to the building trade which requires easy pick ups and drop offs.

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2024/2771/A	Ross Tennant	23/07/2024 22:15:15	COMMNT	<p>I am writing to object to the proposed planning of a builders merchant in Belsize Park. Belsize Park is a family-focused area, filled with family-owned businesses, and there is no demand for a Leylands store in this neighborhood. For those who need DIY supplies, there is already a Leylands store just a 9-minute drive away, which is a short and convenient trip.</p> <p>Local families are well-served by the existing high street hardware store, which caters to the community's needs. The proposed Leylands store's signage is an eyesore and not in keeping with the aesthetic of the local area. It is brash, unwanted, and unnecessary. A store that genuinely serves the residents' needs would be a much better fit for our community.</p> <p>Additionally, the influx of vans, trucks, and cars would create significant traffic issues, as there are no feasible parking options for these vehicles. This will likely result in illegal parking and congestion. The front of the proposed store is lined with cycle lanes, meaning Belsize Grove will be overrun with deliveries and pickups, further disrupting the area.</p> <p>In conclusion, the introduction of a Leylands store in Belsize Park is not suitable and would negatively impact the local community. A more thoughtful approach to serving the needs of residents should be considered.</p>
2024/2771/A	M Long	23/07/2024 14:07:10	INT	<p>This unit is the most visible and prominent building from two major roads in Belsize Park. Belsize Park is a highly desirable beautiful residential area with an extremely well known row of small, independent and in-keeping retail and F&B units near two major parks with a huge amount of effort put in to the appearance and natural features of the street. Whilst having Leyland as incoming tenant for the corner unit would not be out of keeping with the tenant mix along the Haverstock Hill shopping parade (and is a useful outlet to have), the proposed signage would be extremely out of keeping with the other retail units, surrounding architecture and natural features of the area. The frontage faces on to residential houses and flats and is the first thing that people see when arriving in to the area by car, bus or bicycle. Large, illuminated coloured signs such as those proposed would have a serious impact on the profile, feel and potentially value of the area. It has the potential to cause nighttime disturbance to local residents and will give the impact of a major industrial unit which is extremely out of keeping with the location. Such signage is not necessary these days given the ability to find and locate outlets through the internet / maps etc and these signs should be made smaller, more neutral in colour and in keeping with the surrounding units.</p>
2024/2771/A	Francis Kean	23/07/2024 18:22:28	COMMNT	<p>I think the garish blue is out of keeping with the age and tone of the nearby buildings including the one on which it would be displayed</p>
2024/2771/A	Alex Maclean	23/07/2024 17:49:25	COMMNT	<p>The graphic treatment of the façade is hideous and more appropriate for an industrial estate than a retail frontage in a conservation area. The size of graphic frontage is out of all proportion to the design of the original premises. There has been no consideration of colour, scale or typography in the treatment - they should employ a graphic designer with experience in sensitive retail design. I have no objection to Leyland - just their inept and clumsy design implementation.</p>
2024/2771/A	Benais	23/07/2024 17:20:40	OBJ	<p>This creates a visually intrusive feature in this largely low-key parade made of cheap tacky plastic and aluminium. The material and design are of inappropriate quality and sustainability for the conservation area.</p>

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2024/2771/A	Andrew Mercer	23/07/2024 14:19:30	COMMNT	<p>Dear Sir/Madam,</p> <p>I believe this is a welcome addition to the community, and will support in giving jobs to the local people. The sign is not out of character, it's only due to the size of the site that it may seem so, londis is just as bright day or night.</p> <p>As for competition, with the myriad of coffee shop's and newsagents, another DIY shop will be no different. I do hope you see the benefit that this will bring to the community as more footfall will benefit all shops on the street not just Leylands.</p>
2024/2771/A	Michael Hay	23/07/2024 13:15:16	INT	<p>I live above the premises which are to be faced with advertising fascias. I strongly object to these gaudy, plastic signs. The proposed application is appallingly out of character with the locality, which for good reasons is a Conservation Area. It is a discreet tree lined road in a parade of independent shops in an Art deco building built in 1935. The loud stridently livid fascias to be lit 24 Hours are more in the character of a light industrial area.</p>
2024/2771/A	Emma	23/07/2024 17:01:52	OBJ	<p>I write with concern about the Leyland application for excessive signage and further negative effects on the immediate area.</p> <p>Signage</p> <ol style="list-style-type: none"> 1 The proposed excessive signage is not in keeping with the parade of shops and local atmosphere. 2 The covered window glazing is not in keeping with the parade of shops and local atmosphere. <p>Other concerns</p> <ol style="list-style-type: none"> 1 Seven day a week opening and early opening time noise annoyance to residents above and nearby in a residential area. Other branches open at 6.30 a.m. weekdays, 7.00 a.m Saturday and 9.00 a.m. on Sundays. 2 Loss of trade to the existing family run hardware shop less than 100 meters away. 3 Unless they have parking of their own, likely to generate local parking issues locally.