

To whom this may concern,

The proposed 2024/2771/A application should not proceed on three very important fronts.

1. Looking at the complaints / comments - safe to say very few residents want to see Layland on the high street. Why force it on the residents.
2. There is already a hardware store a few meters up the road. Belize does not need another. A quick google shows there's more stores a short distance away (Hampstead, Chalk Farm and Camden where there's already a Layland)
3. The shop front design looks like somebody spent about 5 mins thinking about it. Its really such poor taste and tacky looking its unbelievable. The color scheme and all windows covered with the same blue / teal color just cheapens the entire feel of the street.

Some advice, take a page out of Chesneys who were at the premises before - they managed to blend in.

Completely object to this - nobody wants it or needs it.

Thank you  
George Vergoulas