

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/3704/A	Lara Johnston	11/09/2024 00:39:13	OBJ	I am not happy with these signs, I live on Haverstock hill and have done for almost 40 years. These signs do not match the current style of the street and are likely to cheapen how the high street looks, and could negatively impact the sales value of properties nearby. I think it would be better for Leyland to create a sign more in keeping with the nearby shops.
2024/3704/A	JACK WILL	10/09/2024 10:33:05	COMMNT	HI WE DONT NEED LAYLAND IN BELSIZE PARK.
2024/3704/A	A Selwyn	10/09/2024 11:58:42	OBJ	From The Belsize Society: Objection: Whilst this is an improvement on the previous proposals (withdrawn), the design remains unacceptable. The signage proposed of aluminium with plastic foil is cheap and tacky and does not provide sufficient quality for this conservation area. The other shops in the parade have all provided good quality bespoke signage and these garish poster-like signs will stick out like a sore thumb, particularly as the property is the initial 'guardian' of the parade and wraps around the building. The cool white lighting proposed (6500K) will be harsh and glaring and the downlighters will be particularly unpleasant for people approaching up the hill as they will inevitably catch the eye and could cause a traffic hazard distraction at the junction. It is likely to be lit for long hours and will be an unpleasant glaring intrusion and needs a different treatment. The mass of the signage is out of scale with the building and does not respect its proportions and comes down too close to the upper level of the windows. It should be slimmer. This is a mixed neighbourhood parade and not the super-store warehouse type of outlet this design wishes to emulate.
2024/3704/A	Mohamad Hasan	10/09/2024 10:06:06	OBJ	We already have hardware shop we don't want another DIY shop it will local business.
2024/3704/A	lisa	10/09/2024 11:01:01	PETITNOBJ E	I believe having layland in this area is not suitable because parking two so many vans which is why we don't like it