

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/3704/A	Mr H Jamshidi	11/09/2024 23:27:01	OBJ	<p>The design is not in keeping with the area, it will significantly devalue the quality of the high street and looks cheap. The high street should be protected by the council and relevant designs should reflect the area. Other stores on the high street are elevate this is certainly not that. The tacky logos and colours as well as the unnecessary illumination and external promotional fascia is not required.</p> <p>I am also greatly concerned with delivery and pick ups when there is already a significant lack of parking on the high street which was done to accommodate the cycle lanes. This is evident with the Camden brand 5 minutes down the road where often people double park during the day.</p> <p>As someone who cycles daily up and down this high street my fear is not only about the sheer lack of quality in the design and the lack of necessity for such a store as we have a local hardware store already but also how people picking up heavy goods will need to park / double park / illegally park in the area in order to get these goods from the store to their vehicles.</p> <p>I strongly object to the whole project.</p>
2024/3704/A	Richard Dent	11/09/2024 21:02:24	OBJ	<p>I strongly object to the above plans.</p> <p>I live next door to this building in a residential area of Belsize Grove that this building is a part of. The proposed frontage and signage is more appropriate for an industrial park, not a residential area.</p> <p>This area is used by Christopher Nolan for film locations as well as Disney. This is the worst and tackiest signage in the whole of the Belsize town. It cheapens the area and will reduce house prices. It needs to be classic signage in line with the area such as Belsize Hardware on Haverstock Hill</p> <p>Best regards, Richard Dent</p>
2024/3704/A	Carlos Menezes	11/09/2024 10:46:36	OBJ	<p>I'm sorry, but this is a complete eyesore that is damaging the community feel of the area. Already, over the past 2 years, we've seen a significant erosion in the culture that was once endemic to Belsize Park and having such an overly commercial and garish store / branding on the corner of one of the main streets will only do further damage.</p> <p>The council holds its residents to maintain and champion the spirit of the area; be that in housing modifications or otherwise. It is almost laughable that, in light of this, a plan to allow a Leyland - when there is already another hardware store not even a minute's walk away - into arguably the most striking and prominent location in the entire neighbourhood.</p> <p>I am not sure how to take anything else from the council seriously if this were to proceed.</p>

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2024/3704/A	Ilana Walters	11/09/2024 10:39:38	OBJ	<p>I am objecting this proposed plan as the proposed signage is completely out of keeping with the area which is a conservation area. It will be heavily detrimental to the general visual appeal of the area, which is otherwise considered a desirable place. The proposed signage is objectively an eyesore, which has no place in a residential area like Belsize Park. This could also have adverse effects on property values.</p> <p>Furthermore, tradespeople who would use this store would cause congestion and parking issues on the corner of Belsize Grove and Haverstock Hill. This business would threaten the existence of a small local hardware store just metres along the high street.</p>
2024/3704/A	Leor Burnell	11/09/2024 15:42:12	COMMNT	<p>The proposed signage is completely incongruous with the local environment and it is disappointing that the community's previous objections have not translated into a more sensitive and appropriate design. This will stick out like a sore thumb in the beautiful Belsize Park and as a resident I would be deeply disappointed to see this approved.</p>
2024/3704/A	Sabina	11/09/2024 22:37:45	COMMNT	<p>Dear Council Members,</p> <p>I write to express my strong opposition to the proposed signage for Layland's new shop in Belsize Park. While new businesses are welcome in our community, it is essential that any additions respect the unique character and conservation goals of the area. The proposed signage for Layland is incongruent with the aesthetic and architectural heritage of Belsize Park, a neighborhood that prides itself on its historic charm and carefully preserved atmosphere.</p> <p>Belsize Park is a designated conservation area, meaning that both its natural and built environments must be protected from any developments that could detract from their historical or architectural significance. The shops and homes in the area have traditionally adhered to a cohesive style, with subtle, elegant signage that complements the area's Georgian, Victorian, and early 20th-century buildings. Layland's proposed signage, however, does not fit this established visual harmony. It is overly modern and brash, clashing with the understated elegance that defines the neighborhood.</p> <p>Approving such signage would set a worrying precedent for future developments, potentially inviting other businesses to disregard the conservation principles that have kept Belsize Park one of London's most desirable and historic areas. It could erode the community's efforts to maintain the character of our streetscapes, ultimately diminishing the very qualities that make Belsize Park attractive to residents, businesses, and visitors alike.</p> <p>I urge the council to reject Layland's current proposal and encourage them to explore alternative designs that better align with the area's conservation values. Belsize Park's charm and heritage are irreplaceable, and we must take all necessary steps to ensure they are preserved for future generations.</p> <p>Thank you for your consideration.</p> <p>Sincerely, Sabina khan Resident of Belsize Park</p>

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2024/3704/A	Jessamy Sheppard	11/09/2024 17:13:15	OBJ	The proposed fascia designs are garish and do not fit with the area's heritage. In particular, the blue background on the signs is too bright and not in keeping with the muted aesthetic in the row of shops in Belsize Park.
2024/3704/A	Morhain	11/09/2024 21:34:20	OBJ	I object to the signage. Not in keeping with the neighbourhood
2024/3704/A	Ariel	11/09/2024 16:24:41	OBJ	This is a very visually disruptive piece, and there is no need for a big box store on haverstock hill.
2024/3704/A	Annie	11/09/2024 18:01:00	OBJ	The signage, format and colour scheme is awful, corporate and bold, so contrary to the character of our neighbourhood. It screams. My kids and I pass this building every day. This would truly go against the nature of our conservation area.
2024/3704/A	Katheline Vandal	11/09/2024 23:17:12	OBJ	This design is not in keeping with the local conservation area Every other shops and restaurants have a more discreet branding. So it should be possible. In another note we already have a very useful family run tool shop on the street and I don't see how this would add value to the community.
2024/3704/A	Jacob	11/09/2024 23:35:03	OBJ	The proposed signage is simply not in keeping with the surrounding area. I live next door to the building in question, and would be very disappointed if this section of Haverstock Hill (which is generally a beautiful road) was to look like an industrial estate.
2024/3704/A	Mardoche Assor	11/09/2024 12:13:47	OBJ	Good morning I object to this planning application as i am leaving just opposite at 168 Haverstock Hill . The reason is that the colours are too bright and this type of advertising is not fitting well with a conservation area . Its a residential area and these large panels and advertising elements are degrading the area.
2024/3704/A	Elena	11/09/2024 19:32:03	PETITNOBJE	The signage is not in keeping with a conservation area, nor does it blend in with other signage on the high street. It's appalling that this should even be considered as acceptable, when it does not reflect what is already on the high street. The signage looks cheap and nasty and something you would expect at a fairground.
2024/3704/A	Lois Anderson	11/09/2024 13:41:57	OBJ	I am truly disappointed with the design. It is clear from this that Leyland DOES NOT CARE about the people in Belsize Park or the area itself. Their previous design was strongly objected by residents (over 100 objections received). Yet, their revised shows minimum improvements and it is clear that they did not care enough to try to improve their design. If you look inside now at their interior, the cool white fluorescent lights are harsh and unappealing - they need to change that now. Council should have a say over their lighting (not just signage outside). It is a store with many big windows (compared to other shops on Haverstock Hill) so it will be very obvious from the outside. Again, the lighting being used right now is not in accordance with the Conservation Area statement. Leyland - either you leave or have a designer to put forward a serious proposal otherwise you will be made an enemy to local residents even before you open.

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2024/3704/A	Maria Kirichun	11/09/2024 14:32:11	OBJ	<p>It's very disappointing as there is zero effort put into the design with no improvement whatsoever.</p> <p>As one objection puts it "The Conservation Area Statement specifically mentions the parade "form an attractive and coherent group which is visually and historically integrated...". This excessive and inappropriate signage, fascia and colour scheme stands out and is contrary to this statement and as highlighted in the CA Statement as detracting from the Conservation Area."</p>
2024/3704/A	Jonathan Stevens	12/09/2024 06:29:13	OBJ	<p>This is totally out of keeping with an otherwise mostly pleasant parade of shops in a conservation area. This is also the first shop on the parade on the corner of a residential street that makes the proposed appearance particularly jarring. The removal of the blocked up windows is a step in the right direction having multiple signs looks terrible and are unnecessary. Are the worried that someone will forget they are there after walking past the entrance. Surely one sign above the entrance would be sufficient? And without the backboards. Adding 18 square metres of advertising is massively excessive and unwelcome and will detract from area as a whole. This design is clearly thoughtless and had been put together by someone who probably hasn't visited the area and clearly doesn't care about conservation or the views of residents who surely they would want to attract as customers. Perhaps we should also be writing to the chief executive of company.</p>
2024/3704/A	Leona Ng	11/09/2024 15:59:39	OBJ	<p>Object to the building of Leyland, and the storefront design</p>
2024/3704/A	Victoria Woodhouse	11/09/2024 19:54:46	COMMNT	<p>The bright colours and lit up signage is not befitting for the local conservation area and is jarring with the rest of the street and historical area</p>
2024/3704/A	Ido Naim	11/09/2024 10:37:52	OBJ	<p>I believe that even the revised form is still extremely offensive to a neighbourhood commercial area and unjustified due to the proximity of other Leyland branches.</p> <p>This place will also hurt the local Belsize Hardware store and encourage more eye soars in a conservation area.</p> <p>There is no demand for such a shop and no justification for such signage. This place is better off as a restaurant or any other business that will benefit the community.</p>
2024/3704/A	Antony Aston	11/09/2024 12:30:40	OBJ	<p>I would register an objection as the somewhat garish lighting and colour scheme proposed are not in keeping with the building aesthetic that contains the showroom/shop, the street it directly borders (Belsize Grove), the buildings opposite (on Haverstock Hill) or further down the hill/street but still close by. While I do appreciate that shops like to have eye-catching signs to attract business perhaps there is a compromise with a somewhat toned down version</p>

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2024/3704/A	Rachel Wan	11/09/2024 13:36:18	OBJ	<p>I strongly object to the opening of Leyland on our high street, as well as its proposed signage, which I find distasteful and not in keeping with the aesthetic charm of this beautiful area. The high street has long been admired for its unique character, marked by small, family-run businesses that contribute to its distinctiveness and community spirit. The introduction of a large chain store like Leyland, with signage that clashes with the existing visual appeal, threatens to undermine this character.</p> <p>Furthermore, the arrival of Leyland poses a direct threat to Belsize Hardware, a beloved family-run store that has served the community for years with dedication, expertise, and personalized service. Supporting local businesses is essential to maintaining the vibrancy and diversity of our high street. The opening of another big chain store will detract from the unique local atmosphere, potentially leading to the closure of independent shops that cannot compete with larger corporations. This will have a detrimental effect on the community, eroding the sense of local identity and diminishing the variety of offerings available to residents and visitors alike.</p> <p>For these reasons, I urge the Council to reconsider the approval of Leyland's opening and its signage in order to preserve the charm, heritage, and community spirit of our high street.</p>
2024/3704/A	Jocelyn Crockett	11/09/2024 14:33:40	OBJ	I don't mind the shop being there but it's not unreasonable for signage to be in keeping with the rest of the high street and not illuminated.
2024/3704/A	Jess	11/09/2024 14:57:42	OBJ	<p>Hideous design again with no consideration for the location or community. Not only is this shop not needed and there's no consideration for parking, this signage is ugly, unnecessarily large and repetitive and uncalled for.</p> <p>A large multimillion £ company can spend more than 5 mins in designing a sympathetic exterior.</p> <p>Do better.</p>
2024/3704/A	Gabriela Nuha Kralikova	11/09/2024 15:04:33	OBJ	<p>The proposed signage is not in keeping with the building design and the area. I understand the company colours are important as they are part of their logo, but can the signs be designed with the building age/design and it's location in mind?</p> <p>Can there be maybe just the lettering without the large boards? Similar what Nisa Local Belsize Park has done?</p>
2024/3704/A	Sara	11/09/2024 18:07:09	OBJ	The Conservation Area Statement specifically mentions the parade "form an attractive and coherent group which is visually and historically integrated...". This excessive and inappropriate signage, fascia and colour scheme stands out and is contrary to this statement and as highlighted in the CA Statement as detracting from the Conservation Area."
2024/3704/A	Nicky Stewart	11/09/2024 17:58:40	APP	Please dont let this dreadful branding tarnish our village - it is nothing short of garish and there is no effort being made to be sympathetic with the building or the surrounding businesses.