

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/3704/A	jesse	12/09/2024 16:01:01	OBJ	I object strongly to leyland taking that premises. We don't need another hardware store on the street, and a builders merchant will add to the traffic around the local streets. I would ask you to reconsider permission for this use.
2024/3704/A	Jason Briggs	12/09/2024 19:53:46	COMMNT	I feel there needs to be some simple logic here. The signage has been revised and is more in keeping with the parade now, Looking at the responses I feel the local community seems to have forgotten that this application is for the signage and nothing to do with weather we need another hardware store even though we already have a hardware store along with the numerous coffee shops, restaurant's and convince stores that blight our parade. I for one welcome this addition to the parade and how they will support the wide community.
2024/3704/A	Josephine Glyn	12/09/2024 16:11:45	OBJ	What a really ugly proposal. I don't see why the branding should be at the expense of the quality of the high street. It is completely out of keeping, unsympathetic, and misaligned with the feel of the neighbourhood and street. This is not a dual carriage way/ finchley road situation, this is a beautiful boulevard of mature trees with beautiful architecture around it. All proposals should be sympathetic and subservient to the environment.
2024/3704/A	Ana Taravillo	12/09/2024 23:04:03	OBJ	The proposed illuminated panels are excessively disproportionate with the look of the existing shops in this area. The colour scheme and hugely illuminated signage would totally distort the look of the area as it is totally excessive and unnecessary. The shop should fit signage that is in line with the existing look of the shops in the area.

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2024/3704/A	Jackie Gordon	12/09/2024 21:20:17	OBJ	<p>I am writing to object to the proposed signage and interior design of Leyland. The current plans for the shop's signage and interior lighting not only clash with the distinctive character and heritage of the Conservation Area but also demonstrate a lack of effort to maintain the aesthetic integrity that the area strives to preserve.</p> <p>Firstly, the proposed signage is both visually jarring and incongruent with the established architectural style of the surrounding buildings. It fails to respect the traditional design elements that define this Conservation Area, which is crucial in maintaining the historical and cultural significance of the neighbourhood. The signage appears to prioritise corporate branding over harmonious integration with its environment, undermining the very ethos of a Conservation Area.</p> <p>Secondly, the interior lighting choice of harsh white fluorescent lights is both unattractive and unsuitable. Due to the shop's large windows, these lights will be highly visible from the outside, creating an eyesore for passersby and detracting from the area's overall ambience, particularly in the evening. This choice of lighting not only disregards the area's character but also presents a stark contrast to the warm, inviting lighting typically found in neighbouring establishments. I urge the shop owners to consider alternative lighting options that are more in keeping with the area's aesthetics, such as softer, warmer tones that would better complement the environment.</p> <p>It is disappointing to see that a large company like Leyland, with ample resources, has made zero effort to design a shopfront and interior that is consistent with the conservation objectives of the area. The proposed design is both insensitive and inappropriate, lacking the consideration and respect that should be given to a location of such cultural and historical value.</p> <p>I strongly urge the responsible parties to revisit their plans and adopt a design that respects and enhances the character of the Conservation Area, rather than one that detracts from it. This could include consulting with local heritage organizations or conservation officers to develop a more suitable design that aligns with the principles and guidelines of the Conservation Area.</p> <p>I hope that the concerns raised will be taken seriously by Council and that appropriate steps will be taken to ensure that the proposed development upholds the values and standards of our cherished Conservation Area.</p>

2024/3704/A	Ja	12/09/2024 11:32:46	COMMNT	The Proposed signage is totally not in keeping with a conservation area. It's brash , bright and garish. It's an eyesore and surely Camden Planning should consider the broader aesthetic appeal less brash signage would have.
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2024/3704/A	Wilby	12/09/2024 16:06:13	COMMNT	The fascia panels proposed will not be in keeping with the building in my view and will be an ugly and intrusive addition to this corner of Belsize Grove. Although probably not relevant to this application, I also question the need for such a large DIY store which will no doubt generate even more traffic and parking problems. There is already a perfectly good DIY store on Haverstock Hill.
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2024/3704/A	Jason Briggs	12/09/2024 19:53:54	COMMNT	I feel there needs to be some simple logic here. The signage has been revised and is more in keeping with the parade now, Looking at the responses I feel the local community seems to have forgotten that this application is for the signage and nothing to do with weather we need another hardware store even though we already have a hardware store along with the numerous coffee shops, restaurant's and convince stores that blight our parade. I for one welcome this addition to the parade and how they will support the wide community.

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