

<b>Application No:</b>	<b>Consultees Name:</b>	<b>Received:</b>	<b>Comment:</b>	<b>Response:</b>
2024/3704/A	David Thomas, Chair BCAAC	13/09/2024 14:39:44	OBJ	<p>Objection</p> <p>147-151 Haverstock Hill is in a prominent position with three faces on the corner with Belsize Grove and forms the beginning of the Belsize Parade when approaching up the hill.</p> <p>These proposed signs are garish, too many in number, too large and over lit.</p> <p>One sign on each of the masonry faces would be quite sufficient to indicate the name and purpose of the shop.</p> <p>The proposed signs do not take into account the character and design of the property or the appearance of its surroundings and location in the Belsize Conservation Area. They would dominate the ground floor of the building and would be a dominant feature in the setting of the building in the Conservation Area, which would be exacerbated by its location. They would adversely impact upon amenity and would not be sympathetic to the host building (which is residential) and surrounding environment. The signage would not preserve the character and amenity of the area.</p> <p>Clause 1.11 of the London Planning Guidance: Advertisements March 2018 states that "Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance"</p> <p>Clearly this application does not meet these requirements and should be refused.</p> <p>On a related matter we are concerned that this building supplies chain should choose to open a branch so near the recently established local Belsize Hardware store.</p> <p>David Thomas Chair BCAAC</p>

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2024/3704/A	Asif Noor	13/09/2024 12:42:12	OBJ	<p>To the Camden Council Planning Department,</p> <p>I am writing to object to both the opening of a Leyland store at 147-151 Haverstock Hill, Belsize Park, and the associated application for externally illuminated fascia and panel signs.</p> <p>While recognising the importance of supporting local businesses, I have several concerns regarding the negative impact this development will have on the Belsize Park area, particularly in relation to the proposed signage. My objections are as follows:</p> <p><b>1. Impact on the Character of the Area</b> Belsize Park is known for its unique charm, residential appeal, and status as part of a conservation area. The introduction of a large commercial outlet like Leyland would disrupt the character of the local area, which is primarily residential and dotted with smaller, independent businesses. The arrival of a second unneeded hardware store, especially one that includes multiple illuminated signs, does not align with the visual and aesthetic integrity of the area.</p> <p>The externally illuminated fascia panels and signage proposed for the Haverstock Hill and Belsize Grove elevations are incongruous with the architectural heritage of Belsize Park. These large, modern signs would clash with the traditional facades and understated shopfronts that contribute to the area's historical appeal.</p> <p><b>2. Excessive and Unnecessary Signage</b> The application proposes five externally illuminated fascia panels on two elevations, along with two illuminated panel signs and an additional non-illuminated sign. This level of signage is excessive and overly commercial for a neighbourhood that values its local charm and peaceful ambiance. A proliferation of such large, illuminated signs would alter the look and feel of the streetscape, making it more akin to a high-traffic retail zone rather than a calm residential community.</p> <p><b>3. Light Pollution and Impact on Residents</b> The introduction of externally illuminated signage presents a serious concern regarding light pollution, especially for the many residents like myself living in close proximity to the proposed store. The bright, artificial lighting from the signage will negatively affect the quality of life for nearby households including children, causing unnecessary disturbance, particularly during the evening and nighttime.</p> <p>Residents of Belsize Park have chosen to live in this area because of its calm atmosphere, and excessive lighting from a large commercial store could undermine that. Light pollution can also have broader environmental impacts, disrupting local wildlife and contributing to energy waste.</p> <p><b>4. Traffic and Parking Concerns</b> A Leyland store will severely increase footfall and vehicle traffic to the area, creating parking difficulties and congestion, particularly on Haverstock Hill and the surrounding roads including Downside crescent which is already overly congested during rush hour. This will further exacerbate the issue created when parking was removed from Haverstock hill to facilitate the cycle lanes. This additional traffic will be a major inconvenience for residents, exacerbating already existing parking shortages and noise pollution.</p> <p>With delivery vehicles and increased traffic due to the store, the neighbourhood will suffer from added</p>

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				<p>pressure on its infrastructure, which is not designed for the type of commercial activity associated with a large retail chain. The local area lacks the capacity to accommodate a significant increase in visitors without causing disruption to daily life.</p> <p>5. Precedent for Future Developments                      Allowing Leyland to open a store and install such prominent illuminated signage sets a worrying precedent for further commercialisation of Belsize Park. If this type of development is approved, it will encourage other large, non-local businesses to set up shop, further eroding the unique, village-like atmosphere that makes Belsize Park so desirable to residents and visitors.</p> <p>Belsize Park’s independent, small-scale businesses contribute to the area’s sense of community. Introducing large corporate stores will alter the local business ecosystem, potentially leading to the closure of smaller shops unable to compete with larger chains.</p> <p>For these reasons, I urge Camden Council to reject this planning application or impose significant restrictions on the scale of both the store and the associated signage. Preserving the character, safety, and quality of life in Belsize Park should be a priority, and large commercial developments like this one are incompatible with those goals.</p> <p>Thank you for taking the time to consider my objection.</p>

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2024/3704/A	Claudia	13/09/2024 14:04:08	COMMNT	<p>The proposed design for the Leyland shop on Haverstock Hill is in sharp contrast to the design guidelines for the area which state that they must blend with the surrounding shops/area. It would be a shame if the council were to approve it as is.</p> <p>In my personal experience with Camden’s planning office I have always found it to be considerate of both the applicant’s intentions/need and the overall design scheme for the area.</p> <p>I trust the same will be done here and Leyland are made to reconsider their shop front design.</p>
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2024/3704/A	Janet Maitland	13/09/2024 09:47:16	COMMNT	<p>The Leyland signs over the windows are garish and tacky and not in keeping with their surroundings.</p>
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