

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/3704/A	Jackie Woosnam-Savage	16/09/2024 14:11:59	OBJ	<p>I am writing to formally object to the planning application 2024/3704/A for the proposed new external signage at 147 Haverstock Hill, Belsize Park.</p> <p>This area, recognised for its distinctive architectural character, requires sensitive development to preserve its historical integrity. The proposed signage, with its modern, brightly coloured aluminium panels and trough lighting, is out of keeping with the surrounding conservation area, where more traditional and subtle designs are prevalent. It does not respect the visual harmony of the streetscape, nor does it align with the aesthetic character of neighbouring properties.</p> <p>As a local resident, I am bound by strict regulations even for minor alterations, such as tree pruning. It is concerning that a proposal introducing such visually obtrusive signage could be permitted in an area where visual cohesion is paramount. The use of bold, industrial-style materials and prominent lighting feels jarringly out of place in this largely residential and architecturally sensitive neighbourhood.</p> <p>Additionally, the scale of the proposed signage, particularly the extensive use of aluminium panels coated in bright colours, is disproportionate and detracts from the architectural charm of Belsize Park.</p> <p>I respectfully urge the council to reject this proposal on the grounds that it is not in keeping with the character of the area and could set a concerning precedent for future developments.</p> <p>Thank you for considering my objection.</p>

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2024/3704/A	Marc Winklhofer	16/09/2024 21:13:56	COMMNT	<p>Dear Camden Council,</p> <p>I strongly object to the planning application for the installation of multiple illuminated signs on the building's exterior. As a resident living in this building, I have several concerns regarding the proposed changes:</p> <p>Light Pollution: The proposed externally illuminated signs, particularly on the Haverstock Hill and Belsize Grove elevations, will create unnecessary light pollution, affecting the quality of life for residents. Trough-lit signage will cast excessive light into nearby windows, disturbing residents, especially during evening and nighttime hours.</p> <p>Aesthetic Impact: This building is situated in a primarily residential area known for its character and charm. The addition of large, illuminated signage will clash with the building's existing architecture and the overall aesthetic of the neighborhood. The proposed signs are not in keeping with the area's heritage and will detract from its traditional look.</p> <p>Safety and Disturbance: Brightly lit signs can be distracting for both pedestrians and drivers, increasing the risk of accidents, especially at night. This part of Haverstock Hill and Belsize Grove already experiences significant foot and vehicle traffic, and adding more illuminated panels could further compromise safety.</p> <p>Negative Impact on Property Value: Excessive commercial signage on a residential building could negatively impact property values, as potential buyers or renters may find the bright, commercial appearance unappealing.</p> <p>I urge the planning committee to reject this application in consideration of the residents' comfort, the building's aesthetic integrity, and the overall character of the neighborhood. Thank you for taking these concerns into account.</p>

2024/3704/A	Professor Simon Commander	16/09/2024 18:50:52	OBJ	<p>The application proposes a significant number (5) of very bright (and to be illuminated) panels. Aside from creating significant unnecessary clutter going beyond giving the name and business of the new company that will occupy the site, they are very much out of keeping with the signage in size and design that can be observed in the neighbourhood. As such, these panels do not blend in at all with a mixed commercial/residential neighbourhood (note that 40% of the signage is on a street - Belsize Grove - that is wholly residential).</p> <p>My objections to the current proposal are consequently: (a) excessive number of signs that go way beyond announcing the name of the business; (b) the size and material (aluminium) used for the 5 signs that will make them highly visible.</p> <p>In short, the proposal would permit excessive signage that would not integrate at all with the mixed use area in which this shop lies.</p>
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2024/3704/A	George	16/09/2024 11:07:59	COMMNT	<p>I still object to the proposed signage, despite the changes.</p> <p>I am not sure if Layland or Camden Council properly understood the nature of the objections. They are twofold: (1) we don't need another hardware store as we already have one and (2) the signage is an eyesore and completely not in keeping with they style of the area.</p> <p>The colour scheme is awful and the size and number of signs (5 large signs in total) along the building is unnecessary. Its as if Layland think this is a business park or a store on a dual carriageway trying to get attention. There is no need for 5 signs, if anything just one sign above the door, re designed and using more subdued colours could work. There is also no need to have 'menu' signs to the right and left of the entrance stating what I am sure everyone already knows what kind of business Leyland is. Surely this isn't a lot to ask for? I don't understand the stubbornness of Layland.</p> <p>I object to Layland's business opening here in principle. Its not necessary as we have a hardware store a few meters up the road. In addition there are hardware stores in Chalk farm and Swiss Cottage / Finchley road (just google this). But if this goes ahead the signage must change significantly.</p>

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