

Dear Planning

I would like to object to the advertising consent for Leyland on Haverstock Hill. Although the new application is a bit better than the original withdrawn one, it is still not suitable for the location.

Please note that Leyland have already implemented the new application. The advantage of this is that it can be viewed in real life rather than in a drawing. While the dark blue paint work is fine, the bright blue signs should either be smaller or (better yet) toned down several notches. The worst element of the set up is the zig zag 'paint mixed here' posters that adorn either side of the entrance.

I am mindful that in conservation areas it is common for chains of businesses with bright signage to be required to use a more muted style. For example, McDonalds in Hampstead. Please could the same thinking be applied in this case.

Best regards

Cllr Tom Simon
Belsize Ward
Liberal Democrats
Leader of the Opposition