

Application N	Consultees Name	Recipient Address	Received	Comment	Response
2025/1782/A	The Belsize Society	38 Howitt Road	09/05/2025 11:51:48	OBJ	<p>The Belsize Society objects to this application for retention of advertising material which was already refused in a previous application 2024/3704/A. These non-consented signs are subject to enforcement and should have been removed after 7th March with leeway given until 21st March before legal action was to start.</p> <p>The original scheme 2024/2771/A was withdrawn on 23/7/24 in view of considerable local opposition, supported by a ward councillor.</p> <p>Following discussion with the planning team, a revised scheme 20124/3704/A was submitted on 2.9.24. Following advice, the applicant further modified the plans and omitted the illuminated signs either side of the main door and replaced the panel above the door with a vinyl film applied to the transom glazing. All advertisements covering the windows had been omitted. The revised drawings were produced on 11.11.24.</p> <p>The signage was installed prior to consent being granted. The actual signage installed included the two illuminated signs either side of the front door signs and the vinyl covering of 5 out of 6 of the windows and five trough-illuminated fascia signs. This application was finally decided on 7.3.25. Consent was given for the revised scheme which included signs above the windows but not those either side of the doors, nor the advertisements covering the windows.</p> <p>The council indicated enforcement action would follow and allowed a 14 period for removal of those particular signs from 7th March, ie by 21st March. This has been ignored.</p> <p>The comments justifying the rejection were: "intrusive visual clutter, harmful to the character and appearance of the host building, streetscene and wider Belsize Conservation Area. As such, the Council will authorise the Borough Solicitor to secure removal of these advertisements and start prosecution proceedings in the Magistrates Court if necessary." "Please be aware that the display of such advertisements without the benefit of advertisement consent is a criminal offence under Section 224 of the Town and Country Planning Act 1990 (as amended)"</p> <p>This new application for the explicitly unacceptable signs would appear to be a blatant attempt to prolong unconsented advertising material and impede enforcement action. It is harming the appearance of the conservation area.</p> <p>Indeed, the new application even worsens the illegally retained scheme by increasing coverage of the Belsize Grove window from the upper half only to total obliteration.</p> <p>There were 52 objections recorded from local residents, citing the brash and excessive signage, the illumination, the poor-quality materials and the obliteration of the windows by vinyl advertisements. Nothing in the present application changes those objections.</p> <p>We consider the existing unconsented signs in this application excessive and unpleasant in the context of this conservation area. The whole facade has become one brash advertising hoarding out of keeping with the rest of the shopping arcade and excessive to the needs of signalling the place and purpose of this shop.</p>

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					<p>We consider this application to retain the illegally signs is in contravention to the following:</p> <ul style="list-style-type: none"> Local Plan Policy D1 (Design), - the application specifically detracts from this prominent corner of the conservation area which leads into the quietly designed and elegant residential street (Belsize Grove), clumsily and brashly spoiling this corner of an otherwise restrained arcade. The neighbouring shops fronts are generally restrained in comparison and the large frontage of this particular shop, across, effectively three frontages, allows sufficient and proportionate advertising in the existing consented scheme which had been modified by reasonable agreement. The bright and unnatural colour represented on a large proportion of the corner frontage is a visual intrusion in the local street-scene. The large side panels do not respect the proportions of the art deco style door mouldings and the fenestration of the residential properties above and cause a visual imbalance and confusion. Local Plan Policy D2 (Heritage) – these advertisements in this application do not preserve or enhance the character of this part of the conservation area (whereas the previous consented scheme had been carefully modified to comply). Local Plan D4 (Advertisements) – these excessive and unnecessary advertisements contribute to an unsightly proliferation of signage in the area and contribute to light pollution to nearby residential properties. In relation to light pollution, the application covering letter erroneously states 'The only signs which are illuminated are those either side of the entrance door' clearly ignoring the existing five trough-illuminated lights. The total illumination around this shop must be considered. Camden Planning Guidance (CPG Advertisements) – these advertisements in this conservation area, harm the character and appearance of this building and obscures and damages specific architectural features of the building, notably the proportions of the corner entrance and by obliterating the windows. The existing consented scheme applied an acceptable design basis of matching the signs to the architectural form, proportions and features of the host building. The present application distorts and unbalances this. Camden Planning Guidance (Design) which states in Paragraph 6.13 that 'Any signage or lettering should be uncluttered and respect the character and design of the building'. This application is obviously the opposite of this policy. <p>We therefore request:</p> <ol style="list-style-type: none"> that this application be rejected and that the previously agreed enforcement action by completed. <p>AS for The Belsize Society</p>

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2025/1782/A	Celia Scott	3 Mall Studios Tasker Road London NW32YS	12/05/2025 08:10:00	OBJ	<p>The shop front consists of three bays and dominates this part of the street.</p> <p>The windows below the fascia have been filled with vinyl signs, contravening the Parkhill + Upper Park Conservation Area Appraisal + Management Strategy which says: "Fascia signage should be restricted to the traditional fascia zone, delineated by the console brackets and should not project above the cornice or encroach below into the traditional glazed portion of the shopfront."</p> <p>The revisions to the original planning submission required by Camden have not been carried out. Enforcement action should already have started.</p>
2025/1782/A	David	Belsize Grove Belsize Park	11/05/2025 19:39:19	NOBJ	<p>I would like to extend my support for Leyland in Belsize Park as a local resident and against the local campaign to remove them.</p> <p>Leyland is operating in a building that was derelict for many years and had squatters move in. They have renovated the building and provide good services to the community. We need to support local shops in Belsize Park NOT drive businesses away just because somebody wants to put up an advertising panel. We need to ask this local campaign would they rather have vibrant shops in Belsize Park or rows of empty shops and (sadly) homeless people move in and more rubbish on our streets. Thank you.</p>