

| Application N | Consultees Name | Recipient Address | Received | Comment | Response |
|---------------|-----------------------|--|---------------------|---------|--|
| 2025/1782/A | Dr Simon Commander | 26A BELSIZE GROVE NW3 4TR | 14/05/2025 14:49:13 | OBJ | <p>The application is to seek approval for signs and illumination that were turned down on an earlier application.</p> <p>What they are proposing keeping is garish, ugly and out of proportion. None of the neighbouring businesses on Haverstock Hill have signage of this size and brightness and Belsize Grove is a residential street, except for this building and the estate agents next door who have a very discrete signage. In short, the signs and their size are out of keeping with the location, excessive and an eyesore.</p> <p>I hope the Council will enforce its earlier ruling and refuse this application. Apart from anything else, by not doing so, you will set a bad precedent for traders to flout permission and then seek to gain approval later.</p> |
| 2025/1782/A | D Soldi | 34 Upper Park Road NW3 2UT | 14/05/2025 14:43:08 | OBJ | <p>The huge advertising billboards on each side of the door are an eyesore, as are the ones on the windows. They are too large, prominent and brash. They assault one's eyes and are designed to drown out any other visual information coming to us, and in doing so obliterate any possibility of fitting in with the character of the surrounding buildings. The frontage of the Leyland shop is unpleasant and unnecessary; if it is a good shop people will go in, otherwise they will not. It seems that these have been put up, although previously refused. So why are they there? In no way should this application be approved. The enforcement notice for their removal should be upheld and Leyland be charged for any expenses, time-wasting, and non-compliance.</p> |
| 2025/1782/A | Catherine Emmerich | 20 Glenloch Road, Belsize Park, Belsize Park NW3 4DN NW3 4DN | 14/05/2025 18:14:54 | OBJ | <p>I object on the basis that such signs are too bright and garish and are not consistent with the character of other businesses on Haverstock Hill</p> |