

Application N	Consultees Name	Recipient Address	Received	Comment	Response
2025/1782/A	Pierre PETIT-NIVARD	36 Upper Park Rd NW3 2UT NW3 2UT	13/05/2025 11:39:30	OBJ	<p>I am writing to object to the current planning application for the installation of additional advertisements, including neon signs and window vinyls, at the Leyland store on Haverstock Hill.</p> <p>This building is already visually prominent due to its large size and the use of Leyland's distinctive blue, which is striking and stands out considerably within the streetscape. The current colour scheme alone makes the building highly noticeable-no further signage or illumination is necessary to attract attention.</p> <p>The proposed advertisements, particularly the illuminated signs and extensive window coverings, are excessive and out of character for the area. Other businesses along this stretch of Haverstock Hill and Belsize Grove use much more restrained signage, respecting the architectural features and the overall character of the Belsize Conservation Area. The proliferation of signage at this site would set an unwelcome precedent and undermine the visual harmony of the street.</p> <p>Previous applications for similar signage have already been refused, and enforcement action was initiated to have the non-consented signs removed. The council's own assessment described the signage as "intrusive visual clutter, harmful to the character and appearance of the host building, streetscene and wider Belsize Conservation Area". The current proposal does nothing to address these concerns and, in fact, increases the coverage of advertising on the windows, further obliterating the building's original features.</p> <p>The Camden Local Plan and Planning Guidance are clear that signage should be proportionate, uncluttered, and respectful of the building's character and the conservation area. The current proposal fails on all these counts, with illuminated and vinyl signs that overwhelm the façade and obscure architectural details.</p> <p>I urge the council to reject this application and to ensure that enforcement action is completed as previously agreed. The building already makes a bold statement with its colour and scale-additional advertising is unnecessary and would only detract from the amenity and appearance of this very nice building and the wider area.</p> <p>Thank you for considering my objection.</p>
2025/1782/A	DavidI nnes	5 Downside Crescent NW3 2AN	13/05/2025 12:25:51	COMMNT	<p>We strongly object to the externally illuminated signs and the vinyl signs on the windows which are completely out of character with the surrounding area</p>

Application N	Consultees Name	Recipient Address	Received	Comment	Response
2025/1782/A	Jennifer Morris	18 Upper Park Rd London NW3 2UP	13/05/2025 14:31:41	OBJ	We object to further brash advertising on the Leyland Store. The huge store with its turquoise banners and lettering are already loud enough and do not fit at all with the smaller more friendly scale of shops on Haverstock Hill. It feels an unnecessary addition to the local village, especially as there is already a good small hardware shop nearby.
