

Application N	Consultees Name	Recipient Address	Received	Comment	Response
2025/1782/A	Mardoche Assor	168 haverstock hill	16/05/2025 10:26:28	OBJ	<p>Good morning</p> <p>I am living opposite Leyland and the current lighting is already disturbing for a residential area let alone adding more . The shop is already fully visible and does not need more lighting . They would not have more customers by adding lighting . Its a residential area which does not need a large DIY store and that is the reason why the shop is most of the time empty .</p> <p>I oppose to more lighting as its reduce the quality of life and the tranquillity of all the residents in the area.</p> <p>Regards</p>
2025/1782/A	Rachel Kuller	40 primrose gardens	15/05/2025 09:39:55	OBJ	<p>I object to the garish and unnecessary advertising being requested in this application</p>
2025/1782/A	Marc Winklhofer	<p>2 Havercourt Haverstock Hill</p> <p>2 Havercourt Haverstock Hill</p> <p>2 Havercourt Haverstock Hill</p>	16/05/2025 11:20:10	OBJ	<p>Dear Madam/Sir</p> <p>I am writing to formally object to the above planning application for the display of externally illuminated panel signs and non-illuminated vinyl signage at 147–151 Haverstock Hill.</p> <p>My objections are as follows:</p> <p>Public Safety Concerns: The proposed illuminated signage poses a serious safety risk. The location is adjacent to a designated bicycle lane and pedestrian crossing. Externally illuminated (trough-lit) signs can create glare and visual distraction, particularly at night, potentially endangering cyclists and pedestrians who rely on clear visibility and minimal distractions in this busy area.</p> <p>Negative Visual Impact on the Area: Haverstock Hill is a distinctive and character-rich area. The introduction of large, externally illuminated signage is not in keeping with the local architectural and visual character. Such signs would detract from the aesthetic harmony of the street and may set an unwelcome precedent for further commercial signage in what is otherwise a balanced and well-preserved urban environment.</p> <p>For these reasons, I urge the planning authority to reject this application in the interest of public safety and the preservation of the area's unique character.</p> <p>Kind Regards Marc Winklhofer</p>

Application N	Consultees Name	Recipient Address	Received	Comment	Response
2025/1782/A	Nicolae Braileanu	Flat 3, 172 Haverstock Hill	18/05/2025 23:49:40	INT	<p>Dear Sir/Madam,</p> <p>I am writing to formally object to the planning application submitted by Leyland in respect of the premises at 147–151 Haverstock Hill, London, NW3 4QU. The proposed changes are entirely inappropriate within the context of the Belsize Park Conservation Area and would significantly compromise the architectural character and visual harmony of the surrounding streetscape.</p> <p>This part of Haverstock Hill is notable for its consistent architectural language and historic charm, which the Conservation Area designation seeks to preserve. The proposals put forward by Leyland are not only unsympathetic to the surrounding built environment, but would introduce visual elements that detract from the established character of the area.</p> <p>I am also concerned by the apparent inconsistency in how planning obligations are being applied. Local residents, myself included, are subject to strict and detailed planning controls, requiring consent for even minor alterations to external façades. It is therefore deeply troubling that a commercial operator should be permitted to make significant changes that would alter the appearance and character of a prominent building in the area, seemingly without the same level of scrutiny or restriction.</p> <p>This disparity undermines the purpose and credibility of the Conservation Area designation. It also raises legitimate concerns regarding fairness and equal treatment under the planning system. Allowing such proposals to proceed would set a worrying precedent and may lead to further incremental erosion of the area's historic identity.</p> <p>I respectfully urge the Council to refuse this application in order to safeguard the architectural and cultural value of the area and to uphold consistent and equitable planning standards for all stakeholders — residents and businesses alike.</p> <p>Yours faithfully, Nicolae Braileanu</p>
