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Application N	Consultees Name	Recipient Address	Received	Comment	Response	
2025/1782/A	margaret caselton	11 Ormonde Court, 10-14 Belsize Grove Belsize Park NW3 4UP	19/05/2025 23:22:13	COMMNT	I vigorously object to illuminated signage outside Leyland. This shop is situated in the heart of a conservation area in tree lined Haverstock Hill. There are many small individual shops in this Parade which has long been known as a friendly, local area where people enjoy sitting outside on the public benches and in coffee shops. Large illuminated signage in this Parade is ill-suited and uncharacteristic. The signage is of no benefit to/and does not enhance the area in any way. The startlingly huge blue graphics already on the windows and outside the shop are lurid and again, totally out of keeping with the locality. The proposed illuminated signage will pollute the light and certainly disturb any birdlife inhabiting the trees close by. Belsize Park is a designated conservation area and it is imperative that its character and features should be preserved and not diminished by insensitive promotional advertsing.	

Application No Computer Received Comment Response 2025/1782/A Rachel Leam; 10-16 Besize; 19/05/2025 23:31:20; COMMN I am writing object to the latest planning application submitted by Lepland for the latest planning application submitted by Lepland Painting application submitted by Lepland Painting application submitted by Lepland Painting application must be viewed in the context of the site's recent planning history. Leyland Painting application for the analytic and concolinit give) issued an enforcement nodice requiring the removal or alteration concolinit give) issued an enforcement nodice requiring the removal or alteration for the backsz Paint environment. Application New, despile this proceeding the removal or alteration becking to internet for the interviewed in the context of the site's recent planning subdimited by Lepland Painting updifiers and disrup the visual harmory of the backsz Paint environment. New, despile this proceeding the removal or alteration becker planning subdimited is gives and lighting. Leplance to this for the following key resense: 1. Disregari for Leocal Character and Design Policy: Birther Huminaled Signa and lighting. Leplance to this for the following key resenses: 1. Disregari for Leocal Character and Design Policy: Birther Birther Huminaled Agena and Ighting. Leplance to this for the following key resenses: 1. Disregari for Leocal Character and Design Policy: Birther Birthere Birther Birther Birther Birthere Birther Birthere Bi							07.10.02
Grave installation of additional illuminated signage and tighting at their storeffont in Belsize Park. This application must be viewed in the context of the site's recent planning history. Leyland's initial storefront installation was met with substantial public opposition due to its stark throughulty with the archite of the area. As a result, Camden Council rightly issued an enforcement notice requiring the removal or alteration of elements that were found to breach local planning guidelines and disrupt the visual harmony of the Belsize Park. Now, despite this precedent and the clear message from the local community and planning automstry. Leyland has submitted a new application seeking to intensify its visual impact by adding further illuminated signas and lighting. Lobject to this for the following key reasons: Disregard for Local Character and Design Policy: Belsize Park is a conservation-assensitive and architecturally cohesive area. The introduction of prominent illuminated signage is mitry al to dask with the Camden Planning Guidance (see Camden Planning Guidance – CPG1: Design, Section 2.10), which discourages excessive and insistentiated a law application was therials and designs that enhance the streetscape rather than dominate it. Allowing this proposal would undermine these principles and risk setting a harmful precedent. Discussed y draw attention, adding illumination will increase the risk of safety incidents and contribute to light pollution, ontrary to the aims of CPG6: Amenity, particularly for argargaph 6.5. Discussed Previous Enforcement notice, which clearly signaled that Leyland's previous actions were a disregard for Council automytic, particularly and public sentiment. Discussed Previous Enforcement notice, which clearly signaled that Leyland's previous actions were and substrated provide planning guidance in Camden's planning system. Discussed Previous Enforcement notice, which clearly signaled that Leyland's previous actions were and any planders application in full. It is incompatible	Application	N Consultees Name	Recipient Address	Received	Comment	Response	
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Application N	Consultees Name	Recipient Address	Received	Comment	Response	
2025/1782/A	A Ainsley	11 Upper Park Road Belsize Park NW3 2UN NW3 2UN	19/05/2025 09:42:47	OBJ	The proposed amendment is not in line with the original application which was granted to r the character of the retail units on the rest of Haverstock Hill. The current signage (and pro amendment) is garish, unsightly and out of character for a conservation area. Accordingly, should be refused.	bosed