

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.

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2025/1782/A	Rachel Leung	10-14 Belsize Grove	19/05/2025 23:31:22	COMMNT	<p>I am writing to strongly object to the latest planning application submitted by Leyland for the installation of additional illuminated signage and lighting at their storefront in Belsize Park.</p> <p>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 incongruity with the architectural character 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 environment.</p> <p>Now, despite this precedent and the clear message from the local community and planning authority, Leyland has submitted a new application seeking to intensify its visual impact by adding further illuminated signs and lighting. I object to this for the following key reasons:</p> <p>1. Disregard for Local Character and Design Policy: Belsize Park is a conservation-sensitive and architecturally cohesive area. The introduction of prominent illuminated signage is entirely at odds with the Camden Planning Guidance (see Camden Planning Guidance – CPG1: Design, Section 2.10), which discourages excessive and intrusive signage in conservation areas and promotes materials and designs that enhance the streetscape rather than dominate it. Allowing this proposal would undermine these principles and risk setting a harmful precedent.</p> <p>2. Public Safety and Amenity Concerns: The proposed lighting poses potential hazards by contributing to glare and visual distraction, especially in the evening hours when pedestrian and bicycle traffic is high. The existing levels of signage already draw attention; adding illumination will increase the risk of safety incidents and contribute to light pollution, contrary to the aims of CPG6: Amenity, particularly Paragraph 6.5.</p> <p>3. Failure to Respect Previous Enforcement Action: This application follows an enforcement notice, which clearly signalled that Leyland's previous actions were in breach of acceptable planning conduct. Their decision to pursue additional signage at the same location indicates a disregard for Council authority and public sentiment. Approving this new application would undermine enforcement processes and weaken public confidence in Camden's planning system.</p> <p>In summary, I respectfully urge Camden Council to reject this application in full. It is incompatible with local policy, poses safety and amenity risks, and disregards previous planning enforcement. Upholding the character and integrity of Belsize Park must take precedence over commercial branding efforts that visually and functionally disrupt the area.</p>

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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 respect the character of the retail units on the rest of Haverstock Hill. The current signage (and proposed amendment) is garish, unsightly and out of character for a conservation area. Accordingly, it should be refused.
