
From: Gary Sollof [REDACTED]
Sent: 16 March 2023 09:10
To: Planning Planning
Cc: Miriam Baptist
Subject: re retrospective planning application Planning Ref: 2022/5638/A: for Cheatmeals, 33 Goodge St, London W1

[REDACTED]

I'm sorry I just realised there are 2 applications for these retrospective works. It's quite confusing that's there are 2 applications for retrospective works at the same property.

I have made some comments in the objection I submitted for 2022/5639/A which relate to 2022/5638/A, so I hope you will take those into consideration for the correct application.

My objection to the illuminated signage is; Included in the shopfront is an illuminated exterior sign that was so bright when they first opened, that the whole of Goodge St was floodlit at night. I'm not sure if illuminated signs are allowed in a conservation area, next to a listed building but if this is correct or not, the brightness of this sign needs to be restricted to a low level. I would like to add that all of the lighting inside and out is very bright. It makes the Cheatmeals very prominent on this street, which I guess is their objective. However, it is next to a listed building, in a conservation area and it dominates the street, the overall effect is way too much. Is there a way to condition the lighting, so that it all has to be turned down to a low level at a certain time, as I'm sure this is a nightmare for the the many residents who live on Goodge St.

Also, if left as is, this level of illumination could spread along the street and create a street so brightly light it might be spotted from space.

Kind regards

Gary Sollof

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