

Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0124/P	K Jones	20/03/2022 23:56:15	OBJ	<p>I object to the planning proposals.</p> <p>This corner building No 52 Fitzroy Street IS within the Fitzroy Sq conservation area. Fitzroy Square conservation area includes the surrounding streets Warren St and Fitzroy St. The views of the square open up along the streets leading into it.</p> <p>Camden's appraisal defines the special interest of the Conservation Area in order that its key attributes are protected and measures can be put in place to ensure appropriate enhancement. All buildings and shop fronts should make a positive contribution to the area. The proposed application and nature of a garishly lit supermarket does not meet that criteria .</p> <p>NOS 52-56 Fitzroy Street  "7.4 In addition to the buildings that are on the statutory list, there are a large number of individual buildings and groups of buildings that make a positive contribution to the character of their immediate surroundings and to the Conservation Area as a whole and contribute to the wider group. These have been assessed in line with the general criteria set out in English Heritage Guidance".</p> <p>Improvement of poorly designed shopfronts and signage make an important contribution to the character, uniformity, scale and vitality of this part of the conservation area. This application fails to do that .</p> <p>The application is not clear in its description of 'the brands' colour scheme and signage. What does adding interest and attaching custom mean?</p> <p>A supermarket on this sensitive site is not in character with the area, nor is it comparable with the previous 40 year old artisan bookshop or a design furniture shop which fits with the area. There will be a higher footfall simply by the nature of it being a supermarket and much longer trading hours 8am-10pm.</p> <p>Waste and food stuffs (garbage) will be on the premises potentially creating smells within the building necessitating in a commercial waste company collecting garbage daily.</p> <p>We have concerns about mechanical ventilation to extract odours</p> <p>All the large fridges have their backs to the windows obscuring natural light into the interior and are an absolute eyesore. Covering the back with posters adds to the visual clutter and chaos.</p> <p>Excessive garish strip lighting is blinding and would be especially concerning for residential properties opposite. It overwhelms the street scene.</p> <p>Oversized posters and signage obliterate the windows which will harm the character of the area</p> <p>Wooden pallets accumulate on the street outside the supermarket for days at a time.</p> <p>There is no evidence of quality design and high quality execution, which is Camden's requirement.</p>