

Application No:	Consultees Name:	Received:	Comment:	Response:
2022/0516/A	Charles Stephens	20/03/2022 22:37:10	COMNOT	I strongly object to any illuminating light sign on the shopfront face of 52 Fitzroy Street in this historic part of Fitzrovia, London. Please keep me fully informed of any developments. Thank you
2022/0516/A	Charles Stephens	20/03/2022 22:37:07	COMNOT	I strongly object to any illuminating light sign on the shopfront face of 52 Fitzroy Street in this historic part of Fitzrovia, London. Please keep me fully informed of any developments. Thank you
2022/0516/A	Charles Stephens	20/03/2022 22:37:04	COMNOT	I strongly object to any illuminating light sign on the shopfront face of 52 Fitzroy Street in this historic part of Fitzrovia, London. Please keep me fully informed of any developments. Thank you
2022/0516/A	Katherine Norton	18/03/2022 11:05:04	OBJNOT	The proposed drawings and hand painted, non-illuminated signage are acceptable. However, the drawings do not truly represent the current situation and advertising in the windows of the property. Currently, there are large advertisements flooding the windows of the property. The advertisements are obtrusive, garish and not appropriate, particularly for a building that is on the edge of a conservation area and adjacent to listed buildings. Also, there are several large freezers against the windows which means the frontage onto Warren Street and Fitzroy Street is very unattractive. Please can the planning officer take the time to inspect the property to really understand the situation and ensure that the applicant really delivers what is outlined in the planning application.

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2022/0516/A kitty Jones 20/03/2022 23:52:57 OBJ

I object to the planning proposals.

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.

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 Asian supermarket with oversized posters and the unsightly backs of freezers against the windows, does not meet that criteria .

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".

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 planning application fails to do that .

The application is not clear in its description of 'the brands' colour scheme and signage. What does adding interest and attracting custom mean?

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.

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.

There are concerns about mechanical ventilation to extract odours

All the large fridges have their backs to the windows obscuring natural light into the interior of the shop and are an absolute eyesore. Covering the back with posters adds to the visual clutter and chaos.

Excessive garish strip lighting is blinding and would be especially concerning for residential properties opposite. It overwhelms the street scene.

Oversized posters and signage obliterate the windows which will harm the character of the area

Wooden pallets accumulate on the street outside the supermarket for days at a time.

There is no evidence of quality design and high quality execution, which is Camden's requirement.

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				There has never been a 'loud' supermarket in this unique conservation area before and it is totally inappropriate.
2022/0516/A	Charles Stephens	20/03/2022 22:37:14	COMNOT	I strongly object to any illuminating light sign on the shopfront face of 52 Fitzroy Street in this historic part of Fitzrovia, London. Please keep me fully informed of any developments. Thank you