

CONSULTATION SUMMARY

Case reference number(s)

2022/0124/P and 2022/0516/A

Case Officer:

Ewan Campbell

Application Address:

52, Fitzroy Street, London, W1T 5BT

Proposal(s)

Alterations to shop front including repainting the shop front and the painting signs on the fascia board.
Advertisement Consent under 2022/0516/A

1 x projecting sign and hand painted signs on fascia. Full Planning Permission under 2022/0124/P

Representations

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|-----------------------|--------------|---|------------------|---|-------------------|---|
| Consultations: | No. notified | 0 | No. of responses | 6 | No. of objections | 5 |
| | | | | | No of comments | 1 |
| | | | | | No of support | 1 |

Summary of representations

(Officer response(s) in italics)

2022/0124/P had one objection from a resident, and one neutral comment/in support from Bloomsbury CAAC.

The objection related to:

- The change to a shop (not part of the application)
- Internal layout of the shop / fridges (not part of the application)
- Internal posters (not part of the application)
- Strip lighting (not part of the application)

No objections were raised in relation to the actual proposal but to the existing site or non-material issues outside the scope of the application.

The comment in support from the CAAC stated:

- The proposal preserves the character and appearance of the Conservation Area.

2022/0516/A had five objections. The objections related to:

- The change to a shop (not part of the application)
- Internal layout of the shop / fridges (not part of the application)
- Internal posters (not part of the application)
- Strip lighting (not part of the application)
- Illuminated advertisements (not part of the application)
- Colour scheme

One objection did state the proposal within the application, including the hand painted sign and non-illuminated signage was acceptable.

Officer's response:

The applications only seek external alterations involving non-illuminated advertisements on the fascia and projecting sign, and repainting the shopfront.

In terms the comments raised which discusses the existing or current issues on the site including posters, hoardings and lighting, these are noted and enforcement will be informed to carry out the necessary action if required. As these issues are not part of this application then they cannot be considered within the assessment. Furthermore, the internal layout of the shop is not subject to control under either application – or planning control in general.

In terms of the colour and signage not being within the character of the area, the painting of the site, due to the absence of any article 4 directions, has deemed consent and is allowed without planning permission. Notwithstanding this the colour is considered appropriate by the Council's Conservation officer, preserving the character of the conservation area. The signage is non-illuminated, which will be secured by condition, and replaces a very similar existing sign. The painted signs again have deemed consent but are nonetheless more sympathetic to commercial character of the area. The plans submitted clearly demonstrate both the signs and colour being proposed within this application.

With the use, the existing use is Class E and the proposed use is also Class E and therefore the use changing to a grocery shop is not development and does not form part of the application. The uses fall within the same class and there is no ability to bring it within the scope of the application, or impose controls through these applications onto a lawful use.

Issues relating to inside light and visible freezers are internal layout and design measures which cannot be controlled with these permissions.

Following the re-consultation on the revised scheme, no further comments/objections were received other than one in support from the Bloomsbury CAAC.

Recommendation:-

Grant Planning Permission and Advertisement Consent