

Application No:	Consultees Name:	Received:	Comment:	Response:
2022/5638/A	Andrew Smith	05/03/2023 10:56:34	OBJ	<p>The illuminated signage was put in during October, with no planning permission or regard for neighbours in the works (leaving building rubbish for ordinary collection), activity and operation. (Noise complaints registered).</p> <p>The fascia is very bright, far in excess of anything else in the street and represents serious light pollution for us (notified by enforcement request in October, and during this notice time, as advised, the sign has remained illuminated contrary to officers direction pending decision).</p> <p>Or bedrooms are at the front of the property in our conversion building opposite of four flats and we have the bright light shining directly into the bedrooms as if there is a car headlight shining up at the front.</p> <p>In additon the shop inside is very brightly lit inside with a garish appearance and a digital display board in the window advertising food and offers that is constantly changing. This is as bright as the fascia on the outside.</p> <p>This applicants letter is misleading:</p> <p>"The signage respects the character and appearance of the building and the surrounding area. The site is in a commercial location whereby illumination of advertisements is prevalent and therefore the proposed internally illuminated signage would not have a negative impact on the character and appearance of the area or neighbouring occupiers"</p> <p>This is completely not true. The signage does not comply with light levels and is far brighter than anything else on the street and is not in keeping with the street. Goodge Street is largely residential above the shops and although busy during the day and early evening, it does quieten down around 11.30pm when premises are closing. Cheatmeals are operating until 12.30pm some evenings and plan to open until 2am, with full illumination.Of relevance here is the bad decision by Camden Council to grant a license to operate until 2am. (Operation Report is misleading, numbers are higher and later hours with copy and paste conditions).</p> <p>The deilvery drivers do congratulate outside and a lot of business is taking place late evening, with the shop fully open. Unlike professional businesses on Tottenham Court Road, Cheatmeals stay fully illuminated whilst they are cleaning up for about an hour after closing.</p> <p>The lighting, illumination and signage is not in keeping with the neighbourhood street, Conservation area, and represents an infringement on our residential amenity. Photos already submitted with enforcement request 10.10.22 and subsequent correspondence EN22/0624.</p> <p>Andrew Smith, Carol Bowen, Michael Farrier</p>