

| Application No: | Consultees Name:   | Received:           | Comment: | Response:   |
|-----------------|--|---------------------|----------|---|
| 2023/0836/L     | Covent Garden Community Association (form completed by Amanda Rigby, Vice-Chair) | 04/06/2023 22:35:38 | OBJNOT   | <p>As the amenity society for the area, Covent Garden Community Association (CGCA) wishes to comment on just one aspect of the proposals: the branded signage that the applicant wishes to apply to the fascia.</p> <p>This relates to both application number 2023/0836/L and 2023/1453/A.</p> <p>-----</p> <p>We believe that the suggested addition to the fascia of back-lit, fret cut, stainless steel branded signage will harm the appearance of this excellent Grade II* listed building - and its context, the prime Seven Dials conservation area.</p> <p>Please ask the applicant to revert to painted signage on the fascia. This is in accordance with paragraph 7.82 of the Local Plan, and also recommended in the 'Seven Dials in Covent Garden (Looking After a Historic Neighbourhood)' guidance.</p> <p>-----</p> <p>In relation to other aspects of application number 2023/0836/L, we support the applicant's plans where they propose invest in sensitive refurbishment of exterior and interior elements.</p> <p>-----</p> |

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