

Objection from the Seven Dials Trust

2023/2353/A

I refer to the application for consent to display the following signs on this listed building in the Seven Dials Conservation Area.

Installation of x2 internally illuminated fascia signs, x1 internally illuminated projecting sign, and x1 menu board at Earlham Street and x2 internally illuminated fascia signs, x1 internally illuminated projecting sign, x2 menu boards, and x1 non-illuminated hanging sign at Shelton Street.

The Seven Dials Trust considers that :

1. There are an excessive number of proposed signs. For example, there are three fascia signs on Shelton Street.
2. The timber fascia boards relate poorly to the arched openings of the ground floor frontage.
3. The circular sign on Shelton Street is excessively large.
4. The internally illuminated hanging sign is inappropriate for this listed building and a more traditional sign should be used.

The SDT considers that the proposed signs will harm the appearance of the listed building and harm the character and appearance of the conservation area. The proposed signs are contrary to the SDTs policies and guidance on signs.

<https://sevendialscourtgardens.study/specifications/shopfronts/fascia-hanging-signs/>

They are also contrary to Camden's Local Plan policy on signs and adverts because they do not respect the character of the existing building, are not of the highest design quality, will contribute to an unsightly proliferation of signs in the area.

We urge the Council to refuse the current application.

Robert Ayton

for the Seven Dials Trust