

Application No: **Consultees Name:** **Received:****Comment:** **Response:**

- Internally illuminated large, round projecting signs (1 on the Earlham Street elevation, 1 on the Shelton Street elevation).
- Large, flat roundel signs (1 on the Earlham Street elevation, 1 on the Shelton Street elevation).

So there are 13 signs on the building, which looks excessive, 10 of which are internally illuminated in a very bright way.

Sadly, this signage harms the prime Seven Dials conservation area, and we ask that you have all the internally illuminated elements removed.

Feedback from the local and expert community has described the illuminated signs and the wall lanterns as 'naff' and 'kitch'.

The lanterns are also an insult to the street lighting that was installed in recent years all around the streets of Seven Dials in a careful project with Camden to reduce clutter, improve illumination, and provide fixtures that enhance our listed buildings and conservation area. The 'Covent Garden' lantern was specially designed for the area, based on historic models but equipped with modern technology. The small lanterns that have been fixed to this listed building clash with the Covent Garden lanterns, and add an unwanted amount of advertising to the streetscape. If the premises desires more external lighting, we suggest that they enquire about adding Covent Garden lanterns to their facades.

The problematic signs should be replaced with signs that follow the Seven Dials Study planning document. Lettering should be painted, and projecting signs should hang from a traditional iron bracket. Creativity is to be encouraged in the design.

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

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