The Covent Garden Area Trust objects to application 2023/2353/A for the display of signs on a listed building within the Seven Dials Conservation Area – namely, the 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 Trust’s objections are laid out below:

1. There are an excessive number of signs proposed on both the Shelton Street and Earlham Street facades. This is a prime example of over-branding and it would dominate views onto and around the listed building. There is currently very little signage along Shelton Street, and the existing signage to other units and buildings along Earlham Street is comparatively discreet and understated. This makes the very excessive signage proposed in this application even more inappropriate.
2. The internally illuminated hanging sign is inappropriate within the conservation area.
3. The timber fascia boards, particularly those proposed on the Earlham Street elevation, relate poorly to the arched openings below.

This proposed signage is unsightly and excessive. It would dominate views onto the Grade II listed host building and would degrade its special interests and significance. The character and appearance of the Seven Dials Conservation Area would also be adversely impacted, and the proposals fail to respect the local context and character. This proposal is therefore contrary to Policies D1, D2 and D4 of Camden’s Local Plan, and the Trust urges its refusal.