

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/4723/A	Covent Garden Community Association (form completed by Amanda Rigby, Co-Chair)	05/02/2024 23:02:06	OBJNOT	<p>As the amenity society for the area, Covent Garden Community Association (CGCA) wishes to object to these applications ref. 2023/4723/A and 2023/4721/L.</p> <p>Although there was previously a fabric sign on this building, the building has since gained a large amount of additional signage (see application 2023/2353/A) so the situation has significantly changed. The frontage already looks cluttered. The installation of another sign would be 'overkill' and result in harm to the appearance of the listed building and the conservation area.</p> <p>It is worth noting that in the past the fabric sign was the main sign for the business, with just the name 'Belgo' on it. The proposed new sign is an advertising banner for an alcohol brand (Paulaner beer), not a legitimate sign for the business. This has no place in the conservation area in a location that is not a designated poster site.</p> <p>There is an additional problem now that a new business has taken the small unit next door at 50a Earlham Street. This banner on 50 Earlham Street will block views towards the hanging sign of the new businesses, unfairly damaging its profile on the street.</p> <p>---</p> <p>A fabric sign has already been installed in this position without consent. It is fitted loosely and flaps constantly. This movement is presumably designed to draw the eye to the advertisement. Previous fabric signs were heavy and taut, which did not harm the listed building and conservation area in the same way.</p> <p>---</p> <p>Sadly, the applicant has made a number of alterations to this important building before gaining consent from Camden as the LPA. This has including quite fundamental listed building development (which was, fortunately, acceptable and later consented under 2023/2305/L) and extensive illuminated signage that was detrimental in conservation terms and involved enforcement and removal. The applicant also places large A-Boards across the pavement, leaving less than 1 metre for pedestrian passage in a busy area; we have asked him to remove them and he says that he will do so but they reappear and cause obstruction.</p> <p>Please do not grant this retrospective application, and please ask the applicant to remove the advertising banner for beer.</p>

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2023/4723/A	Covent Garden Community Association (form completed by Amanda Rigby, Co-Chair)	05/02/2024 22:50:29	OBJNOT	<p>As the amenity society for the area, Covent Garden Community Association (CGCA) wishes to object to these applications ref. 2023/4723/A and 2023/4721/L.</p> <p>Although there was previously a fabric sign on this building, the building has since gained a large amount of additional signage (see application 2023/2353/A) so the situation has significantly changed. The frontage already looks cluttered. The installation of another sign would be 'overkill' and result in harm to the appearance of the listed building and the conservation area.</p> <p>It is worth noting that in the past the fabric sign was the main sign for the business, with just the name 'Belgo' on it. The proposed new sign is an advertising banner for an alcohol brand (Paul Anker beer), not a legitimate sign for the business. This has no place in the conservation area in a location that is not a designated poster site.</p> <p>There is an additional problem now that a new business has taken the small unit next door at 50a Earlham Street. This banner on 50 Earlham Street will block views towards the hanging sign of the new businesses, unfairly damaging its profile on the street.</p> <p>---</p> <p>A fabric sign has already been installed in this position without consent. It is fitted loosely and flaps constantly. This movement is presumably designed to draw the eye to the advertisement. Previous fabric signs were heavy and taut, which did not harm the listed building and conservation area in the same way.</p> <p>---</p> <p>Sadly, the applicant has made a number of alterations to this important building before gaining consent from Camden as the LPA. This has including quite fundamental listed building development (which was, fortunately, acceptable and later consented under 2023/2305/L) and extensive illuminated signage that was detrimental in conservation terms and involved enforcement and removal. The applicant also places large A-Boards across the pavement, leaving less than 1 metre for pedestrian passage in a busy area; we have asked him to remove them and he says that he will do so but they reappear and cause obstruction.</p> <p>Please do not grant this retrospective application, and please ask the applicant to remove the advertising banner for beer.</p>