
From: Eric Stuart [redacted]
Sent: 12 April 2024 00:17
To: Planning
Subject: 2024/0984/A - 50A Earlham Street, London WC2H 9LA

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Dear Sir/Madam

I am writing on behalf of The Seven Dials Trust in respect of the above referenced application. The Trust works in partnership with local authorities, landowners, national agencies and local amenity groups to protect the historic fabric of Seven Dials and to promote and bring about exemplary environmental improvements in the area.

The “Seven Dials Renaissance Study” is the key document in the work of the Trust. It provides a detailed framework for the care and enhancement of the total environment of the Seven Dials area. The first study was published in 1990. The latest revised and updated web-edition from 2023 has been extended across the borough boundary down to Long Acre in Westminster, covers an enlarged area in Camden and has been renamed “The Seven Dials in Covent Garden Study” (<https://sevendialscoventgarden.study>).

The Trust looks forward to welcoming Humble Crumble to Seven Dials and hopes that they will be a successful and long-term addition to the area. We object, however, in part to the proposed signage - rather than a projecting sign, the preference of the Trust would be for the sign to be designed as a hanging sign instead, which would be more appropriate for the listed building setting of the premises (we have no objection to the size, design or other specifications of the sign other than its projecting rather than hanging nature, nor to the proposed fascia lettering).

With respect to signage, The Seven Dials in Covent Garden Study’s guidance on shopfronts (<https://sevendialscoventgarden.study/specifications/shopfronts/fascia-hanging-signs/>) states that: “A well-designed or imaginative sign suspended from a traditional iron bracket can enhance the quality of the shop front and add vitality to the street. Such signs should be related to the character and scale of the building to which they are fixed”. It is unfortunate that in the past some signs have been replaced with projecting models. However, this unsympathetic pattern is generally being reversed in recent years throughout Seven Dials.

The site of Humble Crumble 50a-56 Earlham Street, forms part of the Seven Dials Warehouse, itself a part of a group of substantially scaled, mid-19th century, London

Stock brick-faced, former brewery buildings. Grade II listed, this group comprises a series of conjoined, five and six-storey buildings of similar scale and character extending for some sixteen bays along the street.

The Seven Dials in Covent Garden Study's building by building analysis of 50a-56 Earlham Street notes that: "The fascia and projecting signs on no. 50a are a serious disfigurement and should be removed - the local planning authority should take appropriate enforcement and discontinuance action to secure removal". It is to be applauded that these are now removed and this provides an opportunity for their replacements to be significant improvements that enhance the character of the listed building that is the Seven Dials Warehouse and the character of the Seven Dials Conservation Area as a whole. We note the good example of a sympathetic hanging sign recently installed by Urban Outfitters, the neighbouring premises to that of Humble Crumble, at the other end of 50a-56 Earlham Street.

These comments are being submitted by email as the Council's online portal is not accepting comments for this application as the end date for comments is stated to be prior to registration of the application and notice being given by the Council.

The Seven Dials Trust
by Eric Stuart, voluntary Trustee

