
From: [REDACTED]
Sent: 12 April 2024 00:28
To: Planning
Subject: 2024/1340/A - 24 Endell Street, London WC2H 9HQ

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Der Sir/Madam

I am writing on behalf of The Seven Dials Trust. 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 Partizia to Seven Dials and hopes that they will enjoy and be an active contributor to the area. The Trust objects, however, in part to the proposed signage, to the fact that it is internally illuminated. The Seven Dials Conservation Area Statement, in SD19 states that: “Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated”.

Internally illuminated signage on any premises detracts from the nature of the Conservation Area, particularly the smaller narrower streets with less vehicle traffic, such as Endell Street, where there is very little other signage that is internally illuminated. We note that of the four internally illuminated signs given as examples by the applicant’s agent, two are on Shaftesbury Avenue frontages, the main road for through traffic forming the northern boundary of the Conservation Area, and one on Neal Street is of signage that has not been there for many years - the example provided on Endell Street is unconsented. The Trust is aware of several examples of unconsented internally illuminated signage that have been installed in the Conservation Area in recent months, as well as the fact that a number of the violating premises have been contacted about this in order to rectify the situation.

The Trust would very much prefer that the signage be externally illuminated rather than internally illuminated and encourages the Council to apply the guidance provided in SD19 to avoid the proliferation of internally illuminated signage to the detriment of the character and appearance of the Conservation Area.

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 the date of registration of the application which is one day prior to notice having being given by the Council.

The Seven Dials Trust
by Eric Stuart, voluntary Trustee

