

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/1212/L	The Seven Dials Trust (form completed by Eric Stuart voluntary Trustee)	25/04/2024 21:05:32	OBJ	<p>Dear Sir/Madam</p> <p>I am writing on behalf of The Seven Dials Trust in respect of the above referenced application. We have made the same comments in respect of the sister application for advertising consent (2024/0984/A). 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.</p> <p>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).</p> <p>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).</p> <p>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.</p> <p>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.</p> <p>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.</p>

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2024/1212/L	Covent Garden Community Association (form completed by Amanda Rigby, Co-Chair)	25/04/2024 20:36:26	OBJNOT	<p>As the amenity society for the area for over 50 years, Covent Garden Community Association objects to this application.</p> <p>It proposes an anodyne projecting 'blade' sign made of aluminium and acrylic attached to the listed building with a rigid two-arm bracket. It also proposes black aluminium lettering spanning approximately 1.4 x 0.5m across the frontage.</p> <p>However, if the application were modified so that the projecting sign was instead to hang from an iron bracket, and preferably made of wood with painted lettering, then we would withdraw our objection.</p> <p>We would encourage the applicant to try a more creative sign, though – one that really reflects the character and attraction of a comforting helping of warm fruit crumble. We are all very much looking forward to trying some!</p> <p>-----</p> <p>CONTEXT</p> <p>The listed building is a part of the former Woodyard brewery, founded on Shelton Street in 1740. The consented projecting signs on neighbouring units (Urban Outfitters and Bierschenke) are hanging.</p> <p>The application site is within the Seven Dials Conservation area, one of only 38 (among 6,000 in England) given Outstanding status in the 1970s.</p> <p>The applicant's covering letter is a little misleading when it states that "The location of the signage has already been presented within the Design and Access Statement as part of a recent planning permission and listed building consent relating to the change of use of the unit which included external works (application references: 2023/2472/L and 2023/2185/P)."</p> <p>In fact the sign in question was removed from the plans prior to consent being granted – see drawing no. 020, revision P01. (The superseded ground floor plan is also, unhelpfully, numbered 020, revision P01 – please could we ask the council to require new drawing numbers when this happens?)</p> <p>The sign was removed from the drawing because of our objection to a blade sign at the time, and the applicant said that he would apply for signage separately.</p> <p>-----</p> <p>RATIONALE FOR OBJECTION</p> <p>Planning guidance that applies here includes The Seven Dials Study produced by the Seven Dials Trust in partnership with Camden. Signs should be made of wood or metal (or some unusual and relevant material), lettering should be painted where possible, and fixtures should be iron brackets from which the sign hangs. Creativity of form is, however, very much encouraged.</p> <p>The relevant section is at: https://sevendialscoventgarden.study/specifications/shopfronts/fascia-hanging-signs/.</p>

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				<p>A further advantage of hanging signs is that they support the council's sustainability goals. When a shop changes hands, a sign like the ones proposed in this application must be thrown away and another one manufactured, with all the resultant carbon release. The metals and plastics are not easy to recycle. However, a traditional wooden sign that follows the guidance can simply be repainted. Or, if it is a creative 3-dimensional sign then the bracket can still be retained.</p> <p>The proposals also go against Camden's Local Plan policy D4 and Advertisements SPG; they do not respect the fabric and design of the host building, and are not constructed of materials that are sympathetic to the host building and surrounding area.</p> <p>-----</p>
