Subject: Comments on 2024/2846/A have been received by the council.

The proposed internally-illuminated projecting blade sign and internally-illuminated thick fascia lettering are unsuitable for this site.

Please refer to the Seven Dials In Covent Garden Study planning policy & design guide for this part of Camden, the section on Signage at ([https://sevendialscoventgarden.study/specifications/shopfronts/fascia-hanging-signs](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsevendialscoventgarden.study%2Fspecifications%2Fshopfronts%2Ffascia-hanging-signs&data=05%7C02%7CMatthew.Kitchener%40camden.gov.uk%7Cee22daaaeee1423c926008dcb13b06b4%7C5e8f4a342bdb4854bb42b4d0c7d0246c%7C0%7C0%7C638580114275584746%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=R4F6KZWdR1UeMLbmsk4DHvlimkkNBidKuHYaeB3M4MM%3D&reserved=0)).

Likewise, Camden’s Local Plan at Policy D4 requires advertisements to preserve or enhance the character of their setting and host building.  At 7.83 it states that advertisements in conservation areas and on or near listed buildings require particularly detailed consideration and must not harm their character and appearance.

Specifically:

-       Projecting signs should be hanging from iron brackets, and preferably painted wood - or of a design that is interesting and individual.  This pattern can be seen on the neighbouring shops along Neal Street.  The Seven Dials In Covent Garden Study gives examples.

-       Internally illuminated box signs are not acceptable.  And generally signage, including fascia lettering, should be non-illuminated or externally illuminated.  The Seven Dials Conservation Area Statement also states this at SD19.

The proposal would be out of keeping with the historic building and the conservation area; we ask the applicant to come back with a revised design.

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Further, blade signs are far less sustainable than hanging signs as, with a new tenant, the bracket on a hanging sign can be left in place and the sign itself repainted - or if necessary just that part replaced.  With a blade sign the whole apparatus has to be thrown away.  It would be helpful if you could point this out to the applicant as it would seem at odds with their corporate culture.  Their website states that “with bold vision comes great responsibility, therefore our goal is sustainable progress” and “aligned with The Sustainable Development Goals set by The UN for a prosperous future for people and planet. We work with all 17 goals but have identified 3 key goals where we believe we can make the biggest impact.”  We would be happy to meet with them to discuss this.

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Comments made by Covent Garden Community Association (form completed by Amanda Rigby, Co-Chair) of 42 Earlham Street, Covent Garden, London, WC2H 9LA EMail [Planning@CoventGarden.org.uk](mailto:Planning@CoventGarden.org.uk)