

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/2846/A	The Seven Dials Trust (form completed by Eric Stuart, voluntary Trustee)	31/07/2024 00:39:50	OBJ	<p>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 the surrounding conservation areas, 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” (<a href="https://sevendialscoventgarden.study">https://sevendialscoventgarden.study</a>).</p> <p>The Trust welcomes NN. 07 to Seven Dials. The Trust objects, however, in part to the proposed signage, in particular to the fact that it is an internally illuminated blade style projecting sign and an internally illuminated fascia sign.</p> <p>In the Conservation Area Statement, SD19 states that “shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.” Internally illuminated signage on any premises detracts from the nature of the Conservation Area by drawing excessive attention to the signage and thereby drowning out the other notable features of the Conservation Area.</p> <p>Any projecting signs should be of a hanging sign design, and not projecting blade signs, as more appropriate for the the Conservation Area. With respect to signage, The Seven Dials in Covent Garden Study’s guidance on shopfronts (<a href="https://sevendialscoventgarden.study/specifications/shopfronts/fascia-hanging-signs/">https://sevendialscoventgarden.study/specifications/shopfronts/fascia-hanging-signs/</a>) 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 Trust would hope that the applicant could replace the internally illuminated projecting blade-style sign with an externally illuminated hanging-style projecting sign and the internally illuminated fascia sign with an externally illuminated fascia sign.</p>

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2024/2846/A	Covent Garden Community Association (form completed by Amanda Rigby, Co-Chair)	30/07/2024 22:49:37	OBJNOT	<p>The proposed internally-illuminated projecting blade sign and internally-illuminated thick fascia lettering are unsuitable for this site.</p> <p>Please refer to the Seven Dials In Covent Garden Study planning policy &amp; design guide for this part of Camden, the section on Signage at (<a href="https://sevendialscoventgarden.study/specifications/shopfronts/fascia-hanging-signs">https://sevendialscoventgarden.study/specifications/shopfronts/fascia-hanging-signs</a>).</p> <p>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.</p> <p>Specifically:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> </ul> <p>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.</p> <p>---</p> <p>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.</p> <p>---</p>