

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/1827/A	The Seven Dials Trust (by Eric Stuart, voluntary trustee)	19/09/2024 14:50:54	OBJ	<p>I am writing again on behalf of The Seven Dials Trust in respect of the applications for 25 Neal Street (2024/1828/P; 2024/1867/L; and 2024/1827/A). The Trust is appreciative that the applications have been amended to retain the existing fenestration but continues its objections to elements of the amended applications.</p> <p>Entrance Doors: The applications call for the replacement of the existing entrance doors to be replaced but still provides no details as to how the materials differ from the existing doors, although we note that the design shown in the amended drawings does retain the framing proportions of the existing doors which the Trust appreciates. For a listed building it is significant omission in the application to lack the details of the materials of the replacement. Any replacement doors should, at a minimum, be timber framed.</p> <p>Signage: The applications call for 3 halo lit pin mounted signs and 2 externally illuminated flag-style projecting signs of 1.6m x0.5m each to replace the current 2 non-illuminated mounted signs.</p> <p>The Trust still maintains that any projecting signs should be of a hanging sign design which would be more appropriate for the listed building setting within the Conservation Area and not projecting flag-style signs. We note the good examples of sympathetic hanging signs recently installed by Urban Outfitters and Humble Crumble at 50a-56 Earlham Street located opposite 25 Neal Street which also forms part of the listed complex of former industrial buildings from the historic brewery operations in the area. The Trust is aware that other premises forming part of the Seven Dials Market building (formerly Thomas Neals Warehouse) on the same side of Earlham Street as the side elevation of 25 Neal Street and also along and Shorts Garden have flag-style projecting signs but these are a legacy of the initial redevelopment of the area in the 1980's, are unsympathetic to their listed building context and contribute to over-signage where they are used. The two flag-style signs are also excessive in their size, which will cause harm to the listed building and the character of the Conservation Area. Any projecting signs (which should be hanging-style) should be no more than 0.8m x 0.6m in size.</p> <p>If halo lit pin mounted signs are to be used, they should only be permitted with a condition specifying a very low level of maximum illumination. Bright illumination on halo lit signage focuses all attention at night on the signage which then acts as a loud advertisement in an otherwise subtly lit area which will cause harm to the listed building and the character of the Conservation Area.</p> <p>For the reasons outlined above, we believe that the applications referenced above still cause harm to heritage assets without any public benefits to outweigh that harm and thus should be refused unless amended again to take into consideration our remaining concerns.</p>