
From:
Sent: 23 November 2024 20:13
To: Colette Hatton
Cc: Planning; CGCA Planning
Subject: CGCA comments on application ref. 2024/4352/L

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Hi Colette.

Re application ref. 2024/4352/L for signage on 35-37 Monmouth Street WC2H 9DD

Apologies, we failed to submit our comments when the online box was still live.

They are:

As the amenity society for the area, Covent Garden Community Association (CGCA) would prefer to see painted lettering rather than 3-D acrylic on the fascia. We believe that the latter detracts from the character of the conservation area whereas traditional painted lettering enhances it.

We always refer to the Seven Dials Study, which sits within Camden’s hierarchy of Planning & Conservation guidance, and would ask you to direct the applicant to this. The section on Fascia & Hanging Signs states:

“The lettering of signs should relate to the fascia size and be well laid out. Ideally, the letters should occupy two thirds of the space and be centred, leaving a gap above and below and at either end. Painted lettering is always appropriate...” (see <https://sevendialscoventgarden.study/specifications/shopfronts/fascia-hanging-signs/>)

With good wishes,
Amanda.

*Amanda Rigby
(Voluntary) Co-Chair and Exec. Member for Seven Dials area
Covent Garden Community Association*



Established in 1971 to save Covent Garden - working ever since to keep a thriving community at its heart.

Charity number 274468