

**From:** Eric Stuart [REDACTED]  
**Sent:** 19 January 2025 23:43  
**To:** Planning  
**Subject:** Pig & Hen - 64 Neal Street - 2024/5343/L

[REDACTED]

I am writing on behalf of The Seven Dials Trust in respect of the application for Listed Building Consent made by Pig & Hen Ltd for 64 Neal Street (2024/5343/L). 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.

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 covering the Seven Dials area in parts of Camden. 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>).

The Seven Dials in Covent Garden Study states that “Listed at grade II, no. 64, Neal Street was almost certainly built in the 1690s and is one of the best preserved of the original Seven Dials houses . . . The shopfront with simple pilasters dates from the early-19th century . . . An ornamental, iron bracket projects from the face of the property above the shopfront. The early-19th century shopfront was well-restored but is currently painted white. The discrete, externally-illuminated fascia carries sign-written lettering. However, the frontage is spoilt by a projecting, externally illuminated, projecting box-sign. A building of special architectural and historic interest and particular townscape value, contributing very positively to the character, appearance and significance of the Seven Dials Conservation Area. Encouragement should be given to repainting the shopfront in traditional, dark colour and to the removal of the projecting box-sign.”

Rather than re-use the existing blade style projecting sign, the Trust would kindly request that the applicant use a hanging-style sign suspended from an iron bracket (ideally the existing historic iron bracket currently projecting above the shopfront), particularly given the significance of the listed building.

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 blade-style projecting models. However, this unsympathetic pattern is generally being reversed in recent years throughout Seven Dials. Iron brackets can be of a traditional or of a high-quality more modern design and further sustainability goals as they can remain in place for re-use as any signange itself is changed. The Trust notes the good examples of sympathetic hanging signs recently installed by Tatty Devine in Nottingham House and Finisterre at 49 Neal Street, both near 24 Neal Street.

The Seven Dials Trust

by Eric Stuart, voluntary Trustee

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