

Dear Sir/Madam

I am writing on behalf of The Seven Dials Trust in respect of the above-referenced application. 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.

We have seen that this application has been registered but note that there are no related documents by which to evaluate the application posted on the Council's planning search portal, and also that the comment period is stated to have closed on 24-03-2025, before the date the application was registered 26-03-2025.

The proposal is stated to be the replacement of an internally illuminated fascia sign and externally down-lit projecting sign. We are particularly concerned about the internally illuminated fascia sign which we believe should be either externally illuminated or lit through low level halo illumination of pin-lettering.

In the Seven Dials 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* [emphasis added]. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level."

The last advertising consent for the premises was granted in 2010 (2010/0928/A). Although the illuminated signage was approved, the officer's delegated report noted that: "Generally, illuminated signs are discouraged in conservation areas because of their visual and amenity impact. However, given the low level of illumination it is not considered that the sign would be unduly obtrusive in the street scene or disturb residents or occupiers." In that case, illumination using led rope lights was limited to lettering that was confined to a small section of the sign with only 4 letters of a maximum height of 280mm as well as led lighting of perforated dots with 30-40% less illumination than the lettering.

We are concerned that the proposed replacement signage will be brighter and more visually obtrusive and thus inappropriate for the conservation area. We would ask that no decision be taken on this application until the relevant details and drawings have been posted on the Council's website and interested parties have been afforded the opportunity to comment.

The Seven Dials Trust
by Eric Stuart, voluntary Trustee