

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 now has the related documents and unfortunately must object to the internal illumination of the fascia sign. We have no objection to the hanging sign nor to the design of the fascia sign, only the fact that it is internally illuminated.

As we noted previously, the Seven Dials Conservation Area Statement, in 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 proposed internally illuminated fascia sign is not very different to an illuminated box sign and thus is inappropriate for the conservation area. The fascia sign should be either externally illuminated or lit through low level halo illumination of pin-lettering.

As we noted previously, 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. In the current case, the lettering is much larger, at 345mm high with a width of 1372mm.

The proposed signage is brighter and more visually obtrusive and thus inappropriate for the Conservation Area. We would ask that the applicant amend the fascia signage to be externally illuminated and that the Council not approve the current application.

We are aware of several examples of unconsented internally illuminated signage that have been installed elsewhere in the Conservation Area recently, as well as the fact that a number of the violating premises have been contacted about this in order to rectify the situation, and we hope that going forward signage in the Conservation Area will revert to non- or externally illuminated signage only.

These comments are being submitted by email as the Council's online portal is not accepting comments for this application as the end date for comments is stated to be before the date of registration of the application.

The Seven Dials Trust  
by Eric Stuart, voluntary Trustee