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AMENITY GROUP CONSULTATION COMMENTS

Date 1 February 2014

Planning Application Number
2014/0355/P

Planning Application Address
30-32 Neal Street WC2H 9PS

Proposal
Erection of a new shopfront.

COMMENTS

I object to the application (please state reasons below) ✓
Objection.

As noted in the Seven Dials Renaissance study (see attached), which Camden adopted for planning purposes, the shopfront at this location was traditionally timber. Thus, the proposed steel shopfront is highly inappropriate and does not reflect the character of the conservation area.

Further, the CGCA objects to internally illuminated signage, which is inappropriate in a conservation area, as noted in Camden Planning Guidance 1 (Design). Signage should be externally illuminated.

Comments submitted by
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