

**Gentet, Matthias**

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**From:** A Rigby <[REDACTED]>  
**Sent:** 10 October 2016 12:22  
**To:** Gentet, Matthias  
**Cc:** Planning and Public protection; David Bieda, Chair of the Seven Dials Trust; Kathy Pimlott, Seven Dials Trust  
**Subject:** Comments on 2016/5012/A from the Seven Dials Trust

Dear Matthias,

Please find below comments from the Seven Dials Trust regarding Planning Application 2016/5012/A.

I am hoping that you have not written your report yet, because I rather messed up by not forwarding this to you last week. We have had a number of email issues. David Bieda wrote these comments following our site visit and meeting with Greene King on 30<sup>th</sup> September.

Thanks,  
-Amanda.

*Amanda Rigby  
Trustee  
The Seven Dials Trust*

*My mobile: [REDACTED]*

*Registered Charity number 297350  
www.sevendials.com*

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5<sup>th</sup> October 2016

Application 2016/5012/A, **THE CROWN PUB SEVEN DIALS**

The Seven Dials Trust rarely comments on planning applications and only if we feel they have a significant impact on the Conservation Area. The CGCA is the recognised body for such comments. Seven Dials is one of England's most important conservation areas; it was one of only 38 designated with 'Outstanding Status' out of c 6,000 Conservation Areas. The Crown occupies a key position on the Dials and is one of the only two such buildings at the original scale. Its treatment is therefore significant.

We welcome the rationalisation of the pub signage which is an improvement over the current signage installed piecemeal over the years.

However we object to the proposed back-lit new fascia signage for the following reasons:

1. This is contrary to Camden's policy and to the recommendations in the Seven Dials Renaissance Study;
2. Below are photographs of another Greene King pub, in Drury Lane, where this has already been installed. You can see that this form of back lighting in fact does not work effectively at night as it is difficult to read to read the name of the pub so in our view this defeats the intention of the exercise;
3. All the various embellishments both detract from the name and are unsuitable for a building in a key position in an important conservation area;
4. The proposed typeface is garish and inappropriate and has no historical relevance;
5. The existing typeface on the Crown is far more in keeping with the area.

We would urge Greene King to reconsider this aspect of their proposals, and instead retain the existing fascia signage and light it by using an LED strip along the top of the existing vere eglise, which would be in keeping with the area and meet both Camden's policy and the Seven Dials Renaissance Study. It would also work effectively as a way of illuminating the existing fascia vere eglise.

We understand that Greene King is rolling out a brand image, but if they wish to be effective in terms of lighting, respect this historic area, and give a degree of individuality to their offer this is not the correct path.

Finally, the Seven Dials Trust has worked closely with Camden, Westminster, Historic England and others on our successful Façade Lighting Partnership and we have thus gained considerable knowledge on many aspects of lighting. In addition to policy considerations, this proposal does not work in lighting terms.

**David Bieda**  
**Chair**  
**The Seven Dials Trust**





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[www.sixty8.com](http://www.sixty8.com) (under reconstruction)

**The Seven Dials Trust**

[www.sevendials.com](http://www.sevendials.com) (nb under reconstruction).



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