

Muthoora, Leela

From: [REDACTED]
Sent: 19 September 2018 16:50
To: Muthoora, Leela
Cc: CGCA Planning
Subject: 3422 - objection CGCA - Covent Garden Community Association objection to 2018/3422/A - 24 Neal Street, display of internally illuminated fascia sign and illuminated hanging blade sign at fascia level.

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Dear Leela,

We were unable to submit a comment online to this application. This may be because it was classed as an application for 'Advertisement consent'. However, this is not the case. It is an application for permanent external signage in the Seven Dials Conservation Area, and as such is covered by the Seven Dials Estate Conservation Area Statement and by the Seven Dials Renaissance Study.

Covent Garden Community Association objects to two features of the application as it stands:

1. We support the removal of the projecting sign, but the drawings show it being replaced by another projecting sign, not a true hanging sign. This is inappropriate, as stressed on page 27 of the Seven Dials Renaissance study, applicable to Neal Street as a planning document. This building is mentioned on page 60 and has been improved. Please ask the applicant to submit a revised design for a hanging sign.
2. We object to the internal illumination, which is inappropriate as outlined in the Conservation Area Statement (SD19 "shop signage should be appropriate for the Conservation Area... Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated"). Please ask the applicant to submit a revised design for external illumination to both signs.

Thank you for considering this matter, and we trust that you will go back to the applicant and ask for revised plans.

With good wishes,
- Amanda.

For the Planning Subcommittee

*Amanda Rigby
(Voluntary) Vice Chair and Exec. Member for Seven Dials
Covent Garden Community Association*



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