

Application No:	Consultees Name:	Received:	Comment:	Response:
2019/2738/L	Covent Garden Community Association (Elizabeth Bax Chair of	07/07/2019 22:01:07	OBJNOT	<p>Covent Garden Community Association (CGCA) objects to some of these signs and supports others. There are 12 proposed signs, and we have itemised our comments against each below.</p> <p>In addition, we have two overarching comments:</p> <ol style="list-style-type: none"> 1. There is an opportunity to clear the building of excessive visual clutter. The warehouse is an important part of the Seven Dials streetscape, and a key historical landmark. There is already a mass of banners and signs that detract from its appearance. The 'less is more' principle applies here, and we believe that it would be to the advantage of the new tenants (Kerb) to look at reducing the amount of signage. 2. Obliteration of the Thomas Neal name would remove an important historical reference that we believe is key to the listed building and to the Seven Dials Estate conservation area. We believe that, at the very least, the name should be retained on the canopies over the main gateways to Cucumber Alley (on Earham Street and on Shorts Gardens) as well as on the brickwork facades of the building. However, we would prefer that it be retained everywhere that it is currently shown. Thomas Neal (or Neale) was the famous father of Seven Dials, having developed the area from fields in the 1690's. This text is not the place for a treatise on his importance to the Seven Dials area, and to England at the time, but we believe that it is to the advantage of all stakeholders that his name continues to be in evidence in the public realm, and his contribution celebrated, in the only remaining neighbourhood of London from Stuart times. <p>We must also comment on an inaccuracy in the application that gives a false impression of the whole situation. The applicant states that "it is clear the existing exterior façade of the Thomas Neal Centre has been vastly altered during the wider refurbishment works undertaken in the late 1980s". We would love to hear where the applicant got the information from! Local people are still around who lived in the streets near the warehouse before the 1980's refurbishment, and they confirm that very little alteration was made to the facades. We will send you pictorial evidence by email.</p> <p>Our comments on each sign are as follows:</p> <ul style="list-style-type: none"> - SG 002 – Shop Entrance Fascia. <p>CGCA supports the addition of a text sign above the gateway to Cucumber Alley on Shorts Gardens in principle. However, we would object if it were to interfere with ventilation or lead to an increase in the use of power as a result. We also object to additional illumination on the building, which we believe to be unnecessary.</p> <ul style="list-style-type: none"> - SG 004 – Replacement Existing Hanging Sign. <p>CGCA supports the use of a 'solid yellow hanging banana' near the gateway to Cucumber Alley on Shorts Gardens in principle. However, we would suggest that it be relocated to the left of the gateway as there will otherwise be a lot of signage close together.</p> <ul style="list-style-type: none"> - SG 005 - Replacement Existing Hanging Sign. <p>CGCA supports the design of the proposed "Kerb" 2-dimensional hanging sign above the office entrance on</p>

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Comment: Response:

20 Shorts Gardens. However, we believe that, in addition to SG 007 it may be a bit too much in that location.

- SG 006 – Replacement Existing Hanging Sign.

CGCA objects to the use of a banana 2-dimensional hanging sign over the services door at 14 Shorts Gardens. It is not linked to any entrance to the shop, and is therefore likely to be confusing for the public as well as contributing to the visual clutter mentioned above. We believe that a clean sight line for the building façade from the Dial would be more attractive.

- SG 007 – Shop Entrance Fascia.

CGCA supports the addition of a text sign above the office entrance on 20 Shorts Gardens in principle. However, we object to additional illumination on the building, which we believe to be unnecessary.

- ES 003 – Replacement Illuminated Box Sign.

CGCA objects to the use of an internally-lit yellow banana-shaped lightbox sign to the left of the gateway to Cucumber Alley on Earlham Street. It lacks the clever local references of the 'solid banana' proposed for Shorts Gardens and we find its design unsympathetic to the building and its context. We ask the applicant to think again about the design. In addition, internal illumination is rarely appropriate in the conservation area, and this example is not exceptional.

- ES 004 – Replacement Illuminated Box Sign.

CGCA objects to the use of an internally-lit pink banana-shaped lightbox sign to the right of the gateway to Cucumber Alley on Earlham Street for the same reasons as ES003 above.

- ES 005 – Shop Entrance Fascia.

CGCA supports the addition of a text sign above the gateway to Cucumber Alley on Earlham Street in principle. However, we would object if it were to interfere with ventilation or lead to an increase in the use of power as a result. We also object to additional illumination on the building, which we believe to be unnecessary.

- ES 006 – Shop Entrance Fascia.

CGCA STRONGLY OBJECTS to the replacement of the "Thomas Neal's" lettering on the metal canopy, and to the addition of two flat pieces of metal to the roundel. As mentioned above, Thomas Neal was the famous father of Seven Dials and it is crucial these visual references are visible from the public realm. We do not object to the addition of a banana to the roundel but it should be painted on the existing curved metal to maintain the integrity of the design.

- ES 007 – Door Sign.

We cannot find a drawing for this sign. Please supply one so that we can comment. We should say,

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Comment: **Response:**

however, that if it involves obliteration of any reference to Thomas Neal then we would ask it to be reconsidered in the context of retaining an important reference to the provenance of the warehouse as mentioned above.

- ES 008 – Replacement Signage.

CGCA does not object to a double-sided painted hanging sign being used near the Western door at 41 Earlham Street. But we do object to its being mounted over the current oval structure so as to obscure the “Thomas Neal’s” name - for the reasons mentioned above. We ask the applicant to consider an option for the former that will allow the latter to be retained.

- ES 009 – Shop Entrance Fascia.

CGCA does not object to the fascia sign over the central door at 41 Earlham Street, but we do object to additional illumination on the building, which we believe to be unnecessary.
