



# BLOOMSBURY CONSERVATION AREAS

Advisory Committee | Est. 1968

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22nd September 2021

2021/3240/A

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## **Objection to 2021/3240/A at 119 Shaftesbury Avenue.**

The Seven Dials CAAC objects to application 2021/3240/A at 119 Shaftesbury Avenue on the basis that the proposed alterations diminish the quality of the existing high quality historic shopfront and subsequently cause harm to the conservation area, therefore being unacceptable in amenity terms.

### Objection: Fascia Band

'Fascia bands' are usually manufactured in plastic and are subsequently of a poor design quality while simultaneously obscuring the materiality and detail of the original shopfront. In this case the shopfront is of a high quality and state of preservation, and unusually is not obscured by inappropriate additions or signage. The use of the fascia band will obscure the original details and materiality of the fascia of the shopfront while also introducing an inappropriate material. We therefore object and recommend that the advertisement be either painted onto the fascia or stickered onto the inside of the glass in an appropriate manner.

### Objection: LED Spit to Rear of Glass

The use of illuminated signage and advertisement is widely considered to be inappropriate in a conservation area. The proposed illuminated logo constitutes advertisement and is also inappropriate in scale. We object to this in principle.

Paragraph SD19 of the Seven Dials Conservation Area Management Strategy states:

*'Similarly 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. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.'*

### Objection: Projecting Sign

In our view the design of the projecting sign is inappropriate given the state of preservation of these historic shopfronts. A projecting sign in this location should ideally consist of an externally illuminated sign hanging from a bracket affixed to the wall. The application does not describe materiality but it is assumed to be acrylic which is an inappropriate material in amenity terms.

### Recommendations

The Seven Dials CAAC will rescind their objection on the condition that the applicant:

- Display their main advertisement ('German Doner Kebab' and logo) by means of an appropriately designed and sized sticker in the window, or by lettering painted upon the existing exposed fascia board.
- Remove the proposed illuminated logo.
- Replace the projecting sign by one of an appropriate hanging equivalent, or alternatively remove it entirely.

### **Bloomsbury Conservation Areas**

*Advisory Committee*

22<sup>nd</sup> September 2021