



21st November 2021

2021/4749/L

Nick Baxter
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Formal Objection to 2021/4797/L for the installation of signage at 36 Earlham Street.

The Seven Dials CAAC objects to this application on the basis of unacceptably poor design and subsequent harm to the listed building and Seven Dials Conservation Area.

The Seven Dials CA is noted for its high density of well-preserved Georgian and Victorian shopfronts which contribute towards a sense of activity and economic vitality at street level. The shopfront concerned is a particularly fine and unusual example. Preserved brackets at fascia level and flush-beaded panelling, along with exterior shutters are all evident. The brickwork is a particularly unusual but charming feature of shopfront and the one adjacent. The flush-beaded panelling suggests preserved Georgian fabric.

The Seven Dials Renaissance Study notes the three terraces as '*a listed terrace of particular special architectural and historic interest and considerable townscape value contributing substantially to the character, appearance and significance of the Seven Dials Conservation Area.*'

Fascia

The proposal to use bright coloured perspex affixed to the timber fascia is considered poor design and highly inappropriate in this sensitive location and to the listed building itself. We therefore object to this element of the application in principle.

Any advertisement should be painted upon the existing fascia.

Projecting sign

There is evidence of a projecting sign previously affixed in the proposed location. A projecting sign in this location is considered acceptable in principle, however the design is considered unacceptable given the significance of the listed building and excellent state of preservation of the shopfront. A timber painted hanging projecting sign would be considered acceptable.

Informatives

The Seven Dials Renaissance Study 1997 is a material consideration and contains detailed guidance on design for alterations to shopfronts, including signage.