

Application No:	Consultees Name:	Received:	Comment:	Response:
2021/4749/L	Covent Garden Community Association (Elizabeth Bax, Chair of Planning Subcommittee)	21/11/2021 21:44:35	OBJNOT	<p>Covent Garden Community Association (CGCA) must object to this application.</p> <p>However, we would withdraw our objection if the applicant were to alter the proposed aluminium projecting sign to a sign with the following three features:</p> <ul style="list-style-type: none"> <li>- A hanging sign,</li> <li>- Made of wood,</li> <li>- Supported on a bracket at fascia level.</li> </ul> <p>The proposed fascia sign may also benefit from a background treatment adapted to be a little more in keeping with the host building.</p> <p>-----</p> <p>The retail unit at 36 Earlham Street lies at the heart of one of the UK's prime conservation areas: Seven Dials conservation area. The building contributes to its significance.</p> <p>Its shopfront is important, being one of very few that retain their shuttered, 19th century design. It is mentioned in the Conservation Area statement as a shopfront of merit.</p> <p>-----</p> <p>The Seven Dials Renaissance Study is a relevant planning reference document in this case, in addition to the SPG that urges signage to be use that is in keeping with the host building. On the subject of hanging signs it is worth quoting page 29 of the Seven Dials Renaissance Study:</p> <p>"A well-designed or imaginative sign suspended from a traditional iron bracket can enhance the quality of the shop front and add vitality to the street. Such signs should be related to the character and scale of the building to which they are fixed"</p> <p>It is unfortunate that in the past some nearby hanging signs have been replaced with unsympathetic projecting models, but this pattern is generally being reversed in recent years throughout Seven Dials. And, in the case of 36 Earlham Street, the shopfront is of such traditional appearance as to demand a more traditional approach.</p> <p>-----</p> <p>On fascia signs, the Seven Dials Renaissance Study says:</p> <p>"In the nineteenth century shop signs were a minor art form and Victorian Seven Dials contained several sign-painters among its resident craftsmen. The fascia should be related to the proportions of the shop front, and the materials and colours selected should be compatible with the building as a whole. The lettering of signs should relate to the fascia size and be well laid out. Ideally, the letters should occupy two thirds of the space and be centred, leaving a gap above and below and at either end. Painted lettering is always appropriate, though a range of gilded, enamel or other applied lettering can also be effective. In an area of this kind we believe that good classic type-faces are preferable to more transient 'graphics' but such details need to be</p>

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				<p>treated on their own individual merits.”</p> <p>We are pleased that a local business is expanding and taking on this unit. We wish the management the best, and we appreciate that the business has an established logo and identity. For this reason we do not wish to be overly prescriptive, but suggest that thought is given to the background colours, paint type and font size on the fascia sign to achieve a finish that is in keeping with the host building.</p> <p>-----</p>

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