

[REDACTED]

Subject:

OBJECTION: 2021/0102/A

[REDACTED]

Dear Jenna / Fast Track Team,

The Seven Dials CAAC objects to this application on the basis of unacceptable harm to amenity. We understand there is an application for a replacement shopfront ongoing which we are in the process of considering in consultation with members of the c20 Society.

Policy SD19 of the Seven Dials Conservation Area Statement 1998 states: '*Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated.*' We see no reason why this policy should be departed from and indeed the application does not mention this policy nor offer any such justification. The Seven Dials CA is largely exemplary in its approach to design of signage and preservation of shopfronts. We see no reason why this site should be treated any differently from those in the core area.

In such a quickly evolving area, approval of inappropriate signage and poor design can quickly set a real precedent in the surrounding area, both through planning applications and illegal alterations. This should also be taken into account.

Owen Ward
On behalf of the Seven Dials CAAC



**BLOOMSBURY
CONSERVATION AREAS**
Advisory Committee | Est. 1968

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