

Dear Sir/Madam

I write with respect to the above referenced application which just appeared on the Council's website today. I object to the fact that the sign will be internally illuminated as the site falls within the Seven Dials Conservation Area and an illuminated sign will detract from the nature of the conservation area. I refer to SD19 of the Seven Dials Conservation Area Statement which 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."

Sincerely

Eric Stuart
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