



Hi Matthias,

Although Camden does not consult with the CGCA on advertising applications, I am submitting comments anyway on the proposals for 1 Tower Street, 2016/4335/A. See below.

Please let me know if you have any questions or need anything else from the CGCA.

Best wishes,
Meredith

The CGCA objects to the use of internal illumination, as this method of illumination is inappropriate and unsympathetic in a conservation area, and conflicts with Camden planning policy (see CGP1, 8.11-8.15; & DP25). Additionally, national guidance, as set forth in the Department of Communities & Local Government's "Outdoor advertisements and signs: a guide for advertisers," clearly states that Class 4 (illuminated advertisements) "does not extend to any premises in a Conservation" (p. 17). Further, Camden's Seven Dials (Covent Garden) Conservation Area Statement states that "signage should be non-illuminated or externally illuminated" (see SD19, p. 28-29).

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