

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2016/5012/A	Meredith Whitten on behalf of the Covent Garden Community Association	Covent Garden Community Association 42 Earlham Street WC2H 9LA	06/10/2016 20:37:49	COMMNT	<p>Whilst the CGCA welcomes upgrades to this prominent building in Seven Dials, including the rationalisation of the pub signage, we object to the use of an internally illuminated fascia, as this internal illumination is inappropriate and unsympathetic in a conservation area – particularly such a prominent location on Seven Dials – and conflicts with Camden planning policy (see CGP1, 8.11-8.15; &amp; DP25). Additionally, national guidance, as set forth in the Department of Communities &amp; 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).</p> <p>The CGCA also believes that the proposed font used on the new signage is inappropriate in the Seven Dials Conservation Area, as it has no historical relevance. The existing typeface is more in keeping with the conservation area’s character.</p>

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