

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/2102/A	Meredith Whitten on behalf of the Covent Garden Community Association	Covent Garden Community Association 42 Earlham Street WC2H 9LA	16/05/2017 22:37:02	OBJ	<p>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).</p> <p>The CGCA also objects to the proposed colour scheme, which is out of keeping with the character of the conservation area. Although these proposals fall outside the conservation area, the development would be visible from within the conservation area and, thus, would have a negative impact on the Seven Dials (Covent Garden) Conservation Area, which goes against Camden's planning policy. DP25.9 specifies that "The Council will therefore not permit development in locations outside conservation areas that it considers would cause harm to the character, appearance or setting of such an area."</p> <p>According to DP24, careful consideration must be given to the characteristics of a development site, features of local distinctiveness, and the wider context in order to achieve high-quality development which integrates into its surroundings. Camden's planning policy is clear that the Council expects development to retain the distinctive characters of the conservation area and new development must contribute positively to this.</p>
