

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/3038/A	Meredith Whitten on behalf of the Covent Garden Community Association	Covent Garden Community Association 42 Earlham Street WC2H 9LA	15/06/2017 14:20:00	OBJ	<p>Whilst the CGCA appreciates that the proposed digital display board has been greatly reduced in size, we continue to object to the commercial nature of the sign and the use of internal illumination for the advertisement, which is inappropriate given its proximity to several conservation areas, including Denmark Street, Bloomsbury and Seven Dials (Covent Garden) conservation areas.</p> <p>Internal illumination is inappropriate and unsympathetic in a conservation area, and conflicts with Westminster planning policy (see "Shopfronts, Blinds & Signs" SPG; "Advertisement Design Guidelines" SPG; and DES8). DES8-10.98 states that "Shop signs should be at fascia level and be externally illuminated. Internally illuminated box fascias and projecting signs are not normally appropriate in conservation areas."</p> <p>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).</p>
