



Hello,

The CGCA would like to comment on the application for Seven Dials Warehouse 42 Earlham Street WC2H 9LA, 2017/3339/A, which proposes "installation of 3 x internally illuminated projecting signs to the Earlham Street elevation." Whilst this advertising application is not scheduled for public consultation, the CGCA -- which is the recognised amenity society for Covent Garden -- objects to the proposals, which do not adhere to the Council's planning policies and guidance.

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).

The Council has been assertive about refusing applications for internally illuminated advertisements, fascias and hanging signs in the conservation area and, thus, the CGCA would expect the Council to refuse this application, as well, particularly given that the building is a Grade II listed building and is situated in the heart of the conservation area.

If you have any questions, please do not hesitate to contact me.

Best wishes,
Meredith

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