



Hi there,

The CGCA has these comments on the planning application 41 Earlham Street WC2H 9LX, 2017/4620/A.

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).

Please let me know if you need any additional information from the CGCA.

Best wishes,  
Meredith

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