

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2017/5143/A	Meredith Whitten on behalf of the Covent Garden Community Association	Covent Garden Community Association 42 Earlham Street WC2H 9LA	27/09/2017 12:24:59	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; &amp; DP25). We note that this unit is located at a prominent position in Seven Dials (on the Dials itself).</p> <p>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>

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**Total: 21**