

Rafi Miah

Dear Planning / Fast Track Team 'TC',

The Seven Dials CAAC objects to application 2022/5923/A on amenity grounds. As I am sure you know, it is policy for all signage in this conservation area, especially on listed or historic buildings, to be externally rather than internally illuminated.

Policy SD19 of the Seven Dials CA Statement (p. 28) states:

17. Similarly shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.

As such we consider this application to be contrary to the interests of amenity in this conservation area and object.

Owen Ward



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