

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2014/6408/P	Meredith Whitten	Covent Garden Community Association 42 Earlham Street WC2H 9LA	20/11/2014 23:14:26	OBJNOT	<p>Objection. The CGCA objects to the proposed alterations to the shopfront on this building that sits at a crucial gateway to Covent Garden, Seven Dials and the conservation areas.</p> <p>Camden's DP30.5 states that "The quality of shopfronts and the way in which they relate to their surroundings make an important contribution to the character and attractiveness of an area. The Council will therefore seek to ensure that new shopfronts are of a high quality and are sensitive to the area in which they are located."</p> <p>Additionally, Camden's Supplementary Planning Guidance 7 "Shopfronts" states that "Historic, locally distinctive or characteristic shopfronts which contribute to the townscape should be retained. In some cases the reinstatement of missing features will be encouraged. And, new shopfronts should be designed as part of the whole building and should sensitively relate to the scale, proportions and architectural style of the building and surrounding facades." This is not achieved with these proposals.</p> <ul style="list-style-type: none"> • The large windows in the shopfront remove the symmetry of this grand building. • The front doors must not be sliding doors, which are not in keeping with the historic value of this building and the setting in the conservation area. • The doors should be brought forward to prevent rough sleeping and antisocial behaviour, which occurs in Covent Garden, as stated in SPG7. • There must be no internally illuminated signage, regardless of corporate designs, as it is inappropriate in a conservation area, as stated in SPG8. • Although there is a second doorway on Charing Cross Avenue, the applicant should use only the front door on Cambridge Circus for customers. Having a second entrance would greatly increase the negative impact on the amenity of local residents, who are above, behind and adjacent to this location. <p>Finally, the CGCA is greatly concerned about servicing and delivery. Given that McDonald's is a larger operation than Leon de Bruxelles (the previous tenant) was, the CGCA requests that the applicant submit a servicing plan and that any decision be postponed until then</p>
