

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2014/7073/A	Meredith Whitten	Covent Garden Community Association 42 Earlham Street WC2H 9LA	28/11/2014 03:09:13	OBJ	<p>Objection. The CGCA strongly objects to this application, which we consider wholly inappropriate in the conservation area. The proposed banners would result in long-term visual clutter that is obtrusive, visually impairs the siteline on a prominent, historic thoroughfare in the conservation area, and adds an unacceptable commercialisation of Covent Garden.</p> <p>CPG1, 8.23, notes that the Council will safeguard the amenity, character and appearance of conservation areas when deliberating on the use of flags and banners.</p> <p>Advertisements, such as promotional banners, on light columns and other street furniture, introduce visual clutter to streets and have a significantly adverse effect on the appearance of the streetscape and the amenity of areas, particularly conservation areas.</p>
