



42 Earlham Street, Covent Garden, London WC2H 9LA

website: www.CoventGarden.org.uk

Facebook: TheCGCA

Tel. 020 7836 5555

Twitter: @TheCGCA

email: info@CoventGarden.org.uk

Registered charity no. 274468

AMENITY GROUP CONSULTATION COMMENTS

Date 4 March 2015

Planning Application Number

2015/1061/A

Planning Application Address

24 Cambridge Circus WC2H

Proposal

Display of 5 non-illuminated flags on Charing Cross, Cambridge Circus and Shaftesbury Avenue elevations to restaurant.

COMMENTS

We object to the application (please state reasons below) ✓

The CGCA strongly objects to the proposal for McDonald's to display five corporate flags on Charing Cross Road, Shaftesbury Avenue and Cambridge Circus.

This prominent Central London location serves as a key gateway to the Covent Garden Conservation Area and the Seven Dials Conservation Area. The location also sits in the heart of the West End, or Theatreland. As such, preserving the character of the local area, including surrounding historical and listed buildings, is paramount. Indeed, the Council has a responsibility to safeguard the amenity, character and appearance of conservation areas when deliberating on the use of flags and banners.

The proposed flags are corporate-logo advertisements that would fail to maintain or improve (preserve or enhance) the character and appearance of the conservation areas. The flags would introduce visual clutter that is obtrusive and would have a significantly adverse effect on the appearance of the streetscape and the amenity of the conservation areas. Additionally, they add an unacceptable commercialisation of Covent Garden.

Thus, permission should not be granted.

Comments submitted by

Meredith Whitten on behalf of the Covent Garden Community Association

0781 014 3326

meredith@coventgarden.org.uk