

Delegated Report			Expiry Date:	20/04/2015
Officer			Application Number(s)	
Oluwaseyi Enirayetan			2015/1061/A	
Application Address			Application Type:	
24 Cambridge Circus London WC2H 8AA			Advertisement Consent	
1st Signature	2nd Signature (If refusal)	Conservation	Recommendation(s):	
			Refuse Advertisement Consent	
Proposal(s)				
Display of 5 non-illuminated flags on Charing Cross, Cambridge Circus and Shaftesbury Avenue elevations to restaurant.				
Consultations				
Summary of consultation responses:		<p>Consultation is not required, however Covent Garden Community Association (CGCA) raised objections on the following grounds:</p> <ul style="list-style-type: none"> 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 Theatre land. As such, preserving the character of the local area, including surrounding historical and listed buildings, is paramount. The proposed flags are corporate-logo advertisements that would fail to maintain or improve 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. <p>Ward Councillor Sue Vincent also objects</p>		
Site Description				
<p>The site is the ground floor of a five storey end-terrace building located to the north east corner of Cambridge Circus at the apex of Charing Cross Road and Shaftesbury Avenue within Central London.</p> <p>The City of Westminster is immediately to the south-west on the opposite side of Cambridge Circus and Charing Cross Road. Cambridge Circus is a junction with a high volume of vehicle and pedestrian traffic, there is a wide area of pavement in front of the site with a retail kiosk towards the Shaftesbury Road pavement and a bus shelter along the Charing Cross Road pavement. The area is characterised by primarily commercial and entertainment uses with some residential above.</p> <p>The site is located within the Seven Dials (Covent Garden) Conservation Area and whilst not listed, it is noted as making a positive contribution to the character and appearance of the Conservation area.</p> <p>The ground floor and basement are currently in A3/A5 use (food and drink and hot food takeaway) and the floors directly above are B1 (office) use. The adjoining properties at ground floor level are retail and restaurant uses and within the Circus are three drinking establishments, a theatre, a bank and a restaurant.</p>				

Charing Cross Road is designated as a Central London Frontage within the Central London Area

Relevant History

24 Cambridge Circus (the application site)

9501717R2: Change of use of ground floor and basement to restaurant use (class A3) together with the erection of an enclosed service access: Refused 25/03/1996: Appeal allowed 25/11/1996

2006/3371/P: Installation of new timber framed folding doors in existing window openings, erection of zinc clad planters at front elevation to enclose forecourt, installation of a retractable awnings and erection of new disabled access ramp at main entrance to restaurant (Class A3): Refused 22/08/2006.

2006/3374/A: Display of externally illuminated fascia signage, one on each of the three elevations: Granted 22/08/2006.

EN07/0157: Part replacement of shop front, installation of canopies and access ramp and placement of tables, chairs and planters on the forecourt: Not expedient to take action 21/10/2008.

2011/4177/P: Alterations to the front façade of an existing restaurant (Class A3) to include new tiling on stall risers, new wall lights and new features at fascia level: Granted 05/09/2011.

2011/4290/A: Display of 2 x internally illuminated fascia signs, replacement awnings and 2 x new awnings x 2 projecting signs to restaurant (Class C3): Granted 05/09/2011

2013/3211/A: Erection of 5 no. flags on Camden Circus, Shaftesbury Avenue and Charing Cross Road elevations to restaurant (A3): Granted 14/06/2013.

2014/3237/P: Change of use of ground floor and basement from restaurant (Class A3) to a mixed restaurant/ takeaway service (Class A3/A5): Granted 21/05/2014.

2014/6408/P: Alterations to shopfront including new entrance to Charing Cross Road and replacement windows, doors, stall risers and awnings to Cambridge Circus, Charing Cross Road and Shaftesbury Avenue elevations. Granted 27/01/2015

2014/6411/A: Display of 3 externally illuminated fascia signs and 7 replacement awnings to Cambridge Circus, Charing Cross Road and Shaftesbury Avenue elevations in association with alterations to shopfront. Granted 27/01/2015

2014/5157/P: Variation of hours of operation in relation to condition 3 of 2014/3237/P for; change of use of basement and ground floors from restaurant to mixed use restaurant and takeaway. Current hours; Sunday to Wednesday: 0800 - 0000hrs & Thursday to Saturday: 0800 - 0100hrs Proposed hours: Sunday - Wednesday 07:00 to 00:00 and Thursday - Saturday 07:00 - 01:00 (Amended Description): Granted 17/02/2015.

2014/6633/P: Installation of 11 condensers and a kitchen extract at roof level with associated ducting: Granted 26/02/2015.

Relevant policies

LDF Core Strategy and Development Policies

CS14 – Promoting high quality places and conserving our heritage

DP25 – Conserving Camden's Heritage

DP26 – Managing the impact of development on occupiers and neighbours

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Camden Planning Guidance 2013 (as amended)

Seven Dials (Covent Garden) Conservation area statement 1998

Assessment

Proposal

The application relates to the display of 5 non illuminated corporate flags. The flags measure 715mmx1100mm and bear the McDonalds 'arches' logo in yellow to a height of 715mm and would have a weighted pocket at the bottom end.

Background

There are 5 flags already existing on the host building which were approved under application reference 2013/3211/A for the purposes of the previous restaurant occupier. These were national flags and measured 400mm h x 1000mm w.

The 5 existing flags were shown as being replaced in the drawings submitted for the approved advert consent and shopfront applications refs. 2014/6408/P and 2014/6411/A granted on 27/01/2015. The replacement flags were to be the same size as the existing but carrying the arches logo. The flags now proposed would therefore be almost twice the size in area from those already approved.

The Town and Country Planning (Control of Advertisements) Regulations 2007 permits the Council to only consider amenity and public safety matters in determining advertisement consent applications.

Amenity

The flags will be sited in the Covent Garden Conservation Area, a prominent and sensitive area. Paragraph 8.23 of the Camden Planning Guidance (CPG1) states that:

In some commercial areas flags or banners may be considered a suitable form of display. Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.

The corporate nature of the flags and the large brightly coloured logo is considered to be obtrusive in appearance and an alien feature to the Seven Dials and Covent Garden Conservation Area. It is therefore considered that the proposed corporate flags would fail to preserve or enhance the area and will not safeguard the amenity, character and appearance of the Conservation area and surroundings. The larger sized flags are therefore considered unacceptable and should be refused for this reason.

Public Safety

Given the flags will be non-illuminated, no public safety issues are raised in terms of distracting drivers or having a negative impact on pedestrians.

Recommendation

Refuse advertisement consent.