

Gentet, Matthias

From: meredithcgca@gmail.com on behalf of Meredith Whitten
<mwhitten@coventgarden.org.uk>
Sent: 30 November 2015 18:07
To: Gentet, Matthias
Subject: Re: 24 Cambridge Circus WC2H 8AA, 2015/6356/A

Meredith Whitten
Planning Advisor
Covent Garden Community Association
mwhitten (at) [coventgarden.org.uk](mailto:mwhitten@coventgarden.org.uk)
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On 30 November 2015 at 18:05, Meredith Whitten <mwhitten@coventgarden.org.uk> wrote:
Hi there Matthias,

I hope you are having a good Monday.

The CGCA would like to submit the comments below for the advertising application for 24 Cambridge Circus WC2H 8AA (McDondald's), 2015/6356/A.

Whilst Camden does not have to consult on some advertisement applications, we note in our comments that the proposals contradict existing local and national planning guidance.

Whilst the CGCA does not object to the projecting sign, we do object to the use of internal illumination, as this directly conflicts with Camden planning guidance and national planning guidance. This guidance specifies that internal illumination is inappropriate in a conservation area. This site falls within the Seven Dials (Covent Garden) Conservation Area.

Additionally, national guidance, as set forth in the Department of Communities & Local Government's "Outdoor advertisements and signs: a guide for advertisers," clearly states that Class 4 (illuminated advertisements) "does not extend to any premises in a Conservation" (p. 17).

Finally, Camden's Seven Dials (Covent Garden) Conservation Area Statement states that "signage should be non-illuminated or externally illuminated" (p. 28-29).

Please let me know if I can provide any additional information.

Best wishes,
Meredith

Meredith Whitten

Planning Advisor

Covent Garden Community Association

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