

Gentet, Matthias

From: Meredith Whitten <meredithcgca@gmail.com> on behalf of Meredith Whitten <mwhitten@coventgarden.org.uk>
Sent: 20 September 2017 07:22
To: Planning
Subject: 16 St Giles High Street WC2H 8LQ (2017/4466/A)

Hi there,

The Covent Garden Community Association (CGCA) has the following comments on 16 St Giles High Street WC2H 8LQ (2017/4466/A).

- The CGCA objects to the proposed internally illuminated LED screen due to the impact on the Grade I-listed St. Giles-in-the-Fields church, which is directly across the street. The proposed screen also is inappropriate and would harm the character and setting of the Denmark Street and Seven Dials (Covent Garden) conservation areas (see CS5, CS9, CS14). According to DP24, careful consideration must be given to the characteristics of a development site, features of local distinctiveness, and the wider context in order to achieve high-quality development which integrates into its surroundings.
- Further, internal illumination is inappropriate and unsympathetic in a conservation area, and conflicts with Westminster planning policy (see "Shopfronts, Blinds & Signs" SPG; "Advertisement Design Guidelines" SPG; and DES8). DES8-10.98 states that "Shop signs should be at fascia level and be externally illuminated. Internally illuminated box fascias and projecting signs are not normally appropriate in conservation areas." 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).
- The CGCA notes that the application refers to external seating, but this is not indicated on the proposed layouts. Any proposals for street furniture should be submitted under an application for tables and chairs.
- Finally, the proposal site currently is behind hoarding, thus the CGCA cannot determine whether pavement is wide enough to accommodate the proposed planters. Any permission granted must ensure that at least 1.8m clearance is left, although given the predicted volumes of pedestrian traffic for the nearby Crossrail station at Tottenham Court Road, the CGCA maintains that a wider clearance should be required on the public highway.

Please let me know if the CGCA can provide any additional information.

Best wishes,
Meredith

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