

| Application No: | Consultees Name: | Received: | Comment: | Response: |
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| 2024/0424/P | Christopher Catherine | 31/03/2024 23:28:23 | OBJ | I object to this application which will result in a bland, featureless and characterless wall of plate glass which is out of place in the conservation area. |

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| 2024/0424/P | The Seven Dials Trust (form completed by Eric Stuart, voluntary Trustee | 31/03/2024 23:24:54 | OBJ | <p>I am writing on behalf of The Seven Dials Trust. The Trust works in partnership with local authorities, landowners, national agencies and local amenity groups to protect the historic fabric of Seven Dials and to promote and bring about exemplary environmental improvements in the area.</p> <p>The “Seven Dials Renaissance Study” is the key document in the work of the Trust. It provides a detailed framework for the care and enhancement of the total environment of the Seven Dials area. The first study was published in 1990. The latest revised and updated web-edition from 2023 has been extended across the borough boundary down to Long Acre in Westminster, covers an enlarged area in Camden and has been renamed “The Seven Dials in Covent Garden Study” (https://sevendialscoventgarden.study).</p> <p>Although there are certain aspects of the proposed redevelopment of the shopfronts at Nottingham House that the Trust would support, there are several aspects to which the Trust must object, principally relating to the fenestration and surrounding details.</p> <p>Nottingham House is a neo-Georgian block of flats originally opened in 1925. The ground floor was sensitively converted by The Peabody Trust in 1998 to retail units with simple, restrained shopfronts and fascias, contained below a projecting concrete canopy. It is these shopfronts and fascias that the applicant seeks to alter.</p> <p>Well-maintained traditional shopfronts or imaginatively designed new ones are important not just for the preservation of the character of the relevant buildings but for the attractive overall appearance of the shopping streets of Seven Dials and their commercial success. Scale, detailed design, the use of correct materials and colour schemes are all important in making shopfronts attractive.</p> <p>Whilst unlisted, Nottingham House possesses particular architectural and historic interest and townscape value. Indeed, Nottingham House is specified as a building that makes a positive contribution to the character and appearance of the Seven Dials Conservation Area in Camden’s Seven Dials Conservation Area Statement. Nottingham House is also located directly across from Nos. 27-37 Neal Street, all of which are Grade II listed and are a substantial remnant of the original late 17th century development of Seven Dials. Nos. 27-37 Neal Street were remodelled externally in the late 18th and early 19th centuries and each retains elements of the original or has reproduction 19th century timber shopfronts. The shopfronts of Nottingham House thus need to be viewed and assessed in this context.</p> <p>In 18th, 19th, and early 20th century buildings, Georgian, Victorian, and Edwardian shopfronts often had shop windows and doors set into an architectural framework composed of classical elements with pilasters, friezes and stall risers, as well as capitals, cornices, pedestals, plinth blocks and console brackets among other detailing. Although the shopfronts of Nottingham House were not part of the original 1925 design of the building and were only installed in 1998, they incorporated elements of this architectural framework, including stall risers, pillars and friezes even if simple in their detailing. These use of these elements worked in sympathy with the historic fabric of Nottingham House and with the period shopfronts of the listed buildings opposite.</p> <p>The window and door design of the existing shopfronts references the arrangement of Nottingham House’s upper floors windows in its proportions, with the total width of the openings for the windows and doors at ground floor level aligned with the window placement above. The vertical glazing bars dividing the ground floor</p> |

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windows into panes, although not in strict alignment with the windows above, together with the doorframes, tie in with the window spaces above: at No. 34 the single window is matched by a single door opening; at Nos. 38 and 40 the three windows above, all separated by their own darker brick quoining and thus forming five distinct spaces of window and brick, are matched by the five spaces formed by the glazed door and four panes of the windows below; at No. 36 the three windows above, with two sharing the same surrounding brick quoining and thus forming four distinct spaces of window and brick, are matched by the four spaces formed by the glazed door and three panes of the windows below; and at No. 42 the two windows above, forming three distinct spaces of window and brick, are matched by the three spaces formed by the glazed door and two panes of the windows below. The vertical glazing bars at ground floor level also add visual interest by breaking up the expanse of glass and provide a link to the paned sash windows of the upper floors.

In light of this, the Trust objects to the following elements of the proposal:

Stall Risers: Stall risers are typically found in Georgian, Victorian, and Edwardian shopfronts. A majority of the shops on Neal Street, including all those directly across from Nottingham House (except for No. 27 Neal Street), have stall risers. Those that do not detract from the character and appearance of the conservation area. Any redevelopment of the shopfronts of Nottingham House should include solid stall risers - even if not the current curved stonework stall risers. Section 6.16 of Camden's Planning Guidance on Design states that: "Stall risers should be retained where existing and generally should be incorporated to any new shopfront on a period building".

Windows: Section 6.16 of Camden's Planning Guidance on Design states that: "On traditional shopfronts, large expanses of undivided glass should be avoided. Vertical glazing bars (mullions) should be used to subdivide large windows to help visually relate the shopfront with the upper elevations of the building". Although the current shopfronts of Nottingham House are not original to the building nor in a strictly traditional style, as noted above the current fenestration of the Nottingham House shopfronts relates well to the fenestration of the upper floors. The shopfront windows should retain the same pattern of vertical glazing bars as currently exists. The large unbroken expanses of glass envisioned by the proposed redevelopment lack visual interest and will detract from the character of Nottingham House and the Conservation Area as a whole.

Materials: The Seven Dials in Covent Garden Study's guidance on shopfronts (<https://sevendialscoventgarden.study/specifications/shopfronts/introduction/>) states that: "Care is needed in the selection of materials and colours for shopfronts on listed buildings and in a Conservation Area. Materials such as brushed aluminium, plastic, Perspex, garish tiles and laminates should be avoided". Section 6.16 of Camden's Planning Guidance on Design states that: "Traditional materials such as timber, stone and render will be the most appropriate for new shopfronts in conservation areas and listed buildings". Accordingly, any framing of the glazing of the windows and doors, covering to stone lintels or cladding to stonework columns should be of a suitable material for Nottingham House, preferably timber.

The Trust has no objection to the inclusion of external threshold ramps to improve access as long as in appropriate paving. The Trust also has no objection to the removal of the existing signage boards to add additional height to the glazing and the placement of new signage boards over the stonework lintels as long as the new signage boards are made of timber as per our objection above.

Finally, the Trust also asks that any new lighting at the sides of the entrances or under the stonework corning

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| | | | | should be subject to a condition on maximum illumination levels to ensure that the lighting is not excessively bright to the detriment of the Conservation Area. |
