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AMENITY GROUP CONSULTATION COMMENTS

Date 1 February 2014

Planning Application Number
2014/0355/P

Planning Application Address
30-32 Neal Street WC2H 9PS

Proposal
Erection of a new shopfront.

COMMENTS

I object to the application (please state reasons below) ✓
Objection.

As noted in the Seven Dials Renaissance study (see attached), which Camden adopted for planning purposes, the shopfront at this location was traditionally timber. Thus, the proposed steel shopfront is highly inappropriate and does not reflect the character of the conservation area.

Further, the CGCA objects to internally illuminated signage, which is inappropriate in a conservation area, as noted in Camden Planning Guidance 1 (Design). Signage should be externally illuminated.

Comments submitted by
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Nottingham House.

A handsome neo-Georgian block of flats designed in 1925 by C. W. Reeves, Son & Rason, which makes a contribution to the Conservation Area. It is essential that the white painted timber sashes with glazing bars in the windows be retained. The somewhat dead narrow strip between the front wall and the street railings could be improved with planting in tubs or boxes to give the effect of a private garden.



Nos. 26 - 32.

These form a good group of Edwardian Arts & Crafts warehouses in red brick, the shaped gables giving a somewhat Dutch flavour. They are dated 1903. They were built as a speculation and used as empty box warehouses for the Covent Garden Market. For many years they were occupied by Waltons' Fruit Stalls as storage. They have now been well converted to a mix of uses. The shop fronts on the ground floor are strongly framed by piers of brown glazed brick. They have been over-painted, but it would be worth cleaning this off and revealing the original glazed brickwork. The joinery of the windows has been altered and there is a projecting box fascia on Nos. 26 - 28. A painted fascia would be less obtrusive, and the window joinery would be best left simple within the architectural framework. The hanging sign for the Neal Street Restaurant is a model which could be copied elsewhere in Neal Street.



No. 24.

This was originally similar to Nos. 26 - 32 but has lost most of its character through being rendered, and the installation of modern fenestration. Full-scale restoration is probably not practical on grounds of expense, but it might be possible to improve the appearance of the facade by painting it in trompe-l'oeil, or at least restoring the fenestration to the original pattern.



"Crown & Anchor"

Built in 1904, this is a good Art Nouveau pub and the frontage is well preserved. The glazed ceramic facing of the ground floor has been painted over. This paint ought to be cleaned off to reveal the original surface. The 1992 street improvements have created the opportunity for an outdoor tables and chairs area next to the pub, which could be an attractive facility.



FACADE

DESCRIPTION

PROPOSALS



SHEET 19

NEAL STREET East Side

Neal Street was repaved in 1986 as a shared wall-to-wall surface. The concrete block paving in herringbone pattern is not considered by English Heritage to be appropriate treatment for Conservation Areas. The surface should be repaved in York stone and granite setts.



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