

Application No:	Consultees Name:	Consultees Addr:	Received:	Comment:	Response:
2016/4034/P	Meredith Whitten on behalf of the Covent Garden Community Association	Covent Garden Community Association 42 Earlham Street WC2H 9LA	11/08/2016 23:21:37	OBJ	<p>Objection. The proposed alterations are not in keeping with the character of the Bloomsbury conservation area or the adjacent Seven Dials (Covent Garden) Conservation Area.</p> <p>According to Camden Planning Guidance 1 ("Design), section 7.11, shopfront alterations should respect the detailed design, materials, colour and architectural features of the shopfront and building itself. This is particularly critical in conservation areas (see DP30.4 & DP25).</p> <p>The ground-floor materials (e.g., the dark metal cladding) do not fit with that of the upper floors. As a result, the building as a whole would have a disjointed, incongruent appearance. Whilst the applicant says that the proposed shopfront engages more with the streetscape (D&A statement, p. 18), the shopfront must just as importantly reflect the design and pattern of the building itself. The stone columns should be retained at the ground floor. Doing so would lessen the harshness of the proposed glazed, frameless window.</p>
