

Application No:	Consultees Name:	Received:	Comment:	Response:
2022/3657/P	Covent Garden Community Association (Elizabeth Bax, Chair of Planning Subcommittee)	05/12/2022 00:00:09	OBJNOT	<p>As the amenity society for the area, Covent Garden Community Association (CGCA) objects to the awning in the proposed position. We would not object to an awning if it were positioned so as to allow the correct minimum clearance, as explained below.</p> <p>We do not object to the proposed barber's pole as long as its projection over the footway is modest, and suggest that it is designed so as to revolve to make it more interesting in the streetscape.</p> <p>The planning application form also indicates that the development involves other things that are unclear from the documents.</p> <p>As you can see from our comments below, the single (elevation) drawing provided does not give the information that we believe is required for the application to have been validated, nor for us to make fully informed comments. We ask that you require the applicant to correct this. Nevertheless, we have commented below as best we can, based on the partial information given.</p>

AWNING

We ask that a drawing be provided that clearly shows the height of the bottom of the blind from the pavement when it is fully open. The current single (elevation) drawing implies a height of 2.08 metres, although it is not clear; but this would in any case too low. Paragraph 6.35 of Camden's CPG, Design states that blinds should be designed and installed to incorporate a minimum of 2.3 metres between the bottom of the blind and the pavement. We have problems in Covent Garden caused to pedestrians and to wheeled or hand deliveries where blinds are significantly lower than this.

Secondly, we ask that a side-view drawing be provided that clearly shows the distance between the kerb and the blind when fully open. Paragraph 6.35 of Camden's CPG, Design states that blinds should be designed and installed to incorporate a minimum of 1 metre between the blind and the kerb edge. We have problems in Covent Garden with pavement obstruction and vehicle overhangs where this extent of uncovered pavement width is not maintained.

Please refer to the Seven Dials In Covent Garden planning & design policy guide, the section on Blinds (https://sevendialscoventgarden.study/?page_id=866)

Finally, we ask that the blind be retracted when the business is closed.

BARBER'S POLE

We ask that a drawing be provided that clearly shows the design of the barber's pole and its projection over the pavement. The current single (elevation) drawing implies a height of only 1.83m above the pavement, which is lower than the heights of a large proportion of the UK population. Clearly this means that the fixture should not project more than 20cm or so from the frontage.

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A number of historic pictures of the area show barbers' poles. The most interesting of these had rotating features, which we would ask the applicant to add if it is not already designed in this way.

We ask that this pole should be not internally illuminated, and that the design should be old-fashioned in character in keeping with the character of most of the buildings and the general 'feel' of Monmouth Street (if not of this infill building itself).

Please refer to the Seven Dials In Covent Garden planning & design policy guide for this locality, the section on Fascia & Hanging Signs (https://sevendialscoventgarden.study/?page_id=853) which encourages the use of imaginatively shaped 'signs'.

OTHER ELEMENTS

The Planning application form states that it is "for alterations to the existing shopfront involving addition of retractable manual awning canopy, projecting sign, barber pole and removal of existing external lights above the fascia sign".

However, the Proposed drawing shows the external lights still in place. We do not object either way, but if there are to be new lights then we would like to comment on their proposed design.

The Proposed drawing also shows no detail regarding a projecting sign, nor is there any application for advertisement consent that we can find on the Camden planning portal. Again, if there is to be a new sign then we would like to comment on its proposed design. Please refer to the Seven Dials In Covent Garden planning & design policy guide for this locality, the section on Fascia & Hanging Signs (https://sevendialscoventgarden.study/?page_id=853) which encourages the use of hanging projecting signs only.

By the way, the applicant's drawing labels an 'English Heritage Plaque'. This is incorrect. The plaque on this building is actually a Seven Dials Trust 'people's plaque' memorialising Brian Epstein. It was unveiled by Cilla Black with local celebrations in 2010.

The Seven Dials Trust is also the organisation which produced the Seven Dials Renaissance Study planning policy document (precursor to the web version, referred to above) in partnership with Camden council, and which of course reconstructed the Seven Dials pillar.
