



SEVEN DIALS

EARLHAM STREET WEST

Public Realm Design Report, September 2015

LD&DESIGN

Robert Bevan



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INTRODUCTION





1.1 OVERVIEW



Earlham Street West lies at the heart of Seven Dials. It provides a crucial connection between Soho and Chinatown via Shaftesbury Avenue and Cambridge Circus to the west and links with the wider Covent Garden area to the east. Earlham Street West forms one of seven streets that radiate from the landmark Sundial Pillar, forming one of the great architectural set pieces of London.

Seven Dials, which was laid out by Thomas Neale in the early 1690s to attract fashionable aristocrats to live and work, is the most complete surviving piece of Late-Stuart townscape in London. In recognition of this, the Seven Dials Conservation Area has been given 'Outstanding Status' by the Secretary of State and over two hundred buildings are listed. Today Seven Dials provides an eclectic mix of over two hundred shops, a number of restaurants and bars, five theatres, two hotels and an established residential population. The area has an urban village feel, characterised by a fine grain mix of uses, human scale streets, festival bunting and individual touches such as colourful pot plants and occasional benches. Earlham Street West functions both as an important connective piece of townscape and as part of the niche retail, dining and entertainment experience that makes the Seven Dials one of the most cherished areas in London.

Whilst the quality of the area's architecture is remarkable, the public realm in Seven Dials (with the exception of Monmouth Street and the new façade lighting and street signage) is typically incoherent and degraded. The historic streets provide for one-way vehicular access and on-street parking, generally resulting in relatively fast moving traffic for an area of this nature. Seven Dials is undoubtedly one of the busiest areas in central London, yet pedestrians are typically confined to narrow and crowded pavements. Earlham Street is no exception; it is dominated by parking, has an array of degraded paving materials and provides a weak impression of Seven Dials from Shaftesbury Avenue. The street is the only one in Seven Dials with a food and retail market, however this is poorly performing and of low quality, compromising the special qualities and overall identity of Seven Dials.

The area around Earlham Street West and Seven Dials is changing. By 2018, the Camden West End Project will have been implemented, bringing significant changes in traffic arrangements and to the public realm in areas including Cambridge Circus and Princes Circus. This, coupled with the delivery of Crossrail at Tottenham Court Road within similar timescales, will create a step-change in the level of pedestrians in the Covent Garden and Seven Dials area.

It is in this context that Camden Council commissioned *LDA Design* to provide a public realm design for Earlham Street West. This has been informed by the high-level design strategy for the whole of Seven Dials, The Seven Dials Public Realm Strategy: A Place and A Journey, which was a precursor to this project. The overarching strategy will ensure a more cohesive design for Earlham Street West going forward.

1.2 EARLHAM STREET WEST PUBLIC REALM

The Project focuses on Earlham Street West, a 110m long and 9.5-12m wide street to the west of the Sundial Pillar. Shaftesbury Avenue lies on the study boundary to the west, Tower Street to the south and The Sundial Pillar at the junction of Mercer Street, Monmouth Street and Shorts Gardens is located to the east.

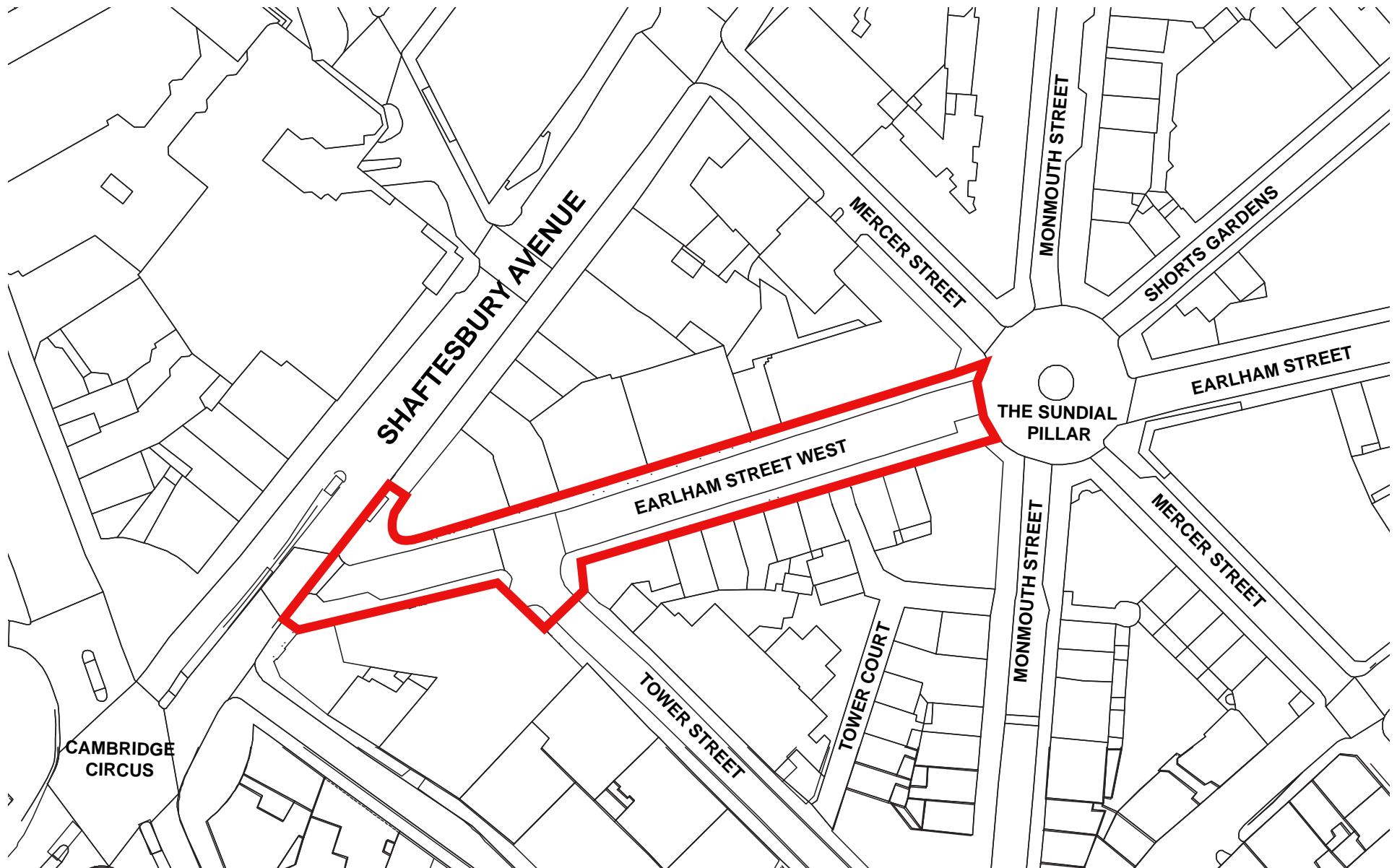
For clarity, 'public realm' is defined as 'the space between buildings'; the streets, pedestrian routes and spaces that shape both our use and perception of the City. Public realm should accommodate the full range of human activity; providing places for movement, socialising, shopping, eating, and entertainment, places to work and places to relax. Successful public realm typically comprises streets and spaces with clear roles that can be used comfortably and safely, with well-considered arrangements of paving, lighting, signage, planting and street furniture, reinforcing local distinctiveness and adding to the identity of the space between the buildings.

The proposals draw on The Seven Dials Renaissance Study, The Camden Streetscape Design Manual and The Westminster Way - Public Realm Strategy (due to the fact that the western project boundary lies along the Westminster Borough Boundary). For the avoidance of doubt, this report provides the analysis and design for Earlham Street West only; it does not repeat information from the Public Realm Strategy, which should be read in conjunction.

Seven Dials' public realm has been the focus of the City's social and public life over a long time and Earlham Street West is no exception. The 1905 image of Earlham Street depicts deep awnings, street traders with their barrows, and commercial and social activity on the street. Crucial to the success of the Seven Dials as a whole is an improvement in the quality of the public realm and improvements to Earlham Street West have been identified as an important part of that transformation.



Earlham Street in 1905



Earham Street West Project Area

1.3 AIMS & OBJECTIVES

The project aims and objectives have been developed jointly with the Working Group and were signed off by the Project Steering Group (comprising senior Camden Council Officers). These apply to the design for Earlham Street West and are as follows:

PROJECT AIMS:

- Create a safer and more attractive connection for pedestrians and cyclists to neighbouring areas, especially Soho and St Giles.
- Improve the attractiveness and functioning of the physical environment to benefit residents, businesses and visitors.
- Develop a design for Earlham Street that supports the overall Seven Dials vision and is informed by the Seven Dials Renaissance study.
- Develop the market layout to enable an integrated, visible and high quality street trading environment.

UNDERLYING OBJECTIVES:

- Deliver a high quality urban realm that better serves pedestrians, is in keeping with the Seven Dials vision, and is informed by the Seven Dials Renaissance study.
- Facilitate pedestrian movement on Earlham Street.
- Provide sufficient cycle parking facilities.
- Balance demands on the street, including parking, loading, waste, pedestrians and the street market.

1.4 PROJECT TEAM



CLIENT:

(Public Realm, Planning and Transport)

London Borough of Camden

LEAD CONSULTANT:

(Public Realm and Urban Design)

LDA Design

HERITAGE CONSULTANT:

Robert Bevan

WORKING GROUP:

Council Officers, Shaftesbury, The Seven Dials Trust, The Covent Garden Community Association, Councillor Vincent and local residents

1.5 PURPOSE OF THIS DOCUMENT

The purpose of this document is to chart the public realm design for Earlham Street West. This includes site analysis, design brief, feedback from community and stakeholder engagement via the working group and sketch options, culminating in a preferred design to RIBA Stage Two. It is worth noting that the design for Earlham Street West will require further design development and surveys (such as structural and utilities surveys) to progress to construction. Delivering public realm projects in an area of this nature requires intense collaboration, creativity, technical rigour and a logical programme for delivery.



ANALYSIS



2.1 ISSUES & OPPORTUNITIES

The public realm on Earlham Street West has been assessed in terms of its multifaceted role and identity, its quality, and its usage. This also includes an appraisal of paving, furniture, lighting and planting, taking into account how these components reinforce or detract from the street scene. During the Working Group workshop the overall identity of the public realm and the existing issues that need to be addressed were discussed and agreed.



Incongruous character to market stalls



Inappropriately placed furniture



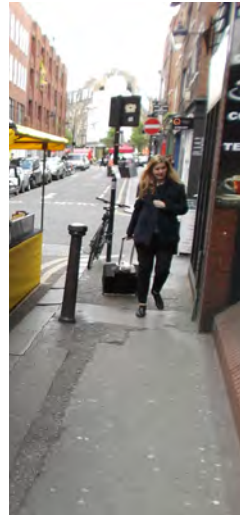
Traffic constrained linear movement



Dominated by parking



Road space disproportionate



Narrow pavements



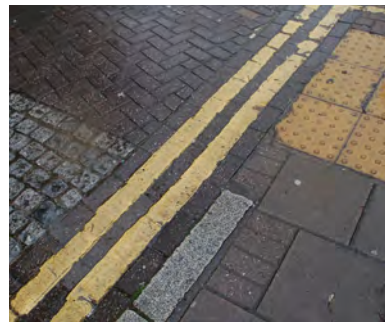
High quality retail frontages



Weak entrances



Severance at western end



An array of materials

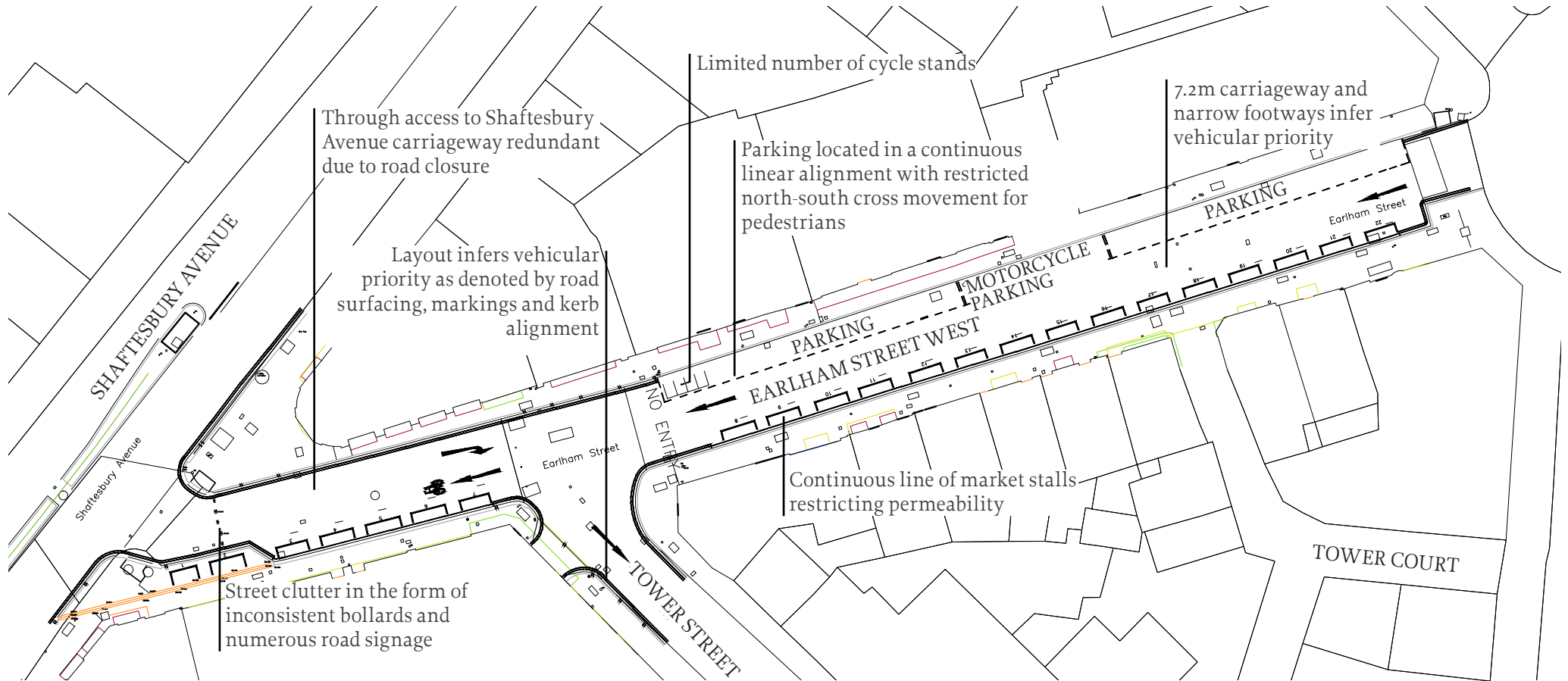


Personalisation of street



Important linkages that provide quieter routes

2.2 EXISTING STREET PLAN



The Existing Street Plan





THE EMERGING DESIGN BRIEF



3.1 THE BRIEF



The brief for Earlham Street West is underpinned by the overarching Seven Dials Public Realm Strategy: A Place and A Journey. The overarching strategy highlights seven principles to which the design for Earlham Street West should adhere. This document should be read in conjunction with the Strategy. The specific requirements of the brief for Earlham Street West are highlighted below and have been organised using these principles. The final design proposal (section 4) provides a description of how detailed design will respond to these requirements.

DISTINCTIVELY SEVEN DIALS – A TIMELESS INDIVIDUALITY

- The street design should reinforce a timeless and understated elegance for Seven Dials.
- The design should support the urban village atmosphere of Seven Dials.
- The public realm should have a simplicity as well as a richness, this could include a restrained materials palette and subtle design features such as the Seven Dials Golden Hind symbol incorporated within the public realm, where appropriate.
- The design should respect the history of Earlham Street West, for instance the historic role of the street as a market street with lots of interaction between shops (the inside) and the street (the outside) and pedestrian priority from built edge to built edge.
- The public realm for Earlham Street West should reinforce the visual relationship with the Sundial Pillar.

2. SEVEN DIALS – AN URBAN VILLAGE

- The seven ‘village streets’ should have a shared identity.
- A Place and a Journey - The design for Earlham Street West should facilitate ease of movement as well as a place to stop and spend time.
- Earlham Street West should provide a high quality market that fits with the character of Seven Dials and that the area can be proud of.

3. AN INTEGRATED VILLAGE

- The design and materials should provide a seamless interface with Westminster areas.
- Physical and visual barriers should be removed to improve connections to Earlham Street west.
- The visual appearance, experience and use of Cambridge Court ‘Approach Space’ to create a positive connection with Cambridge Circus and Shaftesbury Avenue improving legibility.
- Street frontages should interact with the street.

4. A PLACE THAT PUTS PEOPLE BEFORE CARS

- The dominance of vehicles in the street should be reduced, including the potential to re-locate parking.
- The design should continue to prohibit access for vehicles to Cambridge Court.
- Pedestrian priority should be inferred through all aspects of the design.
- The design should be fully accessible for all users.
- The cycle connection with Cambridge Circus, Soho and other areas should be improved.
- Cycle facilities and connections should be improved, including new cycle stands at regular intervals along the street without creating physical barriers to movement.
- The space should feel like a pedestrian priority space with cyclists proceeding with caution.
- Consolidate loading in the future and reduce the negative effects of this.

5. LESS IS MORE

- A simplified material palette should be developed informed by the guidance within *The Camden Streetscape Design Manual* and *The Westminster Way - Public Realm Strategy*, as well as the positive attributes from the recently completed Monmouth Street.
- Removal of all unnecessary street clutter in the form of signage and redundant furniture.
- The co-ordinated Seven Dials Signature range of furniture should be utilised, with new bespoke components designed and implemented, if required.

6. A PUBLIC REALM THAT SLEEPS AT NIGHT

- Simple innovative solutions for day-time seating only should be explored.
- The design should naturally discourage potential 'hang out areas' in the late evening.

7. A FLEXIBLE PUBLIC REALM THAT EMBRACES CHANGE

- Improve the appearance, functioning and layout of the existing market and futureproof the street for potential long term market expansion.
- Currently there are 10 No. licenced market pitches, the design should explore the potential expansion of the market in the short to medium and long term, without compromising the overall street design.
- The market stalls should not impede pedestrian permeability across the street.
- The public realm should acknowledge the history of Earlham Street West as a street that allows the activities inside shops and restaurants to spill outside.
- The potential for flexible 'free' areas need to be explored in order to provide space for future temporary events and 'parklets' - areas for seating and planting. These reinforce the 'pop-up' role of public realm in Seven Dials, as identified in the Strategy. Parklets could potentially be sponsored by a retailer and change annually.
- Areas for loading should remain flexible in order to re-allocate space when future consolidation is in operation.



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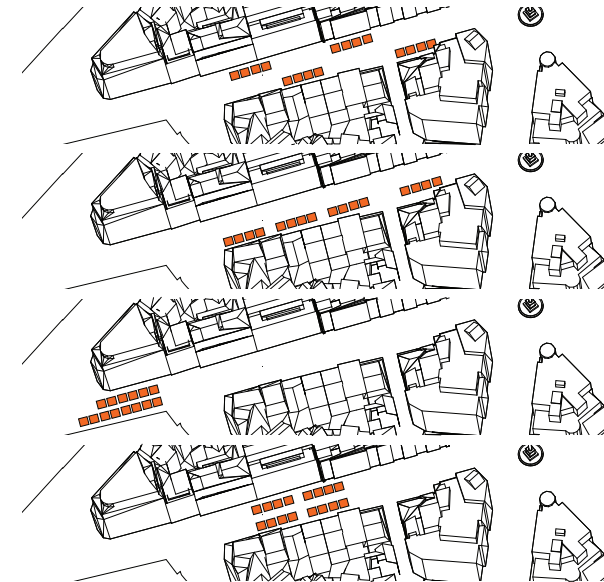
3.2 SKETCHBOOK OF IDEAS

During design development a number of sketch ideas were developed for Earlham Street West. These explore different configurations for the market, loading, cycle parking, tree planting, seating and the approach space. These have been included within the report to illustrate various thought processes and lead to a hybrid design taking the most positive elements from each design. All the following layouts are draft and have been superseded by the final Illustrative Masterplan.



PERMEABILITY CONCEPT

Facilitating pedestrian movement with permeability throughout the street and to reflect desire lines.



MARKET LAYOUT STUDY

Exploring various market configurations and the impact upon the street layout.

The following illustrative sketches were produced after the initial site visit to explore potential opportunities for Earham Street West and Cambridge Court

CAMBRIDGE COURT APPROACH SPACE - EXISTING

- Poor arrival experience from Shaftesbury Avenue and Cambridge Circus
- Market stalls too close to the approach space with poor visual quality
- Large amount of street clutter
- Narrow pavements
- Unnecessary road and junction layout due to road closure.



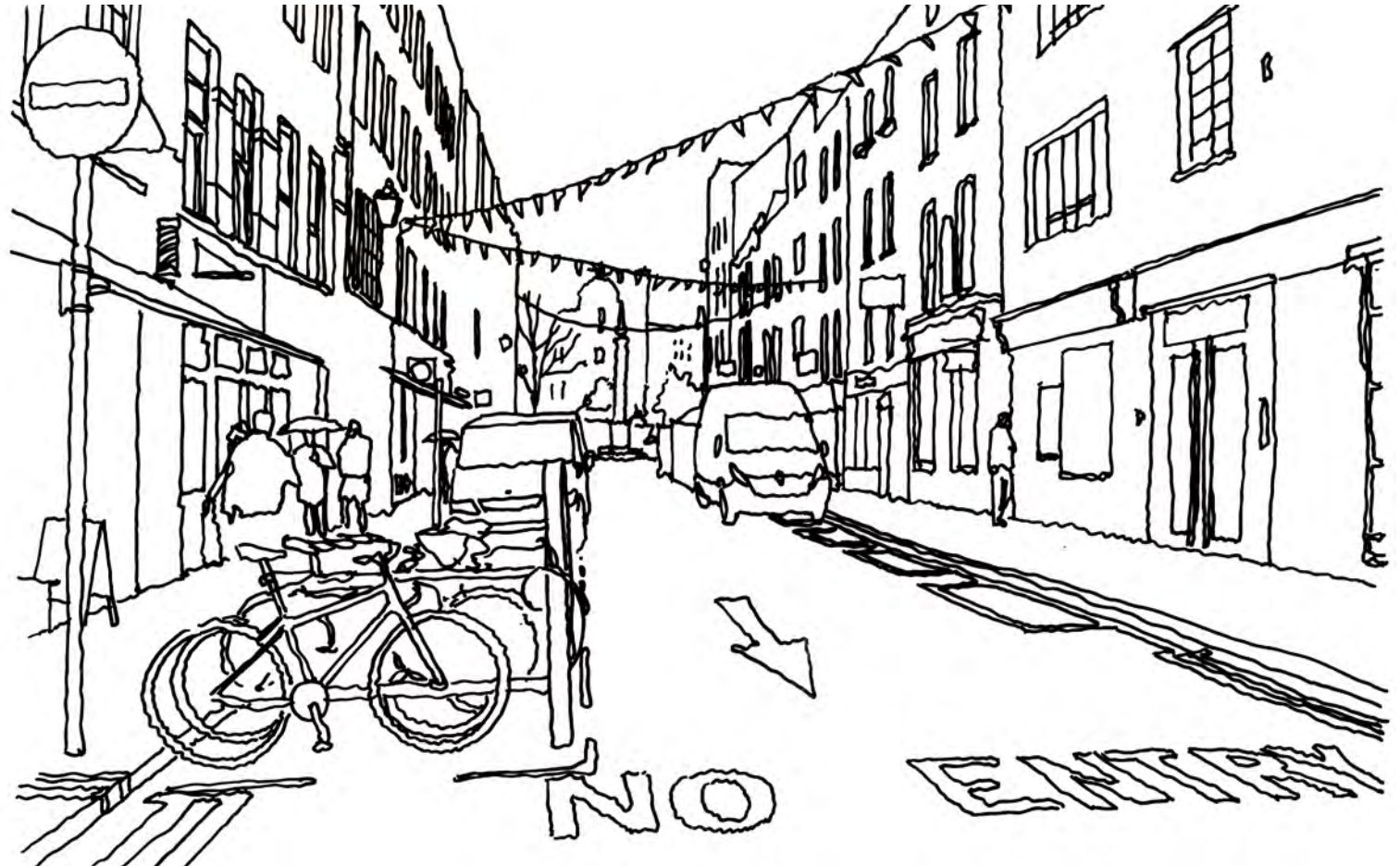


**INITIAL SKETCH IDEAS FOR
CAMBRIDGE COURT APPROACH
SPACE**

- Pocket plaza space
- High quality arrival experience with no market stalls at this end of the street
- Incidental day seating located along northern edge
- Clusters of trees enhancing the visual connection with Shaftesbury Avenue and Cambridge Circus

EARLHAM STREET WEST - EXISTING

- Continuous parked vehicles channelling pedestrian movement
- Does not infer a pedestrian friendly feel
- Attractive retail frontages compromised by poor quality public realm
- Negative visual impact of the continuous parked row of vehicles
- Painted road and market stall marking detract from the pleasant retail frontages

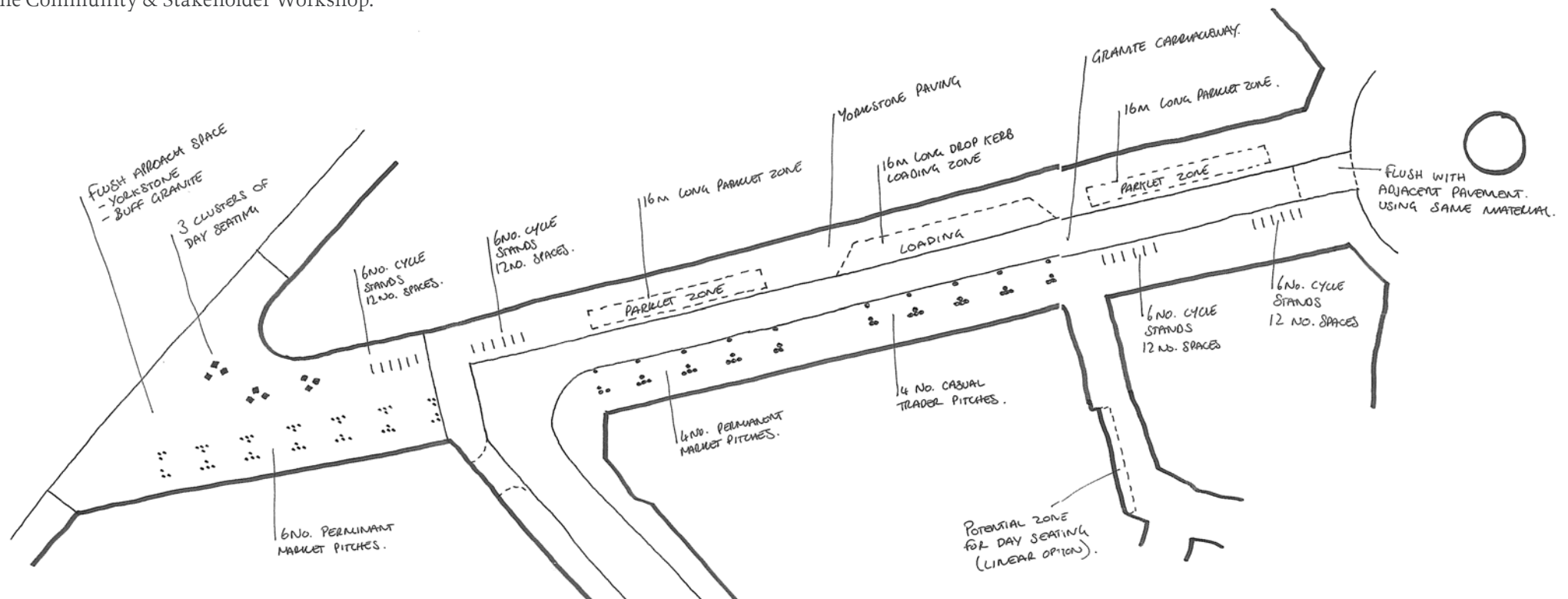




INITIAL SKETCH IDEAS FOR EARLAM STREET WEST

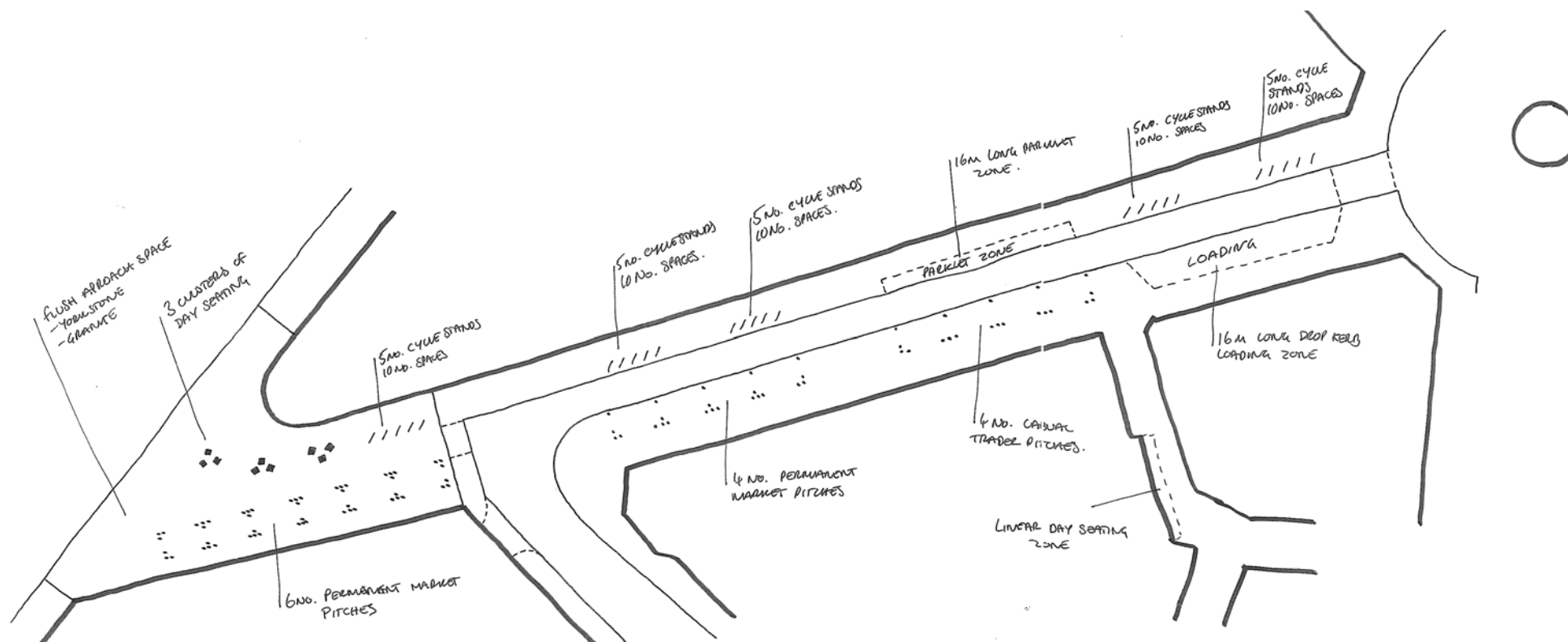
- Removal and relocation of parking to allow opportunities for pop-up parklet space and incidental seating
- Breaks to facilitate north - south movement across street
- Wider pavement to improve pedestrian comfort and experience
- Coordinated market stalls to provide cohesion and infer a high quality feel
- Simple variations in paving with subtle stud markings

The following sketch layouts explored a number of different arrangements and were shared for discussion at the Community & Stakeholder Workshop.



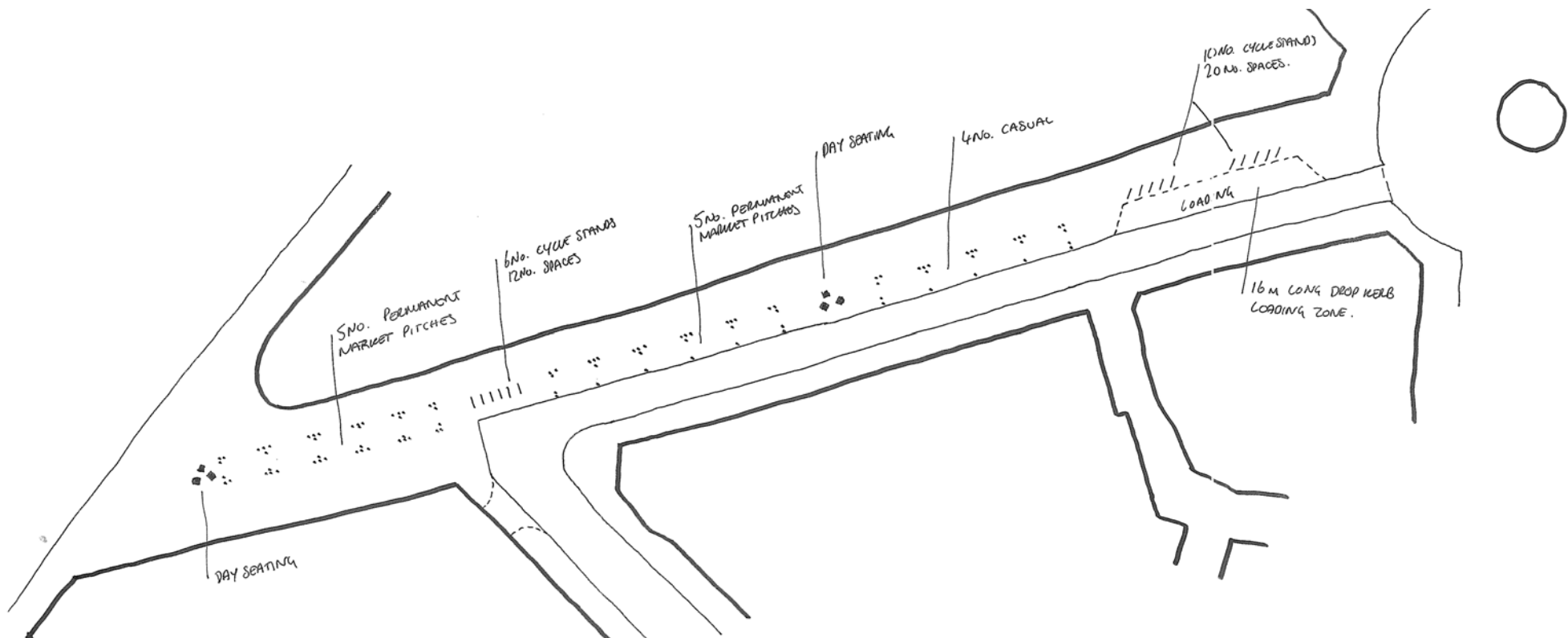
INITIAL IDEAS: SKETCH LAYOUT 01

- Pedestrianised approach space
- Single 3m wide carriageway
- All parking removed and residential parking relocated
- Symmetrical street section
- 10 No. market stalls located to south side of street including approach space with 4 No. casual trading pitches
- Loading and parklet zones located to the north side
- Day seating to approach space
- 48 No. cycle parking spaces introduced



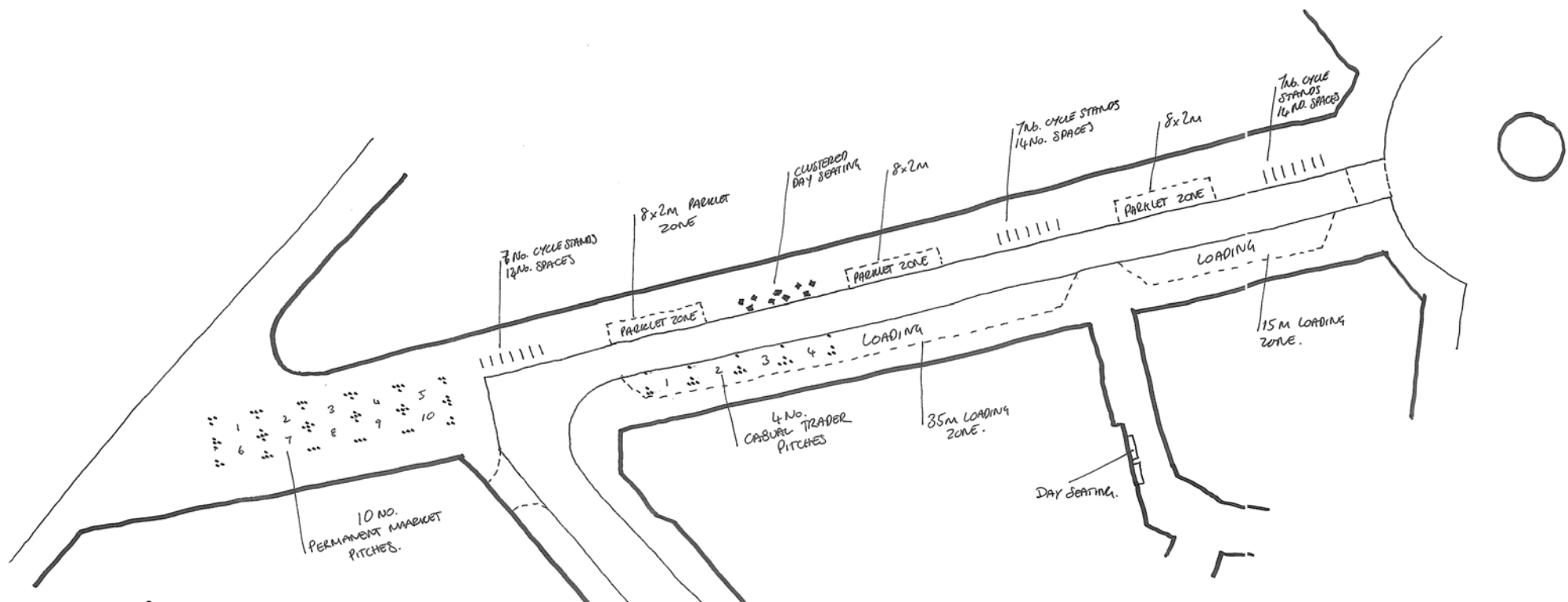
INITIAL IDEAS: SKETCH LAYOUT 02

- Pedestrianised approach space
- Single 3m wide carriageway
- All parking removed and residential parking relocated
- Wider footway space to south side of street for increased market space and non symmetrical street section
- 10No. market stalls located to south side of street including approach space with 4No. casual trading pitches
- Loading zone located to the south side
- Parklet zones located to the north side
- Day seating to approach space
- 50 No. cycle parking spaces introduced



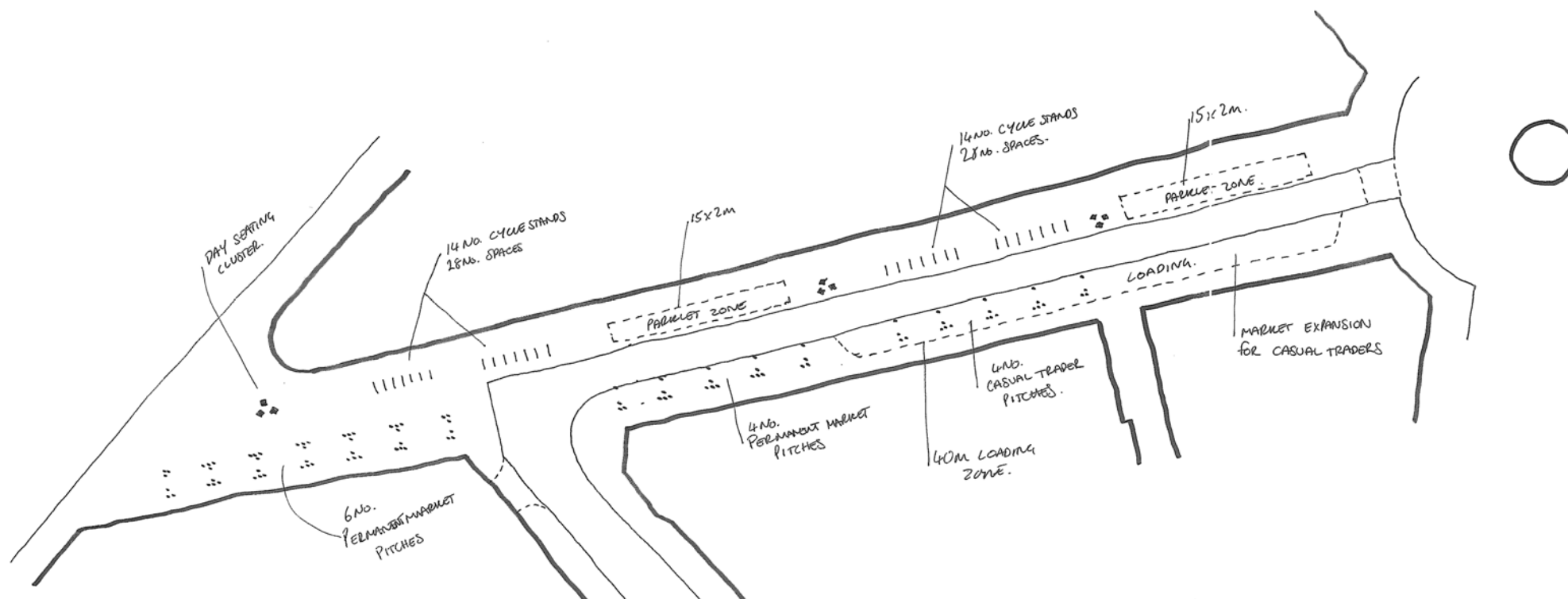
INITIAL IDEAS: SKETCH LAYOUT 03

- Pedestrianised approach space
- Single 3m wide carriageway
- All parking removed and residential parking relocated
- Wider footway space to north side of street for increased market space and non symmetrical street section
- 10 No. market stalls located to south side of street including approach space with 4 No. casual trading pitches
- Loading zone located to the south side
- Day seating to approach space and street
- 32 No. cycle parking spaces introduced



INITIAL IDEAS: SKETCH LAYOUT 04

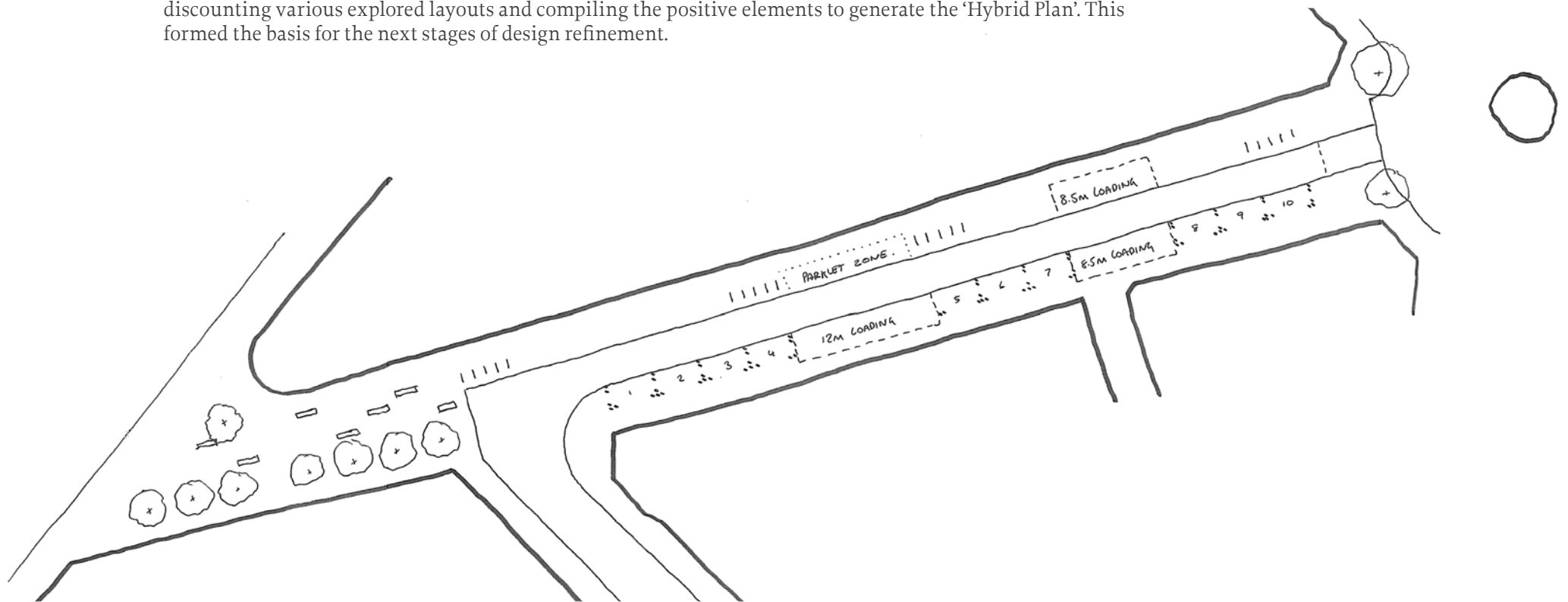
- Pedestrianised approach space
- Single 3m wide carriageway
- All parking removed and residential parking relocated
- Symmetrical street section
- 10 No. market stalls located back to back on approach space with 4 No. casual trading pitches on loading zone
- Loading zones located to the south side with dual market use
- Parklet zones located to the north side
- Day seating to street
- 42 No. cycle parking spaces introduced



INITIAL IDEAS: SKETCH LAYOUT 05

- Pedestrianised approach space
- Single 3m wide carriageway
- All parking removed and residential parking relocated
- Symmetrical street section
- 10 No. market stalls located to south side of street including approach space with 4 No. casual trading pitches on loading zone
- Loading zone located to the south side with dual market use
- Parklet zones located to the north side
- Day seating to approach space and street
- 56 No. cycle parking spaces introduced

The following layout was jointly sketched out within the Community & Stakeholder Workshop as a result of discounting various explored layouts and compiling the positive elements to generate the 'Hybrid Plan'. This formed the basis for the next stages of design refinement.



THE HYBRID PLAN

- Pedestrianised approach space with trees and day seating to Cambridge Court
- Single 3m wide carriageway
- All parking removed and residential parking relocated
- Symmetrical street section
- 10 No. market stalls located on south side, none on the approach space
- Loading zones located to the north and south side
- Parklet zone located to the north side
- 40 No. cycle parking spaces introduced

3.3 COMMUNITY & STAKEHOLDER ENGAGEMENT

Three workshops were held with the Working Group to gather feedback on the key issues and opportunities. The first two workshops focused on the emerging strategy for Seven Dials and the findings have been recorded in the strategy report. The third workshop focused on the detailed design for Earlham Street West. Workshops were facilitated by *LDA Design* and included attendees from The Seven Dials Trust (SDT), Shaftesbury, The Covent Garden Community Association (CGCA), Westminster City Council and local residents, as well as Camden Council Officers. In addition to the workshops, feedback was also received from Councillor Vincent and other residents on Earlham Street West via the CGCA.

ENGAGEMENT WORKSHOP 03 - 12TH AUGUST 2015

The purpose of the third Working Group Session was to discuss the developing proposals for Earlham Street West. The layouts explored the possible street configuration to facilitate requirements and aspirations of a market street, testing the overarching principles where appropriate.

The accompanying notes following the workshop presentation are as follows:

FEEDBACK ON THE EMERGING DESIGN LAYOUTS FOR EARLHAM STREET WEST:

WESTERN GATEWAY APPROACH:

- It was agreed that the removal of market stall pitches to the western approach was favourable due to the physical and visual impact on legibility from Shaftesbury Avenue and Cambridge Circus.
- Removal of the vehicular space to the west to provide a pedestrianised area for the approach was favoured. Also recognised a potential issue with vehicles loading on the space and then accessing/exiting straight on to Shaftesbury Avenue.
- Opportunity to create a safe and attractive cycle link through the western approach space between Seven Dials and Soho.
- Methods for deterring any unauthorised movement through the western approach space is required e.g. rickshaws.
- Introduction of a method to foil the buildings to the south side of the approach was favoured to enhance the visual experience of the space and visual connection with Shaftesbury Avenue and Cambridge Circus.
- Day seating within the approach space from Shaftesbury Avenue was appealing if managed and removed by an appropriate time, suggested by the CGCA as 9pm.
- Day seating in the form of tables and chairs could be a suitable addition to the street and provide an attractive place to sit and eat food bought from the market, but be removed after trading hours.
- Recognition for seating to feel public rather than private – potential to use the Golden Hind logo to aid this.

TOWER STREET TO THE DIALS:

- Relocating residential parking and motorcycle parking from Earlham Street West was agreed to be positive for the street function and character.
- Cycle stand locations should be spaced throughout Earlham Street West including the approach from Shaftesbury Avenue where appropriate.
- Parklet zones were considered positive; however, these spaces will need to be flexible to allow additional uses on a day-to-day basis when not functioning as a parklet.
- It was also acknowledged that the design brief for parklets would need to include specification for seating that could not be used at night, as with other, more permanent seating on Earlham Street.
- The general consensus was that 10 (larger than existing) pitches would be appropriate, but that flexibility for future expansion could be considered in the proposed parklet bay or loading bays depending on future hours of operation and the success of the market.
- Loading bays need to be appropriate for today's needs, but also future proofed for the possible future introduction of timed loading throughout Seven Dials.
- Potential for loading bays to be dual use with casual traders using the space after delivery hours.
- Realigning the street to have an off-centred approach was considered to imbalance the street section.
- Relocating all market pitches to the north was not considered appropriate.
- Preference for market located on the south-side, where they are currently located.

HYBRID LAYOUT FOR EARLHAM STREET WEST

- Pedestrian area to the western approach space:
 - No market stall pitches to be within this area.
 - Introduction of trees to visually foil the buildings to the south of the space creating a positive connection with existing street trees on Shaftesbury Avenue and Cambridge Circus and enhance legibility. Street trees should aim to frame (rather than close) the view to the Dials.
 - Introduction of managed day seating where appropriate (2m clearance required).
 - Introduction of cycle stands to the western space and/or between trees.
 - Design of a safe and attractive cycle link through the approach area, with restriction of unauthorised vehicles passing through.
- 10No. licenced market stall pitches located on the southern side of street – quantity to be confirmed by Camden Markets Team.
- Design to include provision of electricity points for future market operation.
- Parklet zones and loading bays on northern side to potentially be used by casual market traders where appropriate.
- Specified requirement of loading provision of a minimum of 1No. 12m bay and 1No. 8.5m bay, preferably 1No. 12m bay and 2No. 8.5m bay, assuming 10 active market pitches.
- Loading bays to have drop kerbs and sit flush with pavement level.
- Cycle stands located at regular intervals along the northern side of street.
- Market and street layout to promote permeability and cross movement within the street.
- Traditional materials as set out within the Seven Principles to be used:
 - Yorkstone within the pavement and potentially approach space
 - Straight, low upstand granite kerbs
 - Granite setts within the road
- Subtle markings to be used for market stall pitches - brass studs with appropriate branding / numbers.
- Potential branding to be explored for cycle stands, seating (to convey the image of public seating), in-ground markers etc.
- Desire to maximise footway width next to the market stalls where possible.
- Explore potential for further trees and greenery to soften the landscape and help with air quality.
- Explore future potential for delivery banding (for example 8am to 11am) in the area, and the potential to use Earlham Street as a pilot for this.



THE FINAL PROPOSAL



4.1 FINAL DESIGN PROPOSAL

Following the Stakeholder and Community Engagement Workshop and a period of design development, a comprehensive design has been developed for Earlham Street West. This takes on board detailed comments, the requirements of the brief and is in accordance with the Public Realm Strategy. The detailed proposals should be read in conjunction with the Illustrative Masterplan and are as follows:

1. DISTINCTIVELY SEVEN DIALS – A TIMELESS INDIVIDUALITY

- High quality materials reinforce the special qualities of Seven Dials
- A new pedestrian only space at Cambridge Court, to the west of the Earlham Street west provides a distinctive high quality identity on arrival at Seven Dials.
- The historic significance of the Sundial Pillar is reinforced by reinstating long range views along the street. This is achieved through re-locating the existing market stalls from Cambridge Court and the central alignment of the street section.
- A historic traditional street layout should be respected, the proposals indicate a straight kerb alignment (with no staggers).
- No signage or market stalls should block views to the Sundial Pillar.

2. SEVEN DIALS – AN URBAN VILLAGE

- The design reinforces the ‘Village Streets’ role as identified in the Public Realm Strategy. Long term this is promoted through improvements to the market, such as a new market layout with standard pitch sizes, identical high quality stalls and providing pop up power to attract a high quality market. This is also facilitated by providing space for retailers to continue to colonise the street, using high quality pot plants and occasional benches.
- New festoon (fairy) lighting to the trees at Cambridge Court should reinforce the Seven Dials special character.
- The design facilitates movement as well as a place to stop.

3. AN INTEGRATED VILLAGE

- A new high quality design for Cambridge Court improves legibility and pedestrian connections with Cambridge Circus and Shaftesbury Avenue. The new design comprises day-time only seating, small trees and cycle stands.
- All furniture to be of The Seven Dials bespoke style, incorporating the distinctive Golden Hind logo.
- The design visually connects Cambridge Circus and Shaftesbury Avenue by introducing trees within the space. This simple row of small trees will improve air quality and provide a visual screen to the poorer quality architecture to the south side of the street. Small trees such as birch are proposed with a lightweight canopy that should not infer additional shading.
- The design provides an improved cycle connection from Soho and areas to the west with the wider Covent Garden and Holborn areas to the east.
- The market stall pitches were removed from Cambridge Circus to provide a legible, welcoming space which pedestrians can freely move through.
- A seamless interface with surrounding areas is achieved through reference to *The Camden Streetscape Design Manual* and *The Westminster Way - Public Realm Strategy*.

4. A PLACE THAT PUTS PEOPLE BEFORE CARS

PEDESTRIANS

- Pedestrian priority is inferred throughout the street through the use of granite setts in the carriageway and yorkstone slabs for pedestrian only spaces and footways.
- The introduction of a slim Seven Dials Bollard across the eastern end of Cambridge Court will ensure that no unauthorised vehicles can enter the space.
- A low granite kerb is proposed along the street, using a 75mm kerb to infer pedestrian priority and also discourage unauthorised access onto

the pavement.

- White granite kerbs are proposed for visual contrast.
- A raised table to the eastern end of the street will allow an at-grade crossing point with metal stud tactiles for DDA compliance. Painted surfaces or concrete coloured tactile slabs are deemed inappropriate.
- Wider pavements are provided and carriageway widths have been reduced where possible.
- The street arrangement facilitates north south pedestrian connections with loading bays un-occupied during peak trading hours.
- No vehicular access is to be allowed on Cambridge Court.
- The carriageway is reduced to a 3m wide single direction flow.

CYCLISTS

- New cycle parking is proposed using the signature Seven Dials Cycle Stands distributed at regular intervals throughout the street and within Cambridge Court.
- Cycle stands have been carefully located to ensure free movement of pedestrians and do not compromise the market function.
- There is no defined cycle lane through Cambridge Court which has been designed as a pedestrian space and to provide design cues that cyclists should proceed with caution. Drop kerbs are provided where Earlham Street West meets the space.

PARKING AND LOADING

- No parking is provided within the street. With the exception of one bay, all resident bays to be relocated to other streets within Seven Dials.
- Components such as cycle stands, bollards and trees have been carefully located to prohibit vehicular access and parking in Cambridge Court.
- New loading bays have been incorporated for shops and the market; these comprise 2No. 12m long and 1No. 8.5m long loading bays.

- Loading times are proposed as mornings and evenings only, however the proposed layout can accommodate the existing loading timings.
- Buff granite setts are to be used within the loading bays to provide durability and compliment the appearance of the yorkstone paving to footways. Loading bays will be raised to footway level to infer pedestrian priority and incorporate drop kerbs for access.
- Alongside strategically placed cycle stands and trees, the Slim Seven Dials Bollards is used to restrict vehicular movement onto Cambridge Court from Earlham Street West, with a drop kerb to facilitate informal cyclist movement.

5. LESS IS MORE

- A simple, uncluttered street layout.
- A restrained palette of high quality paving materials, using only granite and yorkstone.
- Granite setts should present a subtle blend (rather than a patchwork) of colour to provide a recessive aesthetic.
- The pedestrian only space at Cambridge Court proposes a single paving material across the whole space to infer pedestrian priority and provide a cohesive design.
- All unnecessary street signage and furniture is removed.
- Furniture proposes the co-ordinated Seven Dials furniture range (which incorporates the Golden Hind emblem).
- New furniture should propose a complimentary design of the same family, including:
 - A 'slim' version of the Seven Dials bollard
 - A Seven Dials Cycle Stand
 - Simple tree grilles with a Seven Dials logo incorporated
 - Brass market stall markers denoting pitch number
 - Golden Hind metal studs, inlaid in the paving should be considered at

Cambridge Circus to introduce a subtle cue that the pedestrian is arriving in Seven Dials and to reinforce the special character of the area.

- Painted road markings should be avoided where possible. If double yellow lining is required, this should be the narrow design confined to rows of setts, as appropriate for conservation areas.

6. A PUBLIC REALM THAT SLEEPS AT NIGHT

- The design proposes day seating only with an informal layout to provide a place to rest, enjoy Cambridge Court and support the market, as well as indicating a pedestrian priority space for cyclists to proceed with caution.
- Seating will be fixed to the paving using a ground fixing system that enables easy installation and removal by trained staff. Further design development is required for this component.
- Seating will be removed in the evening and stored nearby (to mitigate the potential for anti-social behaviour).

7. A FLEXIBLE PUBLIC REALM THAT EMBRACES CHANGE

THE MARKET

- The existing market has been re-arranged and laid out predominantly to the south side of the street in the short to medium term with the potential to expand to the north in the long term. This provides an efficient, un-cluttered layout that maintains views to the Pillar and keeps the 'sunny side' of the street free.
- The longterm aspiration of the market is to implement a simple, elegant and identical design for market stalls to reinforce the special qualities of Seven Dials.
- The market stalls have been removed from Cambridge Court in order to improve visual and physical connections with Cambridge Circus and Shaftesbury Avenue.
- The new layout can accommodate up to 13 No. pitches in the short-

medium term and 16 No. pitches in the long term, as agreed with Camden Council Markets Team.

- New market pitch dimensions of 2x4m will be provided, as advised by the Camden Markets Team.
- All pitch markings are to use metal studs with number locations to identify individual pitches, no paint markings will be deemed acceptable.
- Pop-up power provisions is preferred, however this is subject to more detailed investigation.
- Stalls are to be grouped in no more than 4 to allow sufficient pedestrian permeability across the street.

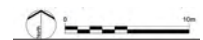
PARKLETS

- A location is identified for a future 'parklet' to provide a seating and planting area. There is the potential for this to be sponsored by a retailer and change annually. This will reinforce the urban village/ 'pop up' feel and will provide a potential location for tables and chairs for the market.

4.2 ILLUSTRATIVE MASTERPLAN



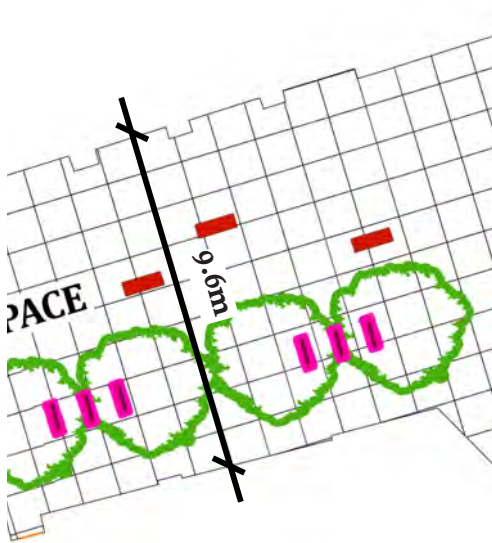
Illustrative Masterplan



- 



The following plan extracts provide typical dimensions across the street section.



Plan Insert 01



Plan Insert 02



Plan Insert 03



SHORT-MID TERM MARKET LAYOUT TOTAL 13 NO. PITCHES

Note: this option assumes the road is still accessible during market trading hours and market stalls trade onto the footway.

- 10No. market pitches located on south side with 3No. on north
- Parklet zone centralised to north side of street

12m Loading zone to north with 12m and 8.5m loading zone to south



LONG TERM MARKET LAYOUT TOTAL 17 NO. PITCHES

Note: this option assumes road closure during market trading hours and market stalls trade onto carriageway.

- 10No. market pitches located on south side with 7No. on north
- Parklet zone located to north side of street toward Sundial Pillar

12m Loading zone to north with 12m and 8.5m loading zone to south

4.3 SEVEN DIALS FURNITURE

A simple range of signature furniture is proposed to infer high quality and refined elegance in the public realm. This compliments the existing range developed by the Seven Dials Trust.



Seven Dials Cycle Stand with Golden Hind



Seven Dials Slim Bollard with Golden Hind



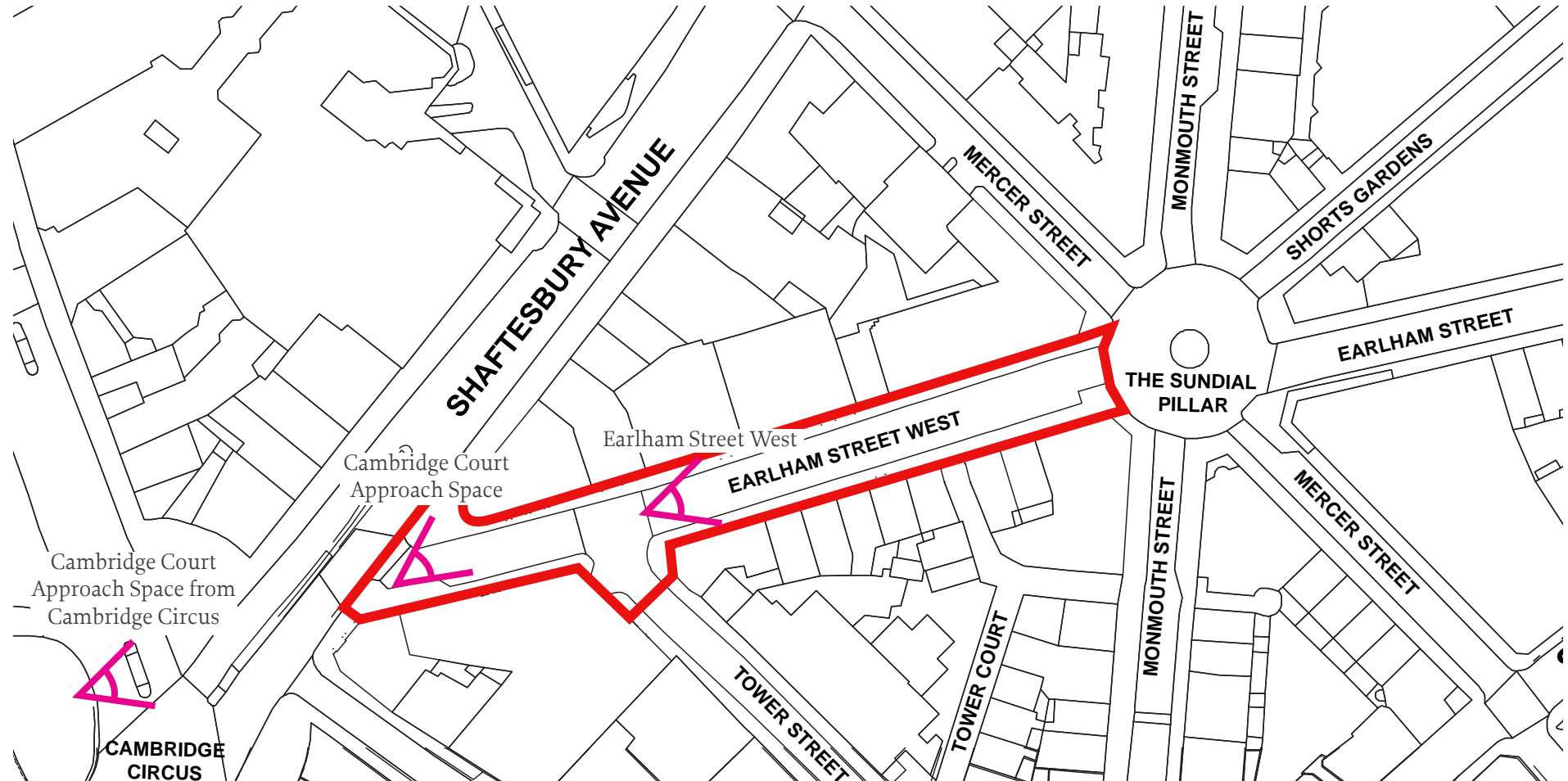
Seven Dials Brass Demarcating Stud with Golden Hind



Seven Dials Tree Grille with Brass Golden Golden Hind plaque

4.4 ILLUSTRATIVE STREET VIEWS

The plan below identifies the location for each of the following illustrative street views.





VIEW OF EARLAM STREET WEST ADJACENT TO TOWER COURT - PROPOSED WITH PARKLET



**VIEW OF EARLAM STREET WEST ADJACENT TO TOWER COURT - PROPOSED WITH SHORT-MID TERM MARKET SCENARIO
(ROAD ACCESS DURING MARKET TRADING HOURS)**

Market stalls trade onto footway sides of the street. North-South pedestrian cross movement facilitated by market stalls grouped in no more than 4.



**VIEW OF EARLAM STREET WEST ADJACENT TO TOWER COURT - PROPOSED WITH LONG TERM MARKET SCENARIO
(ROAD CLOSURE DURING MARKET TRADING HOURS)**

Market stalls trade onto carriageway due to the controlled road closure during trading hours.



VIEW OF EARLAM STREET WEST ADJACENT TO TOWER COURT - PROPOSED SHOWING MORNING LOADING SCENARIO



VIEW OF CAMBRIDGE COURT - EXISTING



VIEW OF CAMBRIDGE COURT - PROPOSED DAY



VIEW OF CAMBRIDGE COURT - PROPOSED NIGHT



VIEW OF CAMBRIDGE COURT FROM CAMBRIDGE CIRCUS - EXISTING



VIEW OF CAMBRIDGE COURT FROM CAMBRIDGE CIRCUS - PROPOSED



NEXT STEPS



5.1 DELIVERING THE VISION

SUMMARY:

The final proposals for Earlham Street West reflect a collaborative process and holistic vision for public realm on an important and significant street in Seven Dials. The proposals not only respond to the many technical and functional requirements for a Seven Dials 'Village Street', they also adhere to the overarching vision and Public Realm Strategy for the whole of Seven Dials - they are meaningful to place. Earlham Street West, more than any other street in Seven Dials is truly multi- functional - a street for shoppers, a vibrant market, a pedestrian connection with Soho and Covent Garden and importantly a place to live and work. The proposals provide a number of scenarios for a public realm that not only changes throughout the day and the evening, but also in the short, medium and long term.

Delivering public realm projects in an area of this nature requires intense collaboration, creativity and technical rigour. It will also be a costly endeavour and partnerships and other mechanisms through the development process will assist in this renewal. The design development for Earlham Street West has been led by Camden Council and developed jointly with Shaftesbury, The Seven Dials Trust, The Covent Garden Community Association and local residents. This joint partnership will be essential for any proposals going forward.

To conclude, Seven Dials is undoubtedly an area regarded with much affection by Londoners and tourists alike. Earlham Street West, forms part of one of the great architectural set pieces of London. Its location, history and special character demands a world class and exemplary response for any public realm proposals going forward. Adherence with the overarching strategy, at all project stages, through to construction and long term maintenance will be imperative.

NEXT STEPS:

The design presented in this report is to RIBA Stage 2 and the Council will now need to undertake further surveys and develop the detail of the design to RIBA stage 3 onwards. Additional surveys are likely to comprise utilities and structural surveys to ascertain potential cellar locations and loading requirements for paving design. The design would also benefit from a review by a specialist Accessibility Consultant.

Following this The Council aims to go to public consultation in early 2016 and, depending on the response, seek approval by Camden Council. Delivery is planned for mid-2016.

