## SEVEN DIALS I RENAISSANCE

### SEVEN DIALS RENAISSANCE

### Supplementary Volume

This report has been designed and written by Civic Design Partnership in association with Historic Buildings Consultants and was prepared between 28 August 1990 and 28 November 1990 as part of the original Seven Dials Study.

The Environmental Handbook was re-written 1993 - 5 with grant-aid from the Department for Culture, Media and Sport.

### August 1997

The Seven Dials Monument Charity thank Kleinwort Property Group, developers of the Thomas Neal's site for financing the production of the original reports.





### RENAISSANCE

### **PREFACE**

This report details the work carried out on the Seven Dials Environmental Study, undertaken by Civic Design Partnership and Historic Buildings Consultants for the Seven Dials Monument Charity between August and December 1990.

This project has been a most enjoyable experience although we feel there is always going to be more to discover about the Seven Dials area. It has been a particular pleasure to work to the client Subcommittee, comprised of dedicated, knowledgeable, enthusiastic representatives of the Seven Dials Charity and Kleinwort Benson Property Group.

### Peter Heath

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- Partner Civic Design Partnership

### Dr. John Martin Robinson

- Partner Historic Buildings Consultants

August 1997.

### **ACKNOWLEDGEMENTS**

The consultants team gratefully acknowledge the help and assistance of the following organisations and individuals during the Seven Dials Study:

Camden Local History Library, the Greater London Record Office, especially Harry Duckett, Chris Sumner and Andrew Saint, Red Mason of Whitfield Architects, the National Monuments Record, the RIBA Library, The London Borough of Camden, Planning, Transport and Employment Services Department, especially Ann Lippitt, Malcolm Chamberlain and Norman Taylor, the Seven Dials Monument Charity, Environmental Subcommittee, of Janet Baker, Derek Brown and Nigel Wiggins and in particular Christina Smith and Paul Draper for recollections and private drawings. Finally we wish to record our thanks to David Bieda, the Chairman of the Seven Dials Monument Charity for all his hard work, encouragement and dedication to Seven Dials.



"Seven Dials"? Someting in Dickens, a novel by Agatha Christie or Claire Rayner, a Television series...? Until the reconstruction of the Sundial Pillar, Seven Dials appears to have been something of a mystery to most Londoners. Clearly it existed - but exactly where, apart from folklore?

Letters protesting at the Pillar's removal in 1776 described it as a "Great Public Ornament", and its return has brought some focus onto a small but unique part of London. The Charity's Environmental Study is intended to continue this process.

The Pillar's reconstruction was the first of its kind since Nelson's Column was erected in the 1840's. The Environmental Study is also unusual - in its detail, and in the proposed partnership between the voluntary sector, private interests and the Local Authority.

We hope the wide circulation of this report and the Environmental Handbook will encourage positive planning, traffic management and environmental improvements to the benefit of residents, businesses and visitors"

DAVID BIEDA - Chairman
The Seven Dials Monument Charity





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### PREFACE

This report details the work carried out on the Seven Dials Environmental Study, undertaken by Civic Design Partnership and Historic Buildings Consultants for the Seven Dials Monument Charity between August and December 1990.

Generally, the project has run in accordance with the requirements of the Charity's brief and as agreed at the outset. However, it must be acknowledged that the three month period has been too short for the desirable level of consultation.

This project has been a most enjoyable experience although we feel there is always going to be more to discover about the Seven Dials area. It has been a particular pleasure to work to the client Subcommittee, comprised of dedicated, knowledgable, enthusiastic representatives of the Seven Dials Charity and Kleinwort Benson Property Group.

### Peter Heath

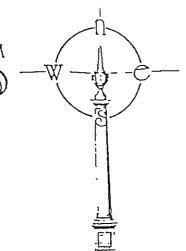
- Partner Civic Design Partnership

### Dr. John Martin Robinson

- Partner Historic Buildings Consultants

28 November 1990.

### SEVEN DIA



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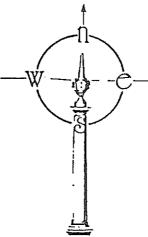
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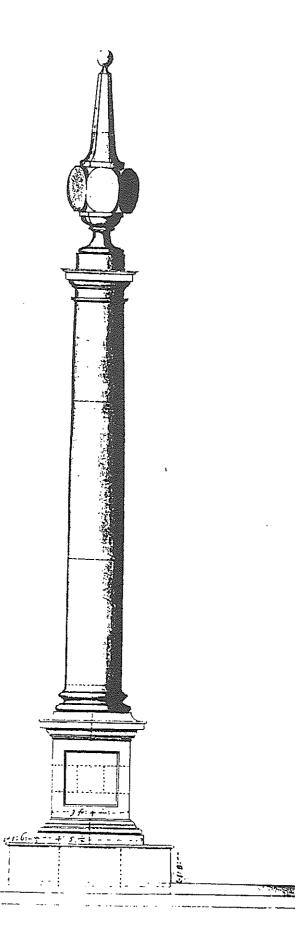
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### SEVEN DI



### RENAISSANCE



### **FOREWORD**

"Seven Dials"? Something in Dickens, a novel by Agatha Christie or Claire Rayner, a Television series...? Until the reconstruction of the Sundial Pillar, Seven Dials appears to have been something of a mystery to most Londoners. Clearly it existed - but exactly where, apart from folklore?

Letters protesting at the Pillar's removal in 1776 described it as a "Great Public Ornament", and its return has brought some focus onto a small but unique part of London. The Charity's Environmental Study is intended to continue this process.

The Pillar's reconstruction was the first of its kind since Nelson's Column was erected in the 1840's. The Environmental Study is also unusual - in its detail, and in the proposed partnership between the Charity, private interests and the Local Authority.

We hope the wide circulation of this report and the Environmental Handbook will be the beginning of a proud era for the Seven Dials Neighbourhood.

DAVID BIEDA - Chairman The Seven Dials Monument Charity

### SEVEN DIALS

### INTRODUCTION

Summary of this Report

THE FOLLOWING WORK HAS BEEN COMPLETED

### Research and Analysis:

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AN INVENTORY OF EXITING STREET FURNITURE EXISTING TRAFFIC MANAGEMENT FEATURES ACCIDENT REVIEW AND ANALYSIS PHOTOGRAPHIC SURVEY FACADE STUDY DRAWINGS PEDESTRIAN FLOW COUNTS VEHICLE FLOW COUNTS LIGHTING ANALYSIS BUILDING CONDITION APPRAISAL LISTED BUILDING REVIEW SHOP FRONT POLICY REVIEW HISTORICAL MAP RESEARCH HISTORICAL PICTURE RESEARCH HISTORIC LAND USE CHANGES TOWNSCAPE ANALYSIS STREET CONDITION APPRAISAL DEVELOPMENT AND PLANNING POLICY REVIEW NOTIFICATION TO STATUTORY UNDERTAKERS

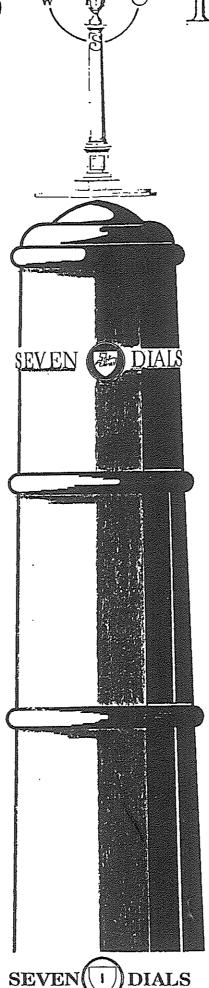
### **Public and Professional Consultations:**

Public consultation meeting/display and slide presentation

Public consultation questionnaire and analysis
Public notices and leaflet drop
Consultations - with interested parties
Consultations - with officers of the LONDON BOROUGH OF CAMDEN
Consultations - with officers of the CITY OF WESTMINSTER
Consultations - with English Heritage
Attitude surveys
Subcommittee presentations of Sketch Options and details
Sponsorship consultations
Press and Public relations investigations

### Summary of Proposals:

TRAFFIC MANAGEMENT - strategy and options STREET FURNITURE - policy and details LIGHTING - policy and details PAVING SURFACES - policy and details SPONSORSHIP STRATEGY PRESS AND PUBLIC RELATIONS STRATEGY FACADE IMPROVEMENTS OPPORTUNITY SITES



### PRESENTATION MATERIAL:

### Background:

"Seven Dials Facts" pack/briefing notes Technical Briefing note on use of stone paving Street survey plans at 1:200 Draft Press Releases

### Documents:

Seven Dials Renaissance:
"Interim Report" - 1/10/1990
"The Environmental Handbook" - 28/11/1990
"Summary Report" - 28/11/1990
"A Report on Sponsorship Opportunities" - 28/11/1990
"A Press and Public Relations Strategy" - 28/11/1990

Presentation Model at 1:200 scale Presentation Display Panels (A1 portrait) Photographic materials/Map copies

The commissioning of this study of the Seven Dials area by a private group, representing a cross section of local interests represents another landmark in the recent history of Covent Garden.

It is a demonstration that the public realm, particularly in central London is a subject both of great public interest and concern; that the history of an area like Seven Dials has a social and physical contribution to the character of the present; that the quality of design and use of streets and spaces are as important to maintaining this character as are historic buildings. The fact that the cost of the study and the funds for implementing some of the recommendations come from the private sector is also remarkable.

Kleinwort Benson Property Group have shown that a developer considers that understanding the history of an area and enhancing its character is commercially advantageous as well as an important civic responsibility.

This study gives cause for optimism that help is at hand for Local Authorities with restricted time and financial resources, but with a duty to protect and enhance conservation areas.

To maintain London's public realm will require many similar demonstrations of the success of public and private partnership, together with community support.





What was done and why

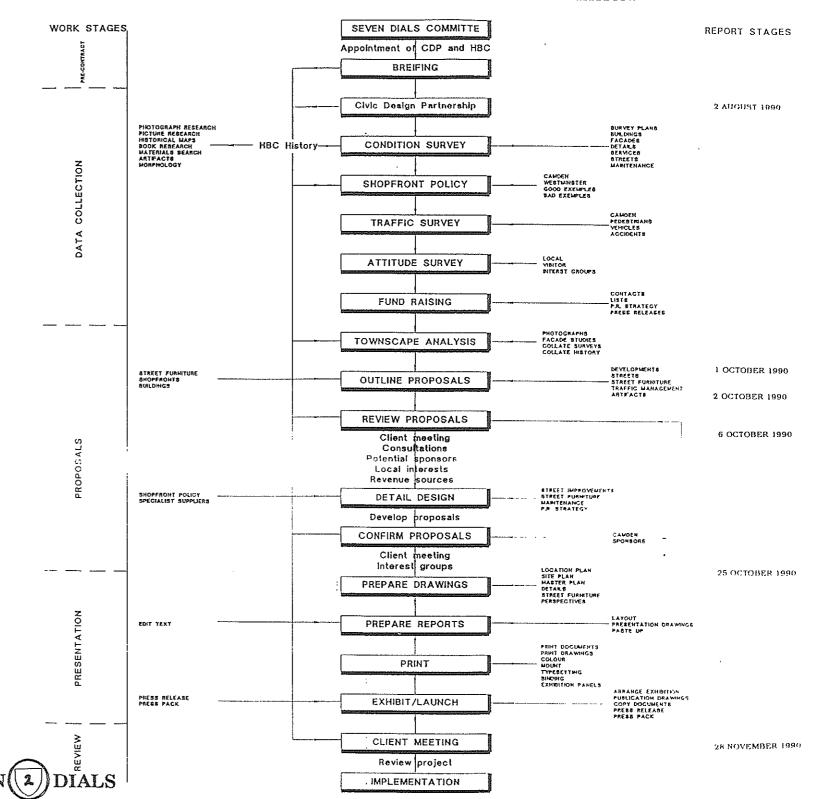
The diagram below describes the work plan for the study with the reporting stages divided roughly into three equal monthly sections of: DATA COLLECTION - PROPOSALS - PRESENTATION.

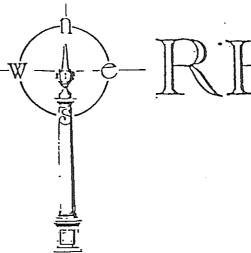
### STRUCTURE OF THE STUDY

This study formally commenced on 28 August 1990 with a final presentation on 28 November 1990. The original brief is reproduced as Appendix IV which explains the basis of the study. The production of this brief, the selection process and precise commissioning of the consultants' team was a complex task for the Seven Dials Charity and those responding. The remarkable nature of the project has few conventional professional comparisons. To be successfully implemented it will require skills and experience in social and architectural history, design, public relations and fund-raising.

The consultants' team was selected from an invitation list comprising mainly architects, planners and urban designers. Each made a presentation indicating a proposed approach to the study and fee tender; those short-listed were then interviewed in more depth. The diversity of responses made selection process even more difficult.

The most important aspect of preparing proposals for street and buildings improvements is thorough research and consultation. Unfortunately it is also the most time consuming part of the process. Finding out people's likes and dislikes and what they want brings an understanding of the problems and opportunities of an area. Although never a completed process the public consultation and information aspect has been given great emphasis with a public meeting, local notices and distribution (by kind assistance of the Covent garden Community Association) of 4300 questionnaires to gather a representative appreciation of attitudes to street design.





### RESPONSE TO THE BRIEF

### DATA COLLECTION

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- Reviewing all relevant past and present planning policies, (contained in the Camden Borough Plan, Covent Garden Action Area Plan and Review: Camden in Covent Garden) development proposals (arrange meetings with London Borough of Camden officers and print outs of the "weekly lists of applications") library and archive collections, the Greater London Records library (photos, drawings, archive records and maps), Royal Institute of British Architects library (drawings, photos and magazine collections and reviews), English Heritage (photographic picture research, advice, technical notes and leaflets on grants and restoration) early photographic research (BBC collection at Hulton, Suggs lighting, Camden local history archive library) also books, prints, engravings. Local knowledge sources (like the Mercers' Company, Comyn Ching).
- Carry out a small scale qualitative street and frontages survey of views and opinions about the area and what people want. (Classify visitors and local interests). Use sketch ideas to explain options.
- Carry out a simple pedestrian cordon count (establishing gateways) at a range of times of day to update quantitative data on current desire lines.
- Find out the latest traffic count and accident information from the London Borough of Camden and the London Accident Research Centre, Vauxhall. On site observation survey.
- Research the historic morphology of the street pattern and building forms. Present information on other examples in the UK and overseas.
- Shop front policy review, including existing approaches by local authorities and other conservation bodies to achieve good practice. English Heritage, The Royal Town Planning Institute and many Local Authorities publish leaflets on this subject. One of the most applicable and recent is by the City of Westminster although guidance prepared by Planning Authorities in Edinburgh and Richmond is also good.

### **CONDITION SURVEY**

- Photographic survey of all street facades used as the basis of approximate scale drawings at 1:200 of all street elevations. These comprise a facade study of recommendations and form a 'frieze' illustration for exhibition purposes. A block model (approx 1500 x 1200 mm) produced from the drawings helps orientate the proposals.

Facade drawings can be made more accurate and digitised as a source of revenue for the Charity (eg. a tourist purchase and for local building owners and occupiers.)

- Existing examples of good and bad practice in street furniture. building details and cluttered streets photographically surveyed. These illustrations critically analysed and the results graphically presented. Before and after line drawn views demonstrate the advantages of the final recommendations.
- Meet with London Borough of Camden Building Control officers and Engineers to establish known condition of building stock, vaults, services etc.
- Meet with London Borough of Camden Cleansing officers to establish rubbish and street cleaning practices and problems.

### RECOMMENDATIONS

- Townscape analysis plans at 1:500 to highlight the principal features, assets and opportunities, using techniques used by Roy Worskett and Kevin Lynch. Aerial photographs.
- Street improvement plans drawn at 1:500 and 1:200 scale showing proposals for materials and layout. 1:200 elevational drawings with 1:100 facade details where required.
- New or modified items of street furniture design drawn at 1:10 or half full size, together with perspective sketches and photographs (where appropriate) of existing stock items. There are a large number of manufacturers of "traditional" street furniture. Among the best are: Dorethea, Broxap and Corby, Furnitubes, D.W. Windsor - principally lighting, Suggs principally lighting.

Full colour illustrations used for any special paint schemes.

- Arrange meetings with London Borough of Camden officers and nominated local organisations, English Heritage, The Royal Fine Art Commission etc. to discuss sketch design ideas.

### **FUND-RAISING RESEARCH**

- Prepare and issue press releases announcing commencement of the study
- Prepare target lists of all major local property interests, leading business rate payers etc. from local knowledge and the London Borough of Camden. Freehold and principal leasehold.
- Prepare list of all local drink, food and other chain store retail outlets. (Goad Plan Limited can provide current data).
- Collate relevant organisations from previous sponsorship lists for similar projects (e.g. City of Westminster's Theatreland, Soho
- Discuss sponsorship strategy informally with commercial Public Relations experts. Most large advertising agencies act for commercial organisations with sponsorship budgets. They are always looking for a new angle on Environmental Awareness.
- Prepare outline press and public relations strategy with future programme of events and activities.
- Prepare sponsorship document which describes the opportunities in outline and arrange informal meetings with possible targeted
- Evaluate other revenue generating sources, e.g. Seven Dials merchandising, street advertising, events, fashion shows, theatre
- Prepare and issue press releases upon conclusion of the three month study. All environmental improvement matters are potentially newsworthy nowadays, if presented in the right format.

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### SEVEN DIALS

### History of the Area

Seven Dials is unique in London town planning. It is the only one of the seventeenth and eighteenth century estate developments in the West End which departs from a grid plan, and in the more important examples a square, in favour of a radiating plan of streets with a small central circus in the centre containing a sundial column. It is of great interest as a small-scale reflection of Wren's unexecuted plan for rebuilding the City after the Great Fire, which contained several setpieces with radiating streets and where the columnar monument was intended as the centre piece of a formal layout. Wren's inspiration in turn was the France of Louis XIV where Le Notre's garden layouts contained rondpoints and radiating allees flanked by clipped hedges, or Mansart's town planning schemes in Paris where the Place des Victoires was a much grander example of a circus and radiating streets.

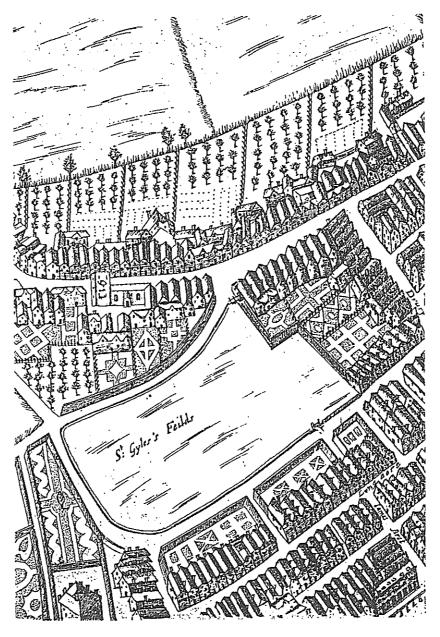
As is well known, Wren's plan for the City proved impractical and was not executed; the medieval layout was retained much as it was. But Wren's proposals were greatly admired at Court and would have been known to Thomas Neale, the developer of Seven Dials, who must have been influenced to carry out some of Wren's ideas in the more constricted circumstances of the site he acquired for development in the Parish of St. Giles-in-the-Fields in the 1690s.

The history of the Seven Dials area goes back long before the seventeenth century, however. The Severn port of London is now known to have been situated in and around the Strand, west of the Roman City. Archaeological excavations undertaken between Shorts Gardens and Earlham Street from June to October 1989 uncovered much evidence of occupation in the eighteenth century by artisans, mainly working in iron, who lived in small wattle and dirt houses. From the ninth century London moved back to the Roman City and the Covent Garden area reverted to countryside.

In the Middle Ages the ground belonged to the Hospital of St. Giles whose estate was surrendered to Henry VIII in 1537 and then let by the crown on various leases, under which a few houses were built including one called the Cock and Pye Inn. From this the estate, usually called Marsh Close or Marshland, was also sometimes known as Cock and Pye Fields.

In 1594, Queen Elizabeth leased the area to Thomas Stydolph, his wife, and his son, Francis, for the life of the longest liver, and in 1598 she leased it for the sixty years following the death of the longest lived of the three to Nicholas Morgan and Thomas Horne. The latter immediately conveyed their interest to James White, and subsequently it came into the hands of Sir Francis for sixty years afterwards. In 1650, while he was still in possession of the close, it was surveyed by Commissioners appointed by Parliament. In their report, the close is described as "all y peice or parcell of pasture ground comonly called ... Marsh close alias Marshland ... on the north side of Long Acre, and ... between a way leadinge from Drury Lane to St. Martin's Lane on the north, and a way leadinge from St. Gyles to Knightsbridge, and a way leadinge from Hogg Lane into St. Martin's Lane on the west; and Bennet's Garden and Sir John Bromley and Mr. Short on the east."

These boundaries are in accord with Faithorne's Map of 1658.
The Parliamentary Commissioners' Survey indicates that in 1650 the buildings in the Marsh Close were:



1658 (Faithorne and Newcourt) Shows the site of the Seven Dials development

- (i) The Cock and Pye Inn A brick building of two storeys and garret, standing on ground 117 feet from north to south, with a breadth of 48 feet from the north end. This is probably the building shown on Hollar's Plan of 1658, at this southern angle of the close.
- (ii) A house with wheelwright's shop and shed attached, covering with yards, gardens, etc. 3 roods.
- (iii) A shed of timber and Flemish wall, with tiled roof, containing two small dwelling rooms, occupying, with a garden, half an acre.
- (iv) A piece of ground, half an acre in extent, "late converted into a garden, beinge very well planted wth rootes".
- (v) Three tenements of timber and Flemish wall, with thatched roof, on the north side of what was afterwards Castle Street, occupying, with gardens, etc. half an acre.
- (vi) "All that conduit scituate and adjoynage to the aforesaid 3 tenements, and standeth on the soutest corner of the aforesaid Marsh Close, consisting of one roome heirtofore used to convey water to the Excheqr Office, but of late not used."

Sir Francis Stydolph died on the 12th March, 1655-6, and his successor, Sir Richard, at once entered on the remaining 60 years' term and in 1672 obtained an extension of this for 15 years. Morden and Lea's Map of 1682 shows that by that date a considerable amount of building had taken place on the close, though the details are not clear. This is probably to be connected with the lease which James Kendricke obtained for 31 years as from Michaelmas, 1660. In 1693 Thomas Neale, "intending to improve the saide premisses by building" obtained a lease of the close until 10th March, 1731-2.



Thomas Neale, 'The Great Projector' of Seven Dials, was a characteristic Restoration figure. He was an M.P. for thirty years, Master of the Mint and of the Transfer Office and Groom Porter as well as a gambler and an entrepreneur with many projects as well as speculative building to his credit. These ranged from brewing and Navy victualling to land drainage, steel and papermaking, mining in Maryland and Virginia, raising shipwrecks, and developing a dice to check cheating at gaming. He was also the author of numerous tracts on coinage and fundraising, and was involved in the idea of a National Land Bank, the precursor of the Bank of England.

He was known as 'Golden Neal', as a result of his marriage to Lady Gould. Reputed to be worth £80,000, she in fact brought him £120,000. Samuel Pepys described their marriage:

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"the rich widow, my Lady Gould, is married to one Neale, after he had received a box on the eare by her brother..at the door, but made him draw, and wounded him.. She called Neale up to her and sent for a priest, married presently and went to bed. Her brother sent to the Court and had a Serjeant sent for Neale; but Neale sent for him up to be seen in bed, and she owned him for her husband and so all is past."

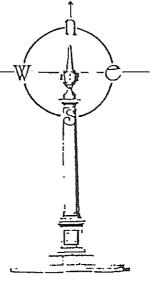
From 1668 Neale developed his interests as a Member of Parliament sitting on no less than 62 Committees, and gaining the confidence of the Court party. By the early 1670s he was considered:

"A person of Vast Estate of great Interest as well at Court as in the city and Country..."

In February 1678 Neale was appointed Groom Porter to Charles II, a post which he also held under James II and William III. He valued it because it gave an entree to the Court and a range of valuable contacts.

In July 1678 Neale was granted the office of Master of the Mint for life. He took up the appointment in July 1686 and was responsible for producing numerous proposals including proposals for "The National Land Bank, together with Money..." (1696), and "The best way of disposing of Hammer'd Money and Plate...As for Raising One Million of Money in...1697 by Way of a Lottery" (1697).

### DIALS



In 1694 he introduced 'lotteries after the Venetian manner' to raise further funds for the Crown. A hundred thousand shares were sold for £10 each. A prize fund of £40,000 was distributed annually to the fortunate shareholders whose tickets were drawn from

hat. John Evelyn records that his coachman won £40, and Samuel Pepys that the lotteries became "the talk of the Town."

The Crown, in return for services rendered, influenced the grant to Neale of 'Marshland' or 'Cock & Pye Fields'. He commenced large-scale building development of Marshland in the early 1690s immediately after acquiring the leasehold of the area. As there were two subsisting leases of Marshland, one expiring in 1716 and the other a reversionary term expiring in 1732, which were not sufficiently long to promote building, the assembly of an adequate title cost Neale a considerable amount of time and money.

An early plan for Marshland is said to date from 1691 and a layout of six rather than seven radiating streets. It is probably but not necessarily connected with Neale, and can probably be associated with his acquisition of a further reversionary crown lease in November 1690.In 1692 Neale extended this by the outright purchase of the freehold of the area, but before he could begin to build he had to deal with the existing leaseholders. This leasehold interest had become divided between the two daughters of Sir Richard Stydolfe, but eventually Neale bought them out by offering £4000 cash and a rent of ú800 p.a. for a lease expiring on 10 March 1731/2, two days before Neale's own unencumbered title began.

Building on Marshland began under a building agreement made on 24 March 1692/



3. By this Neale agreed to build, within two years, substantial brick houses at total ground rents of not less than £1200 p.a. A plan was attached to this agreement but no copy is known to survive. Building began soon afterwards and most building leases in the area date from the autumn of 1694. In January 1693/4 Neale applied to the Westminster Commissioners of Sewers for leave to lay his drains in Cock & Pye Fields into a new sewer to join the existing sewer at the north end of St. Martin's Lane; he claimed to be building not more than 150 houses, though the eventual total was much higher; this application was approved shortly afterwards for payment of £50.

By October 1694 the full scheme of seven radiating streets was established, for John Evelyn records a visit to the site and his inspection of the Doric Column designed by Edward Pearce in 1692 at the centre. This column was removed in 1773 and is now at Weybridge; it had only six faces, and so apparently related to the very earliest scheme for development. Every book in London refers to the story that the Column was pulled down in 1773 by a mob in search of buried gold. David Bieda has discovered that the Column was in fact deliberately pulled down by order of the Paving Commissioners in 1773 in an attempt to rid the area of the undesirables who congregated around it. The remains of the column were later moved to the garden of the architect James Paine (Junior) at Sayes Court, Addlestone, but not re-erected.

In 1820 Frederica Ulrica, Duchess of York (widow of the Commander in Chief of the British Army'the Grand old Duke of York') died at Oatlands in Surrey. The nearby town of Weybridge acquired the remains of the Column and re-erected them as a memorial to her, the Dials being replaced with a stone coronet.

Attempts were made at various dates from 1905 onwards to have the column returned to Seven Dials. But all failed until the Seven Dials Monument Committee was set up in 1984 to raise money for the construction of an accurate copy of Pearce's column. This proved triumphantly successful and the Seven Dials column was re-erected in 1989 to the design of 'Red' Mason of Whitfield and Partners working from the evidence of the old column at Weybridge and Pearce's own original design in the British Library. The bulk of the masonry work was executed by trainees at Vauxhall College and Ashby and Mason Stonemasonry Ltd. So the Dials column now presides once more at the centre of Thomas Neale's star-shaped layout, and makes sense of the plan of radiating streets,

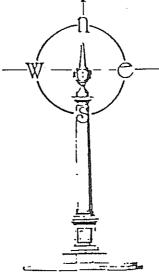
Apart from the restored column, much of the character of Neale's development survives. The scale of the original domestic construction is still apparent today in several of the surrounding streets. Many houses' occupy the original Neale building plots, and a number retain late seventeenth or early eighteenth century fabric behind remodelled or rebuilt facades.

all meeting at this one point.

The building agreements imposed by Thomas Neale specified that the houses should be constructed of brick with tiled roofs and proper glazing in the windows, the houses to be two or three storeys high with attics and cellars. At least fourteen different builders were involved, each taking one or two plots as was the usual practice in London building in the seventeenth and eighteenth centuries. It was only with the rise of Cubitt in the early nineteenth century that it became common for one large contractor to develop a whole area himself.

In Seven Dials the plots which varied considerably in size were taken by a mixture of Building Tradesmen and other speculators. They included George Dorrell, Robert Geary and Ambrose Searles, all bricklayers, Ralph Swain, a carpenter, and James Sellway, a joiner, William Buckland, a scrivener, Morgan Pierce, a baker, Edward Rathband, Bartholomew Rowland, John Synett, Sampson Strode, Alexander Williams, John Stephens and a Mr. Broadhurst.

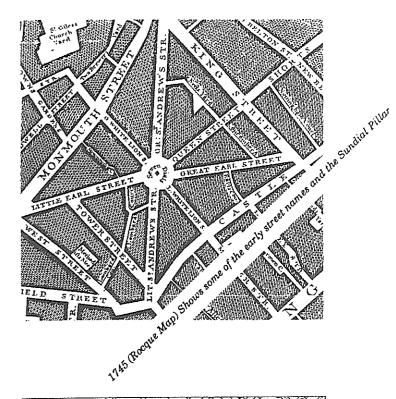
### DIALS



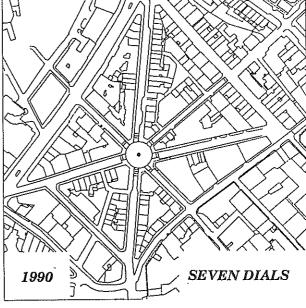
Neale imposed stringent conditions to maintain the tone of his new development. The builders were not permitted to lease their houses 'to any person ... who shall exercise therein ... the trades or misteries of a Common Brewer, Butcher, Melter of tallow, Soapboyler or a tobacco pipe maker ...', the activities of whom might create noise, smell and risk of fire and thus deter genteel occupants.

The original residents were all men of substance, though not drawn from the highest ranks of society. Seven Dials was never an aristocratic neighbourhood catering for courtiers, foreign ministers or the leaders of fashion; the original intake, however, was a worthy cross-section of merchants, gentlemen and better-off tradesmen. The first batch of occupants included, in Queen Street (now Shorts Gardens): Thomas Matthews, merchant, Roger Reeve, Captain John Cannon and Edward Kinaston, all described as gentlemen; in Monmouth Street (now Shaftesbury Avenue), Giles Riddle, grocer, William Phillips, distiller and Richard Edds, victualler; in King Street (now Neal Street) George Cox, victualler, Matthew Hopkinson, a lawyer of the Middle Temple, John Fowell, gunsmith, Charles Armitstead, haberdasher, and William Wheatley, carpenter. In St. Andrews Street were: William Wells, gentleman and Thomas Thompson, timber merchant.

Some of the houses were taken in groups as investments. For instance, Robert Winter, a wax chandler, took five houses in St. Andrew Street and five in King Street which he sublet.



RENAISSANCI





The social respectability of Seven Dials was short-lived, as fashion marched steadily westwards and the star-shaped layout came to be seen as confused and cramped rather than novel. The houses were progressively divided into lodgings, and the area became increasingly commercialized from the 1730s and the 1740s. At least three buildings had become public houses by that date.

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Various incidents are recorded which suggests a fairly rough local population. In June 1732, for instance, John Waller, a perjurer, was stripped of all his clothes by a mob and beaten to death in the stocks at Seven Dials. The parish minutes record that by 1773 the area employed the unusually large number of thirty-nine watchmen. The arguments used by the Paving Commissioners show that by that date the Seven Dials Column acted as a magnet for undesirables.

The original leases in Seven Dials (all dated between 1693 and 1700) were for a period of sixty-one years. New repairing leases for a period of thirty years were granted in the 1750s, and on their expiring there was considerable rebuilding and refacing in the 1790s when the Rate Books record a leap in rateable values.

By the nineteenth century the originally domestic appearance of Seven Dials had given way to a predominantly commercial and industrial character. The brewing industry for instance had become established in Seven Dials in 1740, contrary to Neale's original specifications. The Woodyard Brewery eventually filled the whole area between Long Acre and Shorts Gardens with large handsome stock brick buildings linked by high level cast iron bridges, built between 1796 and the 1880s. Comyn Ching, the architectural ironmongers, whose deeds date back to June 1736, came to own all the triangle between Shelton Street, Mercer Street and Monmouth Street. The north western part of Seven Dials, however, continued to provide residential accommodation, albeit mainly subdivided and not all that different from the notorious slums of St. Giles to the North West immortalized in Hogarth's Gin Lane, where a sizeable portion of the London Mob resided.

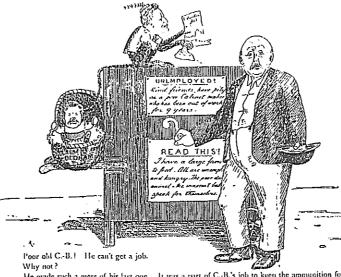
# DIALS

In 1842 Knight wrote: 'With the progress of education, printing presses have found their way into St. Giles's and it is now no exaggeration to say that, compared with the rest of the metropolis, the streets radiating from Seven Dials, and intersecting the diamond-shaped space included by Monmouth Street (Shaftesbury Avenue), West Street, Castle Street (Shelton Street) and King Street (Neal Street), display more than the average allowance of booksellers' and stationers' shops, circulating libraries, and the like.

It was here - in Monmouth Court, a thoroughfare connecting Monmouth Street (Shaftesbury Avenue) with Little Earl Street (Earlham Street) - that the late eminent Mr. Catnach developed the resources of his genius and trade. It was he who first availed himself of greater mechanical skill and larger capital than had previously been employed in that department of THE TRADE, to substitute for the inexorable tea-paper, blotched with lamp-black and oil which characterised the old broadside and ballad printing, tolerable white paper and real printer's ink.

But more than that, it was he who first conceived and carried into effect the idea of publishing collections of songs by the yard, and giving to purchasers, for the small price of one penny (in the former days the cost of a single ballad), strings of poetry, resembling the shape and length the list of Don Juan's mistresses, which Leporello unrolls on the stage before Donna Anna. He was no ordinary man, Catnach: he patronised original talents in many a bard of St. Giles's, and is understood to have accumulated the largest store of broadsides, last-dying speeches, ballads, and other stock-in-trade of the flying stationers, upon record.'

A PATHETIC APPEAL.



Why not?

He made such a mess of his last one. It was a part of C.-B.'s job to keep the ammunition for the guns, and when his guvinor, John Bull, wanted to know how much there was, he found it was short. So C.-B. was sacked.

What about his men?

They're not much good. When this country was at war they backed up the enemy, and tried to make out that our soldiers were murdering the Boer children.

His firm is the Radical firm, isn't it?

Yes. They had the job he wanted some time ago, and a fine mubile they made of it. They tried to break up the United Kingdom, to do away with the Established Church in Wales, and to stop the working man getting a glass of beer. They gave up the Transvaal to the Boers, the Soudan to the Dervishes, and left General Cordon in the desert to be done to death by savages. What do they want to do now?

Well, that's rather hard to say. But, so far as we can make out, they would put out of work 3,000 white miners in the Transvaal by sending back home the unskilled Chinese. They would not let the people say what religious education their children shall have, and they would try on all kinds of fads just as they did before.

Well, I shan't give C.-B. a chance of making another hash of things.

VOTE FOR THE CONSERVATIVES.

Published by the Constructive Published Department, N. Suphre's Chambers, Westmeeter, S.W., in connection with the Conservative Central Office and the Asternal Union (E. 51).

Printed by Gaussia & Friendia, 4 and 1, 1, 10th World East Street, Street, W.C.

In the late nineteenth century and early twentieth century, 'Golding and Plummer, who printed the election leaflets for Conservative Central Office, had their premises at 6 and 7 Little White Lion Street (now Mercer Street).

Knight, writing in 1842 painted a picturesque impression of the poverty in and around Monmouth Street with its immigrant population of (Spanish) Jews and Irish crammed into single room lodgings and cellars. In Monmouth Street he found 'cellars serving whole families for "kitchen and parlour and bed-room and all" ... it is curious and interesting to watch the habits of these human moles when they emerge or half emerge from their activities'. The shops reflected the needs of the inhabitants, many of them selling second-hand clothes. But there were also sign-writers, printers, bookdealers and theatrical costumiers.

"In Monmouth Street, we find one of the great ateliers from which the milk-shops. ginger-beer stalls, green groceries and pothouses of the suburbs are supplied with signboards. Theatrical amateurs appear to abound; at least the ample store of tin daggers, blunt cutlasses, banners, halberds, battle-axes, &c., constantly exposed for sale at a cellar in Monmouth Street, indicate a steady demand. Nor is this all: in no part of the town do we find singing birds in greater numbers and variety, and as most of the houses being of an old fashion, have broad ledges of lead over the shop windows, these are frequently converted into hanging gardens, not so extensive as those of Babylon, but possibly yielding as much pleasure to their occupants.

In short, what with literature and a taste for flowers and birds, there is much of the 'sweet south' about St. Giles's harmonising with the out-of-door habits of its occupants; and one could almost fancy that, amid the groups so easily and picturesquely disposed round each of the seven angles which abut upon the central circle, Sir Edward Lytton Bulmer had there found many of those exquisite pictures which he had so felicitously introduced into his 'Last days of Pompeii'. Flower (or vegetable) girls (some times blind of one eye) meet you at every corner, and the baths are to be found in Little Earl Street with the inscription, 'A shave and a wash for 1d'".



At the beginning of the nineteenth century, the Seven Dials area was favoured by printers producing songs and ballads, theatre programmes, political tracts, pamphlets and books, including James Catnach, Ryle & Co., C. Paul and T. Birt.

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Earlham Street, by contrast, was largely given over to food shops and those serving domestic needs. Apart from Portwines' - butchers (founded in 1820s) and Collinsons' - ironmongers (founded in 1835) - who are still in situ, there were in the 1890s Mead - pastrycook, Elmes - butcher, Embay - grocer, Langland - dairy, Shendon - grocer and Buckingham - grocer.

There were also two public houses, the Marquis of Granby on the south side and the Rose and Three Tuns on the north side. In the 1860s there was a total of thirteen pubs in Seven Dials as a whole, of which only four now remain. The census returns for 1841-1881 give a clear indication of the local population at that time, and are included as an Appendix.

The streets were not gloomy, but enlivened by song birds in cages hanging on the walls, and abundant pot plants on the ledges above the shop front entablatures. "This part of the parish has ever "worn its dirt with a difference". There is an air of shabby gentility about it', to quote Knight again.

Shaftesbury Avenue was cut through along the north west side of Seven Dials in 1889; as a combined work of slum clearance and traffic improvement, and the Shaftesbury Hotel and French Hospital were built in the 1890s, filling most of the triangle between Monmouth Street and Shaftesbury Avenue.

Woodyard Brewery closed in 1905 when the business moved out to Mortlake, and the old premises in Seven Dials were largely converted to warehouses. The street names were changed and the properties renumbered in 1937-8.

The Seven Dials area survived the Second World War largely unscathed. It was declared a Conservation Area in 1974 and from the mid-1970s onwards the fabric of the area has been substantially restored and upgraded.

Thomas Neale's Marshland estate was not the only important element in the Seven Dials area. The land along the south side of Shelton Street belonged to the Mercers' Company, and it was the industrial and commercial development of that area, especially coach works and breweries, which had such an impact on Seven Dials as a whole. The Woodyard Brewery, which became the largest business in the area in the nineteenth century, spread from the Mercers' estate to occupy much of Shelton Street, Earlham Street and Shorts Gardens in Seven Dials proper.

The Mercers' estate between Shelton Street and Long Acre has belonged to the company since 1530. It is a field of ten acres, the remnant of a larger bequest to the Company comprising some 149 acres of pasture and arable in what were then the rural Middlesex parishes of St. Martins-in-the-Fields and St. Margaret's Westminster and Marylebone, from 'Lady' Bradbury, the pious and wealthy widow of Thomas Bradbury (citizen, mercer and Lord Mayor). In return for this bequest, which also included Lady Bradbury's mansion house in the City, the Mercers Company was entrusted with the provision of free coals for the poor of St. Stephen's along with the maintenance of a chantry priest to make perpetual prayers for the souls of herself and her husband Thomas as well as her first husband, Thomas Bodley, citizen and Merchant-Taylor.

In 1542 Henry VIII forced the company to relinquish the ownership of most of this estate leaving them with only the field of ten acres, known as the Elm Field, situated between Drury Lane on the east and St. Martin's Lane on the west just to the north of the Earl of Bedford's Covent Garden estate. The boundary between the two properties was a foot-path known as the Long Acre.



The Company, during its first two hundred years of ownership of Long Acre, enjoyed very little direct benefit from what remained of Lady Bradbury's 'greate graunte' as it was all let on long lease to prominent courtiers. Thus, in 1578 Sir William Cecil, Lord Burghley, principal minister to Elizabeth I, who was then enlarging his residence in the Strand, requested and obtained from the company a 21 year lease of the entire site. This lease was renewed for a further term in 1598 and was demised to Burghley's son, Thomas, Earl of Exeter, in 1614 for another 30 years. Under the Earl of Exeter's tenure Long Acre began to be developed for building on a piecemeal basis by the Earl's assignce, Sir William Slingsby (whose name is commemorated in Slingsby Place).

The pattern was set for the development of the area under the auspices of a series of aristocratic tenants who held the whole of the Mercers' estate on a long lease, to begin in 1644 for 77 years (to 1721). This passed in 1653 to Henry, Earl of Monmouth, (whose nearby residence is commemorated in present day Monmouth Street in Seven Dials). After Monmouth the leasehold interest passed in 1662 to the Earl of Clarendon whose lease was extended for a further 39 years from 1721 to 1760.

The estate developed rapidly at this time as a result of the seventeenth century speculative building boom. The Earl of Bedford's great venture to the south in Covent Garden, elegantly laid out as a continental 'piazza' by Inigo Jones, set the pattern for the whole of the West End. Beginning in 1614 the Long Acre was rapidly transformed from pasture and meadow into a cosmopolitan thoroughfare, with mansion houses 'fit for the habitations of Gentlemen & men of ability'.

As the value of the land grew with the construction of new mansion houses, gardens and tenements the Company increasingly came to regret that it did not control the site directly. By 1650 the estate contained some 300 houses and other buildings producing ·2123 annual rental income which went, of course, to the leaseholder rather than to the Company. The Clerk to the Company in the late seventeenth century, John Godfrey, wrote of the need to rectify the arrangement by which 'the best jewel in their estate' was allowed to become 'a morsel fitted for the mouth of some powerful and greedy courtier...'

Something of the Company's frustration over it's lack of control of the site may be gauged from a complaint to the Earl of Clarendon about his failure to maintain the Company's maiden head crest as property marks on buildings in Long Acre.

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This situation was only resolved after the Company's near financial collapse in 1747 which was occasioned by involvement in a disastrous scheme for providing annuities to the widows of clergymen. Unable to meet its commitments under this scheme (to which estates such as Long Acre had been settled as security) the Company was forced to procure the help of Parliament, two Acts of which, dated 21 and 24 George II, allowed the company to grant leases of estates which had been settled under the failed annuity scheme. Under these two Acts the Company was authorised to grant building leases on 61 year terms and repairing leases on 41 year terms, which were scheduled to coincide with the end of the Earl of Clarendon's lease of the whole estate in 1760.

In the run up to the expiration of Clarendon's term in 1760, the Company made preparations for taking over direct management of Long Acre. In 1755 the Company's surveyor, William Robinson, was directed to draw up a comprehensive survey of the estate. His detailed plan and written description provide a vivid record of the multiplicity of uses to which the estate was put in the mid-eighteenth century.

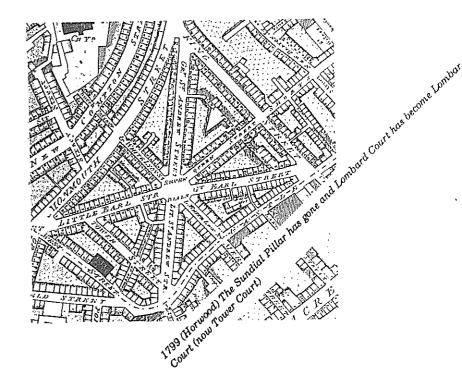
Long Acre was already dominated by the coach building industry; Pepys had bought a coach there in the seventeenth century. Robinson's plan shows the larger workshops of master coach builders intermingled with smaller workshops for ancillary crafts such as harness makers, joiners and wheelwrights. There was a high proportion of small specialist retail shops selling items such as toys, books, musical instruments, 'perruques' or wigs. A shopkeeper in Cross Lane, later renamed Neal Street, was specified by Robinson as a 'gingerbreadman'. The presence of two large breweries, a Quaker burial ground, a non-conformist meeting house, and an infamous 'bagnio' (or bath house) testifies to the variety and vitality of life in the area at that date.

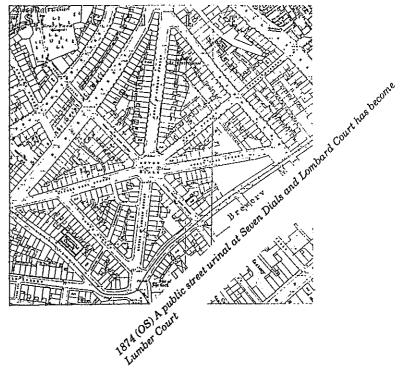
## DIALS

RENAISSANCE

As Robinson's plan shows, the narrow alleys which ran off Long Acre and which correspond to the modern streets had different names from today. Neal Street was known as Cross Lane; Shelton Street was originally Castle Street (after the line of earthwork defences built around London during the civil war). Arne Street, though originally christened Charles Street, was popularly known as Dirty Lane and was shown as such by Robinson. As the name implies parts of the estate away from the main street were less than salubrious. A contemporary description of the various streets said of Mercer Street that it was 'of no great account for building or inhabitants, who are a great part FRENCH.' Voltaire spent his years of exile in lodgings above the sign of 'The White Peruke'. Though still residential in character, Long Acre was no longer the fashionable suburb its original developers had intended in the seventeenth century.

By the early nineteenth century the area between Shelton Street and Long Acre was largely commercial with the expanding Woodyard Brewery gradually pushing out the smaller workshops, though coachbuilders continued to occupy most of the premises in Long Acre itself. Early nineteenth century directories list 30 coachbuilders' premises,











The southeast part of the present day Seven Dials Conservation Area, including the triangles between Shorts Gardens and Earlham Street, and Mercer Street and Shelton Street, as well as the Mercers' estate south of Shelton Street on either side of Langley Street, is in its present form substantially a creation of the brewing industry. Although brewing ceased over eighty years ago, the buildings have nearly all survived and still have a commanding presence in the Conservation Area.

A brewery was established in 1740 on a site between Long Acre and Shelton Street (then Castle Street), named the Woodyard Brewery after its founder Thomas Shackle who was a timber merchant. after his death, it was owned for a time by Mr. Gyfford. In 1787 the brewery was acquired by a partnership headed by Harvey Christian Combe, MP. Alderman and sometime Lord Mayor of London. It remained a Combe family business till 1898 when it was amalgamated with Watney and Co. and Reid & Co. to form Watney, Combe, Reid & Co.

By the late nineteenth century, the brewery buildings had expanded northwards as far as Shorts Gardens and covered an area of four acres; the firm by then employed 450 people and produced 500,000 barrels of beer a year and was one of the largest industries in the Covent Garden area and the second most productive brewery in London.

Many of the brewery buildings were reconstructed between 1880 and 1886. The parish rate books, for instance, record that properties in Queen Street (now the site of Shorts Gardens) were demolished in 1882.

The following year five freehold properties in Earl Street (now Earlham Street) were acquired by Combe & Co., and also demolished.

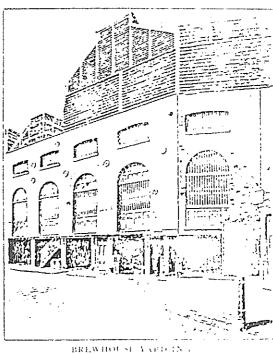
The new stables occupying these two sites were completed by 1886. Nos. 41 and 43 were rebuilt as stores by Combe & Co. in 1880-2. Much of the main quadrangle, south of Shelton Street, was rebuilt between 1876 and 1882 to the design of E. J. Wilson, architect, at a cost of £50,000 following the renewal of the lease from the Mercers' Co. in November 1876.

The whole brewery in its completed form is described in some detail in Alfred Barnard's Noted Breweries of Great Britain and Ireland

The original brewery building was erected by Harvey Christian Combe circa 1790 and is recorded in a painting of the Brew House Yard in 1798 by the horse-painter Sartorius. Though heightened, this building remained the nucleus of the Brewery as reconstructed in the 1880s with 'noble blocks of London stock brick' connected above the streets by elegant cast iron bridges and below ground by three acres of subterranean store houses.

Brewhouse Yard, south of Shelton Street, contained the Brew House, the Malthouse, the Fermenting Department and the administrative offices, all on an heroic scale. The large hall in the Brew House was 240 feet long and ninety feet wide. The Malt Measuring Room formed a gallery 171 feet long and 52 feet wide. The malt stores themselves were tubs 50 feet deep filled from the top, the malt being hauled from street level by cranes. The Brewery had three wells of its own, bored 522 feet deep into the chalk to produce water suitable for brewing. It also consumed 57,356,000 gallons of water a year from the new River Supply in the 1890s.





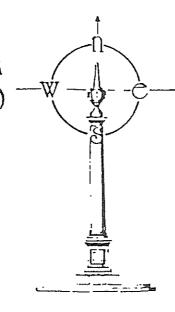


The triangle containing No. 24 Shelton Street and Nos. 25-33 Earlham Street was occupied by the Ice Machine House for cooling the porter. It contained a 'Pontifex-Reece Ammonia Ice Machine' as well as a 25 horsepower Boulton and Watt steam engine to drive the machinery, and the Brewery's own building department (masons and bricklayers) on the ground floor.

Nos. 29-43 Earlham Street and 8-20 Shorts Gardens, as rebuilt between 1880 and 1886. comprised the stables with stalls for 121 horses arranged on two levels around a stonepaved inner yard. In materials and design, all these buildings are characteristic of the brewery tradition in architecture which hardly changed through the nineteenth century. The austere brick facades are enlivened only by thin brick string courses, stone window cills, segmental gauged arches, and minimal crowning cornice. The interior construction with cast iron columns, rivetted beams and jack arches is equally consistent. The courtyards are robustly paved with granite setts and stone flags.

In its heyday the Brewery was much visited by English and foreign royalty and other notables who considered it a spectacular example of a large industrial undertaking, unequalled on the Continent of Europe. Harvey Christian Combe, in particular, was a great showman. A man of intelligence as well as business capacity, he was a Whig and member of Brooks's Club, a friend of Sheridan's and Beau Brummel's. On 7 June 1807 he gave at the brewery a much publicised 'Royal Brewhouse Dinner' which was attended by the Duke and Duchess of York and the Duke of Cambridge who, after touring the premises, sat down to a repast of rump steaks grilled on malt shovels by the brewery staff, washed down with Combe's porter. As late as 1888 Prince Oscar of Sweden paid a special visit to the brewery while staying in London.

### DIALS

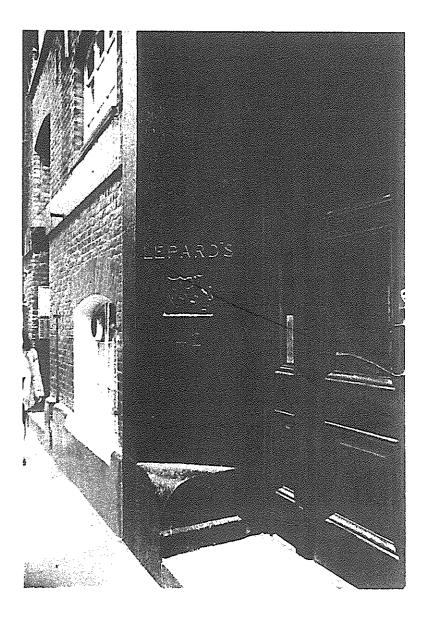


RENAISSANCE

In 1905 Watney Combe Reid closed the Covent Garden premises in order to concentrate production at its Mortlake Brewery. The old buildings in Seven Dials were not demolished, however, but mainly converted to warehouses. Adaptation works included the installation of new floors and staircases.

The blocks south of Shelton Street were taken over by fruit and vegetable wholesalers as they were convenient for Covent Garden Market. by 1930 most of them were occupied by T. J. Poupart Ltd., fruit salesmen at Covent Garden Market. In 1930 Poupart's were granted a new fifty year lease of the premises for an annual rent of £6,000.

The stable block in Earlham Street became a box factory for Messrs. J. Lyons & Co. (whose name can still be seen above the archway at No. 37 Earlham Street). No. 33 Shelton Street became the works of Smith & Leppard, Printers, and was part reconstructed for them in 1906. Externally some of the storage apparatus, used by both the Brewery and the later warehouses, still survives, notably the hoists and hoist doors in the flanks of the Earlham Street and Shelton Street buildings.





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### THE COMYN CHING TRIANGLE

This was the best preserved of the triangular sections making up the original layout and contained the greatest number of listed buildings. Its reconstruction by Terry Farrell & Partners between 1982 and 1988 is in many ways a model conservation area development, retaining and restoring parts of the old buildings and adding an original yet sympathetic new architectural dimension.

There is no doubt, however, that this scheme was a very drastic one, and much original fabric has been lost. The whole of the block

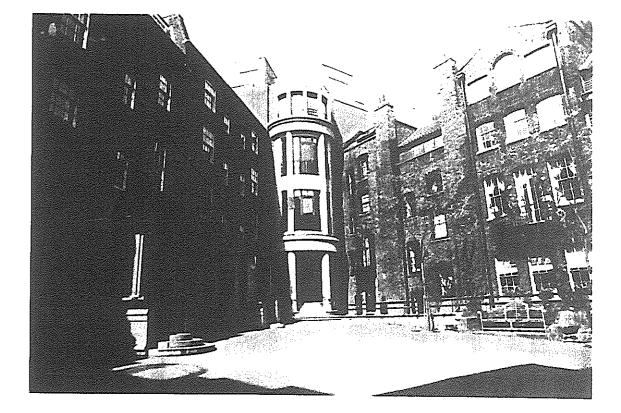
belonged to Comyn Ching & Co., the architectural ironmongers, who retain their showroom at Nos. 15-21 Shelton street. They are the longest established business still in situ in Seven Dials. They are also one of the oldest Ironmonger, Metal Working and Domestic Engineering businesses in the country, and are known to be over 200 years old. They claim to have begun business in Seven Dials in 1723. Their title deeds date back to June 1736 and their account books to 1816.

About 1800 the Partnership traded as Gostling and Maynard; and in those days when businesses changed hands and partners altered, the trading names changed often. There were eight changes of names between 1800 and 1857 when the name became Huxley & Ching then Comyn Ching & Co. in 1859. It was formed into a Private Limited Company in 1902 and subject to minor alterations in the capital structure, has remained trading under the same name since the beginning of this century. The company is entirely British and Ching is, in fact, an English name occurring, for example, in the name Chingford, a town in Essex, and the River Ching.

The firm has always taken an active part in the building industry, working for architects, builders, government departments and other public authorities. Records show that they were pioneers in gas lighting and installed the original gas lighting at Buckingham Palace about 1835, together with lamp posts, railings, gates, etc. to the Royal Parks. Until recently the name 'Comyn Ching' appeared on the bases of many of the lamp posts and bollards in the Mall, St. James's Park; many of these old Victorian metal fittings have now disappeared, unfortunately. The firm obtained a Royal Warrant to Queen Victoria in 1884 and to King Edward VII in 1902.

The ledgers show accounts to many royal and distinguished people: King William IV, Queen Adelaide, The Duke of Cambridge, the Duke of Wellington, the Duke of Devonshire. A few trade names occurring 100 years ago are still known today; e.g., Thomas Cubitt, Gillow & Co., Holland & Sons, George Trollope & Sons, and J. S. Nettlefold. The firm took over the business of J. N. Boobyer & Son, of Drury Lane, another Old Ironmonger, in 1933, and absorbed their stocks and some of their staff.

During the two World Wars the company was employed entirely on war work of various kinds including the supply of fittings to camps, R.A.F. stations, ordnance factories and the Admiralty. At one time during the last war approximately 100 hands were employed, mostly women, making Air Sea Rescue Equipment for the R.A.F., and special equipment for the Combined Operation Command.





During the London Blitz in 1940, the premises in Seven Dials had several narrow escapes from destruction. They were once set on fire by incendiary bombs, but the fire was put out promptly and very little damage done; a large unexploded bomb was removed from the warehouse on another occasion.

Since 1945 the premises and staff have expanded to meet the demands of building works of all types, in many parts of this country and also overseas. Since the redevelopment of the site in the 1980s, Comyn Ching only retain a show room in Shelton Street, and the warehouse and head office are now in Golden Lane EC1, north of the City.

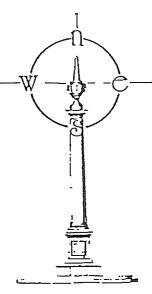
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Over the years Comyn Ching had acquired the whole triangular site which enabled it to be redeveloped as a whole rather than in a piecemeal manner. The result is a scheme which was much praised on completion as an example of sympathetic urban renewal. Comyn Ching appointed Terry Farrell as the architect for the whole development carrying out the projects themselves apart from the three new corner buildings which were sold to Taylor Woodrow for development.

The first phase comprised the clearing of accretions and additions from the centre of the site to create a new semi-public space - Ching Court - and the restoration of the listed buildings as offices, shops and flats. This was conceived in 1977, begun in 1982 and completed in 1985. The second phase carried out between 1986 and 1988 was the redevelopment of the three corner buildings to contain offices and residential, and to provide new architectural landmarks.

### DIALS



The whole scheme was evolved in close consultation with the (then) G.L.C. Historic Buildings Division and the Camden Planning Department. The results are distinguished for their successful combination of correct, self-effacing, repair of the exteriors of the listed buildings, and the distinctive, almost flamboyant design of the new work such as the Vanbrughian inspired 'Baroque' new office entrance-porches in Ching Court, and the glazed 'light columns' in the three corners of the court.

In the words of Ashley Barker, then the G.L.C. Surveyor of Historic Buildings:

'At one level this is architects' architecture and some may criticise the new design as wilful and mannered - but it operates on many levels and certainly it has been minutely and freshly considered. The ordinary Londoner who needs the reassurance of the familiar scene will still know where he is and will, without doubt. enjoy something of the novelty that has been added to his town. The connoisseur of architecture will find it well worth a detour, and the character and history of Seven Dials will have been enriched instead of eroded. But, above all, the self-consciousness of conservation has been washed away by the assurance of the architecture.' The Comyn Ching Triangle retains the following buildings of historic interest:

Nos. 1-5, 9, 11-15, 17-19 Shelton Street all appear to have been rebuilt in the 1790s, when the mid-eighteenth century leases of Seven Dials fell in. Nos. 1-9 were reconstructed in replica by Terry Farrell. Nos. 11-15 have particularly good contemporary shop fronts which were restored by Terry Farrell.

Nos. 21, 25 and 27 Mercer Street still form a group of late seventeenth three-storeyed brick houses. The shop fronts with characteristic reeded architraves were added in the early nineteenth century. No. 23 is a warehouse of yellow stock brick with red brick dressings. It was built in 1894 by the builders Killby & Gayford for Messrs. Pankhurst & Co.

Nos. 53 and 55 Monmouth Street were built circa 1720 and refronted and the shopfronts introduced in the early nineteenth century.

The interior of No. 53 contains late seventeenth century panelling and staircase salvaged from No. 49 Monmouth Street when it was demolished in 1984. Nos. 57 and 59 Monmouth Street also date from the early eighteenth century, but were refronted in the early nineteenth century. The wrought iron Art Nouveau screen in the shop entrance was made by Comyn Ching and this was until recently the main entrance to their premises.

Nos. 61 and 63 occupy plots sixteen feet wide and were built in 1699 by Samuel Chase as part of Thomas Neale's development. The former (apart from the later shop front) retains the original treatment of the upper part of the elevation; two and a half windows wide, with flush-framed sashes. No. 63 also retains its original seventeenth century T-plan roof structure, making this pair a very rare survival. Few examples of seventeenth century domestic architecture in London survive in anything like original condition.

Nos. 65-71 were also early eighteenth century houses, surviving from the original development of the area but refronted and with shop fronts installed in the early nineteenth century. Very little now survives internally. No. 73 is a modern replica rebuilding.



### MONMOUTH STREET

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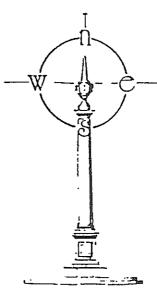
Apart from the Comyn Ching Triangle,
Monmouth Street retains three other groups
of basically seventeenth century or
eighteenth century houses, though all refaced
and with late eighteenth or nineteenth
century shop fronts. Its original name of
Great and Little St. Andrew Street made
reference to the street plan of Seven Dials
where the diagonal cross of St. Andrew was a
feature of
the layout.

The original plot sizes, plan-form and even some of the late seventeenth century fabric survive at Nos. 42-50, 14-18 21-27, 35, 37, and 39 Monmouth Street. Nos. 42-50 (originally numbered 5-12 Little St. Andrew Street) form a group of brown stock brick houses, mostly of 2-bays and 3-storeys, plus attic and basement. They occupy the site of part of the Seven Dials development begun by Thomas Neale in the 1690s, but none of the buildings left today is of that date. The earliest buildings in the group, viz., Nos. 42, 44, 46, 48 date from the 1790s. They closely follow the form and internal arrangement of the original buildings however, and re-use earlier features such as angle flues and sash windows with gate stops on the rear elevations.

No. 38 is a 1958 rebuilding of its Georgian predecessor; No. 52 on the corner with Tower Street was rebuilt in the late nineteenth century, and neither of these are of special architectural merit. No. 50 was also thoroughly refurbished internally and externally in the nineteenth century, although remnants of the staircase and the lining up of windows with late Georgian neighbours suggests an earlier date for the core of the building.

James Joye, who acquired the whole of Thomas Neale's former freehold interest in Seven Dials in the early eighteenth century, sold off the estate in sections from the 1730s to different investors. The block containing 38-52 Monmouth Street (then number 5-12 Little St. Andrew Street) was among the group of properties sold by Joye to Moses Strafton, joiner, in 1736/7. It is clear from the entries in the Deeds Registers that the houses had only just been completed at this date.

### DIALS



RENAISSANCE

Nos. 14-18 Monmouth Street are also part of the seventeenth century Seven Dials development. Until 1938 they were numbered 37, 38 and 39 Great St. Andrews Street. Built by Thomas Neale in 1694, they passed to James Joye in the 1720s, but remained unsold by him at the time of his death. In 1753 they were bought from his heirs by Harry Spencer, then of Richmond Buildings in Soho, but soon after of Great Russell Street. As the original building leases fell in, Spencer made repairing leases and, in at least one case in White Lyon Street (now Mercer Street) a new building lease.

Nos. 14 and 16 Monmouth Street were granted on a thirty year repairing lease in 1757 to James Whittle and Samuel Norman. They were described as carvers and were leading members of their profession, being responsible for instance for fitting up the state rooms at Woburn Abbey in the 1750s. Samuel Norman was also the associate of Paul Saunders, proprietor of the Royal Tapestry Works in Soho Square. The lease included a considerable amount of property to the rear, including a builder's yard. The rate books show that Whittle and Norman's occupation of the premises was not very long standing but presumably the building yard was an attraction to them as a place to store timber and other materials.

In the mid-eighteenth century, St. Martin's Lane was the centre of the fashionable English furniture-making industry, Chippendale himself having his workshop there, and it is interesting that similar high quality craftsmen were also established in Seven Dials at that time. Whittle and Norman were particularly noted for their magnificent carved and gilded looking glasses, pier tables and architectural furnishings.







After Whittle and Norman, the premises continued to be occupied mainly by craftsmen and tradesmen, but in the nineteenth century even this single occupation may have been broken up. St. Giles was a notorious slum area, although Seven Dials was probably not as bad as the area to the north subsequently cleared by the formation of New Oxford Street and Shaftesbury Avenue. For some time Nos. 14-18 Monmouth Street may have been divided up into lodgings. They were the only three old houses on the west side of Great St. Andrew Street to survive the Shaftesbury Avenue slum clearance development in the 1880s.

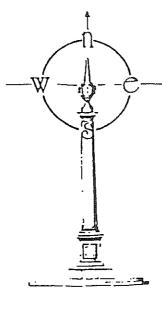
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No. 14 retains an unusual mid-seventeenth century plan form, which was already somewhat old-fashioned by the 1690s, with the staircase centrally placed between the front and back rooms at right angles to the entrance passage, and dimly lit from above by a narrow light well against the party wall. No. 14 also has interesting mid-eighteenth joinery including part of a 'Chinese Chippendale' stair balustrade, and timber dado and chimney pieces in the main rooms. The three (restored) gothick shop fronts were installed in the late eighteenth century.

Nos. 21, 27, and 29 Monmouth Street are a group of three-storeyed houses dating from the late seventeenth century, but No. 29 was demolished and poorly reconstructed in replica by Levitt-Bernstein in 1983 as part of their Neal's Yard redevelopment. The Neo-Georgian infill building at Nos. 31-33 was designed by them at that time as part of the same development. It was described by the Architect's Journal as a good architectural solution to the problem of fitting a new building into a conservation area, plugging an unsightly gap in the street-line.

No. 21, Mon Plaisir Restaurant, was built in the 1690s by Thomas Neale and retains a good original staircase and some panelling in the upstairs rooms. The shop front with reeded pilasters carrying an entablature and projecting frieze dates from the early nineteenth century. The brickwork of the upper part of the facade has been rebuilt recently and the sashes restored. Mon Plaisir has been in the Good Food Guide since the 1950s.

### DIALS



RENAISSANCE

No. 27 is also basically a house of the 1690s, but was altered later, and the shop front is early nineteenth century. The original T-shaped seventeenth century roof structure survived into the 1970s, one of only three in Seven Dials, but it has recently been reconstructed destroying the original profile.

Nos. 35, 37, and 39 also form a group of original homes, probably early eighteenth century rather than 1690s. The elevations were refaced and shop fronts installed in the early nineteenth century. Nothing of interest survives inside now, and the shop fronts have been clumsily reconstructed.

Fresh repairing leases were granted in the Seven Dials area from 1755 onwards, for a period of thirty years. The Middlesex Deeds Registers of the late 1780s record a further transfer of the property from Strafton to a Mr. Wigstead. A leap in rateable value of this particular group of buildings between 1792-3 to almost double the previous value, with new occupants after a gap, suggests that the group was rebuilt at that date, like other houses in the area.

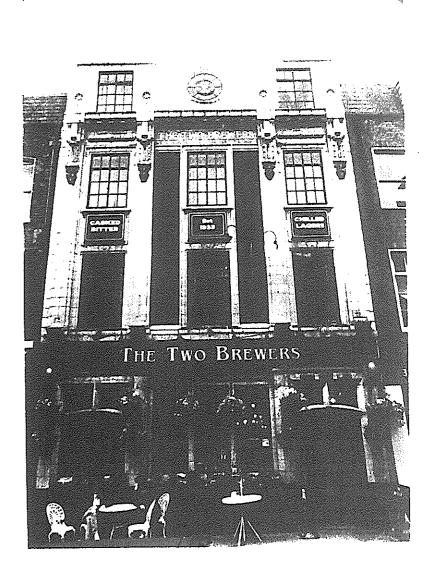
Threatened with demolition, Nos. 44-48 Monmouth Street were spot-listed Grade II in 1990. Though by no means an untouched, homogeneous block of the original Seven Dials development, the houses are substantially of the late Georgian period and retain the scale and plot sizes of Neale's earlier houses, of which only a few now remain (21, 25 and 27 Mercer Street, 14-18 Monmouth Street). They form an important part of the architectural character of the area.

Nos 42-48 still have some internal features dating from the late eighteenth century. These include closed string staircases with square section balusters, moulded handrails and simple Doric newels. On the top landing, the newel post has an extra Doric colonette where the handrails intersect. Late eighteenth stacks on the back wall, two with angled flues and chimney surrounds, are another apparently early feature.

No. 46 has plain dado panelling with matching door architrave, and a late eighteenth century moulded plaster cornice in the front room on the first floor. Glazed china cabinets survive in the front room of No. 42. No. 50 has remnants of the standard staircase but has a late Victorian front. No. 40, the Two Brewers Pub, retains the original plan but has been thoroughly done over in the nineteenth century, and refronted in the 1930s.

The pub called the Two Brewers, though refaced in the 1930s, has existed on the site since the 1740s, and can be traced back to the 1840s in the Post Office Directories, when all the houses had their ground floors given over to commercial uses. The present shopfronts were added in the later nineteenth century; earlier examples can be seen on the buildings in Tower Court behind this block.

Nos. 5-8 Tower Court are probably contemporary with the Monmouth Street houses, and enjoy listed building status Grade II. They were listed for group value in 1973, without internal inspection, but are well-preserved 1790s houses with a row of contemporary shop fronts, a comparatively rare survival in London.





### **NEAL STREET**

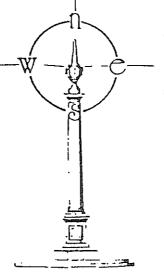
Neal Street, like Monmouth Street, despite later rebuilding and infill, retains substantial proportions of the original 1690s-early 1700s layout and fabric, with three-storeyed brick houses and several with panelled interiors and good staircases. All have late-eighteenth or early-nineteenth century shop fronts reflecting the commercialization of the area at the time.

Though remodelled externally in the late eighteenth or early nineteenth century, Nos. 27-37 Neal Street form part of the late seventeenth century Seven Dials development. Until 1877 they were numbered 36 to 46 King Street; from 1877 until 1908, when the present numbers were assigned, they were known as 11-21 Neal Street. The street name is derived from the speculator who laid out seven Dials.

The block, bounded by Neal Street, Shorts Gardens and Earlham Street, was sold by James Joye, who had acquired the estate from Neale's mortgages, to Samuel Towers in November 1737. Any opportunity for overall redevelopment of the Triangle had, however, been prejudiced by Joye a year before, for in November 1736 he had made a lease of No. 35 Neal Street to John Justamond, an apothecary, for 2000 years from Lady Day 1754 when the first building lease was due to expire. From this document it appears that No. 35 was built, like most of the other first houses in Seven Dials, in the mid-1690s, the lease was granted on 20 March 1694/5 to Daniel Winterborne, a painter.

The abuttals of No. 35 show that No. 37 was first built by John Stephens, perhaps the John Stephens, gentleman, who was involved in the development of the Macclesfield Estate in Soho. Because of the long term of his lease, John Justamond and his successor, owners of No. 35, presumably treated the house virtually as a freehold. There is no evidence as to what happened at No. 37 after the expiry of the original building lease in 1754 or how Samuel Towers treated his purchase. No. 35 retains much of its original interior with panelled rooms and dog-leg staircase.

DIALS



Most of Seven Dials went over to small scale commercial and light industrial use from an early date. It is difficult to establish the uses of specific buildings for the eighteenth century. In the nineteenth century No. 35 was for many years the premises of an undertaker, first George Harris then William George Goulborn. No. 37 was in midcentury the premises of a straw-hat maker and subsequently a pork butchers. No. 27 was rebuilt in the late eighteenth century and has a contemporary double timber shop front.

Nos. 31 and 33 were entirely refaced in the early nineteenth century and the shop fronts date from that time. No. 64 was almost certainly built in the 1690s (all building leases so far found for Seven Dials are dated between 1693 and 1700).

The block of property on the north-east side of Neal street has the same history as that of the rest of Seven Dials up to its acquisition by James Joye in the 1720s. Joye sold off most of Seven Dials in blocks, but appears to have retained parts of the block which contains No. 64 for a rental of his remaining estate drawn up in 1742 (after James Joye's death) included a number of houses in King Street (now Neal Street); the numbers assigned to these in the rental -'73 to 81, 89 to 93 and 32 to 37 relate to the overall numbering system of Seven Dials, the pattern of which can be established from the sales of the estate. Joye's heirs were still selling bits of the estate in the later 1750s.

Occupation of No. 64 Neal Street (until 1877 No. 16 King Street) can be traced in the trades directories from the early nineteenth century. Until 1840 the house was occupied by a watch and clockmaker, George Patterson. From the early 1850s the building housed coffee rooms (in the proprietorship of the Joye's family from 1860 to 1910); they became dining rooms in the 1920s. The interior retains an original dog-leg staircase with turned balusters and panelled rooms at first and second floor level, with original fireplaces. The painted timber shop front with simple pilasters dates from the early nineteenth century.

No. 78 Neal Street is a large four-bay house basically of the late seventeenth century but has been altered, the exterior stuccoed and a handsome Victorian shop front added. The elevation of No. 80 Neal street was rebuilt in the early nineteenth century but the fabric is early eighteenth century, and the original staircase and first floor panelled rooms survive. The Punjab Restaurant, which now occupies Nos. 80-82 Neal Street, is one of the oldest Indian restaurants in London.

VAISSANCE

Much of the rest of the street was rebuilt or refaced in the late nineteenth century. The District Surveyor's returns for the 1890s record many Dangerous Structures Notices for Seven Dials as a whole as the original flimsy and ill-maintained structures began to give out, and require substantial reconstruction or repair.

Nos. 26-32 were rebuilt in 1903 as a speculation and were originally used as empty box warehouses for the Covent Garden Market. For many years they were occupied by Walton's Fruit Stalls as storage.





### SHAFTESBURY AVENUE

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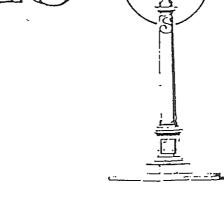
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Shaftesbury Avenue and many of the side streets leading off it were laid out in the years after the passage of the 1877 Metropolitan Street Improvement Act. The eastern and northern parts were the first to be completed and the area around Cambridge Circus was built up between about 1887 and 1891. Dudley Street (originally Monmouth Street) occupied the same line along the northwest side of the Dials, but was much narrower. It was engraved by Dore as one of his London views.

Nos. 144-146 Shaftesbury Avenue was designed by Richard M. Roe and G. Richards Julian of 62-3 Basinghall Street. The plans are dated 1 August 1889. The premises are first described as Cambridge House (POD 1891) and were occupied from then on by Zaehnsdorf's, bookbinders, for whom it seems to have been built. The carved plague on the corner over the entrance shows a bookbinder at work. Zaehnsdorf's was founded in London in 1841 by Joseh Zaehnsdorf. In 1862 he received an honourable mention at the London International Exhibition. By the 1860s and 70s he was picking up medals all over Europe. In the summer of 1890 the company moved to purpose-built premises in Cambridge Circus, Soho. They prospered and were granted The Royal Appointment to King Edward VII in 1901.

Nos. 148-150 Shaftesbury and No. 1 Earlham Street were designed by Henry Whiteman Rising of 104 Leadenhall Street. There were shops on the ground floor, one each to Shaftesbury Avenue and Earlham Street (then Little Earl Street) and three floors each of two 'chambers' (three room flats) above. The Earlham Street side was then No. 7 Mr. Lilley the bootmaker, and which is first listed in 1892. Plans are dated May 1890.

Nos. 152-156 Shaftesbury Avenue was designed by Davis & Emanuel of No. 2 Finsbury Circus. It is listed as Avenue House in POD and housed a mixture of commercial uses originally. Plans are dated November/December 1887 and April 1888. Nos. 158-60 Shaftesbury Avenue was designed by William Brett of No. 10 Charing Cross road. Plans are dated 5 March 1890. These were originally shops on the ground floor with storage space and residential accommodation above.



The laying out of Shaftesbury Avenue involved the demolition of the five most northerly houses on the west side of Monmouth Street (then called Great St. Andrew Street) as well as the houses being Dudley Street (formerly Monmouth Street) where the street line was set back substantially from the previous frontage to create the new avenue lined with large red brick blocks and planted with plane trees like a boulevard. The Shaftesbury Hospital, formerly the French Hospital, was designed by Thomas Verity, better known as a theatre architect, in 1899.

Nos. 190-204 Shaftesbury Avenue, at the top of Monmouth Street, form a handsome symmetrical four-storeved terrace in the late-Georgian tradition but pre-date the laying out of Shaftesbury Avenue proper. They date from the 1840s. They are part of the improvements along the new route from the Thames in St. Giles resulting from the construction of Waterloo Bridge, which included the widening of Drury Lane and the creation of Endell Street. This scheme was conceived in 1825 by the Commissioners of Woods and Forests but it was only in 1840 that Parliament sanctioned the necessary funds, and only in 1845 that work was carried out after nearly twenty years' gestation.

Apart from Shaftesbury Avenue, the only later architectural development to have a significant impact on Seven Dials was the spread of 'Theatre Land' in the late nineteenth century up St. Martin's Lane. The Ambassadors Theatre and St. Martin's Theatre took root in West Street in 1913 and were designed as a pair by W.S.R. Sprague, the great Edwardian theatre architect, both with characteristic Baroque facades. The Ambassadors was built for a private syndicate, and has a splendid interior originally painted violet and gold. The St. Martin's was delayed by the First World War, and it was not opened till 1916. It was built for Lord Willoughby de Broke. The interior was something of a novelty in that it was decorated in the English Georgian' style, rather than much gilded theatre rococo. The St. Martin's retains one of the best preserved Edwardian timber stages in London. The handsome, original proscenium also survives and is largely constructed of walnut.

A later development is the Cambridge Theatre, built between Mercer Street and Earlham Street, facing Seven Dials itself. It was designed in a stripped Classical style by Wimperis and Simpson in 1930. The facade is of Portland stone with a cupola on top but the flanks and rear are of red brick. The interior was more Art Deco and was designed by S. Chermayeff. The building was much praised at the time of opening when it was thought to be very 'modern'.

## SEVEN DIALS-PRENAISSANCE

### SEVEN DIALS TODAY

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The return of the Sundial Pillar has provided a focus to the area and a higher profile. As a single element it has provided a local enhancement. The homogenous identity of the area as defined by its 300 year old street and frontage plan arrangement is still a mystery at ground level.

The following sections highlight some of the local concerns and problems identified in Seven Dials today.

The consultants proposals have drawn on the views expressed through the public consultation process. This involved a range of techniques as follows:

A questionnaire was prepared that attempts to focus people's attention to the matters of detail design at the heart of the study.

A public meeting was arranged to discuss the project, distribute the questionnaire and encourage it's completion and return. Over 400 handbills were distributed by Civic Design Partnership to frontagers, local interest groups, businesses and representatives of the London Borough of Camden. Many were displayed in windows and on local notice boards.

### Response Rate (at 28 November 1990)

Although the attendance at the public meeting was poor (20), 13 completed questionnaires were received on the night. In addition 3 letters making comment on the Seven Dials area have been received from local business/residents. 15 further responses have been received.

280 questionnaires were handed to members of the Seven Dials Committee, the Covent Garden Community Centre Club and other local people unable to attend the meeting, for general distribution.
4,000 further questionnaires were inserted in the latest Covent Garden Newsletter, together with a report card concerning maintenance problems in the area. The response to this questionnaire cannot be analysed in this document.

As yet the response rate cannot be considered representative at approximately 10% (although a familiar average figure for Local Authority consultations).

### **Analysis of Responses**

Replies were equally split between local residents and workers with several residents who also run businesses or work in the area. Comments about all the principal streets and spaces were received with Monmouth Street (N), Neal Street and Earlham Street (E) receiving most attention. The table of specific comments appears to have been too complex for serious completion on the spot although some clear concerns emerge.

All areas are considered too dark at night: the streets are cluttered and crowded with people. There appears to be insufficient residents and meter parking.

Surprisingly, there appears less concern about too much traffic and dangerous layout in the area with the possible exception of Monmouth Street.

Specific comments referred to current building works, loss of daylighting and poor cleansing and rubbish collection.

### STREET FEATURES - Views

Support for improvement in the full range of features was recorded although there is significant dissent over more benches, and trees. Improvements to lamp posts (and lighting) and litter bins received by far the largest interest. The very recent provision of litter bins (green) may not yet have been appreciated and the response is probably meant as a vote for any litter bin provision NOT design.

Next most noted were improvements to direction signs, road and pavement materials.

Surprisingly the least noted were traffic signs (highlighted in the slide presentation as obtrusive) which may suggest they are accepted as of low priority or beyond improvement.

### **BENEFITS TO RESIDENTS - Views**

Again the full range of benefits were recorded with the most significant factor being less through traffic. Interest in shared or non-shared surface streets was the next most recorded but opinion was equally split, for and against.

### **BENEFITS TO BUSINESSES - Views**

The responses were remarkably consistent showing that cleansing/rubbish and street maintenance are the highest priority although attractiveness of streets and a reduction in through traffic were of nearly equal interest. There was overwhelming opposition to easier parking for business although attention was drawn to the alternative of better local destination public transport.

Not unexpectedly attention was also drawn to the high level of rents.



### SUMMARY OF VIEWS (including Public Meeting Comments)

The prevailing concern in the Seven Dials Area is clearly directed to the lack of a good street cleaning and rubbish collection service, rather than specific improved artifacts.

There is a general social concern that high rental levels are seriously changing the land-use basis of the area's small scale character. In particular the number and size of developments is affecting the setting of historic buildings and quality of life of existing adjoining occupiers, during and following construction.

Some specific comments were made about whether listed buildings were being modified in accordance with formal planning consents.

Other strongly held views include opposition to benches as attractions to antisocial activities of loitering, begging and public drunkenness. Opposition to street trees as obstructions and due to leaf dropping and bird nuisances.

The standard of footway and carriageway repairs is strongly criticised (throughout London). Estate Agents board size and quantity is felt to be unnecessarily intrusive. Protection of some narrow footways and buildings with bollards is recommended for sites in West Street and Tower Street.

There is interest in better appearance of street furniture with bins and lighting a priority. The presence of under-used stalls in Earlham Street was noted and the dangers of the location of the stalls at the junction with Shaftesbury Avenue.

The conflicting needs of residents and business in terms of access, use type (in particular local shops, in place of speciality uses) and constant review of the number of licensed establishments were raised.

### POSSIBLE CONCLUSIONS

From the broad range of responses received so far, to what has been presented and discussed concerning Seven Dials, it appears that the aims of the environmental study are not significantly opposed. It is clear that low maintenance solutions which minimise the need for street cleaning and repair would be an advantage and that improvements in the rubbish collection service are essential.

Through traffic continues to be a matter of local concern and the existing traffic management solutions have split opinion concerning appropriateness and safety. In particular the removal of kerbs in favour of shared surfaces.

### DIALS



### PHYSICAL CONDITION

### Footways

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In general footways are in black mastic surface in fair condition, with granite kerbs, worn smooth. Statutory undertakers works and development activity has patched and damaged some areas, in particular around Neal Street, Earlham Street, and Shorts Gardens. Where footways have been re-laid, in connection with traffic management or environmental improvements small unit concrete block paviours, concrete flagstones and square granite setts have been used. In general these are in fair condition although the surface of the brick sized concrete units has worn, exposing rough aggregate and will progressively erode over the next 5 winters to an unacceptable surface.

The structure of footways is thought to be of variable quality with extensive evidence of pavement lights, vaults and coal plates. In connection with statutory undertakers, developers and vehicle 'overrun', many small areas have dished allowing ponding and weather damage. This is particularly noticeable in Neal Street and at Seven Dials itself where the paving has been laid on vibrated sand and is heavily traffic

### Carriageways

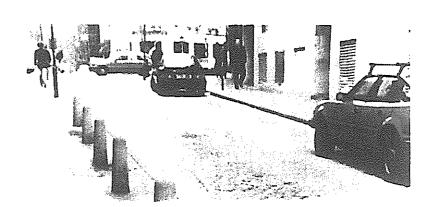
The vehicle surfaces are generally in black mastic finish with small unit concrete block paved areas as footways described above. Evidence suggests that the substructure of carriageways is poor throughout the area with minimum cover above redundant vaults in poor quality construction. This accounts for some unevenness and ponding in addition to other factors described above. The quality of road base is certainly not to normally accepted standards of civil engineering practice.

### Buildings

The building stock of the area is largely 19th. and early 20th. century with some fine earlier examples. The large number of listed buildings within the area are generally well maintained or have been restored or are undergoing refurbishment, cleaning and restoration. Redevelopment of the Thomas Neal's site, 22 Tower Street, the completed Comyn Ching triangle development and the new building at the Seven Dials junction of Earlham Street and Monmouth Street are high quality examples of thoughtful infill and improvement of the existing historic framework. It is perhaps regrettable that the scale of Seven Dials itself has been dominated by ever increasing height of ground to roof line.

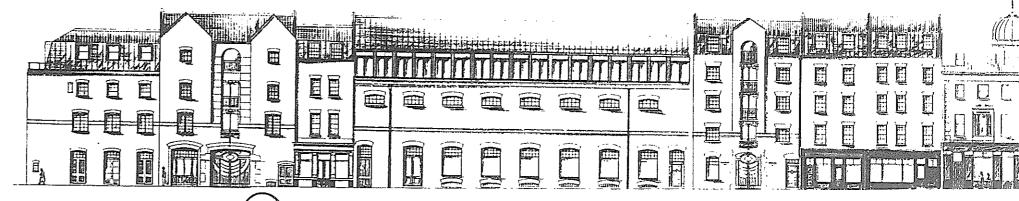
The current property market suggests that infill redevelopment is likely to be less attractive in the short term. The possibility of cost effective major refurbishment and restoration is therefore reduced although lower cost cleaning and redecoration should be encouraged.

The facade drawings analysis highlights some of the townscape and architectural problems posed by the area.









SEVEN DIALS

### DIALS





The condition and quality of street furniture is the poorest existing feature of the Seven Dials Area. Lamp columns are in need of repainting and maintenance, timber bollards are split and splintered and traffic signs and waiting restrictions are bent with missing plate signs and illumination due to vehicle damage.

In general, there are too many different designs, of a style and colour inappropriate to the conservation area. Above all there are too many items which are visually intrusive and physically obstructive, in particular bollards.

The following table shows the existing street furniture provision:

### BOLLARDS

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Timber Large 250 x 250 x 980 height (WOODSCAPE)

Timber Small 150 x 150 x 980 height "

Timber Circular 200 x 900 height (WOODSCAPE)

Concrete circular 160 x 750 height (MARSHALLS MONO)

Cast Iron tubular 180 x 180 (base) x 950 height (COMYN CHING)

Cast iron Doric 150 x 150 x 980 height (FURNITUBES)

Ductile steel/cast iron 275 x 150 x 980 height (BROXAP & CORBY)

Cast iron St. Martin's 250 x 250 x 980 height (not in production)

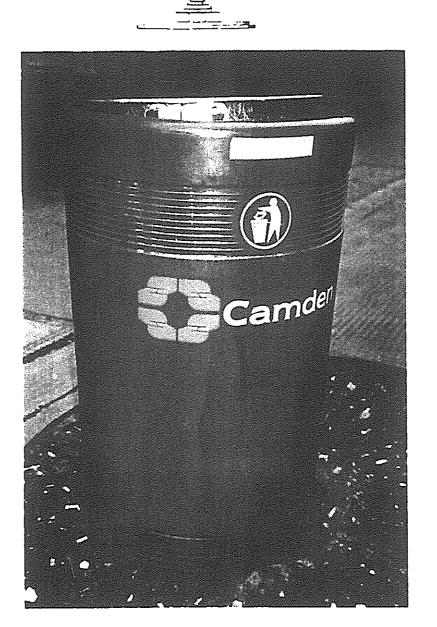
Concrete filled steel pipe 150 x 980 height (DLO)

Ductile steel tube 125 x 750 height (FURNITUBES)

Drop bollards galvanised 75 x 750 height (VARIOUS)

### LIGHTING

Bracket Arm down lantern 6 metre column
Bracket Arm down lantern 10 metre column
Lantern top 6 metre column
Lantern top 6 metre Windsor column/lantern
Short Parliament Square 6 metre column Grey Wornum lantern
Bracket drop and upstand lanterns to buildings (VARIOUS)
Bracket arm (D.W. WINDSOR) pendant lantern (wall fixed)



### BENCHES

Timber 500 x 2000 (WOODSCAPE)

### LITTER BINS

Green Cylindrical plastic (Rotational Mouldings) 500 x 900 Orange steel rectangular 600 x 900 (URBIS) Grey/brown glass reinforced plastic octagonal 600 x 900 (FURNITUBES) Timber slatted cylindrical 500 x 750 (FURNITUBES)

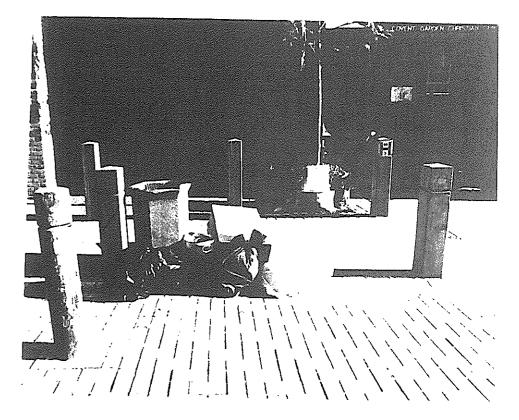
### GUARDRAIL

Galvanised square section with vertical rails 980 x 2000 metropanels (To British Standard) Timber post and top rail/gate 2000 panels (WOODSCAPE POSTS)

### TREE GRILLES

Cast iron fan pattern 1200 x 1200 (DORETHEA)

TRAFFIC WARNING/DIRECTION/WAITING & LOADING SIGNS Generally grey sleeved PVC with clipped plate and bracket arm illumination 125 x 2600 average (All to British Standard) Pedestrian direction signs in blue white (To British Standard)





DIALS-



### PROBLEMS WITH TRAFFIC

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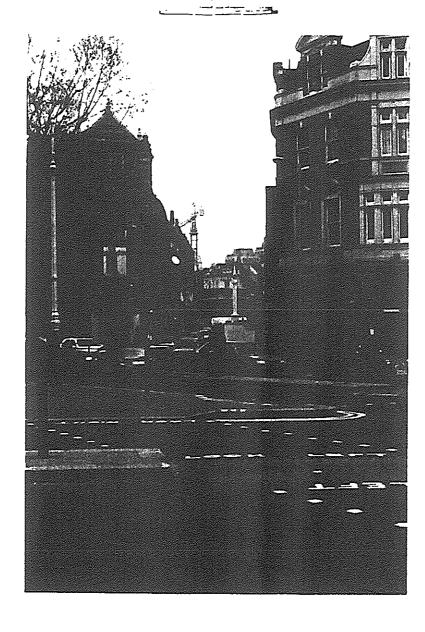
People feel strongly about traffic in the Seven Dials area as they do all over London. Unfortunately vehicle use is a highly complex subject and one view does not prevail.

Common sense and transportation experts suggest that pedestrian traffic (people walking) is one of the most cost effective and socially beneficial modes of transport. Retail and commercial interests have overwhelmingly accepted the financial advantages of rental and freehold value increases that an attractive vehicle-free area brings.

It seems logical therefore that in questions of conflicting needs the rights of the pedestrian should always be preferred to those of the vehicle bourn pedestrian (driver). However, the law, commercial organisations, the traffic regulation authorities as well as many local residents of any area will still disagree on the basis of "convenience", security and comfort.

These opposing views are evident in the attitudes of those using the Seven Dials area. In particular, full pedestrianisation of streets and spaces is an emotive issue. Restraint on access for business, residents parking and taxis is cited as bad for deliveries, customers, visitors and general operation of Seven Dials.

Converting spaces which were original laid out for the visual bustle and vitality, moving vehicles undeniably provide, is perceived by some as a transformation of a traditional London pursuit into a form of continental tourist trap. The very popularity of such a transformation example, nearby at the Piazza is thought undesirable due to the disturbance large numbers of visitors can create: noise, litter, dirt and public rowdiness and vandalism, in their wake also deter families and customers wishing to purchase quality goods, not tourist trinkets.



It is a pity that these aspects are so often analysed by Londoners as uncontrollable and inevitable consequences of giving streets over to people in place of vehicles, when the same Londoners enjoy the delights of Paris, Florence, Venice and Amsterdam.

Neal Street and the eastern section of Short's Gardens are seen by many as the worst of all worlds: an apparently pedestrianised zone, maintaining vehicle access at all times. It is thought that the confusion of who has precedence is heightened by the lack of kerbs, believed by many to be a universal signal of such priorities.

The alternative perspective argues that vehicle-free areas encourage large numbers of potential customers for shops, cuts down vehicle noise, dirt, pollution and intimidation, makes for more attractive spaces and better settings for fine buildings, reduces the cost of maintenance of wear and tear on structures and streets and in general increases the utilisation and appreciation of the fundamental assets of an historic area - the streetscape and people.

A balance between these views can be found, even in Seven Dials
The consultants have produced some thought-provoking
recommendations outlined in "A DESIGN STRATEGY" (see below)

To understand some of the traffic issues, sample vehicle and pedestrian counts were carried out in the Seven Dials Area.

### DIALS



### SURVEY DATA COLLECTION

The project formally commenced 28 August 1990, however some of the pedestrian and vehicle counts were carried out in advance to ensure observation of peak pressures during the tourist period, with good weather were recorded. In practice the weather remained fine for each of the successive counts in early September. Recount checks will be made during the project to record the inclement weather, seasonal effects on flows.

It should also be noted that the survey counts are merely "cordon counts" of entry only, at key locations and do not quantify origins, destinations, turning movements queue lengths or precise vehicle occupancy levels. However, some observation of such matters, together with on site appraisal has been taken into consideration in the evaluation of the results. Major traffic management recommendations would require more accurate and detailed survey, testing and modelling by traffic consultants.

Figures have been crosschecked with other comparable street types and against known published data from the former GLC and London Borough of Camden.

### SURVEY METHOD

The survey was carried out on two days in August 1990, Saturday 18th and Wednesday 22nd. The results were checked on a Saturday and Wednesday in early September. The number of pedestrians and vehicles entering the area via the 12 access points were counted over a ten minute period for four two hour periods:

9 - 10 am. Part of morning peak

12 - 2 pm. Lunchtime peak

5 - 7 pm. Early evening peak

9 - 11 pm. Late evening peak

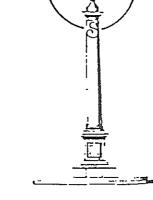
In addition pedestrian and traffic flows were sampled and records made of entry to Seven Dials Circus itself. Vehicle movements in seven classes were recorded:

- cars/light vans
- taxis

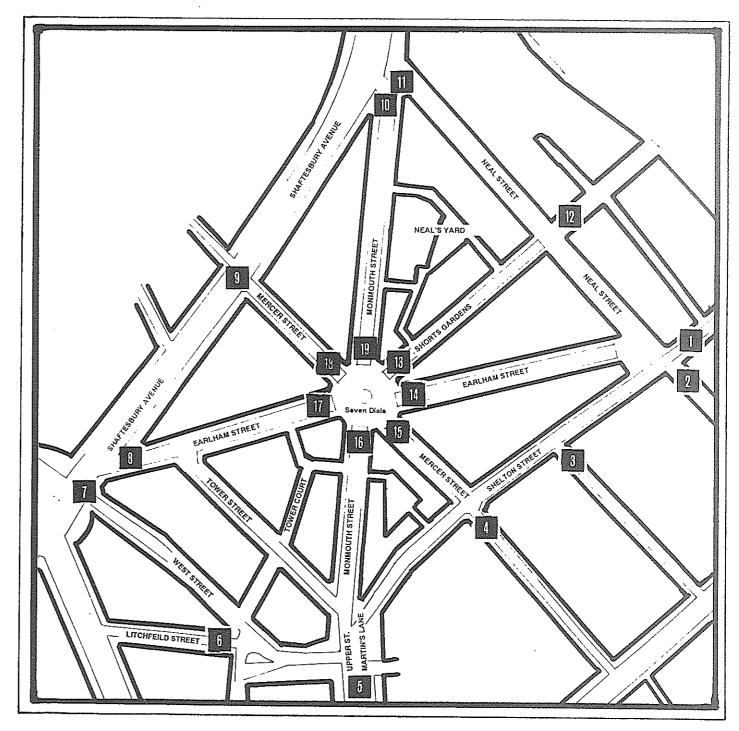
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- medium goods vehicles (2 axles)
- heavy goods vehicles (3 + axles)
- bicycles
- motorbikes
- emergency vehicles

Pedestrian flows were recorded on a male/female split, pedestrians over the age of 16 were counted. Notes where appropriate were made on broad characteristics of elderly, young, disabled and mobility disadvantaged groups.



### SURVEY ENTRY GATEWAYS





### SEVEN DIAI

### PEDESTRIAN COUNTS - SUMMARY OF RESULTS

### Maximum pedestrian flows

0

Over one third of all pedestrians entering the area come in from the southern end of NEAL STREET. During the early Saturday evening period - the busiest - this reaches a maximum of around 2,400 per hour. After Neal Street, the greatest flow into the area is via the northern end of Monmouth Street, although this street has only around 400 pedestrians per hour at its busiest: one sixth as many. Predictably the quietest time of day for pedestrians is the early morning, especially on Saturday. Males make up 56% of the total number of pedestrians, in sharp contrast with most shopping areas. As a preliminary estimate, nearly 61,000 pedestrians visit the area on Saturdays, between the hours of 8am. and 11pm.

Interestingly, throughout the week, a higher proportion of men were counted than women. On both weekdays and Saturdays, the peak in flow of pedestrians is in the early evening. This period will include some of the potential 2,200 audience at the area's three theatres (evening shows commence at 8.00 pm, weekdays and 5.00 and 8.30 pm on Saturdays).

Based on the counts conducted at the Monument itself, barely a third of people entering the area actually pass the Monument. Increasing this figure could prove to be the key to changing the public perception of the Seven Dials area.

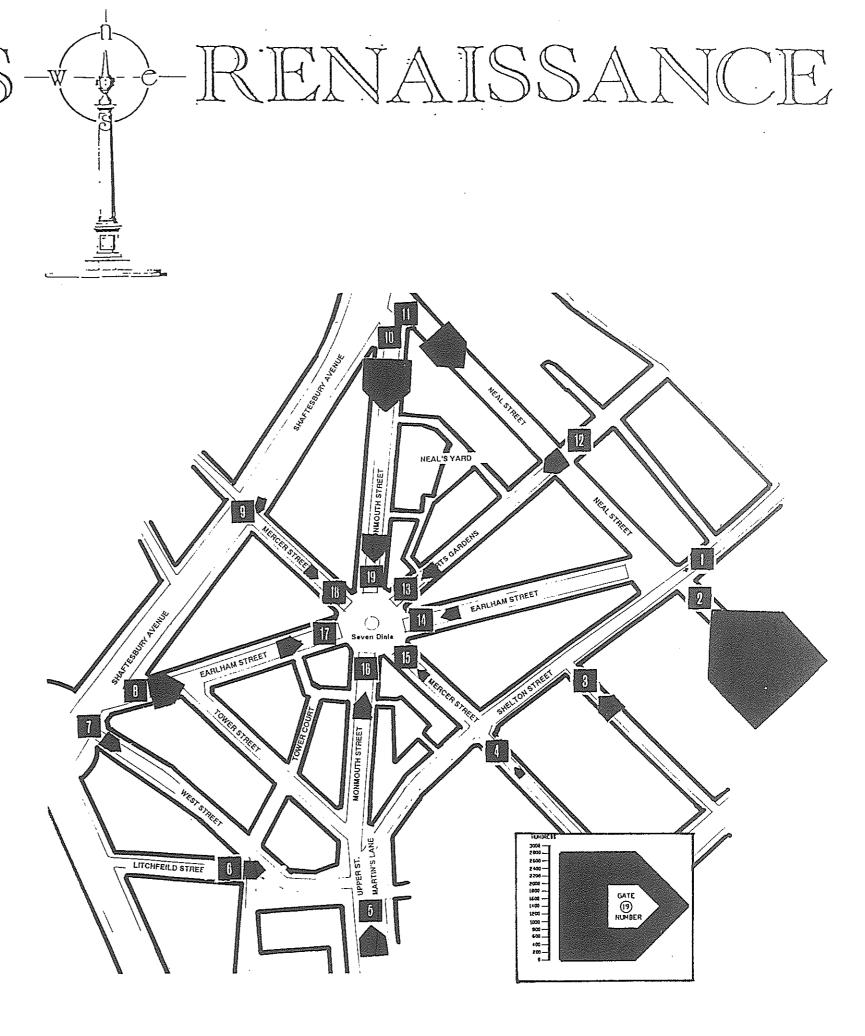
### **Pedestrian Patterns**

The high proportion of males, in contrast with most shopping areas is probably explained by the fact that the working population in the area is predominantly male: around half of pedestrians Mon-Frid appeared to be local workers (small random sample of 50). From similar random sample on Saturday only 5% worked locally and the predominance of males was still observed.

According to London Tourist Board information over 60% of overseas tourists (1986 figures) had visited or intended to visit Covent Garden. It is widely believed that well over 30% of all visitors to London made a shopping trip to Covent Garden (1986/7 figures). In a small random survey sample of visitors (50), overseas tourists were mainly sightseeing with only minor purchases in mind. Visitors from the London region were generally on specific clothes or speciality goods shopping trips as well as small purchases (in the range of 10-25 pounds) and eating and drinking.

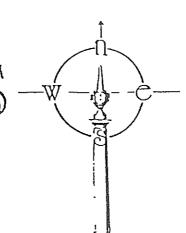
People appear to approach the area from several nodal West End landmarks: Leicester Square, Tottenham Court Road. Overseas visitors had already visited other tourist attractions and accepted walking to Covent Garden from Regent Street, Picadilly Circus, the British Museum and Oxford Street. Origins for overseas tourists and visitors included West End hotels and the hotel area around Russell Square. Overseas visitors had not heard of Seven Dials and in the random destination sampling around the area (Appendix IV) only local workers appeared to know where the area was and how to reach and recognise it.

Those visitors of all types at the Monument (small random survey found themselves within Seven Dials unwittingly. They were surprised at their discovery and would return.





### SEVEN DI



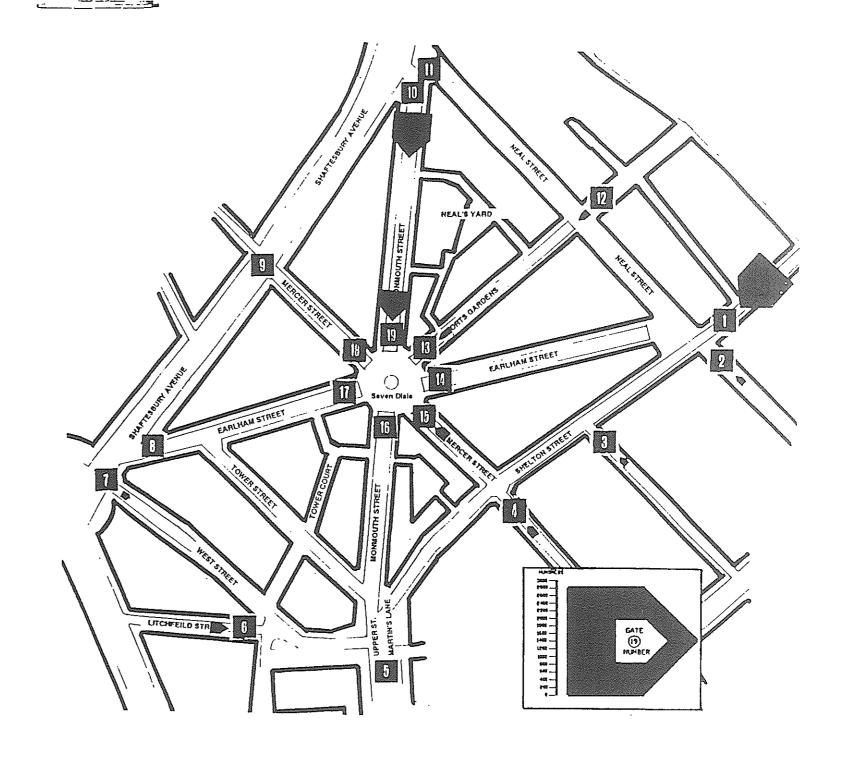
### RENAISSANCE

### Maximum vehicle flows

The heaviest traffic was observed during the early morning period on both Saturday and Wednesday on MONMOUTH STREET, with a maximum flow of over 700 vehicles per hour. This flow is higher than that compatible with a mixed street in a conservation area. SHELTON STREET carries in excess of 350 vehicles per hour for much of the day throughout the week and on Saturdays, and MONMOUTH STREET regularly has over 500 vehicles per hour, on the basis of the survey results. During the late night period, SHELTON STREET traffic remains steady, although it eases to around 325 vehicles per hour along MONMOUTH STREET.

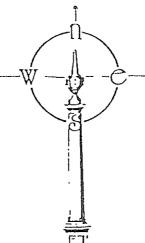
### Vehicle composition

In the whole area, the flow of medium goods vehicles is highest along NEAL STREET during the early morning period. No satistically significant number of heavy goods vehicles (3 axles) were observed at all during the counts or checks, although of course large pantechnicons are required periodically to deliver scenery and equipment to the three theatres in the study area. Taxis were most numerous during the morning and afternoon periods along MONMOUTH STREET, comprising one third of all traffic in the morning. Cycle flows along MONMOUTH and SHELTON STREETS were comparable throughout the day, although general vehicle flows were much higher along MONMOUTH STREET. Medium goods vehicles favour SHELTON STREET.









### RENAISSANCE

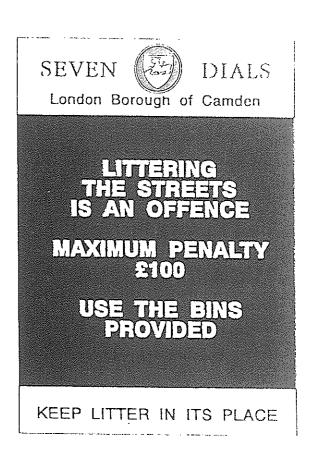
### **Rubbish Collection and Cleansing**

The problems of litter and cleansing in the intensively used areas of Covent Garden have become a matter of major public concern. The scale of the problem in this area is a result of a variety of factors:

- large volumes of pedestrians using streets for eating and drinking as well as movement.
- High proportion of shops and business premises where throw away packaging is inevitable.
- Mixed use including conventional residential rubbish disposal needs.
- High proportion of small business and sleep units without proper service bay or on-site rubbish storage and compaction.
- High proportion of street trading.
- Poor record of Local Authority presence and provision of facilities and services to deal with the volume of pedestrian generated and commercial rubbish and dirt.
- Casual attitudes of visitors concerning personal responsibility for litter.
- Uncoordinated initiatives by local private commercial organisations to manage litter and cleansing problem.
- A general lack of proper facilities, guidance and warnings.

Seven Dials has recently been provided with a large number of new freestanding green plastic litter bins. This initiative is a well intentioned but misdirected, attempt to resolve the problems of litter and will not solve commercial rubbish problems.





### SEVEN D



### RENAISSANCE

### **DESIGN STRATEGY**

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The design strategy has been produced after a detailed investigation of the history and fabric of Seven Dials. Any future traffic/building/street/management improvements or related activity planned for the area should at least review this information in order to maintain a co-ordinated approach.

This study is not intended to halt progress, ban modern design and ignore new technologies or practices which might benefit the area. Neither is it intended to turn back the clock and fossilize the area as a heritage museum.

The aim is to preserve and improve the most important features of the historic fabric of the area in a form that is practical and will ensure a viable future for Seven Dials.

In particular the proposals seek to improve the use and enjoyment by pedestrian users of the area, over the requirements of other highway users.

\*(Part of the consultants' team has considered a traffic management strategy, intended to resolve this conflict. It has no formal status and has not been adopted by the Seven Dials Charity Environmental Subcommittee. It does however provide some useful information and outline ideas together with the consultants recommended approach. It is included in this document in the belief that it may help to stimulate further debate concerning this most complex of environmental issues.)

Above all we wish to see the improvement of the appreciation of the unique street plan within the boarders of Shelton Street, Shaftesbury Avenue, Neal Street and West Street. This does not mean making every building, street and component identical in order to impose an artificial tidiness on diverse parts. What the strategy does aim to achieve is a consistent standard of high quality design and specification with materials and some designs which respect and draw inspiration from Seven Dials' past.

### These principles include:

- Retention of the 1690's street plan and the scale, fabric form and detail of the historic buildings and structures.
- Maintaining the variety of mixed use and a residential community.
- Efforts to reduce the dominance and impact of vehicle requirements and use in streets not designed for modern traffic levels.
- The adoption of appropriate forms and materials to give back a recognisable identity to the whole Seven Dials area.
- Use of a Seven Dials device based on the symbol of St. Giles Parish for identification of the major parts of the original Seven Dials area.
- Offering recommendations for further "listing" of buildings where appropriate.

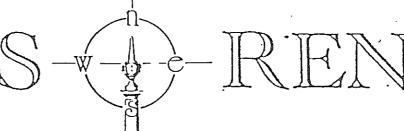
In general, recent building developments have respected some of these principles although certain buildings have been too high (at the Seven Dials Monument Circus), and many have inappropriate proportions, materials and detail. Most developments have maintained building lines and mixed use. Sympathetic developments have also respected the narrow frontages of the original building plots retaining a visual diversity.

The appearance of streets has not been so carefully considered in recent years and discordant forms and materials have been used for litter bins, bollards, signs, lamps and paving. Such items of streetscape were considered decorative as well as functional fixtures, from the 17th century to the Second World War. For example in Victorian times, elegant bollards, street lights and wall bracket lamps were used throughout the area.

The carpeting, furnishing and lighting of a street is as important to the character and use of an area as is the interior design of any public building. Building facades and detailing can also either contribute to the appearance of a street or undermine it. Everything in the public realm should be attractive, durable, low maintenance, practical for its purpose and have a design life appropriate to the area it adorns.

This report recommends an approach to street furnishing which draws on the quality and detail of the past in a co-ordinated approach. It seeks to reduce the impediment unnecessary obstacles in the street create for pedestrians and reduce the visual intrusion of clutter around attractive views and fine buildings.





RENAISSANCE

### **DESIGN PROPOSALS**

The proposals for restoration and improvement of buildings and the details for streets are described in detail in "SEVEN DIALS RENAISSANCE - The Environmental Handbook". This section expands on aspects of the proposals.

### Buildings

The Handbook proposals are self explanatory for those buildings identified in the descriptions. Specific proposals have not been made for many of the less distinctive buildings although the general principle of good quality design is stressed for the whole area.

Buildings considered worthy of addition to the "Statutory List" of buildings of architectural or historical importance in the Conservation Area:

No. 14 Earlham Street - F.W. Collins & Son, Ironmonger. Early 19th century shop front.

No. 43 Earlham Street - (G.V.) 1882 Former brewery building. (No. 41 already listed).

No. 48 Neal Street - (G.V.) Early 19th century. Good shop front. 4 storeys (Local List).

No. 50/52 Neal Street - (G.V.) No. 50 Early 19th century. 4 storeys, stock brick, mansard roof. No. 52 Early 19th century. 4 storeys, stock brick.

No. 68 Neal Street - (G.V.) Early 19th century. 4 storeys, stock brick. (Local List).

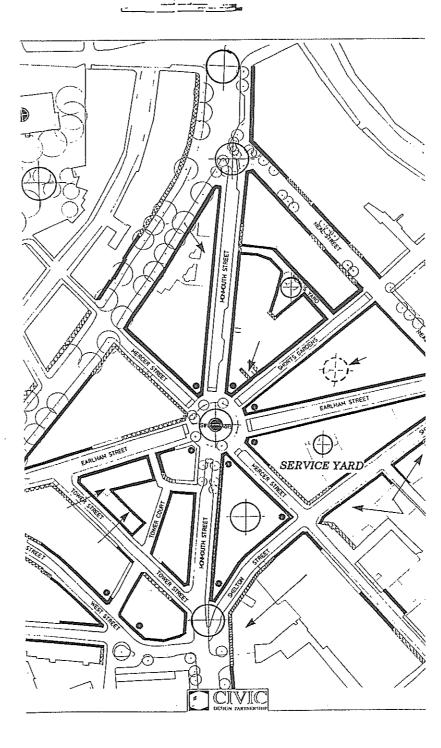
No. 190-204 Shaftesbury Avenue - c. 1845, symmetrical terrace, stock brick, stucco dressings.

The French Hospital, Shaftesbury Avenue - Designed 1899, by Thomas Verity.

31-33 Shelton Street (G.V.) - 19th century Brewery Building. Prominent corner site.

16-18 Shelton Street (G.V.) - 19th century Brewery Building. Unaltered with original iron windows and projecting crane.

The recreated Sundial Pillar, although new should also be considered.



Some reference has been made to "opportunity sites" beyond the immediate study area which will have an effect on the Seven Dials area. These include:

The area surrounding the south side of the St.Giles's Churchyard and its links north to the known improvement plan for Centrepoint and adjacent site to the south. The surface car park and vacant land here provide an opportunity for landscape and street improvements as part of any development proposals. In particular, the fine views to and from the Sundial Pillar and the Churchyard should be protected and enhanced. This should be a pleasant pedestrian route, linking through to the shopping streets of Oxford street/Tottenham Court Road, via any mixed use scheme south of Centrepoint. The Churchyard perimeter is also in need of some restoration and consideration should be given to the social problems associated with those sleeping rough in the grounds.

The impact of the Mercers' blocks 'C' and 'D' on the southern border of the on the Seven Dials Area will have a profound impact. These proposals should have incorporated traffic management measures for Langley Street, Mercer Street (south of Shelton Street) and Shelton Street itself. When the proposed mixed use development is completed it is likely that pressure will mount to improve the streetscene to ensure maximisation of visitors. One predictable consequence of this development and possible (City of Westminster) reappraisal of traffic management will be an increase in visitor pressure on the Seven Dials area. This will almost certainly lead to a need (on safety grounds) for widened footways on Shelton Street (with loss of deliver and parking space) and more pedestrians approaching Seven Dials Circus (and dispersing throughout the area) from the attractive Mercer Street route. This should give weight to the argument to limit vehicle use of Mercer street (north of Shelton Street/south of the circus) to access only up to 11.00 am.

### SEVEN DIALS

Sites within the area that are also considered as opportunities for improvement include:

The Earlham Street/Shelton Street/Mercer Street triangular block is a satisfactory mixed use building of great character and importance. The proposed impact of the Mercers developments described above, cannot fail to bring commercial pressure for reappraising its use and form. As with the Thomas Neal's development it would be regrettable if this involved major intensification of use bringing with it unacceptable traffic generation, inappropriate forms and design of retail accommodation, and any major changes to the preserved industrial character. The most likely change (and arguable improvement) would be the reduction in cill heights of ground floor frontages and new larger openings for display of goods.

One improvement should be investigated in any case: the rebuilding of bridge links (either replica or respectfully modern) between the former brewery blocks which would add considerable drama to the streetscene.

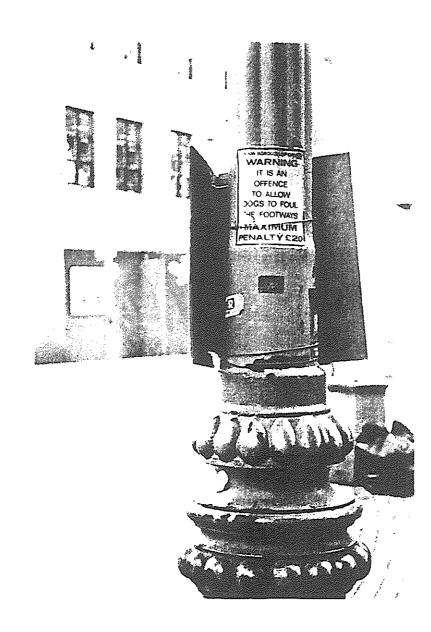
This would be worthwhile even if the Thomas Neal's and Mercers' developments are too inflexible to make use of the linkage.

The delightful rear service yard shared between the above block and the Cambridge Theatre fire escape, is our recommended site for a mini-recycling centre although it lends itself to a range of commercial uses. For example if ground or upper level frontages to the yard could be opened it would be suitable for outdoor (pedestrian only) eating and drinking. This assumes that access is only required for deliveries and that refuse containers can be adequately screened, serviced and managed.

At the Earlham Street end of the 22 Tower Street development a curious gap site has been left, presumably for daylighting reasons. It is a pity the continuity of the frontage above ground floor level is broken in this way.

A similar gap site has been created adjacent I, Short's Gardens where an unattractive flank wall has been exposed. Again the historic continuity of frontage has been broken, although the wall offers an opportunity for an architectural trompe l'oeuil mural or trellis relief.

Nottingham Court has the potential for a delightful pedestrian route, provided frontages can be opened up in an acceptable way. The rear yard of Nottingham House has considerable scope for landscape improvement which would be desirable, in any case and especially at ground level if pedestrian usage is intensified in the Court.



Dog fouling signs should be clear and attractive but ideally should co-ordinate with all public information that is column mounted

who will read these notices crudely applied to a decorative column.



### General Proposals for Streetscape Improvements

- All existing lamp column designs/colours could be over painted black next painting cycle from Camden's existing budget proves in But the crests and details would be beyond Camden's resource to authorise and maintain. The impact would be negligible and that open the study to public criticism.
- Some local replacement lamp fittings and columns, with more imaginative lighting quality and of a historically accurate design could be paid for from the limited private funds of the study. This approach may attract some additional sponsorship into restrict but again would be against Camden's desire for standard components, easier to maintain. Again the impact would be locally accurate fittings and other feature lighting scheme with historically accurate fittings and other feature lighting has more chance of graning major sponsorship, possibly with a fund for catering for Camebe concern over additional maintenance. The effect would be substantial even if only one pilot street as part of a long term strategy were immediately implemented.

This choice of approach depends on locally expressed desire/support for street improvements as much as it shows a funding.

## DIAILS-W-J---

### RENAISSANCE

### Common elements

Less street clutter - remove up to 5 long term broken plate sign posts and bollards. Remove some of the unnecessary bollard, post and guardrail locations. Re-site up to 10 litter bins, (ideally ground fixed). Remove 2 broken lamp columns and up to 6 where lighting can be achieved from building fixtures. Consider removal (and/or replacement with more appropriate species) of up to 6 street trees which are too close to buildings, vehicles, or other trees for satisfactory growth to maturity.

One standard paint colour scheme - black is an ideal co-ordinating and historically correct colour. With appropriate identification of graphics and features in gold on some forms it achieves dignity and quality. Timber bollards and GRP bins should be phased out but could be painted black in the interim. Green plastic bins should be banned.

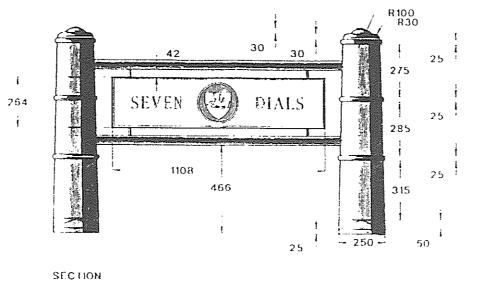
One standard type of bollard and litter bin based on cast iron or ductile steel for the bollard and cast iron or GRP for the bins painted black. The St. Giles "Cannon" form with graphic moulded in would be ideal in strength, size and appearance. For a casting order of several hundred the cost of making a purpose designed mould is probably economic. A cheaper alternative would be to specify a standard "Furnitubes" Cannon or similar with a screw fixed separate plate graphic. This form would also allow for eventual replacement of the 60 timber rails (where required) to co-ordinate. The Comyn Ching bollards could be an exception to this co-ordination principal if desired.

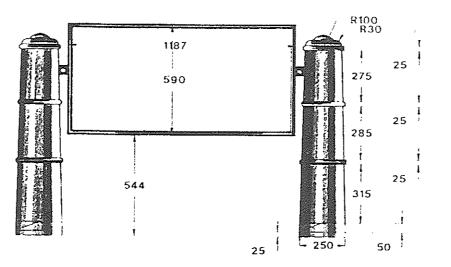
More direction signs - Should be fixed in combination with other essential co-ordinated street furniture or building fixed only, except at a focal point where a freestanding finger sign from cast iron column would be appropriate. 6 existing blue/white signs should be withdrawn and replaced and brown/white signs should be resisted. A comprehensive gateway signing plan is essential.

New area location finders - up to 10 "you are here" maps of Seven Dials in relationship to the West End would be desirable and could serve a range of information functions to supplement the direction signing proposals. The form of these requires careful consideration. Pavement mounted and building mounted may be preferable to freestanding structures which could add to clutter, however appropriately designed.

New local history panels - in combination with the above location finders.

New street nameplates - New signs include a Seven Dials/St. Giles corporate identity and a suitably discreet bottom line stating the former names of streets. Something to reinforce the history of the area





Better building, feature and highway lighting. Removing Limp columns from 8 vulnerable locations (narrow road footway) in favour of building fixtures offers possible savings in maintenance and removal of physical obstructions to pedestrians. Where appropriate traditional lamp columns with modified light some (Benny Ball Lighting Consultants to advise) should be used architecturally in pairs across streets. Building features should be illuminated, (without detracting from the atmospheric model or residential amenity), in addition to the Monument. There are plenty of candidates in each street.

Wider footways - apart from increasing effective width by tensor of unnecessary clutter (bollards, posts, lamp column of the real still some small scope for widening, at questionably coordinate cost. Only really achievable at the expense of parking or servicing space. Shared surface treatments would add to the perceived effective width but may be unpopular on safety to the ergrounds.

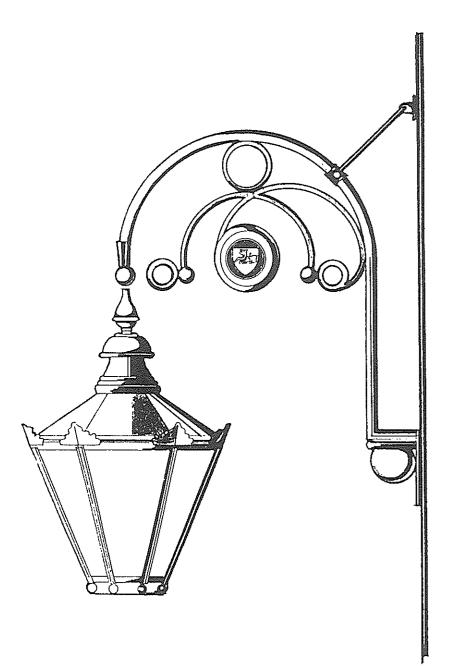
York stone courts and footways, Grande sett carringeways. The historically accurate use of these materials together with their durability and exceptional LOW cost over the design life of the material makes them the only long term choice. Clearly the capital cost is substantial and suggests a plin sed programme. A surviving traditional example of a cart track laying pattern (in a yard off Earlham Street) could be employed with some economies (in mixed materials) and functional and aesthetic benefits, particularly for cyclists. The existing concrete paviours on sand should be phased out.

New uses for lifeless sites/facades - This is entirely subject to Camden's planning policies. Facades on Shaftesbury Avenue, The hore Street, Mercer Street (north), Nottingham Court, Tower Court (south), Tower Street and West Street have been identified a moneed of visual interest and use. Some situations are perhaps candidates for the location finder/historical panels, some window cill heights could be lowered and new openings for display or entry could be made. Planting for planting's sake should be resisted with the possible exception of Seifert's building forecourt and service yard.

Reduce vehicle speeds and hazards - Monmouth Street Shufte fair: Avenue is a potential accident problem and a rumble strip speed table or road hump should be considered. There are a number of other locations where such devices might help such as Eartham Street/Shaftesbury Avenue and Upper St. Martins Lane Monmouth Street and of course Shelton Street. In particular a wide area crossing or extended speed table on the approach to the Shelton Street/Neal Street crossing should be discussed with the City of Westminster.

### SKETCH OPTION A - NO NEW TRAFFIC MANAGEMENT

Implement the common parts list of proposals with the expectation of long term adoption of The Environmental Handbook of street furniture, paving materials, and shop front improvements, facade cleaning and restoration, and new hanging signs.



### Traffic Management - streets and Spaces

One flaw in the attractiveness of the restoration of the Sundial Pillar at Seven Dials is its isolation at the centre of a traffic roundabout.

This circus, as has been described above, is unique in form and history and yet the traffic racing around it intimidates and deters those that might otherwise appreciate its splendour. How sad that it is not possible at present to walk the many fascinating permutations of diagonal desire lines at the circus, in safety.

The traffic management investigation and analysis prepared by Civic Design Partnership has identified a strategy which could balance the needs of vehicles and pedestrians and cater for the pressures anticipated for the Seven Dials area and bring improvements at the circus.

It has not been adopted by the Seven Dials Monument Charity and is included to stimulate debate. Although the strategy and individual Options are not recommendations to the London Borough of Camden Civic Design Partnership believes Option B4 (see following sheets) offers overwhelming advantages for the Seven Dials area.

### **OPTION B - SOME TRAFFIC MANAGEMENT**

Implement the common parts list of proposals and promote some additional safe areas for pedestrians and features which improve the "gateways" at the perimeter of the area and the central attraction of the Monument circus.

This can only be achieved by substantially interfering with a long established traffic pattern which would result in unpredictable consequences for adjacent road networks. The principal obstacle to be overcome is the London Borough of Camden's (and by implication City of Westminster's) adopted and approved through route of Monmouth Street. From consultations with Camden's highways representatives, it is known that the emergency services are also anxious to maintain this relief valve to the Cambridge Circus Shaftesbury Avenue junction queues. One line of approach might bear investigation, involving creation a possible dedicated left turning (southbound) lane at Cambridge Circus onto the under-utilised southbound Charing Cross Road. Carriageway widening and other measures would be required together with approval by Westminster.

Another possible line of approach would involve contra flows around the Monument in the form of physically separated loops. There are a range of at least four permutations which have been examined in outline for benefits and disbenefits. One assumption is that the fire brigades vehicle turning could be satisfactorily achieved. The loop principal itself, which offers some pedestrian safety benefits around, and towards the Monument, would be at the expense of some areas of previously widened footway adjacent frontages on the circus. Another disadvantage would be the need to provide clear physical segregation between vehicles and pedestrians as vehicles would be travelling in apparently illegal directions.

### **OPTION C - MAJOR TRAFFIC MANAGEMENT**

Implement the proposals from Option A and possibly Option B but seek to remove all through traffic and develop a management system to permit vehicles with a destination in Seven Dials, only. This would allow a pedestrian domination for substantial parts of the day throughout the area, particularly at the Monument and in parts of Shelton Street.

It is the long term logical development of the former GLC's "loop" plan for traffic restraint (although Monmouth Street was required as a through route under the Action Area Plan)

This option assumes that one day traffic congestion in Central London will be dealt with in as yet unknown ways and that capacity on Shaftesbury Avenue and Long Acre is sufficient to take through traffic. Alternatively, traffic diversion by congestion will mean new rat runs are established beyond the Seven Dials Area.

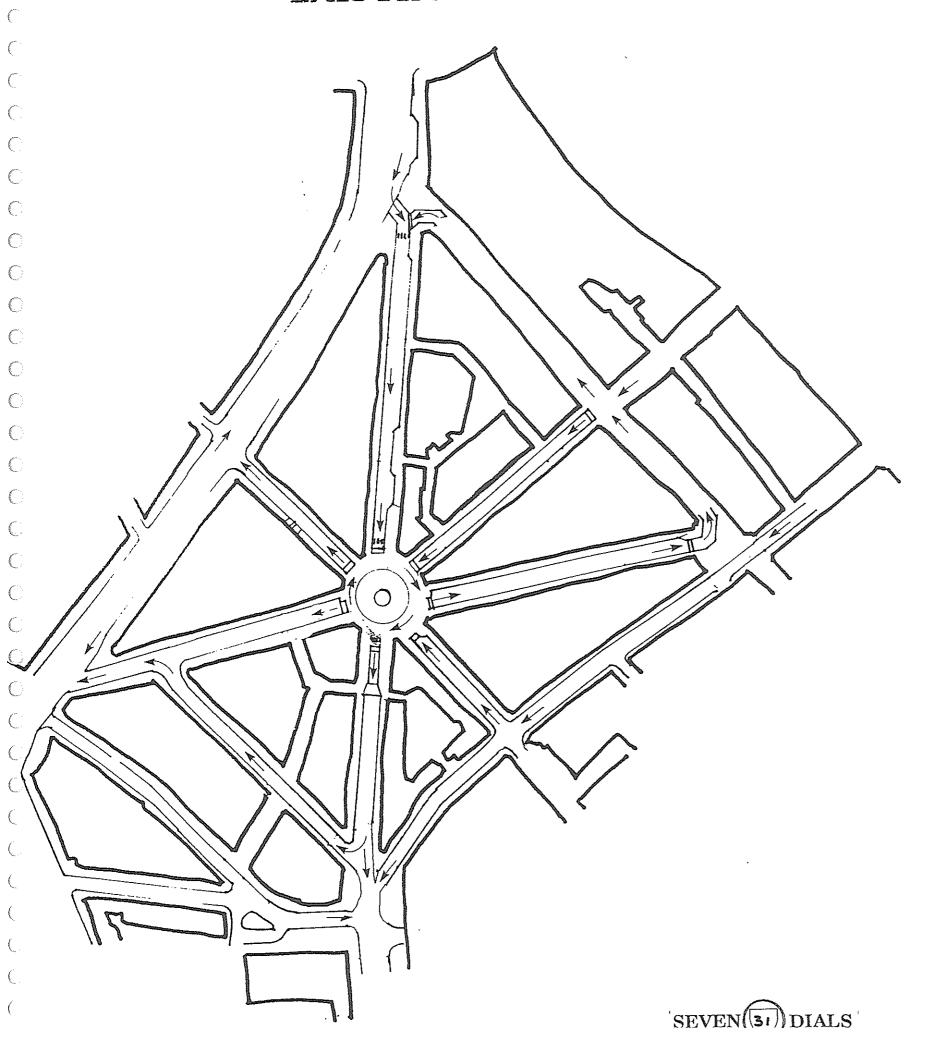
The other assumption is that a properly enforceable managed system could be established. This would require considerable resources from the Camden as the only solution would be remotely operated physical barriers, under 24 hour video surveillance and ideally, on-site supervision and management.

Clearly this Option can only be progressed in the light of major traffic consultancy survey and analysis.

All these outline options are discussed on the following sheets.



### EXISTING TRAFFIC MANAGEMENT SYSTEM



Note: The existing traffic management system would benefit from the proposed improvements at the Cambridge Circus/Charing Cross Road south junction common to all variations of Options A, B, and C.

#### General Advantages of Existing System

Routes, layout and most turning movements for through traffic and access/service traffic have been in operation for over five years and have become familiar and accepted. Flexibility of entry and escape exists by maintaining the monument as a roundabout. One way working complex but largely effective at traffic restraint.

#### General Disadvantages

Through traffic rat-running through Monmouth Street is potentially dangerous and tends to segregates the east and west of the area. The monument roundabout poses a potential accident risk, if pedestrian flows increase as predicted and increased attractions and distractions are developed. Generally too easy for circulating traffic and visitor parking to conflict with the needs of residents, pedestrians, deliveries, emergency vehicles and the operation of a safe and viable market in Earlham Street

BENEFITS M	INOR	MAJOR	EXCELLENT
TAXIS		✓	
CAR USERS		✓	
L.G VEHICLES		1	
CYCLE/M.CYCLES	✓		
EMERGENCY V.		/	
CLEANSING SERV.		/	
PEDESTRIANS	✓		
RESIDENTS	✓		
BUSINESSES		✓	
PHYSICAL/VISUAL IMPROVEMENT	1		
IMPLEMENTATION	1		

### General Advantages of Existing System

#### **VEHICLE USERS**

#### Taxis - advantages

Advantages familiar quick route through Seven Dials avoiding congestion at Cambridge Circus, and Charing cross road (south). Good scope for pick-up points at monument roundabout and flexibility of entry and escape.

#### Taxis - disadvantages

Relatively complex system and escape from south to north via Mercer Street only. Not particularly good area for casual trade except at theatre times, especially at monument. Not easy to stop without obstructing other rat-running or circulating vehicles.

#### Car Users - advantages

As for taxis.

#### Car Users - disadvantages

As for taxis. For residents and visitor parking not particularly good provision or circulating system. Vulnerable to obstruction by other vehicles and potential conflicts with pedestrians. Priorities unclear in shared surface areas.

#### Large goods vehicles - advantages

Familiar routes although a number of tight turns and complex circulation system. Large goods vehicles - disadvantages

As for taxis and car users. Conflicts with pedestrians and bollards at tight junctions. Priorities unclear in shared surface sections of Neal street and Shorts gardens.

#### Cyclists/Motorbikes - advantages

As for taxis and car users. Relatively low vehicle usage by other classes reduces risk of conflict. Generally level paved surfaces.

#### Cyclists/Motorbikes - disadvantages

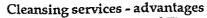
As for taxis and car users. High risk around monument and using Monmouth Street. No cycle stand provision, adequate local motorbike parking bays.

#### Emergency vehicles - advantages

As for taxis, car users and goods vehicles.

#### Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances slightly restricted in turning movements at monument. Police enforcement of parking restrictions and restrictions on access complex.



As for goods vehicles and Fire appliances.

#### Cleansing services - disadvantages

As for large vehicles. Recent provision of many litter bins will involve many stops, potentially causing obstruction of narrow routes. No co-ordinated pick-up points for bulk collections due to inadequate footway space.

#### PEDESTRIANS - advantages

Neal Street and Shorts Gardens appear to give some pedestrian domination over vehicles due to layout, materials and shared surface treatment. Some local pavement widening and buildouts. Some protected space by bollards and bollard and rails.

#### PEDESTRIANS - disadvantages

Confusing layout at monument of crossing priorities. Possible conflicts with all vehicle classes. Noise, disturbance fear and intimidation of Monmouth Street through traffic at speed. Generally narrow footways and close-parked vehicles, limit accessibility for all classes of pedestrians, particularly mobility disadvantaged groups. Generally insufficient safe waiting and watching space, particularly at monument.

#### **RESIDENTS** - advantages

As for pedestrians. Residents and meter parking located in most streets. Relatively quiet undiscovered area by casual visitors/groups. Relatively few food and drink establishments to attract noisy customers. Outdoor tables and chairs areas and benches, restricted to Neal Street.

#### **RESIDENTS** - disadvantages

As for vehicle users. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earlham Street east and Mercer Street south since the reinstatement of the monument and more visitors at the monument. Visitor and circulating traffic nuisance due to variety of circulating routes offered by the monument roundabout.

#### **BUSINESSES** - advantages

As above all groups.

#### **BUSINESSES** - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument. Expectations of higher rents and future development activity. Relatively poor visitor/customer parking provision and difficulties in orientation.

#### PHYSICAL/VISUAL IMPROVEMENTS - advantages

Dramatic improvement to the attraction of the area with the monument and circus reinstatement, Neal's Yard, Neal Street and the future Thomas Neale's and probable Mercers' developments.#

#### PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to explain roundabout function and safe crossing points. Too much use of bollards, trees etc. to suggest vehicle and pedestrian priorities or dominance.

#### IMPLEMENTATION OF IMPROVEMENTS advantages#

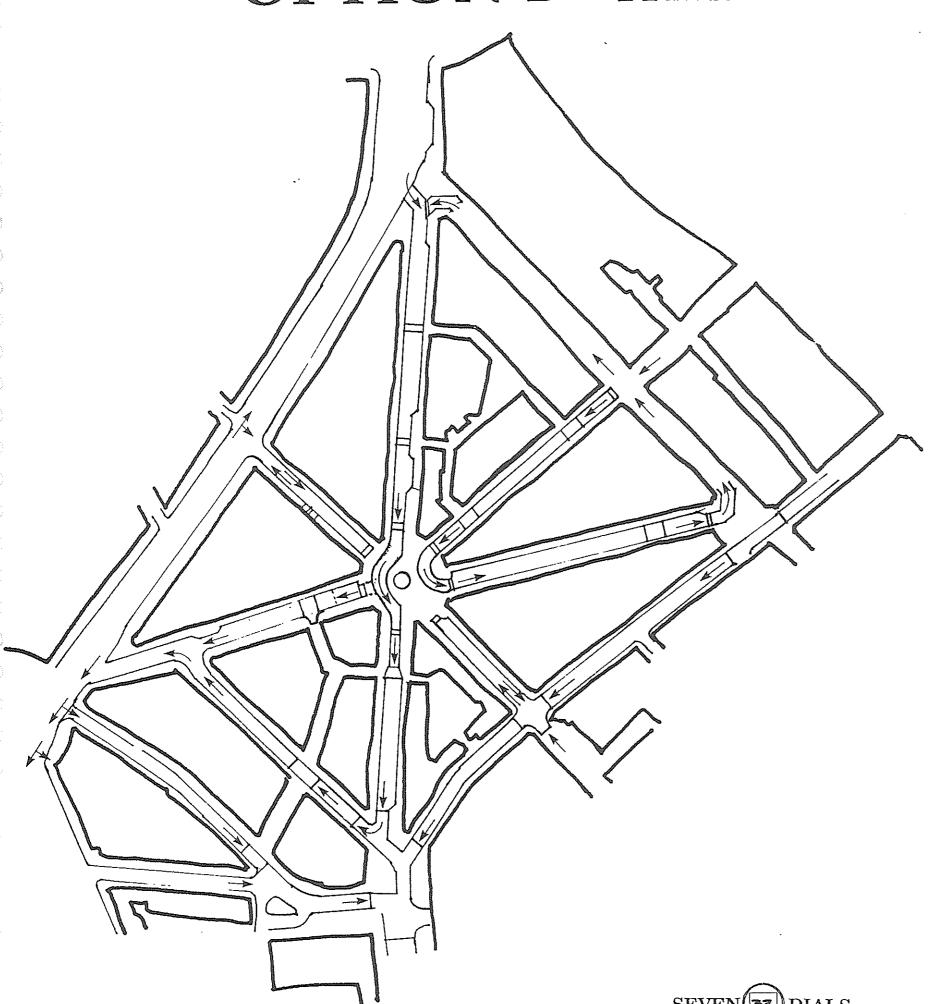
Improvements to date have been progressed incrementally when funds were available. No radical changes to vehicular usage requiring traffic orders or statutory consultations.

#### IMPLEMENTATION - disadvantages

Rather piecemeal approach concentrating improvements at one dominating retail area. Encourages redevelopment of remaining undervalued areas without planned improvements. No strategy for reduction of through traffic by traffic management requiring traffic



### OPTION B - TRAFFIC MANAGEMENT



#### **OPTION B - VARIATIONS**

Note: All variations on Option B assume the left turn lane capacity improvements at the Cambridge Circus/Charing Cross Road south junction.

#### Option B1 - Maintain Monmouth Street (N to S)

#### General Advantages

No change to accepted routes and most turning movements for through traffic and access/service traffic. Gains of pedestrian only space at monument and at ends of Mercer Street (N and S). Reduction in vehicle confusion and pedestrian risk at monument if physical segregation clear.

#### General Disadvantages

Cul-de-sacs at Mercer Street (N and S) difficult for large vehicles to manoeuvre and turn. Possible illegal parking at ends. Slightly worse for access in Mercer Street. Non-symmetrical physical segregation at monument circus visually confusing.

BENEFITS	MINOR	MAJOR	EXCELLENT
TAXIS		✓	
CAR USERS		<b>✓</b>	
L.G VEHICLES	✓		
CYCLE/M.CYCL	ES	✓	
EMERGENCY V.	<b>✓</b>		
CLEANSING SE	RV. 🗸		
PEDESTRIANS		✓	.,,,,
RESIDENTS	1		
BUSINESSES		1	
PHYSICAL/VISI		`	
IMPLEMENTAT	TION	1	

### Option B1

### - Maintain Monmouth Street (N to S)

#### VEHICLE USERS

#### Taxis - advantages

Maintains familiar routes and general access arrangements. Reduces delay and waiting time at monument. All routes dedicated without give-way requirements. Additional pedestrians gathering at monument for pick-up.

#### Taxis - disadvantages

Removal of one through access route (Mercer Street south). Route across circus vulnerable to breakdowns and illegally parked vehicles.

#### Car Users - advantages

As for taxis.

#### Car Users - disadvantages

As for taxis. For residents and visitor parking in Mercer Street, worsens manoeuvring conditions in Mercer Street cul-de-sacs.

#### Large goods vehicles - advantages

Maintains familiar routes, reduces delays at monument.

#### Large goods vehicles - disadvantages

As for taxis and car users. Maintains most tight turns and reduces margins for error at monument. Reduces number of escape through routes (Shorts gardens to Mercer Street north, Monmouth Street to Mercer Street north).

#### Cyclists/Motorbikes - advantages

As for taxis and car users. Less risk of conflict with other vehicles turning at monument. Opportunities for illegal, safe movements at monument. Space for cycle stands at monument.

#### Cyclists/Motorbikes - disadvantages

As for taxis and car users.

#### Emergency vehicles - advantages

As for taxis, car users and goods vehicles.

#### Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances more restricted in turning movements at monument and Mercer Street north and south). Bollards may need removal in emergency at theatre. Increase for police enforcement of parking restrictions and cycle/motorbike movements at monument.



#### Cleansing services - advantages

As for goods vehicles/Fire appliances. Some possibilities of improved collection pick-up points on single dedicated route system from Shorts Gardens to Cambridge Circus. (Excluding Mercer Street/Earlham Street west - Tower Street to monument sections.) Some scope for locating bulk containers for co-ordinated collection. Cleansing services - disadvantages

As for large vehicles. As described above some exclusions to single routing and insufficient unobstructed stopping points for collection.

#### PEDESTRIANS - advantages

More vehicle free space at monument and ends of Mercer Street. Safe diagonal movement on Monmouth Street (north and south) and to Shorts Gardens/Earlham Street (west) from Monmouth Street south. Maintains familiar vehicle route directions and with proper segregation at monument improves priorities.

#### PEDESTRIANS - disadvantages

Visually confusing layout at monument. Possible conflicts with illegal cycle/motorbike movements. Maintains physical severance of Monmouth Street to pedestrians moving along the Earlham Street east and west diagonal. Probable slight increase in circulating traffic through Earlham street east and Neal Street.

#### **RESIDENTS** - advantages

As for pedestrians. Possible slight reduction in visitor circulating vehicle traffic noise and disturbance.

#### **RESIDENTS** - disadvantages

As for vehicle users. Slightly less flexible circulating system for residents seeking parking space due to loss of turns at monument. Possible increase in noise and disturbance due to increased visitors gathering at monument, adjacent The Crown and the Theatre. Likely change of use applications at monument circus from retail to food/drink at Comyn Ching apex. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earlham Street east and Mercer Street south.

#### **BUSINESSES** - advantages

As above all groups. General increase in visitor attraction of all areas east of Monmouth Street diagonal and monument generally. Commercial use changes with likely increases in profitability of properties with expanded pedestrian only forecourts. BUSINESSES - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument.

#### PHYSICAL/VISUAL IMPROVEMENTS - advantages

Improvement to the attraction of the monument circus with space for pedestrians to approach the monument and cross easily. Reduction in traffic signage clutter due to dedicated routes. (Less give way, no entry, no right turn etc. signs.) Improvement of Mercer Street (north and south) entry points due to reduction in through traffic use. PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to enforce safe physical segregation of vehicles and pedestrians. Loss of some circular symmetry.

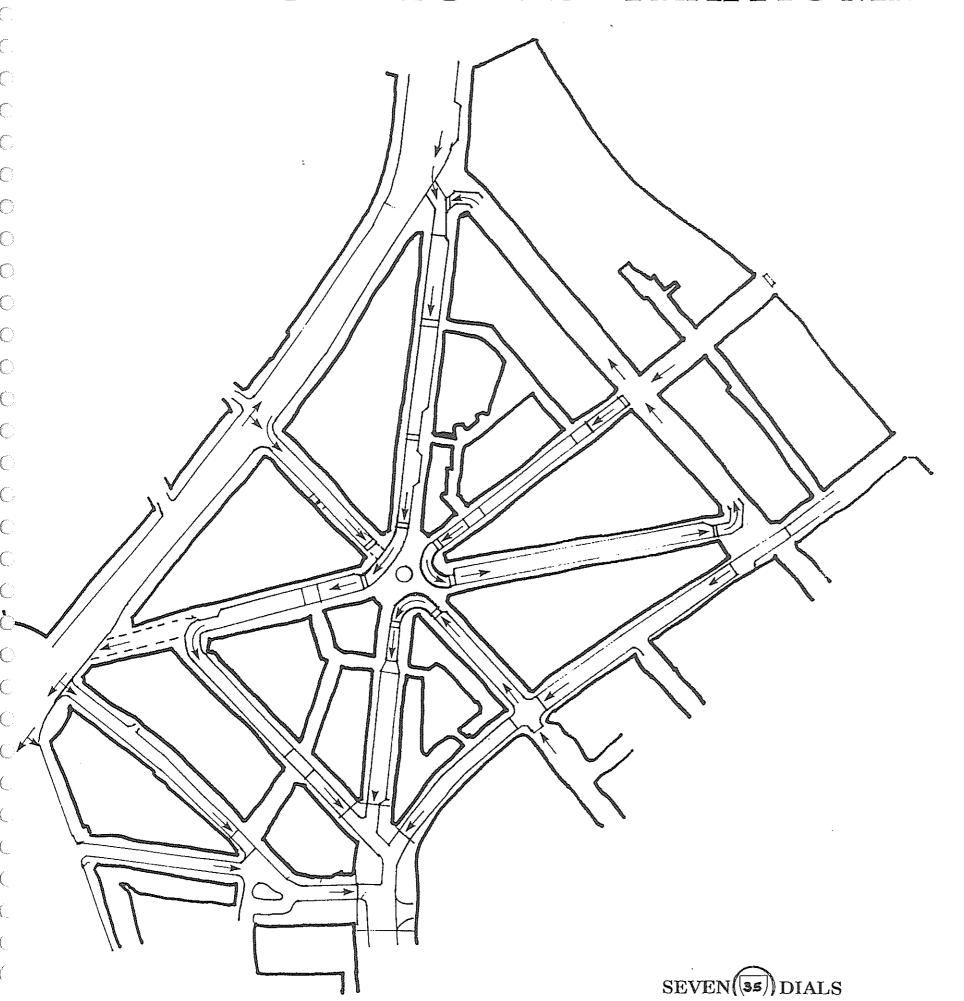
#### IMPLEMENTATION - advantages

Significant gains can be made with major changes confined to monument circus area. Traffic order changes to convert Mercer Street (north and south) to two way cul-de-sacs and possible relocation of some parking bays. Could be tested out with temporary materials (timber bulks and crash barriers) as an experimental system, immediately. In semipermanent materials, using socketted, drop in bollards at circus, can be modified to alternative schemes at a later date.

#### **IMPLEMENTATION** - disadvantages

Difficult to win support in consultation as advantages modest compared with the continuance of disturbance from through traffic on Monmouth Street.

### OPTION B-TRAFFIC MANAGEMENT



#### **OPTION B - VARIATIONS**

Note; All variations on Option B assume the left turn lane capacity improvements at Cambridge Circus/Charing Cross Road south junction.

#### Option B2 - Maintain Monmouth Street (north to monument)

#### General Advantages

Modest changes to accepted routes and turning movements for through traffic and access/service traffic. Assumes the practicality of using Tower Street (via Earlham Street west) given the improvements to Cambridge Circus. Gains of pedestrian only space around monument and at end of Mercer Street north. Reduction in vehicle confusion and pedestrian risk at monument if physical segregation clear.

#### General Disadvantages

Slight increase on through vehicle traffic using Earlham Street west/Tower Street, avoiding congestion at Cambridge Circus. Possible cul-de-sac at Mercer Street north difficult for large vehicles to manoeuvre and turn. Possible illegal parking at end Slightly worse for access in Mercer Street. Non-symmetrical physical segregation at monument circus visually confusing.

BENEFITS	MINOR	MAJOR	EXCELLENT
TAXIS		✓	
CAR USERS		✓	
L.G VEHICLES		✓	
CYCLE/M.CYC	LES	<u> </u>	
EMERGENCY V	•	✓	
CLEANSING SE	RV. ✓		
PEDESTRIANS			✓
RESIDENTS	✓		
BUSINESSES		✓	
PHYSICAL/VIS IMPROVEMEN		✓	
IMPLEMENTA	TION	1	

### Option B2

### - Maintain Monmouth Street (N to monument)

#### **VEHICLE USERS**

( .

Taxis - advantages

Maintains most familiar routes and general access arrangements. Reduces delay and waiting time at monument. All routes dedicated without give-way requirements. Additional pedestrians gathering at monument for pick-up/set down.

Taxis - disadvantages

Route across circus vulnerable to breakdowns and illegally parked vehicles. Slightly more tortuous route south of monument.

Car Users - advantages

As for taxis.

Car Users - disadvantages

As for taxis. For residents and visitor parking in Mercer Street north, worsens manoeuvring conditions if Mercer Street cul-de-saced.

Large goods vehicles - advantages

Maintains fam.iliar routes, reduces delays at monument. Improves turning difficulties at monument with gentler radii.

Large goods veilucles - disadvantages

As for taxis and car users. Maintains existing tight turns adding one at Tower Street/Earlham Street west junction. Reduces number of escape through routes (Shorts gardens to Mercer Street north, Monmouth Street to Mercer Street north).

Cyclists/Motorbikes - advantages

As for taxis and car users. Less risk of conflict with other vehicles turning at monument. Opportunities for illegal, safe movements at monument. Space for cycle stands at monument.

Cyclists/Motorbikes - disadvantages

As for taxis and car users.

Emergency vehicles - advantages

As for taxis, car users and goods vehicles.

Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances more restricted in turning movements at monument and Mercer Street north and south). Bollards may need removal in emergency at theatre. Increase for police enforcement of parking restrictions and cycle/motorbike movements at monument.

Cleansing services - advantages

As for large vehicles, Fire appliances. Familiar dedicated route. More space to locate bulk containers for co-ordinated pick-up.

Cleansing services - disadvantages

As for large vehicles. Some exceptions to single route system.

PEDESTRIANS - advantages

Significantly more vehicle free space at monument and end of Mercer Street north. Safe diagonal movements on Monmouth Street (north and south) and Earlham Street (east and west) and Shorts Gardens/Earlham Street (west)/Mercer Street south. Maintains most vehicle route directions and with proper segregation at monument improves priorities. PEDESTRIANS - disadvantages

Visually confusing layout at monument. Possible conflicts with illegal cycle/motorbike movements. Although achieving diagonal movement aims, retains physical severance of desire line between Thomas Neale's attraction and monument attraction. Probable slight increase in circulating traffic through Earlham street east and Neal Street.

#### **RESIDENTS** - advantages

As for pedestrians. Some gains in reduction of vehicle noise and disturbance on Monmouth Street south. Possible slight reduction in visitor circulating vehicle traffic noise and disturbance.

**RESIDENTS** - disadvantages

Possible increase in traffic noise and disturbance on Earlham Street west and Tower Street although vehicle speeds kept low due to turns. As for vehicle users. Slightly less flexible circulating system for residents seeking parking space due to loss of turns at monument. Possible increase in noise and disturbance due to increased visitors gathering at monument, adjacent The Crown, the Theatre and hairdresser. Likely change of use applications at monument circus from retail to food/drink in place of hairdresser. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earlham Street east and west.

#### **BUSINESSES** - advantages

As above all groups. General increase in visitor attraction of all areas south and east of the "new" through route and monument generally. Commercial use changes with likely increases in profitability of properties with expanded pedestrian only forecourts. Possibility of "gateway" pedestrianisation of western end of Earlham Street west BUSINESSES - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument and improved market. Traffic increase in section of Earlham Street west would prevent safe retention of existing stall pitches. Reduction in ease of service access movements and kerb space if sections pedestrianised or cul-de-saced.

#### PHYSICAL/VISUAL IMPROVEMENTS - advantages

Improvement to the attraction of the monument circus and Earlham Street market "gateway". Space for pedestrians to approach the monument and cross on all major desire lines, easily. Reduction in traffic signage clutter due to dedicated routes. (Less give way, no entry, no right turn etc. signs.) Some long term benefit in improvement of Mercer Street north entry point as a route to St. Giles churchyard and other future attractions north.

#### PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to enforce safe physical segregation of vehicles and pedestrians. Loss of some circular symmetry.

#### IMPLEMENTATION - advantages

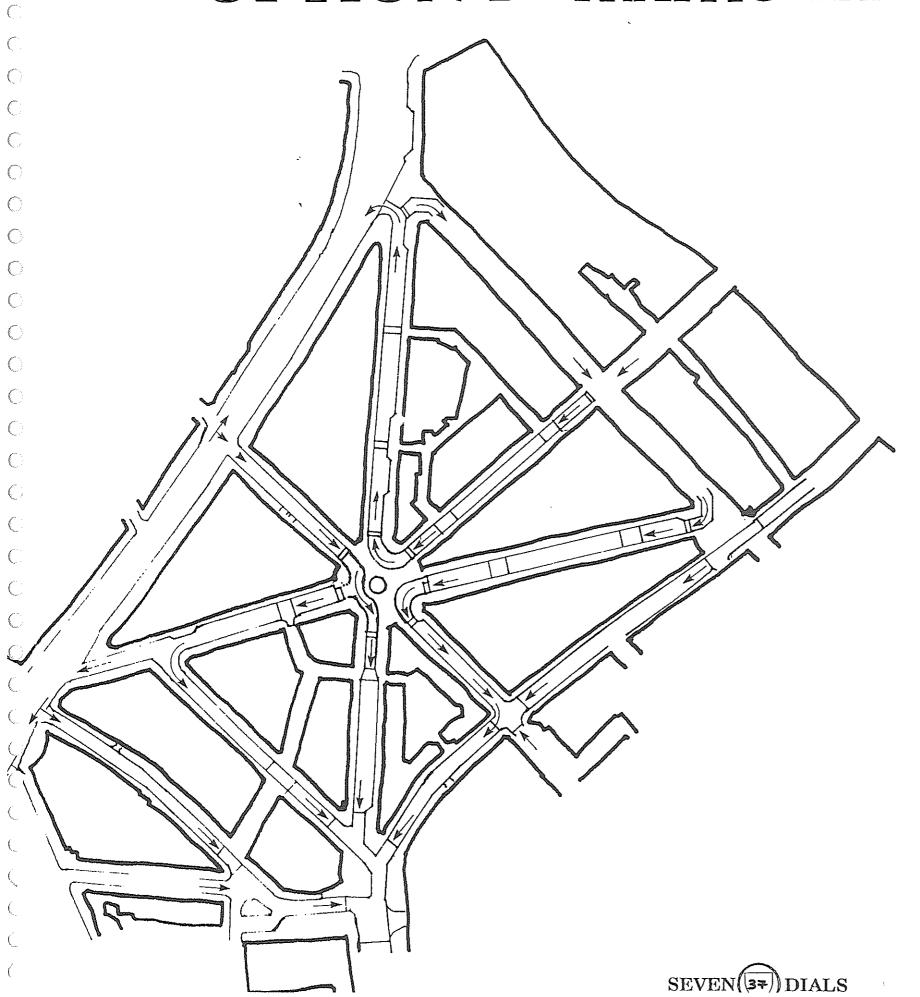
Significant gains can be made with major changes confined to monument circus area. Traffic order changes to convert Mercer Street north to reverse one-way or to two way cul-de-sac. Orders required for some possible relocation of parking bays. Traffic order changes for pedestrianisation of market gateway and reversal of Tower Street. Could be tested out with temporary materials (timber bulks and crash barriers) as an experimental system, immediately. In semipermanent materials, using socketted, drop in bollards at circus, can be modified to alternative schemes at a later date.

IMPLEMENTATION - disadvantages

Need to win support of market traders to relocate in new compact layout. Continued disturbance from through traffic on Monmouth Street and new traffic on Earlham Street may be considered unacceptable against gains. The main gains will be at the monument circus and to the improved profile of the market.



### OPTION B - TRAFFIC MANAGEMENT



#### **OPTION B - VARIATIONS**

Note; All variations on Option B assume the left turn lane capacity improvements at Cambridge Circus/Charing Cross Road south junction.

#### Option B3 - Maintain Monmouth Street (south of monument)

#### General Advantages

Significant changes to some accepted routes and turning movements for through traffic and access/service traffic. Assumes the practicality of using Mercer Street north, given the improvements to Cambridge Circus. Some small gains of pedestrian only space around monument and adjacent the apex of Thomas Neale's/Comyn Ching. Some reduction in vehicle confusion and pedestrian risk at monument if physical segregation clear.

#### General Disadvantages

New through vehicle traffic using Mercer Street north. The through traffic route maintains east west vehicle severance. Difficult for large vehicles to manoeuvre and turn. Assumes practicality of reversing one way operation in many streets. Access from Mercer Street south requires a tight turn onto Shelton Street. Non-symmetrical physical segregation at monument circus visually very complex.

BENEFITS	MINOR	MAJOR	EXCELLENT
TAXIS			1
CAR USERS			<b>✓</b>
L.G VEHICLES		✓	
CYCLE/M.CYCLES	5		✓
EMERGENCY V.	✓		
CLEANSING SERV	7. ✓		
PEDESTRIANS	<b>✓</b>		
RESIDENTS	✓		
BUSINESSES	1		
PHYSICAL/VISUA IMPROVEMENT	AL ✓		·
IMPLEMENTATIO	N 🗸		

### Option B3

### - Maintain Monmouth Street (S of monument)

#### **VEHICLE USERS**

#### Taxis - advantages

Maintains through route on a short length (assuming improvements at Cambridge Circus are effective). Reduces delay and waiting time at monument. All routes dedicated without give-way requirements. Additional pedestrians gathering at monument for pick-up/set down. Choice of drop-offs for the hotel with choice of escape routes. Taxis - disadvantages

Route across circus vulnerable to breakdowns and illegally parked vehicles. Queues back from Cambridge Circus could add to delays; alternative through Shorts Gardens is tortuous and could conflict with pedestrians in Neal Street.

#### Car Users - advantages

As for taxis.

#### Car Users - disadvantages

As for taxis. Residents and visitor parking in Mercer Street north might require relocation to allow for capacity.

#### Large goods vehicles - advantages

Reduced delays at monument. Possibly improved through route at monument with gentler radii. Slightly improved choice of escape routes.

#### Large goods vehicles - disadvantages

As for taxis and car users. Maintains existing tight turns adding Shaftesbury Avenue/Mercer Street north, Tower Street/Earlham Street west, Mercer Street south/Earlham Street east, Mercer Street south/Shelton Street and Monmouth Street north/Shaftesbury Avenue junctions.

#### Cyclists/Motorbikes - advantages

As for taxis and car users. Less risk of conflict with other vehicles turning at monument. Opportunities for illegal, safe movements at monument. Some space for cycle stands at monument.

Cyclists/Motorbikes - disadvantages

As for taxis and car users.

#### Emergency vehicles - advantages

As for taxis, car users and goods vehicles.

#### Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances more restricted in turning movements at monument and Mercer Street south. Bollards may need removal in emergency at theatre. Increase for police enforcement of parking restrictions and cycle/motorbike movements at monument.

Cleansing services - advantages

As for goods vehicles and Fire appliances.

#### Cleansing services - disadvantages

As for large vehicles. Separate loop systems for collection quite complex. Very limited scope for new locations for bulk containers.

#### PEDESTRIANS - advantages

Some additional vehicle free space at monument. Safe diagonal movements on Monmouth Street (north and south) and Shorts Gardens/Earlham Street (west)/Mercer Street south. Slightly improved vehicle route directions and with proper segregation at monument improves priorities. Allows safe access to Thomas Neale's apex and contains forecourt drinking outside the Crown. Vehicles in Neal Street are oncoming to major pedestrian flows.

#### PEDESTRIANS - disadvantages

Visually confusing layout at monument. Maintain pedestrian severance across Earlham Street diagonal desire line. Possible conflicts with illegal cycle/motorbike movements. Retains physical severance of desire line between theatre attraction and monument attraction. Probable slight increase in circulating traffic through Shorts Gardens/Monmouth Street/Neal Street/Mercer street south and Tower Street.

#### **RESIDENTS** - advantages

As for pedestrians. Some gains in reduction of vehicle noise and disturbance on Monmouth Street north. Possible slight reduction in visitor circulating vehicle traffic noise and disturbance.

#### RESIDENTS - disadvantages

Possible increase in traffic noise and disturbance on Mercer Street north. As for vehicle users. Possible increase in noise and disturbance due to increased visitors gathering at monument. Likely change of use applications at monument circus from retail to food/drink at Comyn Ching and Thomas Neale's. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earlham Street east.

#### **BUSINESSES** - advantages

As above all groups. General increase in visitor attraction of areas east of the "new" through route and monument generally. Commercial use changes with likely increases in profitability of properties with expanded pedestrian only forecourts. Possibility of "gateway" pedestrianisation of western end of Earlham Street west

#### **BUSINESSES** - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument and improved market.

#### PHYSICAL/VISUAL IMPROVEMENTS - advantages

Improvement to the attraction of the monument circus and Earlham Street market "gateway". Space for pedestrians to approach the monument and cross on some desire lines, easily. Reduction in traffic signage clutter due to dedicated routes. (Less give way, no entry, no right turn etc. signs.)

#### PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to enforce safe physical segregation of vehicles and pedestrians. Loss of some circular symmetry.

#### IMPLEMENTATION - advantages

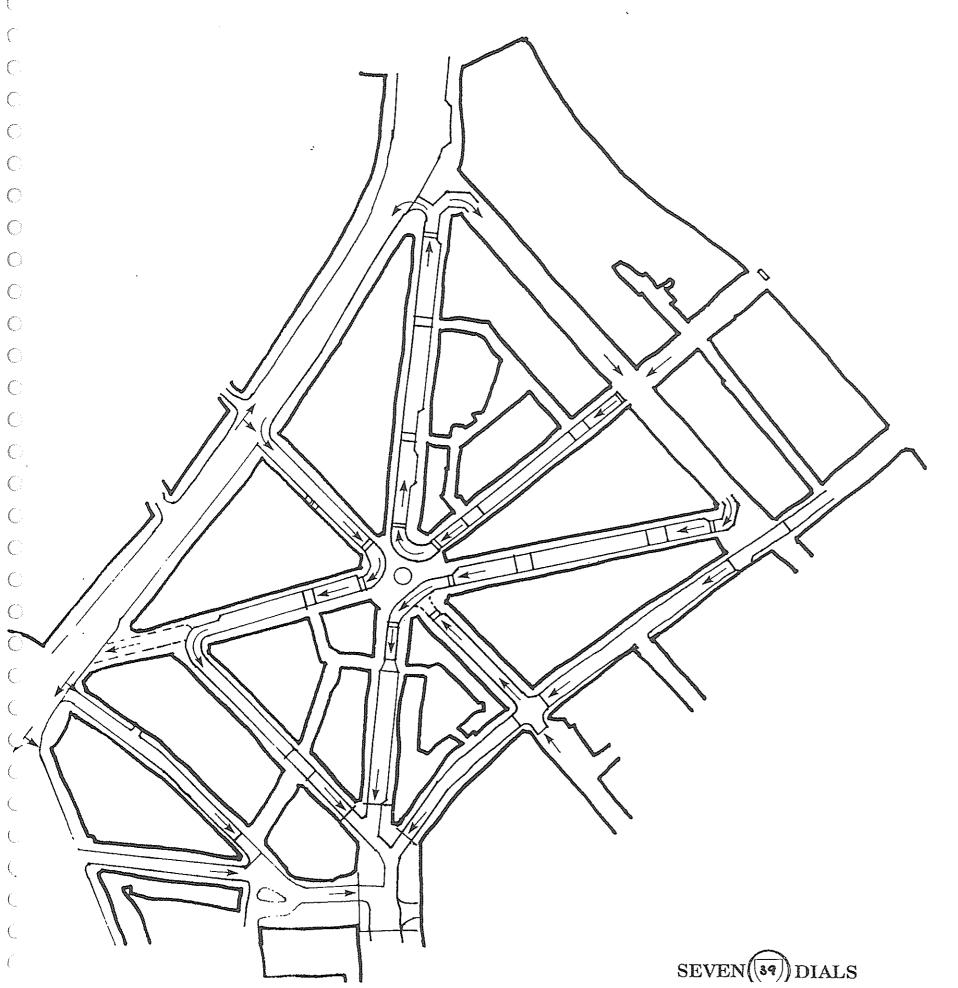
Some gains can be made with major changes confined to monument circus area. Junction improvement at Shaftesbury Avenue/Monmouth Street north escape. Traffic order changes to reverse many one-way streets. Orders required for some possible relocation of parking bays. Traffic order changes for pedestrianisation of market gateway. Could be tested out with temporary materials (timber bulks and crash barriers) as an experimental system, immediately. In semipermanent materials, using socketted, drop in bollards at circus, can be modified to alternative schemes at a later date. Use of Mercer Street north as part of through route may not be considered unacceptable due to existing uses.

#### IMPLEMENTATION - disadvantages

Need to win support of market traders to relocate in new compact layout. Continued disturbance from through traffic on Monmouth Street south and new traffic on Mercer Street may be considered unacceptable against gains. The main gains will be at the monument circus and to the improved profile of the market.



### OPTION B - TRAFFIC MANAGEMENT



#### **OPTION B - VARIATIONS**

Note: All variations on Option B assume the left turn lane capacity improvements at Cambridge Circus/Charing Cross Road south junction.

#### Option B4 - New "through" route west of monument.

#### **General Advantages**

Significant changes to accepted routes and turning movements for through traffic and access/service traffic. Assumes the practicality of using Mercer Street north, given the improvements to Cambridge Circus. Very significant gains of pedestrian only space around monument and adjacent the apex of Thomas Neale's/Comyn Ching and Mercer Street north. Route layout maintains some symmetry. Significant reduction in vehicle confusion and pedestrian risk at monument if physical segregation clear.

#### General Disadvantages

New through vehicle traffic using Mercer Street north/Earlham Street west/lower Street Some difficulties for large vehicles to manoeuvre and turn. Assumes practicality of reversing one way operation in some streets. Physical segregation at monument circus slightly complicates symmetry.

BENEFITS	MINOR	MAJOR	EXCELLENT
TAXIS			✓
CAR USERS			✓
L.G VEHICLES			✓
CYCLE/M.CYC	LES		✓
EMERGENCY V	•		✓
CLEANSING SE	RV.	✓	
PEDESTRIANS			✓ ·
RESIDENTS		✓	
BUSINESSES	BUSINESSES		1
PHYSICAL/VIS IMPROVEMENT			. 🗸
IMPLEMENTAT	TION	✓	

### Option B4

### - New "through" route west of monument.

#### **VEHICLE USERS**

Taxis - advantages

Maintains alternative through route (assuming improvements at Cambridge Circus are effective). Eliminates delay and waiting time at monument. All routes dedicated without give-way requirements. Additional pedestrians gathering at monument for pick-up/set down. Choice of drop-offs for the hotel with choice of escape routes.

Taxis - disadvantages

Route across circus vulnerable to breakdowns and illegally parked vehicles. Queues back from Cambridge Circus could add to delays; alternative through Shorts Gardens is tortuous and could conflict with pedestrians in Neal Street.

Car Users - advantages

As for taxis.

Car Users - disadvantages

As for taxis. Residents and visitor parking in Mercer Street north/Tower Street might require relocation to allow for capacity.

Large goods vehicles - advantages

Reduced delays at monument. Slightly improved choice of escape routes.

Large goods vehicles - disadvantages

As for taxis and car users. Maintains existing tight turns adding Shaftesbury Avenue/Mercer Street north, Tower Street/Earlham Street west, and Monmouth Street north/Shaftesbury Avenue junctions.

Cyclists/Motorbikes - advantages

As for taxis and car users. Less risk of conflict with other vehicles turning at monument. Opportunities for illegal, safe movements at monument. Space for cycle stands at monument.

Cyclists/Motorbikes - disadvantages

As for taxis and car users.

Emergency vehicles - advantages

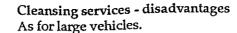
As for taxis, car users and goods vehicles.

Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances more restricted in turning movements at monument. Bollards may need removal in emergency at theatre. Increase for police enforcement of parking restrictions and cycle/motorbike movements at monument.

Cleansing services - advantages

As for goods vehicles and fire appliances. Two principal loops for collection through the main streets. Significant scope for bulk containers for co-ordinated collection.



PEDESTRIANS - advantages

Considerable additional vehicle free space at monument and possible at top end of Mercer street south if cul-de-saced. All diagonal movements across Monmouth Street (north and south) and Earlham Street (west and east)/Mercer Street north/Earlham Street west/Shorts gardens. Improved vehicle route directions and with proper segregation at monument improves priorities. Allows safe access to Thomas Neale's apex and contains forecourt drinking outside the Crown. Allows for gathering outside theatre if Mercer Street south cul-de-saced. Vehicles in Neal Street are oncoming to major pedestrian flows.

PEDESTRIANS - disadvantages

Slightly visually confusing layout at monument. Possible conflicts with illegal cycle/motorbike movements. Retains physical severance of desire line between theatre attraction and monument attraction. Probable slight increase in circulating traffic through Shorts Gardens/Monmouth Street/Neal Street.

**RESIDENTS** - advantages

As for pedestrians. Gains in reduction of vehicle noise and disturbance on Monmouth Street north and south. Possible slight reduction in visitor circulating vehicle traffic noise and disturbance.

**RESIDENTS** - disadvantages

Possible increase in traffic noise and disturbance on Mercer Street north/Earlham street west/Tower Street. As for vehicle users. Possible increase in noise and disturbance due to increased visitors gathering at monument. Likely change of use applications at monument circus from retail to food/drink at Comyn Ching, Thomas Neale's and hairdressers. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earlham Street east and west and Mercer Street south.

**BUSINESSES** - advantages

As above all groups. General increase in visitor attraction of areas east of the "new" through route and monument generally. Commercial use changes with likely increases in profitability of properties with expanded pedestrian only forecourts. Possibility of "gateway" pedestrianisation of western end of Earlham Street west

**BUSINESSES** - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument and improved market.

PHYSICAL/VISUAL IMPROVEMENTS - advantages

Improvement to the attraction of the monument circus and Earlham Street market "gateway". Space for pedestrians to approach the monument and cross on all desire lines, easily. Reduction in traffic signage clutter due to dedicated routes. (Less give way, no entry, no right turn etc. signs.)

PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to enforce safe physical segregation of vehicles and pedestrians. Loss of some circular symmetry.

IMPLEMENTATION - advantages

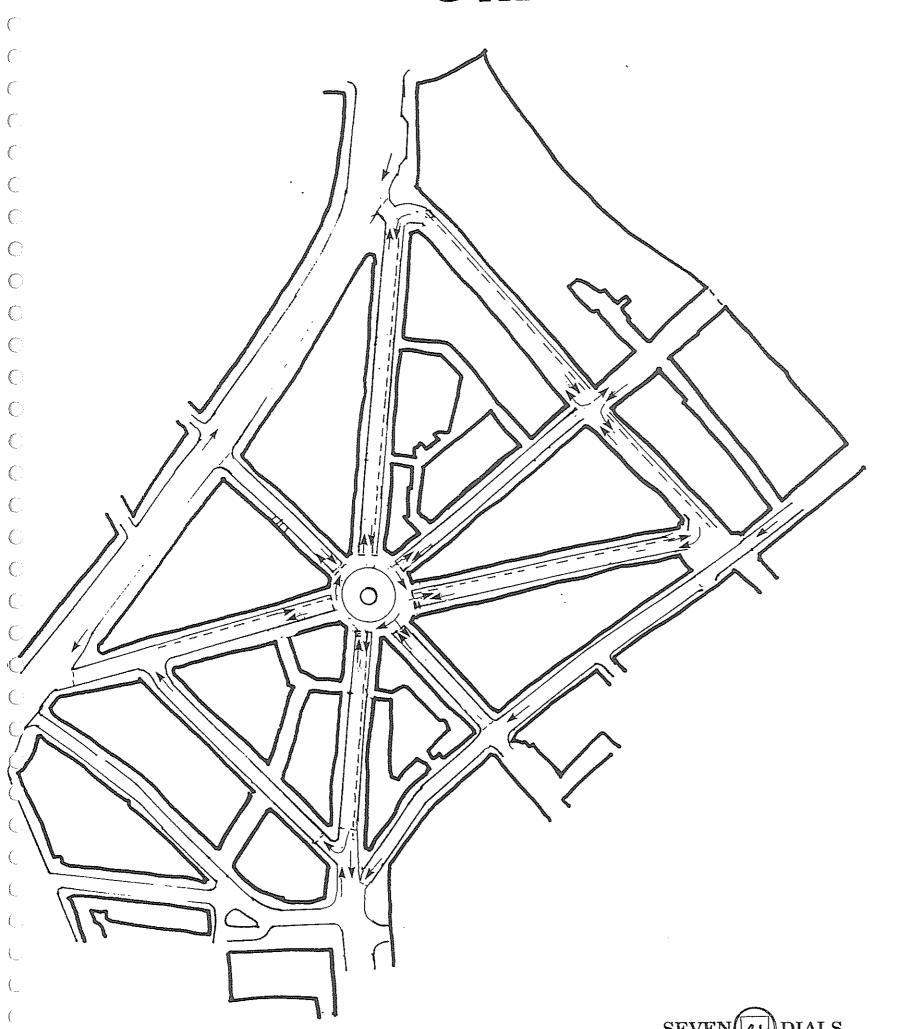
Some gains can be made with major changes confined to monument circus area. Junction improvement at Shaftesbury Avenue/Monmouth Street north escape. Traffic order changes to reverse many one-way streets. Orders required for some possible relocation of parking bays. Traffic order changes for pedestrianisation of market gateway. Could be tested out with temporary materials (timber bulks and crash barriers) as an experimental system, immediately. In semipermanent materials, using socketted, drop in bollards at circus, can be modified to alternative schemes at a later date. Use of Mercer Street north as part of through route may not be considered unacceptable due to existing uses.

IMPLEMENTATION - disadvantages

Need to win support of market traders to relocate in new compact layout. Disturbance from new through traffic must be argued against gains. The main gains will be at the monument circus and to the improved profile of the market as well as general deterrence of rat running a visitor circulating traffic.



### OPTION C TRAFFIC MANAGEMENT SYSTEM



#### OPTION C - NO THROUGH ROUTES "Total Area Management"

This Option appears totally unrealistic with present legal and professional attitudes about traffic usage and management of public highway. It has therefore not been developed beyond a concept stage.

#### Description of concept

That all principal streets in the Seven Dials area are managed from a "smart" management control system and that on site personnel are available 24 hours a day to police, maintain and enforce the operation of the system. This is beyond the finances, manpower or legal abilities of the current Local Government framework.

The road system would be returned almost entirely over to two-way working with half barriers remotely operated at each of the principal entry points at the edge of the system.

The monument circus would be sealed by a ring of half barriers at each entry and would be managed as a turning head for all vehicles on a "one-at-a-time" basis. This would allow the circus to be dominated by pedestrians at most times throughout the day and only risk conflict with one vehicle at a time under central control.

#### Advantages of the concept

There could be no rat runs or through routes and all traffic in the area would be with a legitimate destination for servicing or resident within the area. Visitor parking could be controlled and limited to spaces available. Even the largest vehicles could enter the system with a safe, easy turning head. All parts of the system are equally accessible.

#### Disadvantages of the concept

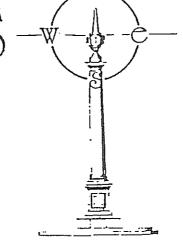
The width of streets operating as occasional two way working could only accommodate much reduced parking (on one side only). In some narrow streets no parking could be permitted.

Some tight turns are retained (such as Neal Street/Earlham Street and the Shorts Gardens crossroads is more complex for pedestrians with all movements permitted. Neal Street and other streets with narrowed carriageways/buildouts would be returned to narrow footways.

# SEVEN DIALS-

#### WHAT WILL IT LOOK LIKE?

The paving proposals will transform the appearance of the streets and spaces of Seven Dials. One particular characteristic of natural stone is that it has light neutral colours which tend to make dark, narrow spaces look broader and more attractive. The coordinated colour scheme for all the diverse elements of street furniture will reduce their visual impact in this setting, further increasing the feeling of a spacious, uncluttered environment.









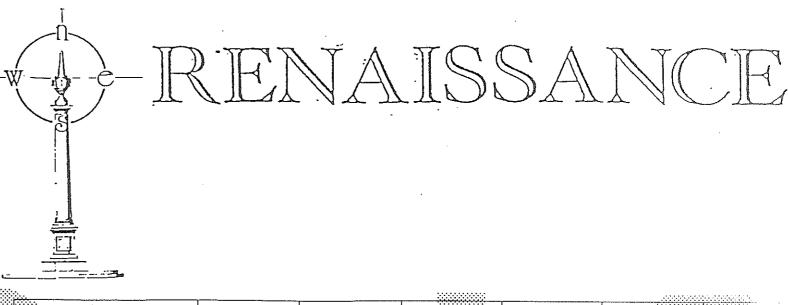
SEVEN DIALS

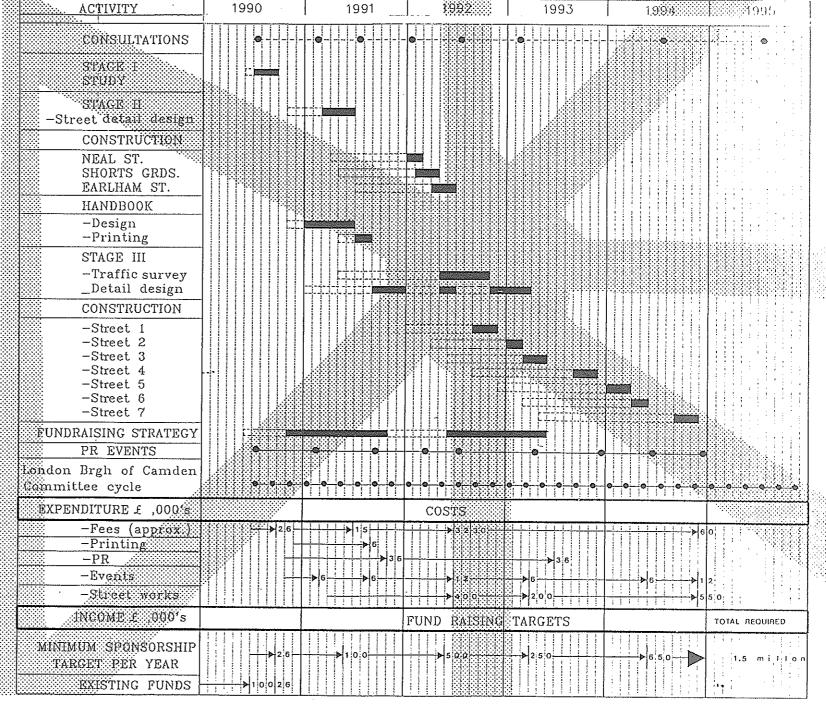
#### CONCLUSION

The Seven Dials Study has produced a workable set of proposals which should be supportable by all those that share the vision of an improved quality of life through sympathetic respect for our built heritage. That these proposals have been brought forward by local people and supported by a private developer is particularly admirable. Unfortunately it is not enough to have good ideas unless they can be turned into action. The implementation of all of these proposals will require substantial funds from the private sector as well as the support, time and resources of the London Borough of Camden over a five year period.

The consultants' team believes that this target is eminently achievable, bringing long term benefits to the future generations who will enjoy Seven Dials as much as we have.

This overview to the year 1995 outlines a possible rolling programme of the future stages of the study with an estimation of the possible times to implementation and the funding stages required (subject to sponsorship). Cost information is in broad outline and is principally calculated on typical unit rates for construction, materials and contingencies.











#### APPENDIX I - LISTED BUILDINGS DESCRIPTIONS

The first group of descriptions are in the City of Westminster, adjoining the boundary of the Seven Dials Study Area.

#### LANGLEY STREET

No. 6 G.V. II

Warehouse. Early 19th century, originally part of brewery complex. Yellow stock brick, slate roof. 5 storeys. 4 windows wide. Ground floor altered later 20th century with doorways and display windows. Upper floors have segmental gauged arch windows in through-storey recesses. Brick plat band to first floor and main brick cornice over second floor; 2 storey attic with parapet coping. rare survival of warehousing of this quality and date since demolition in Dockland.

Nos. 7 and 8 G.V. II

warehouse. Early 19th century, originally part of the brewery complex. Yellow stock brick, slate roof. 4 main storeys. 5 bays wide, including 2 hoist bays. Ground floor with later 20th century altered doorways but retaining segmental arched windows with good cast iron grill. First and second floor segmental arched windows set in third floor attic-floor. Brick plat band over ground floor. Main brick entablature over second floor; stucco cornice and blocking course to attic. Rear elevation to former brewery yard is symmetrical, 3 windows wide. Ground floor entrance with cast iron Greek Doric columns carrying cast iron lintel. Windows through first to third floors set in semicircular arched recesses. Rare survival of warehousing of this quality and date since demolition in Dockland. See also Nos. 24 and 26 Shelton street, part of the same complex.

#### SHELTON STREET

Nos. 24 and 26 G.V. II

Warehouse. Early 19th century, originally part of brewery complex. Stock brick, slate roof. 3 main storeys and attic. Regular 4 window wide Shelton street front with 3 window gabled return to Langley Street. Altered ground floor and first floor openings set in through storey semicircular arched recess, mid 20th century second floor windows. Langley Street return has segmental arched ground floor windows with fixed glazing bars and semicircular arched first floor windows with same fixed glazing. First floor plat band, main brick cornice at second floor level and stucco cornice and parapet overall. rare survival of warehousing of this date and quality since the demolitions in Dockland. See also Langley Street and Neal Street.



No. 34 (including No. 21 Neal Street) G.V. II

Warehouse, early 19th century, originally part of brewery complex Stock brick with stucco ground floor, slate roof, 4 storeys 5 windows wide with 2 storeyed 2 window wide waggon entrance we at extension and 4 window return to Neal Street. The ground floor, with rusticated quoins, has deep linteled waggon entrance to vard to right and altered ground floor openings under lintels. Upper floors have recessed glazing bar sash windows under flat gauged arches, the central bay with tripartite sashes. Main, console bracketed stone cornice over second floor and crowning cornice and blocking course. Similar details to return and to courtyard elevations. Rare survival of warehousing of this date and quality since demolitions in Dockland. See also Langley Street and Neal Street.

#### **NEAL STREET**

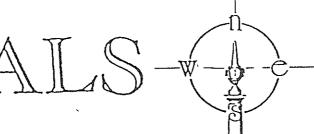
Nos. 17 and 19 G.V. II

Warehouse. Early 19th century, originally part of brewery complex Stock brick, slate roof. 4 storeys. 4 bays wide. Ground floor openings altered mid and later 20th century. Upper floors have blind windows set in giant arcade. Plat band and stucceo parapet Similar to and part of same brewery development as Nos. 3 to 7 qv Rare survival of warehousing of this date and quality since the demolition in Dockland, see also Langley Street and Shelton street.

#### NEAL STREET (south west side)

Nos. 3-7 (odd)# G.V. II

Warehouse, early 19th century, originally part of brewery complex Stock brick, slate roof. 4 storeys, 6 bays wide, ground floor openings altered mid and later 20th century. Upper floor windows with gauged yellow brick arches set in giant arcade, the first floor windows segmental arched, those of third floor semicircular arched concentric with arcading; the second and third floor windows run together as single opening. Plat band and parapet with coping. The interior structure is carried on each floor carrying timber roof trusses. Similar rear courtyard elevation. Rare survival of warehousing of this date and quality since the demolitions in Dockland. See also Langley Street and Shelton Street.



## RENAISSANCE

#### **TOWER COURT**

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Nos.5,6,7,8 - 19th. century late, altered. 2 windows each. 3 storeys, basements and dormers. Slated mansard roofs. Yellow stock brick. Parapets. Stucco sill band at first floor level. Gauged flat brick arches to recessed sash windows most with original glazing bars. Window heads of Nos.6 and 7 with later segmental arches. Wooden shopfronts with bracketed entablature with inswept frieze and projecting cornices. Shop windows altered for domestic occupation. square-headed house and shop doorways with fanlights. Included for group value.

Nos.5,6,7,8 & No.10 form a group.

No.10 - 19th century later, altered. 3 storeys, basement and dormers, 2 windows with 2 window return. Slated mansard roof. Yellow stock brick. Stucco ground floor with plain band. Parapet. Gauged flat brick arches to recessed sash windows with original glazing bars. Wooden shopfront with entablature with inswept frieze and bracketed cornice. Shop window with small panes altered for domestic occupation. House and shop doorways with fanlights and panelled doors. Included for group value.

No.18 (north wing) - 19th. century earlier. 4 storeys and basement. 2 windows. Yellow stock brick. Stucco cornice and blocking course. Gauged flat brick arches to recessed sash windows with original glazing bars. Stucco shopfront with pilasters and consoles carrying cornice. Shop window and doorway altered. House doorway with fanlight and panelled door. Included for group value.

No.18 (south wing, Guild House) - 19th century earlier. 4 storeys. On corner with 1 window returns. Yellow stock brick with rusticated stucco dressings. Stucco cornice and blocking course. Rusticated stucco corner treatment with blind openings, first and third floor round-arched. Gauged flat brick arches (painted) to recessed sash windows of 3 lights with original glazing bars. Stucco shopfront with pilasters and consoles carrying cornice. Shop windows and doorways altered. Included for group value.

No.22 - circa 1874 early Board School in Jacobean style; now used for commercial purposes. Symmetrical composition of 2:1:3:1:2 windows with projecting end bays. Mainly 4 storeys. Yellow stock brick with red brick and stone dressings. Steep slated roofs with brick chimneys. Parapets and gabled end bays. Moulded floor strings. Central 3 bays divided by pilasters; third and fourth floors set back, fourth floors arcaded openings with blind balustrade. Mostly round or segmental arched windows with keys; second and third floor windows with moulded aprons; third floor with carved stone apron panels inscribed: "FOR LSB 1874". Bell tower of 5 storeys north of entrance bay. Main central entrance of stucco with paired rusticated pilasters carrying entablature and over door with broken pediment; round arched doorway. On south return, carved stone plaque with moulded brick surround with allegorical figures extolling literacy. Interesting interior scaled down for children's use. Included as an ambitious and early example of a London Board School.

#### **SHORT'S GARDENS**

No.1 19th. century early. 4 storeys and basement. 2 windows. Yellow stock brick. Parapet. Gauged flat brick arches to recessed sash windows with original glazing bars. Wooden shopfront with entablature with projecting cornice. Shop window with large panes. House and shop doorways with fanlights and panelled door.

No.2 19th century earlier. 3 storeys. On corner of Seven Dials with 1 window and 3 window returns to Short's Gardens and Earlham Street (some blank). Stucco dressed with rusticated blocks. Cornice and blocking course. Recessed sash windows, most with original glazing bars. First floor window with segmental pedimented treatment. Treatment of first floor windows of returns alternating between pediments and floral scrolls. Ground floor shop with broad pilasters (some tiled) carrying entablature with dentil cornice. Main entrance with pediment over. Shop windows and doorways altered. Group value.

Nos.1,2,4,6 form a group with No.43 Monmouth Street.

Nos.4 & 6 - 19th, century earlier-mid, 4 storeys and cellars, 3 and 2 windows each. Multicoloured stock brick. Parapets, Gauged flat brick arches to recessed sash windows. Mid 19th, century shopfronts with entablature flanked by carved console brackets, included for group value.

#### **WEST STREET**

Ambassadors Theatre - Built 1913. Architect W G R Sprague. Built for a syndicate. Small theatre with seating capacity of only 450. Exterior: low elevation, ashlar, 3 storeys, 3 windows, slightly advanced end bays with banded pilasters and circular opening on second floor and crowned by segmental pediment. Cornice, balustered parapet with ball finials. Right-hand end corner on curve with flanking slightly advanced bays with segmental pediments. Ground floor entrances with continuous canopy. Interior: auditorium decoration in Louis XVI style with fluted lonic pilasters, around walls, supporting round arches containing small roundels with ambassadorial crests. Circular decorated plaster ceiling. Dress circle with curved balcony front with plasterwork decoration, and part of the same tier at the back is another small circle raised up. Within the prescenium tall narrow arch with rounded angles. Stage machinery: one frail single trap, no other machinery survives.

No.24 - Former St. Giles (All Saints) Mission Church. Built circa 1700, facade rebuilt early 19th. century. 2 storeys. 4 windows. Yellow stock brick. Stucco cornice below brick parapet. Semicircular recessed through both floors with semicircular headed windows with modern glazing and stucco panel below. 2 entrances below windows at each end with stucco architraves and cornices. Interior has turned balusters to stairs.

Associated with John Wesley, 1743, onwards. (Survey of London, Vol V).

St.Martin's Theatre - Built 1916 as companion to Ambassadors (1913) but for different owners. Architect W G R Sprague. Exterior: ashlar facade, 4 storeys, 5 windows, banded rustication to ground floor with round arch openings and wide central entrance. First, second and third floors giant engaged Ionic columns in antis with rusticated end pilasters, supporting entablature with triglyphs in frieze and parapet. The vases and cartouche on the parapet have disappeared. The first floor windows have Tuscan pilasters supporting pediments, above shouldered architraves and keyblocks. Modern canopy over ground floor.

Interior: 2 tier auditorium, in classical style, of polished hardwood. Turned balusters to balcony fronts. Side walls of auditorium have large Doric engaged columns and pilasters on pedestals supporting bold entablature which continues over the rectangular proscerium arch. Glazed domed ceiling. "Architectural Review" of that time feted a change in style from lavish showy palace to a traditional English domestic interior implying a more select audience. Stage Machinery: nearly complete example of Edwardian (1916) wooden stage, marred only by alterations made to accommodate dimmer room in the sub-stage space. Represents one of the final stages in development of timber stage machinery in England.



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#### SHELTON STREET

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Nos.1,3,5 & 9 - 19th. century earlier. 4 storeys and basements. 2 windows each. Painted stock brick. Parapets. Gauged flat brick arches to recessed sash windows, except No. 9 with stucco voussoirs and vermiculated keystones. Wooden shopfronts with pilasters carrying entablature reeded architraves and projecting cornices. Nos.1 & 9, shop windows with small and large panes respectively; remainder 19th. century ground floor alterations for use as builders premises. House and shop doorways with fanlights and panelled doors. Group value.

Nos.1A & 1,3,5 together with No.9,11,13,15,17,19,21 form a group.

Nos.11 & 13 - 18th. century late. 3 storeys, basements and dormers. 1 window each. Stucco. No.11, stucco cornice; No.13 parapet. Architraved sash windows with original glazing bars; No.11 with first floor pediment, No.13 with console bracketed cornices. Wooden shopfronts with pilasters carrying entablature with projecting cornice (cornice of No.13 removed). No.11, shop window blocked and goods entrance inserted; No.13, shop window with small panes. House and shop doorways with fanlights and panelled doors. Group value.

Nos.15,17,19 - 18th. century late. 3 storeys. 2 windows. Yellow stock brick. (No.19 stucco). Slated mansard roofs. Recessed windows with glazing bars. Good contemporary shopfronts consisting of 3 paired segmental -arched openings flanked by square headed doors with patterned fanlights all combined beneath continuous entablature with reeded architrave, frieze with ends and moulded cornice. No.15, paired window openings altered for use as goods entrance. Nos.17 and 19, shop windows with arched lights and small panes. Grade II\* for shopfronts.

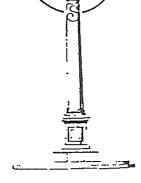
No.21 - 19th century earlier-mid. 5 storeys and cellars. 3 windows. Yellow stock brick. Parapet with band below and at fourth floor level. First floor sill string. Gauged flat brick arches to recessed sash windows with glazing bars; outer bays with 3 lights. Cast iron window guards. Ground floor entablature fascia returns to Mercer Street frontage. Included for group value.

Nos.51 & 53 - 19th. century earlier. 4 storeys and basements. 2 windows each. Yellow stock brick. Parapets. Gauged flat brick arches to recessed sash windows (with glazing bars and marginal lights to windows at rear). Wooden shopfront with pilasters carrying entablature with projecting cornice. Shop windows and doorways altered. House doorways with fanlights and panelled doors. Included for group value.

Nos. 51,53 & 57,59,61 form a group

No.57 - 19th. century earlier-mid. 3 storeys, basements and dormers. 2 windows. Slated mansard roof. Yellow stock brick. Parapets. Gauged flat reddened brick arches to recessed casement windows. Stucco shopfront with consoles flanking fascia-entablature. Shop window and doorway altered. Included for group value.

Nos.59 & 61 - 19th century earlier-mid. 3 storeys. 1 window each. Corrugated iron roof. Yellow stock brick. 3 light windows; second floor windows altered; first floor windows with segmental arched heads and glazing bars. Shopfront with consoles flanking fascia-entablature, shop windows with small panes. No.61 shop doorway with fanlight.



#### **EARLHAM STREET**

No.22 - 18th. century later. 3 storeys, basements and dormers. 2 windows with 5 window return (3 blank bays). Tiled mansard roof. Multicoloured stock brick. Gauged flat brick arches to recessed sash windows, those on return with original glazing bars. Wooden shop front with boxed-out entablature with dentil cornice. Shop window and doorway altered. No.22-26 form a group.

No.24 & 26 - 19th. century, altered mid 19th. century. 3 storeys and dormers. 2 windows each. Multicoloured stock brick. Slated mansard roof. No.24, stucco cornice inscribed R PORTWINE below; No.20, cornice cut back. Architraved sash windows with 1st floor console bracketed cornice. Modern shopfront. Original lead rainwater head. Included for group value.

No.36,38,40 - 19th. century earlier. 4 storeys and basements. 1 window each. Multicoloured stock brick. Parapets. Gauged segmental arches to sash windows with original glazing bars. Wooden shopfronts altered for domestic occupation; fascias flanked by consoles. Shop doorways blocked and windows reduced in size; No.36 with shutters. House doorways, fanlights and margin lights and panelled doors. No.40, goods entrance instead of shop.

No.29,31,33,35,37,39,41,43 (including 6-26 Shorts Gardens) - Warehouse, probably originally brewery; No.43 now Crafts Centre. Mid 19th. century. Stock brick; roof not visible. 3 storeys. 19 bays to Earlham Street, No.43 with splayed corner and return to Neal Street. Shorts Gardens elevation of 2 storeys. Brick band above ground floor. Segmental headed windows and doorways, those to ground floor on Earlham Street elevation set in segmental headed reveals. Internal structure comprises brick barrel vaults supported by cast iron columns.

#### MERCER STREET

No.20-25 (consec); 26-29 (consec) - Circa 1841-4. 3 storeys and cellars, with slightly higher house bays adjoining Penryn Street. 2 windows each. Yellow stock brick with rusticated stucco ground floor. Most with cornices. Gauged flat brick arches to recessed sash windows with glazing bars; No.20 windows with architraves and first floor console bracketed cornices. Round-arched doorways with pilaster jambs carrying cornice heads, fanlights and panelled doors; Nos.25 and 26 with prostyle porticoes on returns. Cast iron balconies to first floor windows. London Borough of Camden rehabilitation scheme.

Nos.20 to 29 consec (form a group)

No.21 - 17th. century late, altered. 2 windows. 3 storeys and attic. Tiled roof. Stucco. Parapet. Segmental arched casement windows with exposed boxing; workshop attic window of 7 lights. Later 19th. century shopfront. Included for group value.

No.23 - 19 th. century later warehouse. 4 storeys. Yellow stock brick with red brick dressings. Symmetrical gabled frontage with warehouse lift doorways flanked by windows; third floor with arched openings. Included for group value.

Nos.25 & 27 - 17th. century late, altered. No.25, 3 storeys, basements and continuous original dormer (workshop window): No.27, 4 storeys and basement (fourth storey, 19th. century addition). No.25, pantile roof. Multicoloured stock brick. Parapets. Gauged segmental brick arches to flush sash windows with exposed boxing and original glazing bars (except No.27 with third floor mid 19th. century sash windows and altered first floor windows). Wooden shopfronts with reeded architraves and projecting cornices.

Nos.21,23,25,27 form a group.







#### **NEAL STREET**

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No.27 - 19th. century earlier. 4 storeys and basement. 2 windows. Yellow stock brick. Parapet. Gauged flat brick arches to recessed sash windows, most with original glazing bars. Wooden shopfront with pilasters carrying entablature flanked by consoles. Shop window and doorway altered. House doorway with fanlight with margin lights and panelled door.

Nos.27,29,31,33,35,37 form a group with No.43 Earlham Street.

No.29 - 18th. century late. 4 storeys and basement. 2 windows. Multicoloured stock brick. Parapet. Gauged flat red brick arches to recessed sash windows with original glazing bars. Continuous third floor workshop window with segmental arches and Yorkshire casements. Wooden double shopfront approached by steps.

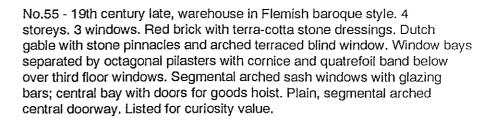
No. 31 - 19th. century early. 4 storeys and basement. 2 windows. Yellow stock brick. Parapet. Gauged flat brick arches to recessed sash windows with original glazing bars. Continuous third floor workshop window of 3 lights under segmental arch. Wooden shopfront with pilasters carrying entablature with moulded architrave and dentil cornice. Shop window altered. House doorway flanked by brackets. Patterned radial fanlight and panelled door.

No.33 - 19th. century earlier. 4 storeys and basement. 2 windows. Yellow stock brick. Parapet. Gauged flat red brick arches to recessed sash windows with some original glazing bars. Continuous third floor workshop window with casements. Architraved stucco panel at second floor level. Wooden shopfront with pilasters carrying entablature with projecting bracketed cornice. Shop window and doorway altered for workshop entrance. Square-headed house doorway with fanlight. Group value.

No.35 - 18th. century later. 4 storeys and basements. 3 windows. Multicoloured stock brick, partially refaced. Parapet. Red brick band at second floor level. Stucco band at first floor level. Third floor band replaced by cement strip. Gauged flat red brick arches to recessed sash windows with original glazing bars. Late 19th. century wooden shopfronts with entablature with inswept frieze, and projecting cornice. House doorway with reeded jams, fanlight and margin lights and panelled door. Shop window and doorway removed for workshop entrance.

No.37 - 18th. century later. 4 storeys and basement. 2 windows. Multicoloured stock brick. Parapet. Plain stucco first floor sill band. Gauged flat brick arches to recessed sash windows with original glazing bars. Earlier 19th. century wooden shopfront with pilasters carrying entablature with inswept frieze and projecting cornice. Shop window with shutters. House and shop doorways with fanlight and margin lights and panelled doors.

Nos.27,29,31,33,35,37 form a group.



No.61 - 18th. century later, altered. 2 windows. 3 storeys and dormer with hipped, slated roof. Slated main roof. Stucco. Modern cement parapet with cornice below. Plain band at second floor level. Architraved sash windows with original glazing bars. Wooden shopfront with entablature with projecting cornice. Shop window altered. House and shop doorways with fanlights.

No.64 - 18th. century early, altered. 3 storeys and dormer. 2 windows. Corrugated asbestos mansard roof. Multicoloured stock brick. Parapet. Plain stucco band at second floor level. Gauged flat red brick arches to flush sash windows with exposed boxing. Early 19th. century wooden shopfront with pilasters carrying entablature with projecting cornice. Shop window adapted for domestic occupation by insertion of sash windows. Shop doorway blocked. House doorway with fanlight and panelled door. Elaborate mid 19th. century cast iron bracket for shop sign. Early 18th. century back elevation with segmental arched sash windows with exposed boxing and original glazing bars. Good panelled interior with original fireplaces. Good dog-leg staircase with closed string, column newels and turned balusters.

No.60 & No.64,66,68 form a group.

No.70 - Early 18th. century red brick house heightened and altered for use as chapel in early 19th. century. Multicoloured stock brick. Gallery on three sides. Roof carried on oak posts, probably cut-down ship masts. Included for curiosity value.

No.78,78A,78B - 17th. century late or 18th century early, altered. 3 storeys and continuous workshop dormer window. 4 windows. Bitumen felt mansard roof. Stucco. Parapet with plain band below. Plain band at second floor level. Slightly recessed sash windows with exposed boxing. Mid 19th. century stucco shopfront with Corinthian pilasters carrying entablature with bracketed cornice. Central house doorway and 2 shop doorways with fanlights. Shop windows altered.

Nos.78,78A,78B & 80 form a group.

No.80 - 19th century early, refaced early 19th. century. 4 storeys and basements. 2 windows. Painted brick. Parapet. Gauged flat brick arches to recessed sash windows with original first floor, glazing bars. Wooden shopfront with entablature with projecting cornice. Shop window and doorway altered. House doorway with fanlight and panelled door. Good panelled interior to first floor and above with fireplaces. Original dog-leg staircase with closed string, square-newels and turned balusters.



# DIALS

### -RENAISSANCE

#### **MONMOUTH STREET**

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No.21 - 18th. century earlier-mid. 3 storeys, basements and dormers. 2 windows. Slated mansard roof. Red brick. Parapet. Plain sill band at first floor level. Gauged flat brick arches to slightly recessed sash windows with exposed boxing and original glazing bars. Earlier 19th. century shopfront with reeded pilasters carrying entablature with projecting cornice and frieze masked by boxed-out fascia. Shop and house doors with fanlights and panelled doors.

No.27 - 18th. century, later altered. 3 storeys, basement and dormers. 2 windows. Red brick. Parapet. Plain stucco first floor sill band. Gauged flat brick arches to recessed sash windows with exposed boxing and original glazing bars. Early 18th. century wooden shopfront with reeded pilasters carrying entablature with projecting cornice. Projecting shop windows with large panes. Arched house doorway with patterned fanlight and panelled door.

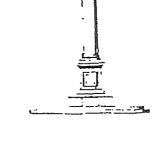
No.29 - 18th. century, later, altered. 3 storeys, basements and dormers. 3 windows. Multicoloured stock brick. Tiled and slated mansard roof. Stucco parapet and moulded stone coping. Plain stucco sill band at first floor level. Gauged flat red brick arches to recessed sash windows with original glazing bars and added stucco architraves. Early 19th. century shopfront with pilasters carrying entablature with projecting cornice. Projecting shop window carried on wrought iron brackets with large panes. Square-headed house and shop doorway with fanlights and panelled door. Continuous cast iron balcony at first floor level.

No.35 - 19th. century earlier, 3 storeys and basement. 2 windows. Yellow stock brick. Parapet. Gauged flat brick arches to recessed sash windows with original glazing bars. Wooden shopfront with pilasters carrying entablature with dentil cornice flanked by consoles. Shop window altered. House and shop doorways with fanlights and panelled doors. Included for group value.

Nos.35,37,39 & No.43 form a group.

No.37 - 18th. century later. 4 storeys and basement. 2 windows. Multicoloured stock brick. Parapet. Plain brick band at third floor level. Gauged segmental red arches to recessed sash windows with original glazing bars. Wooden early 19th. century shopfront with fluted pilasters carrying entablature with projecting cornice masked by later fascia. Shop window and doorway altered. House doorway with fanlight and panelled door. Included for group value.

No.39 - 19th. century earlier. 3 storeys, basements and dormers. Bitumen-felt mansard roof. Yellow stock brick. Parapet. Gauged segmental red brick arches to recessed sash windows with original glazing bars. Wide stucco band at first floor level. Wooden shopfront with pilasters carrying entablature flanked by mid-19th. century consoles. Square-headed house and shop doorways with fanlights and panelled doors. Shop window altered. Included for group value.



No.43 (The Crown Public House) - 19th. century mid, by Finch Hill and Paraive. 3 storeys and basement. On corner of Seven Dials with 1 window, and 3 window returns to Monmouth Street and Short's Gardens. Rusticated stucco. Corinthian pilasters rise from first floor carrying entablature with an anthemion enriched cornice, and parapet with recessed panels. Modern clock face in central panel. Architraved sash windows at first floor, windows with console bracketed cornices alternating with pedimented windows. Ground floor with late 19th. century glazed tile treatment. Included for group value.

No.49 - 17th. century late., refaced mid-later 19th. century. 3 storeys and dormers. 2 windows. Leaded mansard roof. Yellow stock brick. Parapet. Gauged flat brick arches to recessed sash windows. Wooden shopfront with entablature fascia flanked by consoles. Good panelled interior; hall with arched door head and boxed-out cornice; good original dog-leg staircase with closed moulded string, turned balusters and square newels; some good fireplaces.

No.49 & 53,55,57,59,61,63,65,67,69,71,73,75 form a group.

Nos.53 & 55 - 18th. century, refronted earlier 19th. century. 3 storeys, basements and hipped tiled dormers. 2 windows each. Old plain-tiled roof. Yellow stock brick. Parapet. Gauged flat brick arches to recessed sash windows. Wooden shopfronts with entablature flanked by consoles. Projecting shop windows with large panes. Shop doorways with fanlights and half-glazed doors. Group value.

Nos.57 & 59 - 19th. century early, altered. 3 storeys with added fourth storey. 2 windows. Yellow stock brick. Brick corbelled cornice. Moulded stone and brick sill string at third floor level (former parapet). Gauged flat brick arches to recessed sash windows with original glazing bars. Wooden shopfront with entablature flanked by scrolls. House and shop doorways with fanlights and panelled doors. Shop entrance with elaborate "Art Nouveau" wrought iron screen. Included for group value.

No.61 - 17th. century late or 18th. century early. 3 storeys, basement and dormers. 2 windows and 1 half window (blank). Brown brick. Tiled mansard roof behind added 18th. century parapet. Red brick bands below parapet, and at second floor level. Stucco band at first floor level. Gauged flat red brick arches to recessed sash windows with slightly recessed frames and exposed boxing. Early 19th. century wooden shopfront with entablature with projecting cornice. Projecting slightly altered, shop window.



Nos.63,65,67,69,71 - 19th. century earlier-mid. 4 storeys and basements, except No.63 with 3 storeys and dormers. 2 windows each. Yellow stock brick; mostly painted. Parapets. Gauged segmental brick arches to recessed sash windows, No.67 with some original glazing bars. Wooden shopfronts; No.63 altered, Nos.65-71 with continuous entablature with projecting cornice. Nos.67-71, projecting shop windows with large panes. House and shop doorways with fanlights and half-glazed doors. Included for shop fronts.

Nos.73 & 75 (Martins House) With No.1A SHELTON STREET - 19th, century earlier-mid, formerly 2 shops, the northern of which (No.73) has been rebuilt above first floor level. 4 storeys. Formerly 2 windows each, No.75 with 1 window corner treatment. Multicoloured stock brick. Gauged flat brick arches to recessed sash windows (one with margin lights on return). Doorway on return with console-bracketed cornice. Stucco shopfront with entablature with projecting cornice. Parish boundary plaque inscribed "ST G F 1859". Included for group value.

Nos.14,16,18 - 18th. century late. 4 storeys and cellars. 2 windows each. Multicoloured stock brick with yellow brick patching to third floor. Parapets. Band at third floor level. Gauged flat brick arches to recessed sash windows some with glazing bars. Mid 19th. century shopfronts.

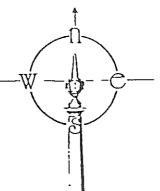
Nos. 14 & 18 with enriched fascia flanked by brackets; No.14 with arched lights to shop window. Included for group value.

Nos.14,16,18 form a group.

Nos.42,44,46,48 - Terrace of 4 houses with later shops. About 1792-3. Brown stock brick with slate mansard roofs and dormers. 3 storeys, attics and basements. 2 windows each. Nos.42 & 44 with late 19th. century wooden, pilastered shopfronts and panelled house doors with fanlights. Nos. 42 & 48 are 20th, century shopfronts. Gauged brick segmental arches to recessed 2 and 4-pane sashes on upper floors. Coped parapet. Rear elevations with wall stacks, 2 with angled flues and chimney surrounds; sashes with gate stops. Interiors with closed string staircases having square section balusters, moulded handrails and simple Doric newels; top landing newels with extra Doric colonette where handrails intersect. All with moulded wood architraves. No.42, alcove forming glazed china cabinet in front room. No.44, first floor with 18th, century marble fireplace, second floor with cornice and late 18th. century fireplace, third floor, late 18th, century fireplace. No.46 with plain dado panelling and matching door architrave, late 18th century moulded plaster cornice in first floor front room. No.48, first floor rear left room, panelled dado and later 18th. century corner fireplace with dentil cornice. Front first floor room with panelled dado. These house retain the scale and plot size and reuse features of earlier houses on the site erected by Thomas Neale.

Nos.42,44,46,48 form a group with Nos.5-8 Tower Court.

## DIALS



## RENAISSANCE

#### APPENDIX II

LIST OF COMPANY ARCHIVES BELONGING TO COMYN CHING AND CO. (LONDON) LTD.

A. Title Deeds

These relate to parts of the premises at Seven Dials; some are in very poor condition.

General

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1 and 2. 17 and 18 June 1736 Lease and release (copies)

i James Joye gent of Action ii Thomas Phillips gent of Earl Street, SGF.

Premises bounded by St. Andrew Street, White Lyon Street and Castle Street. Release recites 25 original building leases for the whole triangle of ground, and has a schedule of other earlier deeds. Endorsed on the release is a conveyance from (a) Edward Martin, Edward Banister, Osmond Beauvoir and John Moore to (2) Phillips.

3 and 4. 16 and 17 February 1748/9 Lease and release (copies)

(1) John Machin timber merchant of Soho and Ann his wife
(2) Thomas Cuthbert gent of Soho and Edward Malin cabinetmaker of Cannon Street. Mortgage for ú2000.

5 and 6. 6 and 7 July 1789 Lease and release (copies)

(1) William Boulton esq of Soho and Ann his wife, granddaughter of Thomas Cuthbert

(2) Rev. Joseph Phillimore and others, heirs of John Machin.
(3) Francis Motley Austen and Rev Stephen Eaton, devisees

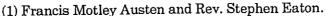
of John Machin. Release from mortgage of 16 and 17 February 1748/9.

7. Trinity Term, 1789

Fine (copy), Austen and Eaton v. Boulton and others.

Relating to premises in Little St. Andrew Street (now Monmouth Street)

8 and 9. 19 and 20 October 1789 Lease and release.



(2) Charlotte Machin, Frances Machin, Rev. Joseph Phillimore and Mary his wife and Thomas Wrighte Vaughan, a minor, heirs of John Machin.

(3) George Cross butcher of Little St. Andrew Street. For £300, premises occupied by William Parker under a lease for 14 years from Lady Day 1787 at £35 p.a.

Relating to premises in Castle Street (Shelton Street)

10 and 11. 9 and 10 September 1789. Lease and release.

(1) Motley and Austin

(2) Charlotte Machin and others

(3) James Lundin of Princes Square

The White Hart P.H. formerly occupied by Kopps and now by Robert Cochran.

12, 13 and 13a. 27 and 28 January 1790 Lease and release, and counterpart release

(1) James Lundon(2) Rev. John MansfieldPremises as above.

14. 28 July 1790 Will (copy) of James Lundin.

15 and 16. 25 and 16 February 1791 Lease and release.

(1) Rev John Mansfield

(2) David Lundin

(3) Thomas Skinner alderman of London

(4) Thomas Lister Forrest gent of Aldersgate.

17 and 18. 13 and 14 April 1792 Lease and (copy) release.

(1) Thomas Skinner, Thomas Lister Forrest and others.

(2) John Green gent of Red Lyon Brewhouse, Lower East Smithfield.



19 and 20. 16 and 17 February 1813 Lease and release.

- (1) Samuel Enderby and Julius Hutchinson
- (2) Thomas Thornton and others
- (3) Thomas Harrison wine merchant
- (4) John Howell

21 and 22. 27 and 28 August 1818 Lease and release

- (1) Thomas Harrison
- (2) Henry Harrison

Mortgage. A note endorsed on this deed implies that Thomas Harrison was bankrupt in 1832.

- B. Account Books, Ledgers, etc.
- 1. Stock Book, 1817 (valuation agreed by J. E. Huxley pp John Gostling and William Gostling)
- 2. Stock Book, 1851.

These two books may be valuations of stock on changes in the partnership.

3. Customers' Ledger, 1824-1857 Names of customers; goods supplied not usually described; many interesting entries.

- 4. Statements of 6 monthly balances, 1873-1902.
- 5. General Ledger, 1901-1908.

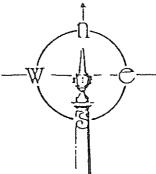
6. " " 1908-1917

7. " " 1924-1931

These give information on the finances of the company.

- 8. Bills of Exchange Payable and Receivable, 1900-1939. Names of suppliers and customers, including some interior decorators.
- 9. Copies of correspondence (flimsies), 1892-1902. Acquisition of premises, takeover of other businesses, etc.
- C. Company Affairs
- 1. Articles of Association, 28 July 1931.
- 2. Debenture, Comyn Ching and Co. (London) Ltd. to Ching Properties Ltd., 31 July 1931.
- 3. Draft Articles of Association, 1945.

## SEVEN DI



### RENAISSANCE

#### D. Patents and Registered Designs

1926

8.

There is a considerable number of printed specifications, not individually listed, relating to patents held by others and presumably acquired by Comyn Ching when preparing their own patent applications. The patents listed below held by the company are accompanied by a variety of ancillary papers - receipts for applications and renewals, etc., and some correspondence with patent agents.

1. 2. 3.	1873 1893 1902	Thomas Boyle (1636) Samuel Chitty (9201) Comyn Ching and Co. and HenryWard (18484)
4. 5.	1903 1907	Comyn Ching and Co. and William Thwaites (27706) Comyn Ching and Co. and William Thwaites (1353/07)
6. 7.	1919 1923	Lewis Reginald Comyn Ching(138465) Lewis Reginald Comyn Ching

This group also includes a number of printed items not individually listed - publications of the Patent Office, information booklets from patent agents, etc. Specific items of interest relating to patents include:

John Henry Francis and Comyn Ching and Co. (278195)

(211774)

9.	1889	Four letters alleging breach of Gibbs' patent	byComyn Ching
10.	1895	High Court injunction against attempts to	V
		infringe Boyle's patent, held by Comyn Chin	
11.	1902	Two letters from Henry Waldron and Son,	
		Birmingham, about their patent.	
12.	1903	Note re sales of Chapman ventilators	
13.	1913	Correspondence re 'Deflecto Ventilator',	
		invented by Claude W. Ferrier, architect.	
14.	1920	Letter from Clough Williams-Ellis re his	
		serving hatch and asking for his royalties.	

Registered Design Certificates (with full size drawings attached) and some ancillary papers.

15.	1887		72335 Ventilator fronts.
16 &	17.	1889	129856 and 130182 Stair rod eyes.
18 - 2	22.	1890	157965-157969 Ventilator fronts
23 - 2	25.	1893	213916-213918 Door-knockers
26.	1893		213920 Letter-box and plate
27 &	28.	1905	
29.	1932		526842 Solray trade-mark registration.



- 1. Catalogue, n.d., Comyn Ching and Co., late Huxley and Ching.
- 2. Catalogue, n.d., Comyn Ching and Co.

Item 2 is similar to, but not identical with, Item 1. The former gives an address at Nos. 28-30 Castle Street, the latter 54-58 Castle Street; Castle Street (now Shelton Street) was renumbered in 1874.

- 3. File of 8 photographs (twentieth century) of architecturalironwork by Comyn Ching.
- 4. Drawings and letter, 1921, re alterations to premises in Little White Lion Street (No. 19 Mercer Street) by W. J.Burtt, surveyor.
- 5. Miscellaneous printed sheets about Comyn Ching's products, various dates, including a review from the Builder 1871 of their patent boiler and system of hot water circulation.
- 6. Odd copies of the London Gazette (5 July 1859 and 4 January 1895; the former notes the dissolution of the partnership of John Earle Huxley and Comyn Ching, and the formation of Comyn Ching and Co.) and some trade journals: Building Newsand the Ironmonger.
- 7. Copy of Comyn Ching catalogue No. 40A (n.d.) with MS andtypescript notes interleaved on the history of the firm, andvarious items of interest, including staff rules 1915-16,managers responsibilities, and notes on the Staff SavingsBank and Sick Fund.



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#### APPENDIX III

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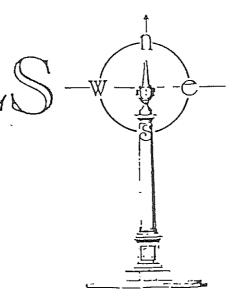
LIST OF SEVEN DIALS DEEDS ETC. IN THE MIDDLESEX LAND REGISTRY

Release dated 18 June 1736 (MLR 1736/4/342)

- 1. James Joye esq of Acton
- 2. Thomas Phillips gent of Earle Street SGF.

For £2340, release of premises as in a lease for 1 year dated 17 June 1736, viz. 25 parts of Marshland in SGF, with messuages, as follows:

- 1. Irregular ground on the south side of St. Andrews Street, 52' front, 30' east to White Lyon Street, 27'6" west and with several breaks on the south side, next premises of Bartholomew Rowland, as in lease of 18 May 1694 between (i) Thomas Neale esq of SMF, James Ward esq of London, Edward Herrys merchant of London and Thomas Lathwell and William Morris gents of London and (ii) Thomas Hickman gent of Ashton Surrey, for 61 years from Michaelmas 1693 at pc for 1-1/2 years then 10£ p.a.
- 2. Ground on south side of St. Andrews Street, 16' front, 23'6" rear, 28' east and 46'9" west, bounded east by Hickman, south by Rowland and west by Thomas Birch, as in a lease of 28 September 1694 between (i) Neale etc. and (ii) Thomas Birch bricklayer of SJW for 61 years from Midsummer 1694 at pc for 1-1/2 years then £8 p.a.
- 3. Bevel ground on the south side of St. Andrews Street, 15' front, 20'6" rear, 46'9" east and 56' west, bounded east and westby Birch and south by Rowland, as in a lease of 28 September 1694 between (i) Neale etc. and (ii) Birch for 62 years from Midsummer 1694 at pc for 1-1/2 years then £7-10-0 p.a.
- 4. Ground on the south side of St. Andrews Street, 15' front, 15' rear, 56' east and 51'6" west, bounded east and west by Birch and south by Rowland, as in a lease of 28 September 1694 between (i) Neale etc and (ii) Birch for 61 years from Midsummer 1694 at a pc for 1-1/2 years then £7-10-0 p.a.
- 5. Ground on south side of St. Andrews Street, 15' front and back, 51'6" east and 45'9" west bounded east and west by Birch and south by Rowland, as in a lease of 28 September 1694 between (i)Neale etc and (ii) Birch, for 61 years from Midsummer 1694 at a pc for 1-1/2 years then £7-10-0 p.a.



- 6. Ground on the south side of St. Andrews Street, 15' front and back, 46'9" east and 42' west, bounded east by Birch, west by John James and south by Rowland, as in a lease of 28 September 1694 between (i) Neale etc. and (ii) Birch, for 61 years from Midsummer 1694 at a pc for 1-1/2 years then £7-10-0 p.a.
- 7. Ground on the south side of St. Andrews Street, 16' front, 17' rear, 42' east and 37' west, bounded east by Birch, west by James and south by Rowland, as in a less of 25 October 1694 between (i) Neale etc and (ii) John James wheelwright of SAH for 61 years from LD 1694 at pc for 2-1/2 years then £8 p.a.
- 8. Ground on the south side of St. Andrews Street, 16' front, 17' rear, 37' east and 32' west, bounded east by James, west by Richard Worth and south by Rowland, as in a lease of 25 October 1694 between (i) Neale etc. and (ii) James for 61 years from LD 1694 at a pc for 1-1/2 years then £8 p.a.
- 9. Ground on south side of St. Andrews Street, 17'7" front, 17'11" rear, 32'1" west and 27'11" east, bounded south by Anthony Cheny, east by Samuel Chase and west by Lowry, as in a lease of 18 October 1699 between (i) Ward, Herrys, Lathwell and Morris and (ii) Samuel Chase bricklayer of SGF for 61 years from Michaelmas 1699 at pc for 3/4 year then £3 p.a.
- 10. Ground on south side of St. Andrews Street, 28'11" front, 29'7" rear, 22' west and 14'11" east, bounded south by Cheny, east by Banks and west by Chase, as in a lease of 18 October 1699 between (i) Ward etc. and (ii)( Chase, for 61 years from Michaelmas 1699 at a pc for 3/4 year then £3 p.a.
- 11. Ground on south side of St. Andrews Street, 15'11" front, 16'3" rear, 27'7" west and 22'11" east, bounded south by Cheny and east and west by Chase, as in a lease of 18 October 1699 between (i) Ward etc and (ii) Chase, for 61 years from Michaelmas 1699 at a pc for 3/4 year then £3 p.a.



- 12. Corner ground on the west side of Castle Street, 42'2" front, 41'4" rear, 30' north/Pencilled in margin, '40'/ and 11'3" at the south corner, bounded west by St. Andrews Street, north by Cheny and south by St. Martins Lane, as in a lease of 21 May 1693 between (i) Richard Spencer merchant of London, Ward, Herrys, Lathwell and Morris and (ii) Anthony Cheny citizen and weaver of London, for 61 years from LD 1693 at a pc for 1-1/2 years then £1 p.a.
- 13. Ground on the north side of Castle Street, 21'3" front, 22' rear, 15' west and 19'8" east, bounded east and west by Cheny, as in a lease of 1 July 1699 between (i) Ward etc. and (ii) Cheny, for 61 years from LD 1699 at a pc for 1/2 year then £10 p.a.
- 14. Ground on north side of Castle Street, 21' front, 21'10" rear and 25'3" east, bounded east and west by Cheny, as in a lease of 1 July 1699 between (i) Ward etc. and (ii) Cheny, for 61 years from LD 1699 at a pc for 1/2 year then £10 p.a.
- 15. Ground on the north side of Castle Street, 15'8" front, 18'2" rear and 33'9" east, bounded east and west by Cheny, as in lease of 1 July 1699 between (i) Ward etc. and (ii) Cheny, for 61 years from LD 1699 at a pc for 1/2 year then £10 p.a.
- 16. Ground on the west side of Castle street, 61'11" front, 63'8" rear, 61'4" north and 33'9" south, bounded west by St. Andrews Street and north and south by cheny, as in a lease of 21 May 1693 between (i)Spencer etc and (ii) Cheny, for 61 years from LD 1693 at a pc for 1-1/2 years then £1 p.a.
- 17. Ground on the west side of Castle Street, 15'6" front, 25' rear, with a passage to ground designed as a yard, bounded south and west by Cheny, as in a lease of 21 May 1693 between (i) Spencer etc. and (ii) Christopher Langley citizen and founder of London for 61 years from LD 1693 at a pc for 1-1/2 years then £4 p.a.
- 18. Corner ground on the west side of Castle Street, 32'5" front and 16'10" north next to White Lyon Street, with a passage on the south side to ground designed for a yard, bounded south and west by Cheny, as in a lease of 21 May 1693 between (i) Spencer etc. and (ii) Thomas Husbands painter stainer of SGF for 61 years from LD 1693 at a pc for 1-1/2 years then £7-10-0 p.a.

- 19. Ground on the west side of White Lyon Street, 15'9" front by 27'6" deep, with a little slip or yard behind, bounded south by the corner house next to Castle Street and north by Mr. Hiller, as in a lease of 1 September 1699 between (i) Ward etc. and (ii) Husbands, for 61 years from Michaelmas 1699 at a pc for 1/2 year then £1-10-0 p.a.
- 20. Ground on the west side of White Lyon Street, 15'11" front by 26'3" deep, bounded west by Mr. Banks, south by Husbands and north by Robert Frith, with a little slip of ground or yard behind, as in a lease of 1 September 1699 between (i) Ward etc. and (ii) Henry Hiller bricklayer of SMF for 61 years from

Michaelmas 699 at a pc for 1/2 year then £3-10-0 p.a.

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- 21. Ground on the west side of White Lyon Street, 16'4" front by 26'3" deep, bounded west by Banks, south by Hiller and east by Mr. Avery, with a little slip of ground or yard behind, as in a lease of 1 September 1699 between (i) Ward etc. and (ii) Robert Frith plasterer of SGF for 61 years from Michaelmas 1699 at a pc for 1/2 year then £1-10-0 p.a.
- 22. Ground on the west side of White Lyon Street, 16'4" front by 26' north and south, with a little slip of ground or yard behind, bounded south by Frith and north by william Harper, as in a lease of 1 September 1699 between (i) Ward etc. and (ii) Richard Avery bricklayer of SGF for 61 years from Michaelmas 1699 at a pc for 1/2 year then £4-10-0 p.a.
- 23. Ground on the west side of White Lyon Street, 16'4" front by 28' north and south, with a little slip of ground or yard behind, bounded south by Avery and north by Henry Bainbridge, as in a lease of 1 September 1699 between (i) Ward etc. and (ii) William Harper glazier of SJW for 61 years from Michaelmas 1699 at a pc for 1/2 year then £4-5-0 p.a.
- 24. Ground on west side of White Lyon Street, 16'2" front by 27'9" deep, bounded west by Mr. Glover, south by Harper and north by Mr. Floyer, with a little slip of ground or yard behind, as in a lease of 1 September 1699 between (i) Ward etc. and (ii) Henry Bainbridge joiner of SAH for 61 years from Michaelmas 1699 at a pc for 1/2 year then £3-10-0 p.a.
- 25. Ground on the west side of White Lyon Street, 24' front, 12'6" rear, 17' south and 15' north, with an elbow or slip of ground, bounded south by Bainbridge, and north by the corner house, as in a lease of 1 September 1699 between i) Ward etc. and (ii) Thomas Flight carpenter, for 61 years from Michaelmas 1699 at a pc for 1/2 year then £3-15-0 p.a.

Which premises are now occupied by Thomas Falfarr, - Mitchell, - Carpenter, Abraham Fassau, - Jordan, George Avery, William Coe, James Veasy, John Hastings, Henry Langton, - Odillinger, --, James Paine, Robert Rowe, William Haynes, John Bowler, Ruth Drewry, Charles Burnett, Richard Card, John Platt, - Adams, - Rennew, - Mackingfield, John Fenton, Samuel Captone, - Frazier, Henry Lobb, Samuel Lefebur, Joseph Mitchell, John Smith and Peter Bishop.

To hold by Phillips for ever, free from liability to a fee-farm rent of £3 p.a. payable out of the whole of Marshland.

Various terms of years held in trust for Joye shall henceforth be held in trust for Phillips.

Schedule of deeds etc. relating to Marshland "upon which is built the Seven Dials and several streets leading thereto...."

#### 1 July 1692

Patent, reciting previous patents to Sir Richard Stydolfe and Godfrey Woodward, to James Ward esq on nomination of Thomas Neale esq, of the close called Marshland in SGF, part of the manor of St. James, subject to a rent of £3 p.a.

14 April 1693 Release, (i) Ward (ii) Neale (iii) Edward Herris merchant of London.

#### 14 April 1693 Defeasance (i) Ward, Herrys, Thomas Lathwell and William Morris (ii) Neale.

23 January 1693/4
Deed, (i) Thomas Trapps esq (ii) Neale (iii)
Ward, Herrys, Lathwell, Morris, Samuel
Biscopp clerk of London and John Carter
merchant of London.



1 March 1693/4

Deed, (i) Neale (ii) Ward, Herrys, Lathwell and Morris (iii) Biscopp and Carter (iv) Richard Spencer merchant of London.

12 July 1694 Deed, (i) Neale (ii) Spencer and William Jennens esq.

20 February 1694/5
Deed, (i) Neale (ii) Spencer and Jennens
1 May 1695 Deed, (i) Spencer and Jennens (ii)
William Snelling merchant of London

26 July 1695 Deed, (i) Spencer and Jennens (ii) Rowland Hunt esq and Paul Joddrell esq

29 July 1695 Deed, (i) Spencer and Jennens (ii) Dame Mary More and Charles Bludworth esq.

1 August 1695 Deed, (i) Spencer and Jennens (ii) Thomas Rowney esq (iii) Ward, Herrys, Lathwell, Morris, Biscopp and Carter.

11 June 1696
Deed, (i) Jennens (ii) Rowney (iii) Mary Wiseman widow (iv) Sir John Stonehouse bart, Simon Harcourt esq, Justinian Sheppard esq and John Blandy esq.

1709

Act of Parliament settling the estate of William Jennens.

20 August 1720

Receipt from Mr. Samuel Biscopp for 2,000, part of a 16,000 mortgage, endorsed on a deed of 23 January 1693/4 between (i) Sir Francis Child (ii) Ward (iii) Herrys (iv) Biscopp (v) Carter (vi) Thomas Gundry esq and Charles Mounk dyer (vii) Morris and Lathwell.

20 August 1720

Receipt from Mr. Richard Warner for £1620 and interest on a mortgage to Joddrell, who was trustee for Mr. Robert Harbin, who was trustee for Warner.

26 August 1720

Receipt from Mr. Thomas Snelling, executor of Anne Snelling who was widow and executor of William Snelling, for £3000 and interest, due on the mortgage of 1 May 1695.



7 September 1720

Receipt from Thomas Hunt esq, son and heir of Rowland Hunt, for £1500 and interest due on the mortgage of 26 July 1695.

23 June 1722

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Deed, (i) Augustin Woollaston esq (ii) Gabriel Roberts esq (iii) James Joye esq (iv) Oliver Marton gent.

28 June 1722

Deed, (i)? Browne gent, successor in title (recited) to Dame Mary More (ii) Peter Kelk, John Elton and Anne his wife, George Hooper and Mary his wife and Susanna Kelk (iii) John Danvers esq (iv) Joye and Marton.

17 March 1723/4

Deed, (i) Somerset English esq and Joseph Gosling ironmonger (executors of Mary Cawthorne, widow of Richard Cawthorne clerk, who was executor of Charles Bludworth) (ii) Thomas Dacres esq executor of Mary Bludworth, widow of Charles Bludworth (iii) Thomas Bludworth esq, son of Charles Bludworth sr and brother and administrator of Charles Bludworth jr (iv) Joye (v) Marton.

30 July 1724

Receipt from William Beckford esq (executor of James Ward esq and assignee of Nicholas and Thomas Pitt, Thomas Tutt, Anthony Guydott and Francis Stephens, executors of George Pitt, who was assignee of Sir Francis Child kt) for £5100 and £2000 and interest, parts of the mortgage of ú16,000, and his assignment to Joye and Marton, endorsed on the 7te deed of 23 January 1693/4.

30 November 1724

Receipt from Anne, Lydia and Charles Carter, 3 children of John Carter, for £2,000, part of the £16,000 mortgage, endorsed on the 7te deed of 23 January 1693/4.

17 June 1725

Deed, (i) Stonehouse and Sir John Evelyn bart (ii) Mary Jennens widow of William Jennens, and William Jennens jr esq (iii) Joye (iv) Osmond Beauvoir esq and John Moore gent. 5 March 1725/6

Deed, (i) Paul Tracey and Mary his wife, formerly wife of late Richard Spencer, and Richard Spencer jr esq (ii) Joye, heir of late Peter Joye esq of London.

4 June 1733

Receipt from Thomas Gundry jr, son and heir of Thomas Gundry sr, for £900 and interest, part of the £16,000 mortgage, and his assignment to Joye, endorsed on the 7te deed of 23 January 1693/4.

(Copy) Deed Poll dated 18 March 1736/7 (MLR 1736/5/706)

1. Edward Marton gent of SAH, Edward Banister gent of Middle Temple, Osmond Beauvoir esq of Downham Hall and John Morre esq of SAH, trustees for James Joye. 2. Thomas Phillips.Release of premises as above.

#### APPENDIX IV

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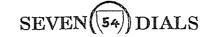
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Weinreb, Ben and Hibbert, Christopher

The London Encylopaedia (1983)



#### APPENDIX V

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Nineteenth Century Occupants of Seven Dials

A. From Census Returns, 1841

Great St. Andrew's Street (Monmouth Street)

House numbers not given.

Typical professions and trades listed:-

Grocer, shopkeeper, seamstress, currier, carpenter, clerk, shoemaker, printer, baker, coachsmith, tailor, jeweller, leatherseller, painter, undertaker, music printer.

Queen Street (Shorts Gardens)

House numbers not given.

Typical professions and trades listed:-

Milliner, fishmonger, weaver, printer, cabinet maker, upholsterer, baker, milkman, cheesemonger, ironfounder, goldsmith, musician.

Great Earl Street (Earlham Street)

House numbers not given.

Typical professions and trades listed:-

Cook, bricklayer, needlewoman, cabinet maker, staymaker, barber, tailor, printer, horsekeeper, stonemason.

Little White Lion Street (Mercer Street)

House numbers not given.

Typical professions and trades listed:-

Housekeeper, porter, groom, valet, wine cooper, locksmith, constable, bookbinder. (Many `unknowns' are listed in this street).

B. From 1851 Census Returns

Great St. Andrew's Street

House No.	Name	Trade
20	George Justin	Ginger beer maker
18	Charles Paul	Printer, publisher
16	Joseph French	Coiner at Royal Mint
10	Bernhard Somerfeld	Grocer
5	William Erpen	Ornamental painter
4	Thomas Richardson	Printer
4	George Hambling	Dealer in birds
1	Edward Jenkins	Licensed victualler

Little St. Andrew's Street

House No.	Name	1 ra
28	Alexander Minto	Grocer
27	William Bates	Paper hanger
27	Thomas Whittaker	Artist in drawing
24	William Haddon	Soldier in
ColdstreamGuards		
20	Henry Newton	Warehouseman
13	William Elliott	Clockmaker
13	John Jordan	Saddler
12	Robert Weight	Grocer
2	James Male	Cabinet maker

Other trades also given in above street:-

Tailor, painter, scholar, schoolmistress, gardener.

#### Great Earl Street

4	Mary Bradshaw	Shirtmaker
6	Sarah Cressy	Bedsteadmaker
8	Thomas Fooke	Wheelright
19	Matthew Turner	Wigmaker
20	Daniel Cochrane	French polisher
22	Thomas Caernon	Leather dresser
24	James Skeggs	Licensed victualler

#### Little White Lion Street

4	Louis Brewer	Printer, press maker
8-9	William Morrison	Coffeehouse keeper
	Ed Friend	Music printer
10	Richard Edwards	Marbled and fancy papermaker
12	James Kelly	Printer

Great White Lion Street

Typical trades and professions listed:-

Seamstress, tailor, carpenter, chimneysweep, dairyman, cordwainer, fancy box maker, printer, trouser maker, labourer and plasterer.

Queen Street

Typical trades and professions listed:-

Orange seller, fruit seller, carpenter, glazer, plumber.



Census Returns 1861

Great Earl Street

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Typical trades and professions listed:-

Toymaker, porter at Covent Garden, printer, needlewoman, washerwoman, blacksmith, brush maker, silk weaver, furniture dealer.

Publican - Napoleon IIIPublic

Trade

24 Thomas de Pledge House

Little White Lion Street

House No. Name

9 Coffee house 10-11 Map and print colourer 13 Jasper and Publican - Kings Head

Elizabeth Wibrow Publican's wife

Great St. Andrews Street

46 James and Jane Harry 8th Public House Richardson Licensed victuallers

Little Earl Street

11 Augustus Lipscomb Greengrocer Jonah Stommett Fishmonger Ed. Fisher Cheesemonger John Rasson Pork butcher Ellen Carty Greengrocer 3 William Allen Fishmonger 2 Mary Sallman Fruit seller

Great White Lion Street

Typical trades listed:

Butcher, fishmonger, provision dealer, fruitseller, greengrocer.

1871 Census Returns D.

Little St. Andrew's Street

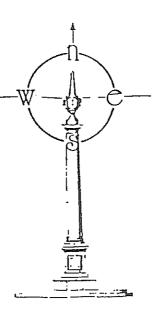
15 William Bond Printer, publisher, author, social science

20 William Gee Publican - The Volunteer Public House

22Edward Hooley Leather dresser

26, 27 Linen drapers 28

Tea merchant, fishmonger



Queen Street

House No. Name Trade Common lodging house 10 Common lodging house 11 Thomas Blythe Licensed victualler -The Black Horse PublicHouse

Little White Lion Street

Clergyman of Church of England in charge of Seven Dials area.

Carpenter workshop

10-11 Sophia Hobbs Chandlers shop 12 Stable

Henry Vincent Licensed victualler -publican - Noble ArmsPublic House

Great St. Andrew's Street

47 Thomas Dowsett Lithographic printer 46 Charles Sewell Publican - Henry VIII Public House John Haydon 41 Cage maker 40 George Inder Coffee stall keeper 39

Edward McCarthy Coppersmith's labourer 36 Cecilia Morris Gloves and bracemaker 31 Herbert Allcorn Publican - The GeorgePublic House

E. Census Returns 1881

Great White Lion Street

2 Henry Clements Aerated water maker Frederick Passmore Portmanteau maker William Reed Music printer 7 Martha Cutter Artificial florist 9 Albert France Undertaker 13 John Fletcher Toymaker

Little White Lion Street

Typical trades and professions listed:-

Brewery managers and assistants, waitress, domestic servants.

11 & 13 George Parry Publican - Public House (no name)

## SEVEN DIALS

APPENDIX VI

Brief for an environmental survey of the Seven Dials Conservation Area

#### 1. Objectives

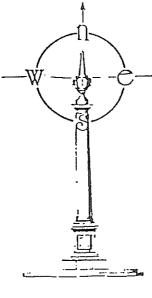
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The primary objective of the survey is to produce a coherent set of recommendations for environmental improvements to the conservation area, to include consideration of street lighting, paved surfaces, bollards, seating, refuse arrangements, planting, bicycle storage, car parking, traffic management and signage. In arriving at the recommendations full regard should be taken of

- the existing condition and nature of the streets, including the relationship between the building fabric and the streetscape
- the Covent Garden Action Plan and supplementary reports by the London Borough of Camden and the City of Westminster
- the history of the area
- recent street improvement schemes in Neal Street, Shorts Gardens, James Street, Floral Street and the Covent Garden market area
- the means of implementation of the recommendations

The secondary objective of the survey is to identify the likely sources of funds for such improvements, to include statutory bodies, charities, and commercial organisation/owners with an interest in the area.



### RENAISSANCE

#### 2. Background

The Seven Dials Monument Co. Limited has been sponsored by Kleinwort Benson Trustees Limited to set up and manage this environmental survey. Kleinwort Benson is a major landowner in the area and is looking for actionable proposals that can be implemented in regard to its own ownerships in Neal Street, Earlham Street and Monmouth Street.

With various other major ownerships in the area and with the success of the reconstruction of the Seven Dials Monument there is the opportunity to carry out improvements to a wider area and to recreate some coherence to the streetscape of this conservation area. The aim should be to produce a better environment at street level for residents, shoppers, visitors, and people working locally.

A background paper on the area is attached, along with a  $\operatorname{plan}$  showing the extent of the survey.

#### 3. <u>Consultation</u>

The draft recommendations will be discussed with the London Borough of Camden, the Covent Garden Community Association and other interested local groups before it is finalised.

#### 4. Timescale

The timescale is three months for survey work and production of the draft report.

#### 5. Form of report

The report should be in A4 format with the ability to reproduce elements of the report in exhibition form.

#### 6. Costs

The costing should cover all time, material, production and incidental costs.

## SEVEN DIALS

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C Seven Dials is a unique late-seventeenth century urban development, of which the lavout and some of the original fabric remains, with later architectural infil of varving degrees of appropriateness. The development of the area was begun in the 1690s and was promoted by Thomas Neale, a typical speculator of the period with many other schemes besides building to his credit. (His name is perpetuated in Neal Street.) It took him two or three years to assemble the leases but by October 1694 the full scheme of seven radiating streets was established, for John Evelyn recorded a visit in his diary and noted the Doric column at the centre which, having been removed to Weybridge in the eighteenth century, is now being restored in replica.

Seven Dials was never a very fashionable area and most of it went over to small scale commercial and light industrial use at an early stage. Later eighteenth and nineteenth cenutury redevelopment reflected this change of use in the form of elegant Georgian shopfronts and simple Victorian warehouse architecture. The relative poverty of the area in the nineteenth and early twentieth centuries helped to preserve the original fabric of the streets and it is only in the last decade that 'overspill' from the success of the Covent Garden rehabilitation has led to large scale conservation and development projects. It is important that success and prosperity should not spoil the character which has survived so well.

The Seven Dials lavout is unique in London town planning, and its immediate inspiration is unknown. The surviving seventeenth century Georgian and Victorian architecture is all remarkably harmonious and the area forms a coherent piece of townscape which would benefit from a consistent approach to all the streets between Neal Street, Long C Acre, Tower Street and Shaftesbury Avenue, especially in such underrated details as street paving, lighting and signing. The restoration of the column in the centre is a dramatic demonstration of the considerable visual benefits to be gained from historically accurate restoration of the streetscape, as opposed to run-of-the-mill municipal 'street improvement' which looks as if somebody with no taste has scattered around an uncordinated jumble of inappropriate artefacts from a suburban 'garden centre'. The success of Quinlan Terry's Riverside Development at Richmond shows the important impact that control of the design of the spaces between buildings can have. It is important to the general upgrading of Seven Dials, both in architectural and commercial terms, that a coherent design policy be adopted, based on a survey of the character of the area, and compassion with examples elsewhere, and that guidelines be drawn up for the high quality and historically appropriate treatment of all the seven streets, including street pavement and street furniture, as well as the elevation of the sucrounding buildings. The survey should take the form of an illustrated report with plans, photographs, elevational and detail drawings, the text divided into sections covering the historical evolution of the area, a survey identifying the principal survey and Contributory elements and a schedule of proposals for future ( development and improvement.



