

COVENT GARDEN

capco★

THE ROYAL OPERA HOUSE ARCADE AND JAMES STREET



BACKGROUND

Capital & Counties and the Royal Opera House are bringing forward proposals to refresh the historic Royal Opera House Arcade on the north-east corner of the Covent Garden Piazza.

The existing arcade suffers from a series of limitations, including:



Limited visibility and shop frontages that are difficult to see



Limited animation, particularly in relation to branding, and a lack of seating and planting



Inactive façades with deep shadows within the colonnade



Entrances and exits to the shops are generally small and concealed



No directory signage or wayfinding



Most of the current signage is hidden behind glass shop frontages and difficult to read



Post-pandemic, support is required to let a number of vacant units



Current view of the Royal Opera House

OUR PROPOSALS

Capital & Counties and the Royal Opera House are bringing forward proposals to reposition the arcade as an integral element of the Covent Garden retail offering, drawing upon its architectural strength to improve the customer experience and give the arcade a greater presence.

Our proposals for the arcade would see the introduction of:



An arcade red carpet, installed for key events or semi-permanently to either signpost the entrance to shops or run continuously down the length of the arcade



A greening strategy, including laurel bay trees and window boxes to support the neoclassical architecture



A new flagship restaurant and al-fresco dining to diversify the retail offer and animate the colonnade



Refreshed wayfinding and signage with greater variety and colour



New decorative awnings, with either a single or mix of colours to enhance the prominence of the retail units.



ARCADE RED CARPET & GREENING

To enhance the presence and profile of the arcade we are proposing a new red carpet and urban greening.

Options include:



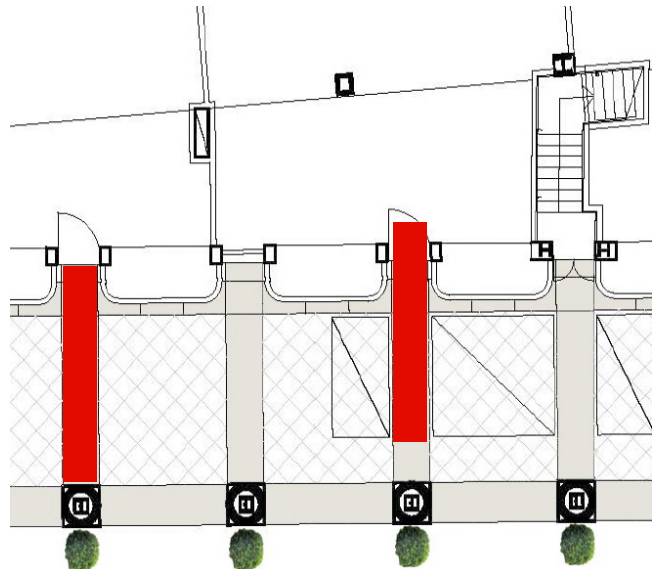
Option 1: A singular red carpet lines the colonnade providing a bold introduction of colour



The red carpet improves the destinational retail character and Royal Opera House Piazza entrance



Option 2: Individual red carpets perpendicular to the colonnade



Individual red carpets align to retailer entrances

DECORATIVE AWNINGS

To give the arcade more character we are also proposing options for new decorative awnings.



Option 1: Awnings projecting from every colonnade opening



Option 2: Awnings located at particular openings which could reflect the tenant (i.e. café or restaurant use)



Option 3: Awnings in a variety of colours relating to the individual tenant's branding



Option 4: Awnings with a singular colour

ROYAL OPERA HOUSE – JAMES STREET

To complement our plans for the Royal Opera House Arcade, we are also seeking to improve the retail frontage along James Street building upon our investment in 2019 to replace the handrails, planters and lighting.

James Street is a key gateway to the district, recording the highest levels of footfall within the Covent Garden Estate whilst the Royal Opera House is a Grade I listed building located along James Street.

NEW SIGNAGE

We are keen to enhance the retail frontage of the Royal Opera House along James Street, between numbers 4 and 9. This is due to the existing shop front signage being obscured behind glass and our proposal seeks to improve legibility of this signage. Similarly, the proposed new signage and re-painting of the facade will be low key and sensitive to its setting whilst improving the retail environment.

Our aims are to:



Improve the setting of the retail units within the Royal Opera House



Draw attention to the Grade I listed building



Support city centre retailers as they support the economy of the area to deliver jobs and employment opportunities



Enhance wayfinding and connectivity within the Estate through consistent signage



Illustrative render of existing Royal Opera House facade

ROYAL OPERA HOUSE – JAMES STREET

Brass facade signage

Retail facade painted light grey

Signage proposed to the columns between retail units



Illustrative view of the proposed Royal Opera House facade

Capco supports Westminster Employment Service (WES), find out more [here](#).

NEXT STEPS

Thank you for taking the time to review our proposals for The Royal Opera House Arcade and James Street.

We would be grateful if you could provide us with your feedback via the feedback form on the consultation website: <https://coventgardenconsultation.co.uk/> or by clicking [here](#).

If you have any questions or would like to provide us with your feedback directly, please email RoyalOperaArcade@kandaconsulting.co.uk or call **0203 900 3676**.

