

## SEVEN DIALS CHRISTMAS 2023



*Image of Proposed Lighting halo above the Seven Dials Monument*

### **Shaftesbury Capital are proposing to introduce temporary Christmas trees and a lighting scheme within Seven Dials as part of the run-up to and celebrations for Christmas 2023.**

The new Christmas theme will visually connect Seven Dials with the wider Covent Garden district, and include:

- Christmas trees, as part of new street level dressing, that reflects and celebrates the unique history and characteristics of Seven Dials
- Integration of cohesive lighting for Covent Garden as a whole that compliments the Seven Dials Streetscape

Subject to securing planning permission, the new dressing and lighting would be installed on the 1st–6th November, before being switched-on on the 7th November 2023. The Christmas trees, dressing and temporary lighting would then be removed in early January.

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You can have your say on our plans by visiting our consultation website at

 [coventgardenconsultation.co.uk](https://coventgardenconsultation.co.uk). scan the QR code or call **0203 900 3676**.



# SUMMARY OF PROPOSALS

**Our proposals for celebrating Christmas in Seven Dials would consist of three key elements:**

## **Festoon lighting**

The main element of the Christmas concept is simplified festoon lighting, dressing the streets with a warm white glow. The installation will utilise existing fittings and we are investigating the use of 'black out bulbs' for lightbulbs which are closest to residential windows to prevent light spill.

The lights would be live daily from 11am to 11pm.



## **Neals Yard tunnel**

Neal's Yard tunnel framework is proposed to be dressed throughout with simplified green garlands and pea lights.

Real trees will also be placed in half-barrels, allowing a minimum of 2.5 metres of walkway in between. Trees will also be dressed with pea lights and Neal's Yard will also have a small cluster of Christmas trees.



# SUMMARY OF PROPOSALS

## Pea lights on trees

To continue the neighbourhood illumination, during the festive period and into the new year, it is proposed to install permanent LED pea lights across a selection of street trees.

Our intention is for the trees to be lit November – March. A light management plan will be put forward detailing that this will be a single harmonious light, and not ones which can be changed throughout the year.



## Sustainability

Sustainability sits at the heart of Shaftesbury Capital's work. As a result all LED lights for the pea and festoon will be low energy consumption, and for installation and take down, hybrid Cherry Pickers and electric vehicles will be used.

All real trees are FSC certified trees, are sourced from UK farms. Following the installation they are chipped and then reused locally.

All decorations are reusable for 3 to 5 years for future schemes.



We are keen to understand the views of our neighbours and the local community ahead of submitting a planning application to Camden Council.

**You can find details of how to contact us and leave feedback on the proposals on the front page.**