

LOAFT

To whom it may concern,

With respect to the heritage and neighbourhood of building 51-53 Shelton St, London WC2H 9JU, the objective of this proposal is to install two folding manual canopies to protect the building's beauty from weather damage while also promoting energy efficiency and conserving resources.

To preserve the building's history, we would want to emphasise that the current facade and showcases will not be altered in any manner.

The proposed canopies will improve energy efficiency by limiting heat absorption or loss at the building's entrance. Current showcases with 6mm glass do not provide adequate isolation from weathering.

The canopies will provide shade during hot weather, reducing the need for excessive air conditioning, and resulting in lower energy consumption and electricity expenditures. During the winter, canopies will operate as a barrier against drafts, minimising heat loss and decreasing the load on heating systems. These energy-saving benefits not only help to save costs, but also highlight our dedication to sustainability and environmental responsibility.

Our objective is also to protect the health and safety of our neighbours and customers. During rainy weather, the current pathway with little glass bricks becomes slippery. The planned entrance canopies will also improve the building's safety and accessibility by creating a well-defined and protected space for people to enter and exit, reducing the danger of slips, trips and falls.

They will also provide refuge while waiting for transportation or in an emergency, and will be designed to meet accessibility standards, allowing those with disabilities simple access. This gesture indicates our dedication to welcoming all guests/neighbours and improving their entire experience.

Furthermore, the canopies will give essential defence from the elements, including rain, snow, and strong sunshine, assuring the durability of the structure and preserving the building's history in the long term.

The proposed design will not be invasive; rather, it will be harmoniously integrated into the building's current architectural framework, guaranteeing that no architectural pollution occurs as a result of the following proposal.

These proposed canopies will be traditional Victorian awnings, measuring 5000mm wide and with a maximum projection of 1200mm due to the depth of the pavement beneath.

They are made of aluminium housing with timber end cheeks and front lath, which the cover is tacked to in the usual method. Everything will be painted 'London clay'.

The awning is controlled by a wooden pull-down pole, which, along with the iron arms and slides, works with a tensioned spring roller. Storm chains are also installed on the awning to ensure safety. The material will be woven from Sunacryl 100% solution dyed acrylic fibres and treated with Cleangard for dirt and water resistance. All these precautions were carried out to guarantee respect for the historicity of the building and its architectural beauty.

As Wolfox Collection, and having been in the hospitality sector for over 15 years, we strongly believe in and rely on our community. Since signing the lease agreement, we have made an effort to treat our neighbourhood with respect, as we rely on the local community's support to establish our brand in Covent Garden. We communicate routinely with our neighbours, and no objections or complaints have been filed thus far. We are certain that the suggested planning proposal will benefit our community while also preserving the building's history.

As previously stated in the application, some of the benefits will include protection from corrosion caused by atmospheric pollutants, improved health and safety, and increased energy efficiency which will promote long term sustainability.

EXISTING FRONT ELEVATION



PROPOSED FRON/SIDE ELEVATION



Revision	Date	Reason	Person
Drawn by: GLE			
Project Name: Loaf			
Project Address: 31-43 Shelton Street, WC2H 9JQ			
Client: Six Studio			
Drawing Title: Proposed Elevations			
Scale: 1:50			
Project no.: 24003			
Status: Planning			
Date: January 2024			
Rev:			
Drawing number: PL-02			

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