

Delegated Report		Analysis sheet		Expiry Date:		17/03/2009	
		N/A / attached		Consultation Expiry Date:		3/3/2009	
Officer				Application Number(s)			
Hugh Miller				2009/0085/P 2009/0086/A			
Application Address				Drawing Numbers			
Dom Vito 86 Kingsway London WC2B 6AE				Refer to draft decision letter			
PO 3/4	Area Team Signature	C&UD	Authorised Officer Signature				
Proposal(s)							
2009/0085/P - Alterations to 2 shopfronts and entrance door to cafe (Class A3 Use). 2009/0086/A - Display of halo-lit fascia sign lettering to all 3 shopfronts and a retractable awning on the Kingsway elevation.							
Recommendation(s):		Grant Planning Permission Grant advert consent					
Application Type:		Full Planning Permission					
Conditions or Reasons for Refusal:		Refer to Draft Decision Notice					
Informatives:							
Consultations							
Adjoining Occupiers:		No. notified	03	No. of responses	00	No. of objections	00
				No. Electronic	00		
Summary of consultation responses:		Site Notice displayed 10/2/2009, expires 3/3/2009. No response					
CAAC/Local groups* comments: *Please Specify		<u>Covent Garden Community Association</u> : No objection.					

Site Description

A basement plus 4-storey end of terrace property situated at the intersection of Kingsway and Gate Street. The upper floors of the host building comprise offices whilst the basement and ground floors has been in use as Class A3 café/takeaway. The building is located within Kingsway Conservation Area. It is not listed.

Relevant History

none

Relevant policies

R7 B –Protection of shopping frontages and local shops

R8 B – Removal and replacement of shopfronts

B4 B –Advertisement & signs

B4 A –Shopfronts

B7 –Conservation areas

CPG 2006:

Section 43-Shopfronts; Signs.

Assessment

The application proposes the following:

- **2009/0085/P** - Alterations to 2 shopfronts and entrance door to cafe (class A3 Use).
- **2009/0086/A** - Display of halo lit lettering to all three shopfronts to existing cafe (Class A3 use) plus an awning with lettering to the Kingsway elevation.

2009/0085/P Alterations to shopfronts and entrance door to cafe

The proposed shopfront alterations to both elevations would be minor and comprise:

- ✓ light bronze anodized aluminium glazed framed door replace existing double doors;
- ✓ stallrisers lowered on both elevations; black granite plinth (on Gate St. elevation) to replace dark anodized aluminium stallriser and retention of bronze anodized aluminium stallriser on Kingsway elevation;
- ✓ Installation of new fixed and sliding windows (Kingsway elevation) comprising glazed bronze anodized aluminium frame to replace large fixed window;
- ✓ Reduce depth of toplight panels.

The proposed alterations retain the shopfront elements (sills, stallriser, mullions and pilaster) whilst providing smaller proportioned frames. Notwithstanding, the altered shopfront has ensure that the retained shopfront elements would be in keeping with the variety of shopfronts within the Kingsway. The proposed alterations are satisfactory and do not detract from the appearance of the building. This modern shopfront design would not detract from the streetscape or the general appearance of the wider Conservation area. The shopfront is satisfactory and accords with policies B1, B4 A, B7 and R8 B of the RUDP and CPG shopfront guidelines.

2009/0086/A Display of halo lit lettering and awning to all three shopfronts to existing cafe

Amenity

Within the retail parade there are a variety of signs in terms of their sizes and location. Generally the

adjacent buildings display signs with letters which are either externally or individually illuminated.

The dimensions of the fascia sign letters are 1850mm x 200mm and above the entrance door 950mm x 200mm. The letters would be satin stainless steel "EATALY" in red Acrylic fronts and halo-illuminated by LED lights. Immediately above the lettering on the Kingsway elevation, the existing awning would be replaced by a new retractable one with lettering to similar dimensions as existing; the existing plastic awnings on the other shopfronts will be removed.

The style, proportions and positioning of the fascia signs and awnings are compliant with policy and CPG guidelines. The signage and discreet method of illumination is considered to respect the character and appearance of the host building and the Conservation Area and would not have any adverse affect on the amenity of neighbours particularly as these are commercial units.

Public safety

On public safety hazard grounds, it is not considered that the proposed signs would cause harm to pedestrian or highway safety due to the location of the signage and method of illumination.

The proposal is considered satisfactory and is in accordance with policies B4, and B7 and is considered satisfactory.

Recommendation-

Grant planning permission & advert consent.

Disclaimer

This is an internet copy for information purposes. If you require a copy of the signed original please contact the Culture and Environment Department on (020) 7974 5613