

**ROYAL BOROUGH OF KENSINGTON AND CHELSEA  
REPORT BY EXECUTIVE DIRECTOR,  
PLANNING AND BOROUGH DEVELOPMENT**

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**APP NO. PP/11/03538/Q16  
PLANNING APPLICATIONS COMMITTEE 06/03/2012  
AGENDA ITEM NO. N22**

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**SITE ADDRESS**

<b>108-110 Notting Hill Gate LONDON W11 3QA</b>	<b><u>APPLICATION DATED</u></b>	<b>21/10/2011</b>
	<b><u>APPLICATION COMPLETE</u></b>	<b>11/11/2011</b>

**APPLICANT/AGENT ADDRESS**

**Mrs S Carpenter  
Planware Ltd  
The Granary  
First Floor 37 Walnut Tree  
Lane  
SUDBURY  
Suffolk  
CO10 1BD**

<b><u>LISTED BUILDING</u></b>	<b>N/A</b>	<b><u>CONS. AREA</u></b>	<b>N/A</b>	<b>WARD</b>	<b>Pembridge</b>
<b><u>CAPS</u></b>	<b>No</b>	<b><u>ENGLISH HERITAGE</u></b>	<b>N/A</b>	<b>ART '4'</b>	<b>No</b>

<b><u>CONSULTED</u></b>	<b><u>OBJECTIONS</u></b>	<b><u>SUPPORT</u></b>	<b><u>PETITION</u></b>	<b><u>COMMENTS</u></b>
<b>89</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>

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**Applicant**            **McDonald's Restaurant Ltd**

**PROPOSAL:**        **Installation of new shopfront and display of new fascia sign.**

**RBK&C Drawing No(s):PP/11/03538**

**Applicant's Drawing No(s): existing shop front and part plan and proposed shop front and part plan**

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**RECOMMENDED DECISION:**    **Grant planning permission**

## **CONDITIONS/REASONS FOR THE IMPOSITION OF CONDITIONS:**

1. **The development hereby permitted shall be begun before the expiration of three years from the date of this permission. (C001)**  
*Reason - As required by Section 91 of the Town and Country Planning Act 1990, to avoid the accumulation of unexercised Planning Permissions. (R001)*
  
2. **The development hereby permitted shall not be carried out except in complete accordance with the details shown on submitted plans , existing shop front and part plan and proposed shop front and part plan (C068)**  
*Reason - The details are considered to be material to the acceptability of the proposals, and for safeguarding the amenity of the area. (R068)*

## **INFORMATIVES**

- 1 I09 Variations due to Building Regs.
- 2 I21 Building Regs. - Separate Approval
- 3 I21A Building Regs Separate Approval (not PP)
- 4 I67A Construction Management
- 5 I68 TFL - Olympic Route Network

## **1.0 SITE**

1.1 Nos. 108-110 are located on the Northern side of Notting Hill Gate, the property is in use as a restaurant within Use Class A3, which is currently occupied by Mc Donald's Restaurant.

1.2 The property is not listed and not located in a conservation area. The property is located in the primary frontage of the Notting Hill District Centre.

## **2.0 PROPOSAL**

2.1 Planning permission and advertisement consent are sought for the installation of a new shop front and the display of a new fascia sign.

2.2 The proposed shop front would be constructed from dark green aluminium. The two ends to the shop front would be clad in wood. The doors to the restaurant would be located in the same position as the existing doors but the proposed doors would be sliding.

2.3 The proposed fascia sign would be constructed from dark green aluminium with white acrylic fret cut text. It would be internally illuminated.

2.4 Another application for the placement of four tables and sixteen chairs has also been submitted for consideration (ref;PP/11/3285).

## **3.0 RELEVANT SITE HISTORY**

3.1 There is no relevant planning history for this site.

## **4.0 PLANNING CONSIDERATIONS**

- 4.1 The main planning considerations to be taken into account in determining this application are the effect of the proposal on visual amenity of the area and the impact on public and road safety.
- 4.2 The Core Strategy of the Local Development Framework for the Royal Borough was adopted on December 8<sup>th</sup> 2010, and contains planning policies which have succeeded the majority of those in the Unitary Development Plan (UDP). For the purposes of S.38(6) of the Planning and Compulsory Purchase Act 2004, the 'Development Plan' now comprises the Core Strategy, the London Plan July 2011, plus relevant 'saved' policies from the UDP.
- 4.3 The relevant core strategy policies are:  
CR4 (streetscape)  
CL1 (context and character)  
CL2 (extensions and modifications)
- There are no relevant 'saved' UDP policies.
- 4.4 Weight has been given to the Shopfront Design Guide SPD and the Access Design Guide SPD.
- 4.5 **Shopfront**  
Policy CL2 of the Core Strategy states [inter alia]: (n) require alterations to existing shop fronts to preserve those elements that contribute to their traditional character such as corbels, part-glazed doors, fascia, glazing bards, pilaster and stallriser; (o) require new, and alterations to existing shopfronts to (i) respect the building's original framework; (ii) have a positive visual impact on the appearance of the building or streetscene; (iii) respect the character of the building in relation to siting and design of awnings and blinds; (iv) be inclusive for all and (v) provide independent access to upper floor accommodation.
- 4.6 The majority of shop fronts along this section of Notting Hill Gate are contemporary in their design with fully glazed frontages and doors. Therefore, it is considered that the proposed shopfront with the large glazed frontage and sliding doors would be in keeping with the character and appearance of the streetscene.
- 4.7 The proposed shopfront provides level access into the building and the independent access to the residential flats above would be retained. The existing swing doors would be replaced by sliding doors.
- 4.8 On this basis, the proposed shop front by virtue of its size, design and choice of materials would not harm the appearance of the building, the streetscene or the surrounding area. Therefore, the proposal complies with Core Strategy Polices CL1 and CL2.
- 4.9 **Advertisement**

Advertisement consent is sought for the display of an internally illuminated Given the size, siting, design and method of illumination of the proposed fascia sign, it is considered to be appropriate within this predominantly commercial location.

4.10 Given the location and size of the fascia sign it is considered to not impinge on public or road safety.

4.11 In light of the above, the proposed fascia sign is considered to comply with Core Strategy Policies CL1, CL2 and CR4 of the Core Strategy.

## **5.0 PUBLIC CONSULTATION**

5.1 Neighbouring occupants were notified of this application. Letters of objection have been received. These letters of objection are summarised as follows.

5.2 **The proposed fascia sign is not discreet and is out of keeping with the rest of the street.**

Given the proposed materials, design and location of the proposed fascia sign, it is considered to not harm the appearance of the building or the surrounding area.

5.3 **The proposal would disfigure the entrance to the apartment building.**

The proposed shopfront does not affect the entrance to Campden Hill Towers. The design of the proposed shop front is considered to be in keeping with the design of neighbouring shopfronts within this part of Notting Hill Gate District Centre and given the design and proportions of the shopfront would be in keeping with the age and character of the building.

5.4 **The covering of the corner columns will be overwhelming.**

The proposal does not involve the covering of the corner columns.

5.5 **The illumination of the fascia sign would have a visually displeasing effect on the entrance to Campden Hill Towers and the pavement area.**

The illumination of the fascia sign is not considered to be excessive within a commercial area and given its location would not affect the entrance to Campden Hill Towers.

5.6 **The proposed alterations will reduce the value of neighbouring residential properties.**

The affect that the proposed alterations would have on the value of /PP/11/03538: 5

neighbouring residential properties, is not a material consideration that can be lawfully taken into account in determining this application.

## **6.0 CONCLUSION**

6.1 The proposed shopfront and advertisement by virtue of their size, design and location would not harm the character or appearance of the building or the surrounding area. The proposed advertisement by reason of its level of illumination and location would not impinge on highway safety.

## **7.0 RECOMMENDATION**

7.1 **Grant planning permission**

**JONATHAN BORE  
EXECUTIVE DIRECTOR, PLANNING AND BOROUGH DEVELOPMENT**

### **List of Background Papers:**

**The contents of file PP/11/03538 save for exempt or confidential information in accordance with the Local Government (Access to Information) Act 1985.**

**Report Prepared By: HES  
Report Approved By: LP/DT  
Date Report Approved: 23/02/2012**

**PSC03/12/HES.REP**

23/02/2012 14:16:33

## **Installation of new shopfront and display of new fascia sign.**

### **SUMMARY OF REASONS FOR DECISION**

You are advised that this application was determined by the Local Planning Authority with regard to Development Plan policies, including relevant policies contained within the Core Strategy of the Local Development Framework, the London Plan, as well as policies 'saved' from the Unitary Development Plan, and was considered to be in compliance with the relevant policies. In particular, the following policies were considered:

#### **Core Strategy adopted 8 December 2010**

CR4	Streetscape
CL1	Context and Character
CL2	New Buildings, Extensions and Modifications

The material circumstances of the case, including site history, location, and impact on amenities were considered.

In addition, consideration was given to the results of public consultation.

It was concluded that there was no impact upon the amenities of adjoining occupiers, or upon the character or appearance of the area, that would justify a refusal in this case.

The proposed shopfront and advertisement by virtue of their size, design and location would not harm the character or appearance of the building or the surrounding area. The proposed advertisement by reason of its level of illumination and location would not impinge on highway safety.

The full report is available for public inspection at the Planning Information Office, Ground Floor, Town Hall, Hornton Street, London, W8 7NX.