

ROYAL BOROUGH OF KENSINGTON & CHELSEA

REPORT BY THE EXECUTIVE DIRECTOR, PLANNING & CONSERVATION

PLANNING & CONSERVATION COMMITTEE
PLANNING SERVICES COMMITTEE
DELEGATED

APP NO. LB/04/01469 /IW
AGENDA ITEM NO.

ADDRESS/SUBJECT OF REPORT:

CINEMA, 87
Notting Hill Gate,
London, W11 3JZ

APPLICATION DATED 28/06/2004

APPLICATION REVISED

APPLICATION COMPLETE 29/06/2004

APPLICANT/AGENT ADDRESS:

Mark Panter,
Panter Hudspith Architects,
235 Southwark
Bridge Road,
London
SE1 6NP

CONS. AREA 6

CAPS Yes

ARTICLE '4' No

WARD CAA

LISTED BUILDING

II

HBMC DIRECTION

CONSULTED

OBJ.

SUPPORT

PET.

RECOMMENDED PROPOSAL:

RBK& C DRAWING NO(S):

RECOMMENDED DECISION:

CONDITIONS/REASONS FOR THE IMPOSITION OF CONDITIONS:

Ae

**ROYAL BOROUGH OF KENSINGTON & CHELSEA
REPORT BY EXECUTIVE DIRECTOR, PLANNING & CONSERVATION**

Date: 02/08/2004

DELEGATED

APP NO. LB/04/01469/CLBA

This application is for a class of development to be determined under powers delegated to me by the Council on 18th July, 2001 and is not a major, controversial or sensitive application nor one which a Ward Councillor has asked to be considered by Planning Services Committee.

Class - Listed building consent for above Classes.

RECOMMENDED DECISION: Grant listed building consent

I hereby determine and grant this application under the powers delegated to me by the Council, subject to the condition(s) indicated below imposed for the reason(s) appearing thereunder, or for the reasons stated.


Exec. Director, Planning and Conservation

hdw
Head of Development Control

Area Planning Officer

ADDRESS OF SITE:
**CINEMA, 87 Notting Hill
Gate, London, W11 3JZ**

APPLICATION DATED 28/06/2004

1157


APPLICATION COMPLETE 29/06/2004

APPLICANT/AGENT ADDRESS:

Mark Panter,
Panter Hudspith Architects,
235 Southwark Bridge Road,
London
SE1 6NP

APPLICATION REVISED 22/07/2004

APPLICANT: Lyn Goleby, Cityscreen Ltd.,

**DELEGATED
APPROVAL
- 4 AUG 2004**

CONS AREA
Kensington

CAPS Yes

ART '4' No

WARD Campden

LISTED BUILDING II

ENG. HERITAGE

CONSULTED 17

OBJ. 0

SUP. 0

PET. 0

PROPOSAL: Erection of replacement external signage and canopy cladding.

RBK&C Drawing No(s): LB/04/01469 and LB/04/01469/A

Applicant's Drawing No(s) SK/01, 02, 03, 04, 05/A, 06 and facsimile received on 02/08/2004.

CONDITIONS AND REASONS FOR THEIR IMPOSITION

1. **The works hereby permitted shall be begun before the expiration of five years from the date of this consent. (C201)**
Reason - As required by Section 18 of the Planning (Listed Buildings and Conservation Areas Act) 1990, to avoid the accumulation of consents. (R201)

2. **The works hereby permitted shall be carried out in their entirety exactly and only in accordance with the drawings, and other particulars, forming part of the Consent, and there shall be no variation therefrom without the prior written approval of the Executive Director, Planning and Conservation. (C205)**
Reason - In order to safeguard the special architectural or historic interest of the building. (R205)

3. **All new works and works of making good to the retained fabric, whether internal or external, shall be finished to match the adjacent work with regard to the methods used and to colour, material, texture, and profile. (C206)**
Reason - In order to safeguard the special architectural or historic interest of the building. (R206)

4. **Notwithstanding approved plan SK/03, the double sided projecting sign on the Notting Hill Gate elevation shall be illuminated in the manner indicated on plan SK/05A.**
Reason - In order to safeguard the special architectural or historic interest of the building. (R206)

INFORMATIVES

1. I10A
2. I11

1.0 PLANNING CONSIDERATIONS

- 1.1 The main considerations in the determination of the listed building application is the effect of this proposal on the architectural character and appearance of this Listed Building. Also for consideration is the effect of the proposal on amenity and public safety and whether these additions add clutter and visual confusion.
- 1.2 The relevant policies are contained within the Unitary Development Plan 2002. Policies CD66 and CD76 are of particular relevance to these applications.
- 1.3 The proposal includes the replacement and upgrading of the existing external Cinema signage including readograph sign and canopy cladding at the Gate Cinema and as such, Listed Building consent and Advertisement consent are required (Ref:CA/04/1468). Additional separate applications have been submitted for internal alterations to the auditorium and the installation of an air-conditioning unit to the rear.
- 1.4 The Formal Observations of the Conservation and Design Officer are as follows:

'The Gate Cinema was opened in 1911 but substantially rebuilt in parts during road widening in 1962. The Notting Hill Gate and Farmer Street elevations form part of the rebuilt area which is a steel framed 1960's modernist building and makes little contribution to the listing of the building.

The proposal is to replace the existing signage and readograph which make little contribution to the listed building. The large internally illuminated projecting sign on the Notting Hill Gate elevation will be replaced with one of a slightly smaller size (although the scale on plan SK/05A is incorrectly shown at 1:100 instead of 1:10) but will be illuminated in a more subtle manner.

The readograph is to be reduced in height but will cover the entire canopy in a more responsive manner to the canopy than the existing arrangement.

The proposed works are not deemed to harm the special interest of the listed building'.

- 1.5 In light of the above, the proposal complies with the requirements of Policy CD66.
- 1.6 The proposed signage will replace the existing fascia sign and will consist of a stainless steel frame fitted with 6mm diameter

stainless steel rods with 'The Gate' graphics in black vinyl applied to the opal diffuser. The 'Gate Cinema' lettering is illuminated from behind. The proposal also includes the erection of a double sided illuminated sign fixed to the side wall. The sign consists of a steel internal frame with sign faces in stove black with lettering fixed to both faces. The applicant has proposed to illuminate individual letters within this sign and illuminate a section of wall to which it is attached. In this instance, given the style of the existing signage and that the 'cold cathode' tubes are not exposed, this method of illumination is considered to be acceptable and is not considered to be detrimental to amenity or add visual confusion. The illuminated projecting sign is appropriate for this type of premises and as such, complies with the requirements of CD76.

- 1.7 The proposal by virtue of its size, siting, design, materials and level of illumination is in keeping with the character and appearance of the building and street scene and does not adversely affect the level of amenity or public safety. The illumination is discrete and does not cause harm to the area, the adjoining streets or add visual confusion. In light of the above, the proposal complies with the requirements of Policy CD76.

2.0 CONSULTATION

- 2.1 Sixteen letters of notification were sent out to properties within Notting Hill Gate and a site notice was displayed outside this premises. There was no requirement for consultation on the Advertisement Consent application.
- 2.2 To date, no letters have been received in response to this application.

3.0 RECOMMENDATION

- 3.1 Grant Listed Building / Advertisement Consent.

M.J. FRENCH
EXECUTIVE DIRECTOR, PLANNING AND CONSERVATION

Background Papers

The contents of file LB/04/01469 save for exempt or confidential information in accordance with the Local Government (Access to Information) Act 1985.

Report Prepared By:
Report Approved By:
Date Report Approved:

IW
DT/LAWJ

lowy
2/8/04