

Figure 1. Site Location & Indication within City Tower

APPRAISAL

The shopfront at 6A Piccadilly Plaza is located on a busy retail street with neighboring businesses like Lidl and Do Eat. Currently, the shopfront has vinyl on the windows and two entrances. One automatic double sliding door (Door 1) faces the tram line, while the other (Door 2), framed with green mosaic tiles, functions as an exit. (Refer to Figure 2.)

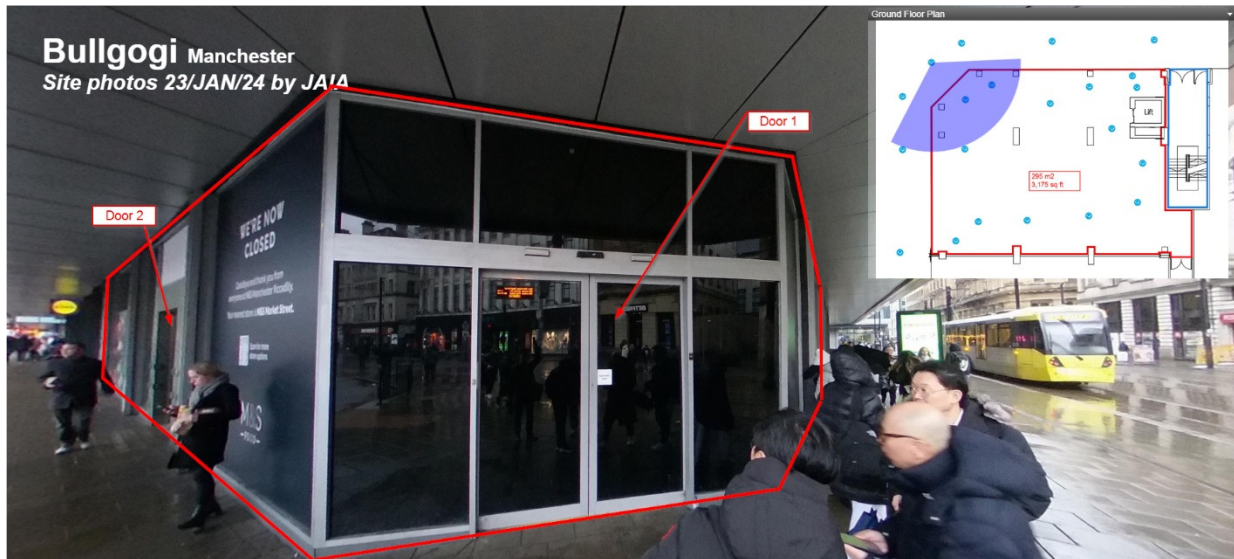


Figure 2. Retail frontage at 6A Piccadilly Plaza

The main proposal is to install a new kitchen extract, ventilation system and a VRF AC External Unit on Car Deck Level for a Korean BBQ restaurant. While an air intake for the seating area will be positioned on the ground floor, the main kitchen & seating extract ducts along with an additional air intake will be located on the second-floor car deck level to minimise any potential impact to the street level.

The proposed shopfront alteration also includes removing the redundant door (Door 2) to Parker Street and replacing it with 3 no. identical glass panes to match existing.

In addition, the proposed advertisement includes installing 3 No. internal signages and 1 No. projecting external signage. These signages will have a modern design that reflects the surrounding area.

The proposal aims to achieve two goals: first, to seamlessly integrate the new signage and ventilation system with the existing shopfront, maintaining the overall aesthetic of the building and Piccadilly Plaza. Second, to introduce a modern design element through the signage, enhancing the shopfront's visual appeal.

Overall, these changes will create a more attractive and functional shopfront for 6A Piccadilly Plaza, while remaining consistent with the surrounding retail environment.

THE PROPOSAL

The proposal includes as below,

1. Kitchen Extract and Ventilation (Car Deck/Second Floor): New kitchen extract and ventilation ducts will be installed at the existing plant area.
2. Ventilation Grill: A new air intake grill will be installed at high level on ground floor
3. A VRF A/C external unit to be installed on car deck level/Second Floor
4. Fascia: 3 No. of new internally illuminated signage
5. Projected Sign: 1 No. projecting signage will be installed
6. Parker St Automatic Door: The Parker St Automatic Door (Door 2) will be removed along with the Mosaic frame and replaced with 3 No. glass panes to match existing.
7. Existing Pilasters & window frames to be powder coated in RAL 7021 Black Grey

SCALE

The proposed 3 No. internal signage will be significantly smaller than the typical fascia signage seen in the area. The projected signage will be well-integrated into the surrounding context and will not have a negative visual impact.

The proposed internal signage letters will be much smaller in size comparing to existing Marks and Spencer signage letters.

THE PROPOSAL & USE

6A Piccadilly Plaza which consist of various shops and a bus station along Parker Street, it is especially important to preserve the accessibility and character of the area and keep the use of the premises as a commercial unit with inviting and high-quality shopfront. The latest commercial use of these premises was a Marks & Spencer that shut down several months ago and left the premises vacant.



Figure 3. BULLGOGI in Nothing Hill

The proposal will bring it back to life as a trendy restaurant that will serve to the local community. The applicant has a successful alike business in various locations around London (Refer to Figure 3.). The client would like to expand it to 6A Piccadilly Plaza. The presence of such a good brand will enhance the area.

DESIGN / APPEARANCE

The proposed internal signages are discreetly located behind the shopfront glass and do not dominate the elevation. Proposed letters will be MDF letters with Liquid Brass finishing fixed to aluminium tube and brackets powder coated in RAL 7021 Black Grey.

The proposed projected signage has polish brass logo attached to aluminium panel. The aluminium panel to be powder coated in RAL 7021 Black Grey then attached to Aluminium frame powder coated in RAL 7021 Black Grey.

ACCESS

While the door (Door 2) to Parker Street to be removed, the main access will remain unaltered. Existing surrounding roads and footpaths are in good condition for pedestrians and vehicular access.

REFUSE AND RECYCLING

No change to the bin location. Existing refuse and waste re-cycling management will remain.

CONCLUSION

The proposal at ground floor 6A Piccadilly Plaza has been designed to be sensitive to the existing building. We believe that this proposal is well designed and in keeping with the surrounding area, without compromising the amenity of the neighbouring properties.

PRECEDENTS

- Within the area there are many examples of schemes similar in nature to the proposals at 6A Piccadilly Plaza
- 39-41 Parker Street Manchester: 127189/FO/2020, 136988/AO/2023, CDN/23/0232
- 8 Piccadilly Plaza, Manchester: 092507/AO/2010/C2
- Unit 6A, Piccadilly Plaza: 080609/AO/2006/C2, 110810/AO/2015/C2