### HEARING TO BE CONDUCTED UNDER THE TERMS OF PART 2 OF THE LONDON LOCAL AUTHORITIES ACT 1991 AND THE LICENSING ACT 2003



# City of Westminster

Title:

Licensing Sub-Committee (6)

Meeting Date:

Thursday 29th June, 2017

Time:

Venue:

Members:

Admission to the public gallery is by ticket, issued from the ground floor reception from 9.30am. If you have a disability and require any special assistance please contact the Committee Officer (details listed below) in advance of the

Members of the public are welcome to attend the meeting

and listen to the discussion Part 1 of the Agenda.



An Induction loop operates to enhance sound for anyone wearing a hearing aid or using a transmitter. If you require any further information, please contact the Committee Officer, Jonathan Deacon.

Email: jdeacon@westminster.gov.uk Tel: 020 7641 2783 Corporate Website: www.westminster.gov.uk

Room 3.1, 3rd Floor, 5 Strand, London, WC2 5HR

**Follow on Committee** 

**Councillors:** 

Aziz Toki

Agenda

meeting.

Jean Paul Floru

10.00 am

# AGENDA

# PART 1 (IN PUBLIC)

# 2. HARD ROCK CAFE, GROUND AND LOWER FLOOR, 225-229 PICCADILLY, W1

(Pages 1 - 146)

Арр	Ward	Site Name	Application	Licensing
No		and		Reference
		Address		Number
2.	St James's	Hard Rock	New	17/04470/LIPN
	Ward /	Café,	Premises	
	West End	Ground	Licence –	
	Cumulative	and Lower	Licensing	
	Impact	Floor, 225-	Act 2003	
	Area	229		
		Piccadilly,		
		W1		

Charlie Parker Chief Executive 27 June 2017



# Licensing Sub-Committee<sup>m 2</sup> Report

Item No:

Date:

Licensing Ref No:

Title of Report:

Report of:

Wards involved:

Policy context:

Financial summary:

Report Author:

Contact details

22<sup>nd</sup> June 2017

17/04470/LIPN - New Premises Licence

Hard Rock Cafe Ground and Lower Floor 225-229 Piccadilly London W1J 9HR

Director of Public Protection and Licensing

St James's

City of Westminster Statement of Licensing Policy

None

Miss Heidi Lawrance Senior Licensing Officer

Telephone: 020 7641 2751 Email: hlawrance@westminster.gov.uk

# 1. Application

1-A Applicant and prem	ises			
Application Type:	New Premises Licence, L	New Premises Licence, Licensing Act 2003		
Application received date:	28 April 2017			
Applicant:	Hard Rock Cafe (UK) Lim	ited		
Premises:	Hard Rock Cafe			
Premises address:	Ground and Lower Floor 225-229 Piccadilly	Ward:	St James's	
	London W1J 9HR	Cumulative Impact Area:	West End	
Premises description:	The premises intend to Hotel and Shop.	operate as a F	Restaurant, Bar,	
Premises licence history:	This is an application for a new premises for the Hard Rock Cafe.			
	The premises will be situated from 225-229 Piccadilly and will be part of a new development.			
Applicant submissions:	The applicant has submitt of their application and Appendix 2.		-	

# **1-B** Proposed licensable activities and hours

Late Nigh	t Refreshm	nent:		Indoors, outdoors or both			Indoors
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	23:00	23:00	) 23:00	23:00	23:00	23:00	23:00
End:	01:00	01:00	01:00	01:00	02:00	02:00	01:00
Seasonal variations/ Non-			From the end of permitted hours on new years eve until				
standard	timings:		the start of pe	the start of permitted hours on new years day.			

Live Musi	Live Music:				Indoors, outdoors or both		
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	) 10:00	10:00	10:00	10:00	10:00
End:	01:00	01:00	01:00	01:00	02:00	02:00	01:00
Seasonal variations/ Non-			From the end of permitted hours on new years eve until				
standard timings:			the start of permitted hours on new years day.				

Recorded	Music:			Indoors, outdoors or both Indoors			
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	) 10:00	10:00	10:00	10:00	10:00
End:	01:00	01:00	01:00	01:00	02:00	02:00	01:00
Seasonal standard	variations, timings:	/ Non-	From the end the start of pe				

Sale by re	etail of alco	hol		On or of	On or off sales or both:			
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun	
Start:	10:00	10:00	) 10:00	10:00	10:00	10:00	10:00	
End:	00:30	00:30	00:30	00:30	01:30	01:30	00:30	
Seasonal standard	variations/ timings:	/ Non-		nd of permitt permitted ho		•		

Hours premises are open to the public								
Day:	Mon	Tues	5	Wed	Thur	Fri	Sat	Sun
Start:	10:00	10:00	)	10:00	10:00	10:00	10:00	10:00
End:	01:30	01:30	)	01:30	01:30	02:30	02:30	01:30
Seasonal variations/ Non- standard timings:						d hours on Irs on new y	new years ( /ears day.	eve until
Adult Entertainment:			Not	applicable	Э.			

## 2. Representations

2-A Responsible Authorities				
Responsible	PC Toby Janes			
Authority: Representative:	Metropolitan Police Service			
Representative.				
Received:	9 <sup>th</sup> May 2017			

With reference to the above application, I am writing to inform you that the Metropolitan Police, as a Responsible Authority, make a representation against the above application.

It is our belief that if granted the application would undermine the licensing objectives in relation to the prevention of crime and disorder.

The conditions offered within the application do address some of our concerns. However the venue is situated in the West End cumulative impact area, a locality where there is traditionally high crime and disorder. The hours sought are well beyond core hours as set out in the Westminster Policy and we have concerns that this application may cause further policing problems in an already demanding area.

Responsible Authority:	Licensing Authority
Representative:	Mr David Sycamore
Received:	25 <sup>th</sup> May 2017

I write in relation to the application submitted for a new Premises Licence for the above premises.

As a responsible authority under section 13 (4) of the Licensing Act 2003 as amended under the Police and Social Responsibility Act 2011 the Licensing Authority have considered your application in full. The Licensing Authority has concerns in relation to this application and how the premises would promote the Licensing Objectives:

- Public Nuisance
- Prevention of Crime & Disorder
- Public Safety

Whilst we acknowledge the substantial proposed investment, we must make a representation as the application exceeds many parts of the Westminster Statement of Licensing Policy 2016. The hours sort currently exceed those set out in our core hours (HRS1) and the premises is located in the Cumulative impact area and whilst the majority of the premises will operate like a restaurant, (RNT1) some of it will operate as bar and still must show it does not add to cumulative impact. Due to the hours sort and licensable activities this application is contrary to CIP1, therefore please accept this as a formal representation.

With a capacity in excess of 400, it is for the applicant to demonstrate how this premises will not add to cumulative impact in the area, with the addition that there could be queuing outside the premises. The people queuing could become victims of crime and we note there is only the offer of a single SIA staff member after 18:00hrs. We are particularly concerned that the Bar area will allow 65 people to drink prior to and post any meal and we would prefer this to be prior to meals only and limited to 30 minutes prior to the booked meal time. We would suggest a last admittance time of no later than core hours would go some way to demonstrate an adjustment and consideration of policy CIP1.

I would like to attend a site meeting to get a better understanding of the premises if this can be arranged prior the hearing. I look forward to receiving any additional information you may wish to submit to address the concerns raised.

2-B Other Persons	
Name:	Emma Hammond
Address and/or Residents Association:	McKinsey & Company - Real Estate 1 Jermyn Street London SW1Y 4UH
Received: 24 <sup>th</sup> May 2017	

We refer to the above licence application (the 'Application').

We occupy the premises known as 1 Jermyn Street, which are located immediately above the premises which are the subject of the Application (the 'Application Premises'). We occupy as offices and operate on a 24/7 basis. We have occupied our office for over 20 years and around ~900 of our staff regularly use this office. The first floor, immediately above the Application Premises, are used as meeting space for client meetings, training, events and other internal meetings and, as such, are sensitive to noise and other disturbance.

We have, together with our advisors, reviewed the supporting materials available on Westminster's website. We hereby object to the grant of a licence pursuant to the Application on the grounds that the risk of noise transfer from the Application Premises has not been properly addressed. The acoustic report submitted in support of the Application assumes that the structural slab separating our premises and the Application Premises are sufficient to prevent the transfer of noise. However, no supporting evidence is provided to confirm the assumption that the construction of, or acoustic properties, of the structural slab are sufficient in the context of the proposed future use of the Application Premises.

We kindly request that the Applicant is required to provide evidence that the necessary level of protection is in place to prevent noise transfer disturbing the enjoyment of our premises before any licence is granted.

# 3. Policy & Guidance

The following policies within the City Of Westminster Statement of Licensing Policy apply:

Policy CIA1 applies	(i) It is the Licensing Authoritys policy to refuse applications in the Cumulative Impact Areas for: pubs and bars, fast food premises, and premises offering facilities for music and dancing; other than applications to vary hours within the Core Hours under Policy HRS1.
	(ii) Applications for other licensable activities in the Cumulative Impact Areas will be subject to other policies, and must demonstrate that they will not add to cumulative impact in the Cumulative Impact Areas.

Policy HRS1 applies:	<ul> <li>(i) Applications for hours within the core hours set out below in this policy will generally be granted, subject to not being contrary to other policies in the Statement of Licensing Policy.</li> <li>(ii) Applications for hours outside the core hours set out below in this policy will be considered on their merits, subject to other relevant policies.</li> </ul>
Policy RNT2 applies:	Applications will be granted subject to other policies in this Statement and subject to the relevant criteria in Policies CD1, PS1, PN1 and CH1, provided it can be demonstrated that they will not add to cumulative impact in the Cumulative Impact Areas.
Policy PB2 applies:	It is the Licensing Authority's policy to refuse applications in the Cumulative Impact Areas other than applications to vary hours within the Core Hours under Policy HRS1.

# 4. Appendices

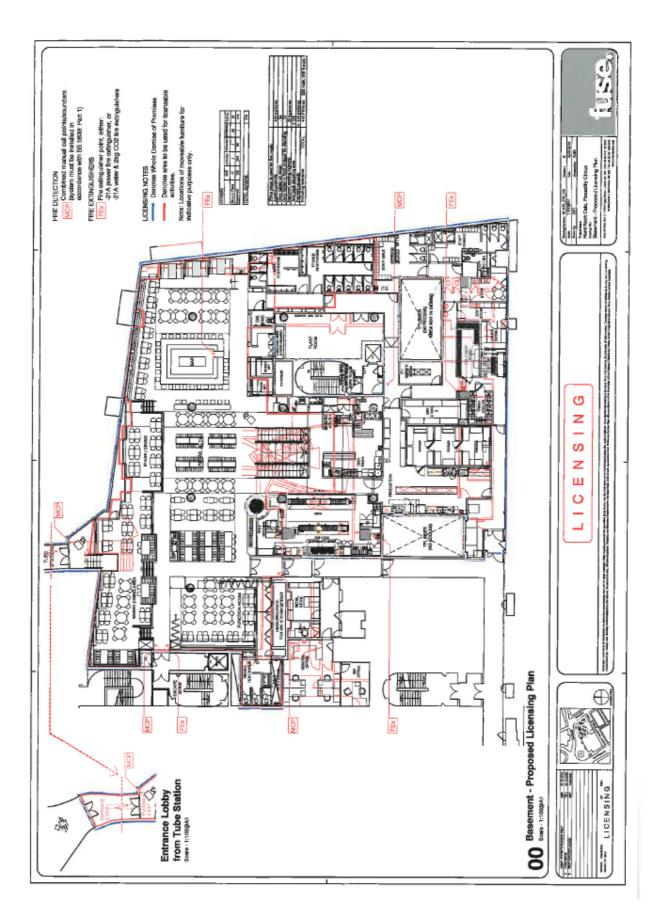
Appendix 1	Premises plans
Appendix 2	Applicant supporting documents
Appendix 3	Premises history
Appendix 4	Proposed conditions
Appendix 5	Residential map and list of premises in the vicinity

Report author:	
	Senior Licensing Officer
Contact:	Telephone: 020 7641 2751
	Email: hlawrance@westminster.gov.uk

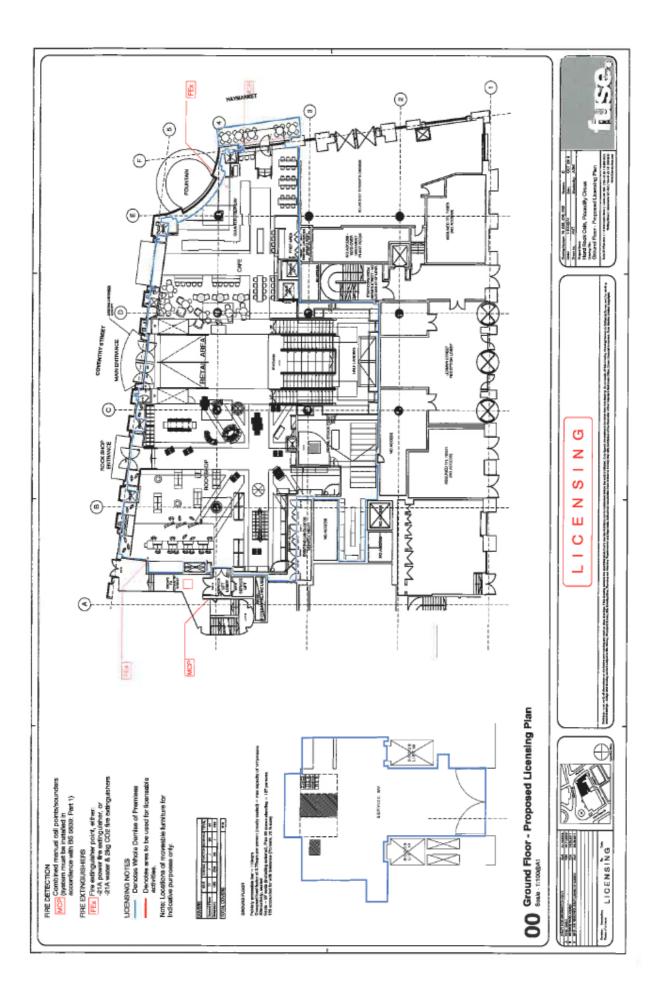
If you have any queries about this report or wish to inspect one of the background papers please contact the report author.

Background Documents – Local Government (Access to Information) Act 1972				
1	Licensing Act 2003	N/A		
2	City of Westminster Statement of Licensing	7 <sup>th</sup> January 2016		
	Policy			
3	Amended Guidance issued under section 182 of	March 2015		
	the Licensing Act 2003			
4	Application Form	28 <sup>th</sup> April 2017		
5	Representation – MET Police	9 <sup>th</sup> May 2017		
6	Representation – Licensing Authority	25 <sup>th</sup> May 2017		
7	Representation – McKinsey & Company	24 <sup>th</sup> May 2017		

# Premises Plans



Appendix 1



### Hard Rock Café (the "Applicant")

### Application for a New Premises Licence

This is an application for a new premises licence pursuant to section 17 of the Licensing Act 2003 for Ground and Lower Floor, 225 – 229 Piccadilly, London W1J 9HR (the "Premises").

### The Applicant

The 'brainchild' of two Americans, the first Hard Rock Café was opened in London in 1971 by Isaac Tigrett and Peter Morton in an old Rolls Royce dealership on Old Park Lane. From there it has grown to become an international brand, encompassing hotels, casinos and live venues around the world.

The group has an international reputation for its celebration of Americana. Its venues are known for their:

- retail sales (in particular T-shirts which account for 40% of total worldwide sales);
- live music;
- down-home American cooking; and
- an extensive memorabilia collection.

A brochure outlining the full history of the group which formed part of the planning application is at **appendix 1**. Please note that since the brochure was prepared the layout has been tweaked and up-to-late Licensing Act 2003 compliant plans are with the application.

### Why the Premises?

Hard Rock has for many years been looking for a new international flagship venue. Given the history of the company, London's status as the premier visitor destination in the world, and the known consumer demand in London for the Hard Rock brand, London is the obvious choice.

Given the nature of the Applicant's operation, there are only a few sites in any given city that offer the size and tourist footfall that can support the high quality, and extremely expensive, fit-out and running costs. A site that 'worked' in the 1970s would not work now. The Applicant has considered many London locations. However, Piccadilly Circus is the only location in London which has the necessary footfall and proximity to both hotels and tourist attractions. Had it been economically viable to open a new café outside of the West End Stress area permission would have been sought many years ago.

### Pre-Consultation

This application has been carefully thought through. As the City of Westminster will be aware, a planning application has been granted for the appropriate change of use and, as one would expect for a proposal of this nature, considerable pre-application consultation was undertaken. Given that the issues raised by planning and licensing applications overlap to a considerable degree, such preapplication consultation has not been duplicated unnecessarily. Nevertheless, the Applicant did use the formal Licensing Pre-Application Advice Service (Large). Whilst a full report has not been received from the officer dealing (Mr David Nevitt) he has emailed his views. Please see copy email attached at **appendix 2**. Furthermore, if the Metropolitan Police (or any other responsible authority or other person) would like a site visit, this can easily be arranged.

### The Proposed Layout

The Premises comprises a ground and lower ground floor to be arranged as follows:

### Ground Floor

Hard Rock have thought very carefully about the use of the main, ground floor, trading area and its hoped-for pavement licence. Although it was originally considering the sale of alcohol as part of a café use at ground floor level, it has decided that the ground floor will be alcohol-free at all times. This is intended to accentuate the family-friendly feel of the venue at this heart of London location. No alcohol sale or consumption will be visible to passers-by or even those shopping or enjoying the café at ground floor level.

The main entrance to the Premises is to be from Piccadilly through two double doors. On the right as one walks in it will be a large, purely A1 retail space of approximately 2,700 sq. ft. Artist impressions of this space can be found at **appendix 3**. It is anticipated that this retail area will responsible for **50%** of total sales at the Premises.

To the left, a café **unlicensed for the sale of alcohol** is proposed. This area will sell teas, coffees, soft drinks and light food. An indicative food and drink menu for this area is at **appendix 4**. Subject to obtaining the necessary tables and chairs licence, the applicant wishes to have 5 tables and 20 chairs on the pavement of Haymarket for the consumption of food and non-alcoholic beverages served from the ground floor café.

A plan of the proposed ground floor is at appendix 5.

### Basement Floor

A very unusual feature of the basement is that it has a direct entrance/exit directly into the concourse of Piccadilly Circus Underground Station. This means that customers who want to can enter and leave the Premises without having to go above ground. While of course many customers will go above ground, the applicant anticipates that particularly at night a large percentage will leave by going straight into the underground station without going into the Stress Area. Many others will go out into the Stress Area in any event because they are staying in central London hotels and would be visiting the West End whether the applicant is there or not.

A large staircase goes from the ground floor to the basement. The proposal is to licence the basement with a dedicated bar area, restaurant area and a dedicated function room. Provision has been made for a total of four male W.Cs, six urinals and twelve female W.Cs spread over two locations next to the restaurant and bar areas respectively. The proposal is to have a separate disabled W.C. adjacent to the bar. The large 'back of house' area will incorporate new, state of the art, equipment with full separate male and female staff areas with showers and toilets.

A plan of the proposed basement floor is at appendix 6.

### Hours & Licensable Activities Sought

The Applicant wishes to apply for the following hours and activities:

On-Sale of Alcohol only, Live Music and Recorded Music

10.00 to 00.30 Sunday to Thursday

10.00 to 01.30 Friday to Saturday

### Late Night Refreshment

23.00 to 01.00 Sunday to Thursday

23.00 to 02.00 Friday to Saturday

Opening Hours

10.00 to 01.00 Sunday to Thursday

10.00 to 02.00 Friday to Saturday

Non-Standard Timings

From the end of permitted hours on New Year's Eve until the start of permitted hours of New Year's Day.

### Guardianship of Piccadilly Circus

The anticipated capital spend on the venue will be £8,000,000.

The applicant will be entering a 20 year lease at an annual rental of £3,100,000 and an annual rates commitment of approximately £1,300,000.

It is of paramount importance to the applicant that its effect on its environs will be positive, making Piccadilly Circus safer, and feel safer, for the benefit of tourists, visitors, residents and workers.

The applicant is therefore intending, subject to the consent of the Council, to make a positive contribution to the guardianship of the space.

First, in collaboration with Westminster City Council, Heart of London Business Licence and the Metropolitan Police, it will fund the maintenance of CCTV in the Piccadilly Circus area to the extent of £5,000, or such other sum as may be negotiated. Second, in collaboration with the above bodies it will provide or fund the provision of "Ambassadors" in Piccadilly Circus for all the hours of its operation. The function of the role is for negotiation, but the applicant anticipates that it will include providing natural guardianship, welcoming visitors, giving directions, helping those in need of assistance, litter-picking and maintaining radio contact with the authorities for use when necessary. Similar roles were performed by volunteers at the London Olympics and the applicant wishes to work with others to recreate that spirit.

### Operating Schedule Proffered Conditions

The Applicant is happy to proffer conditions which go far beyond those proffered with similar applications or are on existing premises licences in the City of Westminster.

The proffered conditions, with an explanation (in **bold**) as to why they are being proffered, if required, are as follows:

- The Premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of police or authorised officer throughout the entire 31 day period.
- A staff member from the Premises who is conversant with the operation of the CCTV system shall be on the Premises at all times when the Premises is open. This staff member must be able to provide to Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
- The Premises shall make an annual contribution of up to £5,000 to the City of Westminster (due on the 1 January) to the operation of CCTV in Piccadilly Circus and the immediate surrounding area.

The Applicant has been made aware that, whilst the City of Westminster has many CCTV cameras it is difficult to always fund their operation. The applicant is willing to make an ongoing financial contribution (in much the same way as a section 106 planning agreement) to allow the full-time operation of existing CCTV cameras, not only adjacent to the Premises but covering Piccadilly Circus and surrounding area.

- There shall be a personal licence holder on duty on the premises at all times when the Premises are authorised to sell alcohol.
- A minimum of 1 SIA licensed door supervisors shall be on duty at the Premises from 18.00 until close.

- 6. A noise limiter must be fitted to the musical amplification system set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service, so as to ensure that no noise nuisance is caused to local residents or businesses. The operational panel of the noise limiter shall then be secured by key or password to the satisfaction of officers from the Environmental Health Service and access shall only be by persons authorised by the Premises Licence holder. The limiter shall not be altered without prior agreement with the Environmental Health Services. No alteration or modification to any existing sound system(s) should be effected without prior knowledge of an authorised Officer of the Environmental Health Service. No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.
- No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
- 8. All outside tables and chairs shall be rendered unusable by 22:00 each day.
- There shall be no admittance or re-admittance to the premises after 01.00 except for patrons permitted to temporarily leave the premises to smoke.
- Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
- Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
- 12. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity.
- There shall be no self-service of spirits on the Premises, save for spirit mixtures less than 5.5% ABV.
- 14. At all times there shall be promotions of non-alcoholic drinks.
- 15. Every supply of alcohol under the premises licence shall be at not less than the minimum price calculated in accordance with the following or as varied in accordance with this condition.
  Bottle / 330 ml of beer, lager, cider, perry or similar: £3.50
  Pint glass of beer, lager, cider, perry or similar: £3.50
  125 ml of wine or similar: £3.50
  175 ml of wine or similar: £4.00
  250 ml of wine or similar: £4.50
  Bottle/750 ml of wine or similar: £14.00
  Measure/25 ml of spirits, liqueurs or similar: £3.50
  Measure/50 ml of fortified wine or similar: £3.50

Where alcohol is supplied under the premises licence of a type not expressly referred to above, the minimum price applicable to the supply shall be the minimum price for the type of alcohol referred to above that is most similar to that supplied.

The minimum price shall be varied every two years following discussion with the premises licence holder as follows, unless the licensing authority considers it appropriate not to do so.

The "retail price index" shall be as defined in section 989 of the Income Tax Act 2007 (being currently "the general index of retail prices (for all items) published by the Statistics Board or, if that index is not published for a relevant month, any substituted index or index figure published by the Board).

The first variation shall take place on the 5<sup>th</sup> April 2020 and each subsequent variation shall take place every two years thereafter.

The varied minimum price shall be the sum produced by multiplying the minimum price then applicable by a figure expressed as a decimal and determined by the formula:

1 + (RD - RI) / RI

Where RD is the retail prices index for the 5<sup>th</sup> April 2020 or each subsequent second anniversary thereof and RI is the retail prices index for 5<sup>th</sup> April 2018 or each subsequent second anniversary thereof.

The figure determined in accordance with this formula is rounded to the nearest third decimal place.

If in relation to any two period RD is equal to or less than RI, the figure determined in accordance with the formula shall be 1 and there shall be no change in the minimum price for that year.

The varied minimum price shall after application of the formula be rounded up or down to the nearest £0.05.

Before 5<sup>th</sup> April 2020 and each second anniversary thereof the premises licence holder shall give notice to the licensing authority of its calculation of the varied minimum price calculated in accordance with this condition unless otherwise agreed.

- 16. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23:00 hours and 08:00 hours on the following day.
- The number of persons permitted in the licensed Premises at any one time (including staff) shall not exceed 419 persons.
- Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.

- 19. Waiter or waitress service shall always be available in the licensed Premises.
- 20. There shall be no striptease or nudity, and all persons shall be decently attired at all times.
- 21. A Challenge 21 or Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
- 22. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the Premises by the police or an authorised officer of the City Council at all times whilst the Premises is open.
- 23. An incident log shall be kept at the Premises, and made available on request to an authorised officer of the City Council or the police. It must be completed within 24 hours of the incident and will record the following:
  - a) all crimes reported to the venue;
  - b) all ejections of patrons;
  - c) any complaints received concerning crime and disorder;
  - d) any incidents of disorder;
  - e) all seizures of drugs or offensive weapons;
  - f) any faults in the CCTV system, searching equipment or scanning equipment;
  - g) any refusal of the sale of alcohol; and
  - h) any visit by a relevant authority or emergency service.
- 24. No licensable activities shall take place at the Premises until the licensing authority are satisfied that the Premises is constructed or altered in accordance with the appropriate provisions of the District Surveyor's Association Technical Standards for Places of Entertainment and the reasonable requirements of Westminster Environmental Health Consultation Team, at which time this condition shall be removed from the licence by the licensing authority.
- 25. The licence holder shall enter into an agreement with a hackney carriage and/or private carriage firm to provide transport for customers, with contact numbers made readily available to customers who will be encouraged to use such services.
- Queuing outside the Premises shall be restricted to a designated area as hatched on the attached plan
- The premises licence shall not be transferrable save to subsidiaries or group companies of Hard Rock Café (UK) Limited.

Whilst this condition significantly reduces the value of any reversion of the leasehold interest in the Property, the applicant is willing to proffer this as a sign of commitment to operating from the Premises long-term and to negate any concerns that a premises licence could be granted without a restaurant condition applying to all parts and for outside of Core Hours and then transferred to a less responsible operator.

- 28. Notwithstanding condition 29 alcohol may be supplied and consumed prior or post their meal at the premises in the bar area (designated on the plan), by up to a maximum at any one time, of 65 persons.
- 29. The Premises shall only operate as a restaurant:
  - a) in which customers are shown to their table;
  - b) where the supply of alcohol is by waiter or waitress service only;
  - c) which provide food in the form of substantial table meals that are prepared on the Premises and are served and consumed at the table using non disposable crockery;
  - d) which do not provide any take away service of food or drink for immediate consumption;
  - e) which do not provide any take away service of food or drink after 23:00; and
  - f) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there, and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.

### Conclusion

This Application has been years in the making. We would suggest that, should the Application be granted as sought, there will be no adverse effect on cumulative impact: quite the opposite. A Hard Rock Café in Piccadilly Circus would prove to be a 'civilising influence' and provide London, in these uncertain economic times, with a tourist destination that the city can be truly proud of rather than the tired examples that exist at present.

Joelson JD LLP

# Appendix 3

# **Premises History**

There is no licence or appeal history for the premises.

# CONDITIONS CONSISTENT WITH THE OPERATING SCHEDULE AND CONDITIONS PROPOSED BY A PARTY TO THE HEARING

When determining an application for a new premises licence under the provisions of the Licensing Act 2003, the licensing authority must, unless it decides to reject the application, grant the licence subject to the conditions which are indicated as mandatory in this schedule.

At a hearing the licensing authority may, in addition, and having regard to any representations received, grant the licence subject to such conditions which are consistent with the operating schedule submitted by the applicant as part of their application, or alter or omit these conditions, or add any new condition to such extent as the licensing authority considers necessary for the promotion of the licensing objectives.

This schedule lists those conditions which are consistent with the operating schedule, or proposed as necessary for the promotion of the licensing objectives by a responsible authority or an interested party as indicated. These conditions have not been submitted by the licensing service but reflect the positions of the applicant, responsible authority or interested party and have not necessarily been agreed

### Mandatory Conditions

- 1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
- 2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
- 3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
- 4. (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
  - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—
  - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
    - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
    - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
  - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
  - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

- (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
- (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
- 5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
- 6. (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
  - (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
  - (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
    - (a) a holographic mark, or
    - (b) an ultraviolet feature.
- 7. The responsible person must ensure that—
  - (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
    - (i) beer or cider: ½ pint;
    - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
    - (iii) still wine in a glass: 125 ml;
  - (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
  - (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

A responsible person in relation to a licensed premises means the holder of the premise licence in respect of the premises, the designated premises supervisor (if any) or any individual aged 18 or over who is authorised by either the licence holder or designated premises supervisor. For premises with a club premises certificate, any member or officer of the club present on the premises in a capacity that which enables him to prevent the supply of alcohol.

- 8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- 8(ii) For the purposes of the condition set out in paragraph 8(i) above -
  - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
  - (b) "permitted price" is the price found by applying the formula -

P = D+(DxV)

Where -

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
  - (i) the holder of the premises licence,
  - (ii) the designated premises supervisor (if any) in respect of such a licence, or
  - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- 8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
  - (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

### Conditions consistent with the operating schedule

- 9. The Premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of police or authorised officer throughout the entire 31 day period.
- 10. A staff member from the Premises who is conversant with the operation of the CCTV system shall be on the Premises at all times when the Premises is open. This staff member must be able to provide to Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
- 11. The Premises shall make an annual contribution of up to £5,000 to the City of Westminster (due on the 1 January) to the operation of CCTV in Piccadilly Circus and the immediate surrounding area.

The Applicant has been made aware that, whilst the City of Westminster has many CCTV cameras it is difficult to always fund their operation. The applicant is willing to make an ongoing financial contribution (in much the same way as a section 106 planning agreement) to allow the full-time operation of existing CCTV cameras, not only adjacent to the Premises but covering Piccadilly Circus and surrounding area.

- 12. There shall be a personal licence holder on duty on the premises at all times when the Premises are authorised to sell alcohol.
- 13. A minimum of 1 SIA licensed door supervisor shall be on duty at the premises from 18:00 until close.
- 14. A noise limiter must be fitted to the musical amplification system set at a level determined by and to the satisfaction of an authorised officer of the Environmental Health Service, so as to ensure that no noise nuisance is caused to local residents or businesses. The operational panel of the noise limiter shall then be secured by key or password to the satisfaction of officers from the Environmental Health Service and access shall only be by persons authorised by the Premises Licence holder. The limiter shall not be altered without prior agreement with the Environmental Health Services. No

alteration or modification to any existing sound system(s) should be effected without prior knowledge of an authorised Officer of the Environmental Health Service. No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.

- 15. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
- 16. All outside tables and chairs shall be rendered unusable by 22:00 each day.
- 17. There shall be no admittance or re-admittance to the premises after 01.00 except for patrons permitted to temporarily leave the premises to smoke.
- 18. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
- 19. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
- 20. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity.
- 21. There shall be no self-service of spirits on the premises, save for spirit mixtures less than 5.5% ABV.
- 22. At all times there shall be promotion of non-alcoholic drinks.
- 23. Every supply of alcohol under the premises licence shall be at not less than the minimum price calculated in accordance with the following or as varied in accordance with this condition.
  Bottle / 330 ml of beer, lager, cider, perry or similar: £3.50
  Pint glass of beer, lager, cider, perry or similar: £3.50
  125 ml of wine or similar: £3.50
  175 ml of wine or similar: £4.00
  250 ml of wine or similar: £4.50
  Bottle/750 ml of wine or similar: £14.00
  Measure/25 ml of spirits, liqueurs or similar: £3.50
  Measure/50 ml of fortified wine or similar: £4.50

Where alcohol is supplied under the premises licence of a type not expressly referred to above, the minimum price applicable to the supply shall be the minimum price for the type of alcohol referred to above that is most similar to that supplied.

The minimum price shall be varied every two years following discussion with the premises licence holder as follows, unless the licensing authority considers it appropriate not to do so.

The "retail price index" shall be as defined in section 989 of the Income Tax Act 2007 (being currently "the general index of retail prices (for all items) published by the Statistics Board or, if that index is not published for a relevant month, any substituted index or index figure published by the Board).

The first variation shall take place on the 5<sup>th</sup> April 2020 and each subsequent variation shall take place every two years thereafter.

The varied minimum price shall be the sum produced by multiplying the minimum price then applicable by a figure expressed as a decimal and determined by the formula:

1 + (RD – RI) / RI

Where RD is the retail prices index for the 5<sup>th</sup> April 2020 or each subsequent second anniversary thereof and RI is the retail prices index for 5<sup>th</sup> April 2018 or each subsequent second anniversary thereof.

The figure determined in accordance with this formula is rounded to the nearest third decimal place.

If in relation to any two period RD is equal to or less than RI, the figure determined in accordance with the formula shall be 1 and there shall be no change in the minimum price for that year.

The varied minimum price shall after application of the formula be rounded up or down to the nearest £0.05.

Before 5<sup>th</sup> April 2020 and each second anniversary thereof the premises licence holder shall give notice to the licensing authority of its calculation of the varied minimum price calculated in accordance with this condition unless otherwise agreed.

24. No waste or recyclable materials, including bottles, shall be moved, removed

from or placed in outside areas between 23:00 hours and 08:00 hours on the following day.

- 25. The number of persons permitted in the licensed Premises at any one time (including staff) shall not exceed 419 persons.
- 26. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
- 27. Waiter or waitress service shall always be available in the licensed Premises.
- 28. There shall be no striptease or nudity, and all persons shall be decently attired at all times.
- 29. A Challenge 21 or Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
- 30. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the Premises by the police or an authorised officer of the City Council at all times whilst the Premises is open.
- 31. An incident log shall be kept at the Premises, and made available on request to an authorised officer of the City Council or the police. It must be completed within 24 hours of the incident and will record the following:
  - a) all crimes reported to the venue;
  - b) all ejections of patrons;
  - c) any complaints received concerning crime and disorder;
  - d) any incidents of disorder;
  - e) all seizures of drugs or offensive weapons;
  - f) any faults in the CCTV system, searching equipment or scanning equipment;
  - g) any refusal of the sale of alcohol; and
  - h) any visit by a relevant authority or emergency service.
- 32. No licensable activities shall take place at the Premises until the licensing authority are satisfied that the Premises is constructed or altered in accordance with the appropriate provisions of the District Surveyor's Association Technical Standards for Places of Entertainment and the reasonable requirements of Westminster Environmental Health Consultation Team, at

which time this condition shall be removed from the licence by the licensing authority.

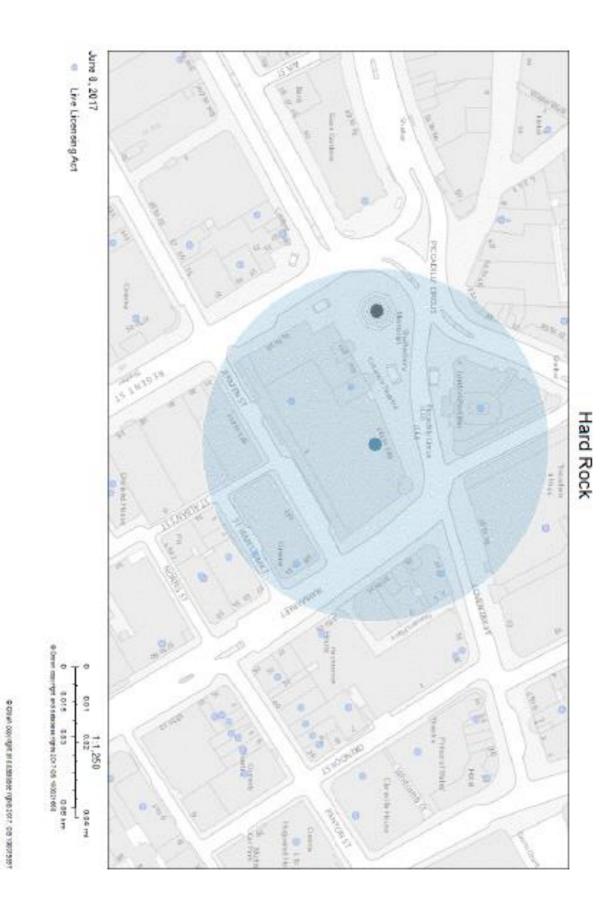
- 33. The licence holder shall enter into an agreement with a hackney carriage and/or private carriage firm to provide transport for customers, with contact numbers made readily available to customers who will be encouraged to use such services.
- 34. Queuing outside the Premises shall be restricted to a designated area as hatched on the attached plan.
- 35. The premises licence shall not be transferrable save to subsidiaries or group companies of Hard Rock Café (UK) Limited.
- 36. Notwithstanding condition 37 alcohol may be supplied and consumed prior or post their meal at the premises in the bar area (designated on the plan), by up to a maximum at any one time, of 65 persons.
- 37. The Premises shall only operate as a restaurant:
  - a) in which customers are shown to their table;
  - b) where the supply of alcohol is by waiter or waitress service only;
  - c) which provide food in the form of substantial table meals that are prepared on the Premises and are served and consumed at the table using non disposable crockery;
  - d) which do not provide any take away service of food or drink for immediate consumption;
  - e) which do not provide any take away service of food or drink after 23:00; and
  - f) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there, and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.

### Conditions proposed by the Police

None submitted.

### Conditions proposed by the Licensing Authority

None Submitted.

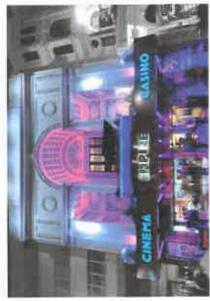


# **Residential Map and List of Premises in the Vicinity**

This page is intentionally left blank

# APPENDIX 1













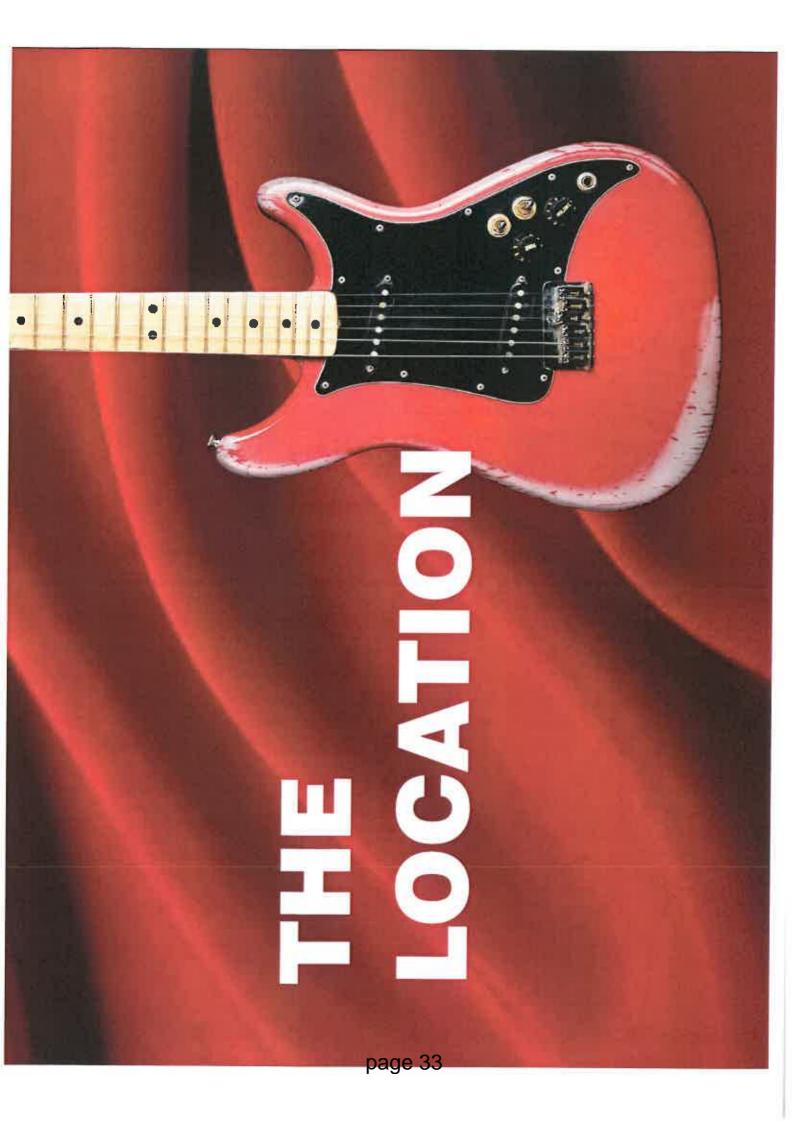


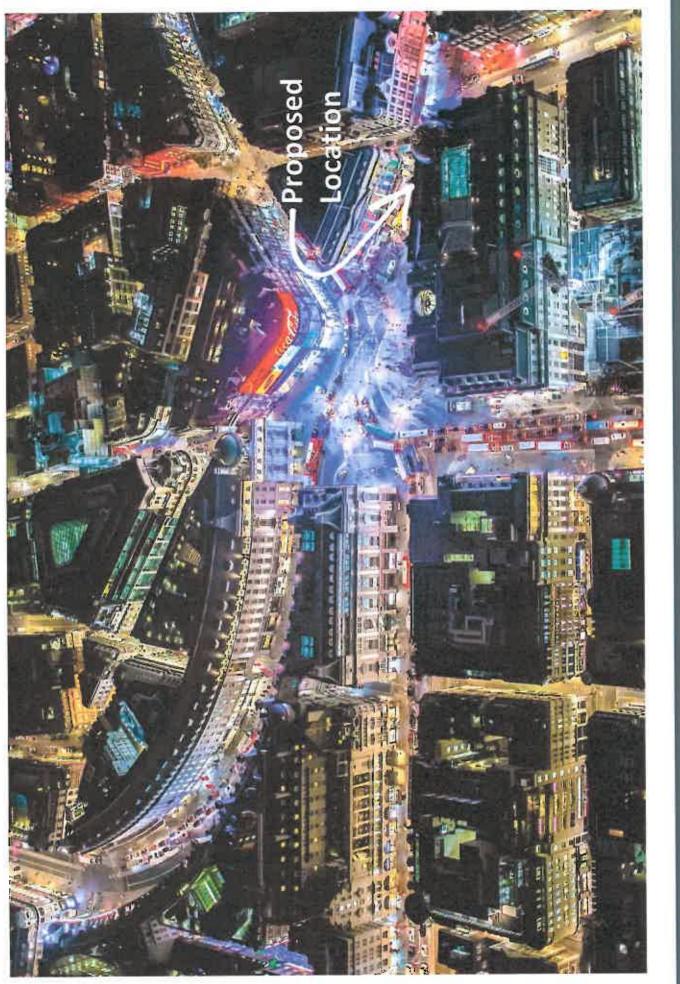








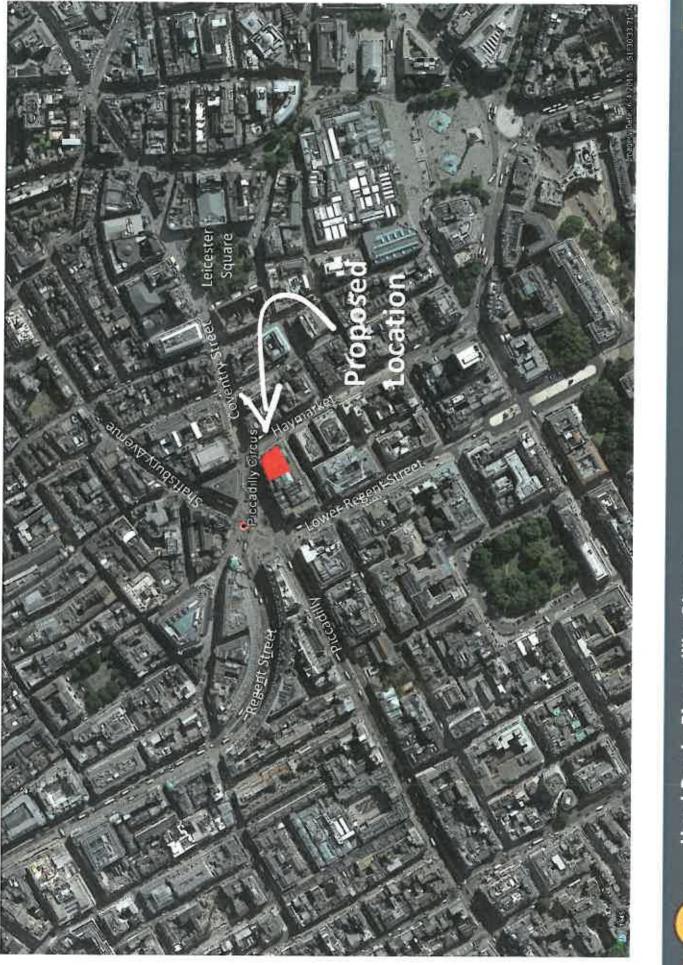




Hard Rock, Piccadilly Circus Aerial View of Location

0











Heart of London Business Alliance (Piccadilly and St James's) BID



Heart of London Business Alliance (Leicester Square and Piccadilly Circus) BID

The site is located within the Leicester Square and Piccadilly Circus Business Improvement District

The proposed location is at the western end of London's entertainment quarter, South of Shaftesbury Avenue and West of Leicester Square, at the eastern edge of Piccadilly Circus.

The unit is situated at ground floor and basement levels at 225-229 Piccadilly London W1

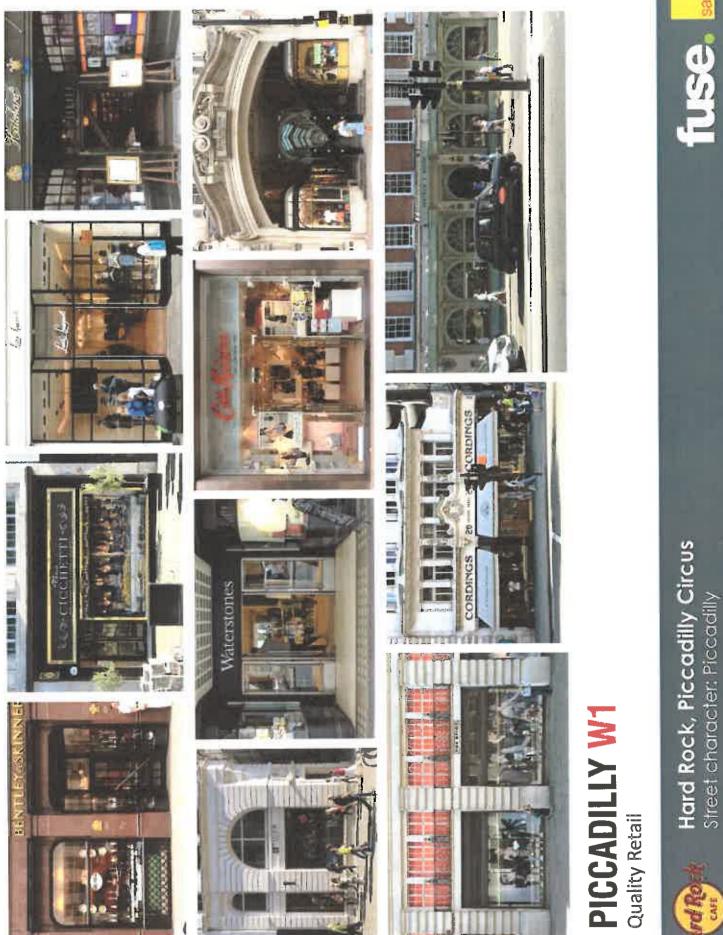




Hard Rock, Piccadilly Circus Street character: Regent Street

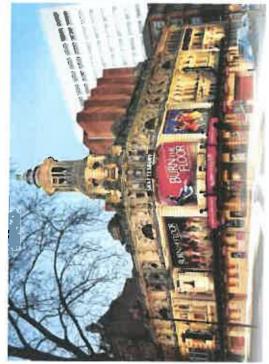


Quality Retail



CAH CAH

÷ 71







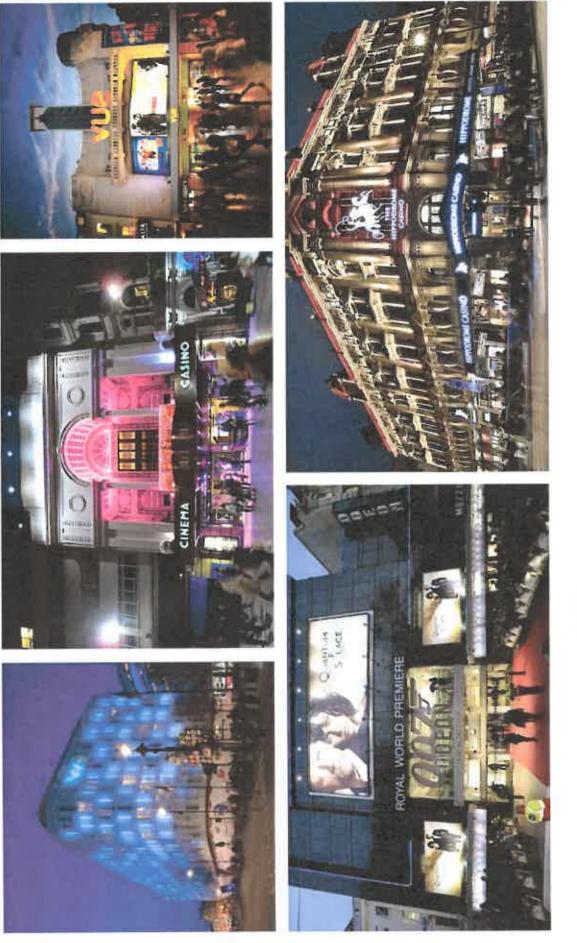




Entertainment: Theatreland



Street character: Shaftesbury Avenue Hard Rock, Piccadilly Circus



# **LEICESTER SQUARE W1**

Entertainment: Cinemas, Casinos, Hotels, Restaurants



Street character: Leicester Square Hard Rock, Piccadilly Circus

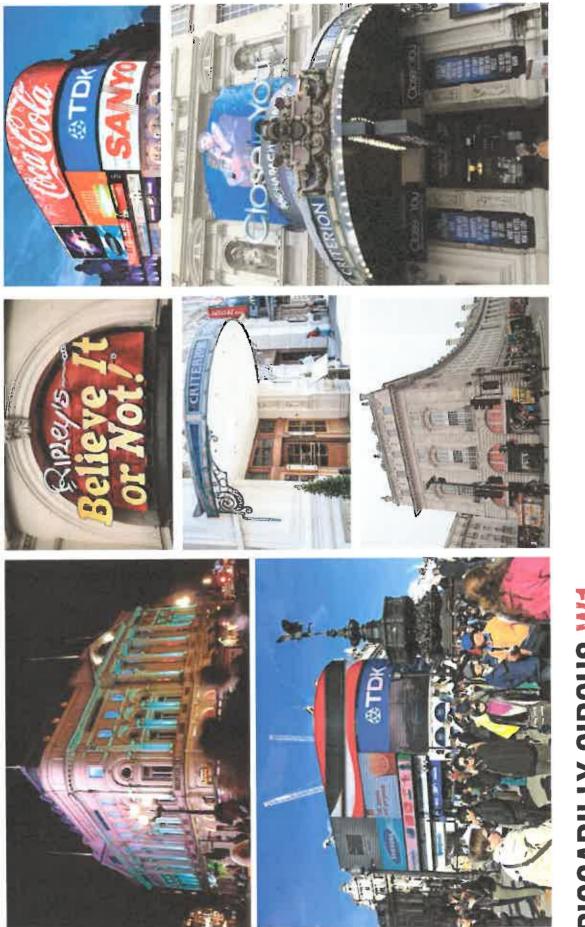




Entertainment: Restaurants with lack-lustre leisure attractions, tacky souvenir shops and ticket agencies







#### **PICCADILLY CIRCUS W1** Entertainment: Tourist epicentre, mixed leisure at

Entertainment: Tourist epicentre, mixed leisure attractions, theatre, restaurant, retail



Hard Rock, Piccadilly Circus Street character: Piccadilly Circus





Hard Rock, Piccadilly Circus Street character: Piccadilly Circus



**PICCADILLY CIRCUS W1** Entertainment: Vibrant event space



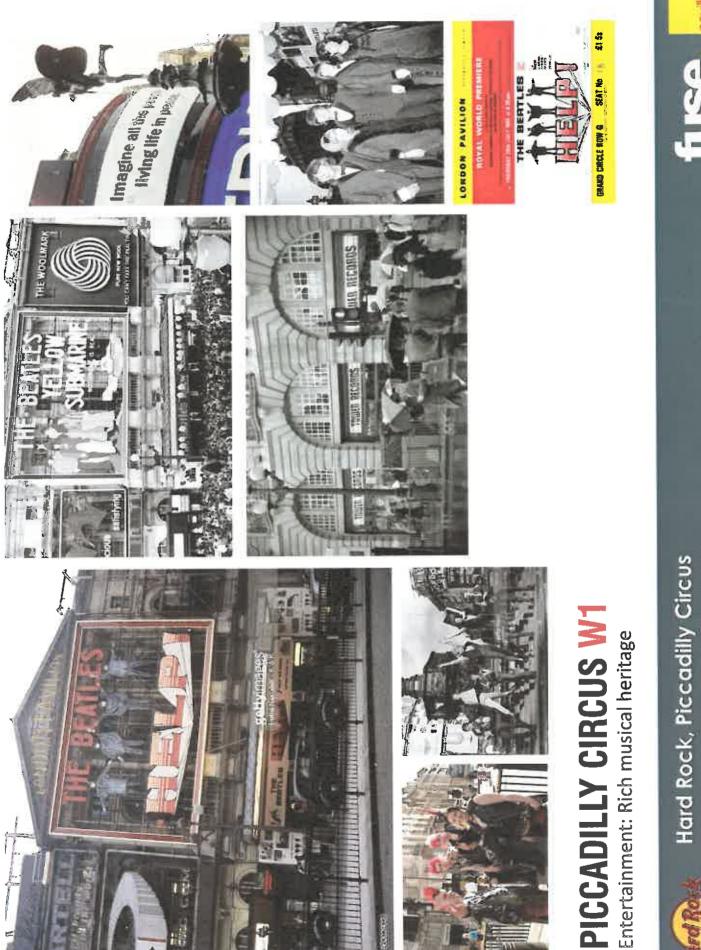












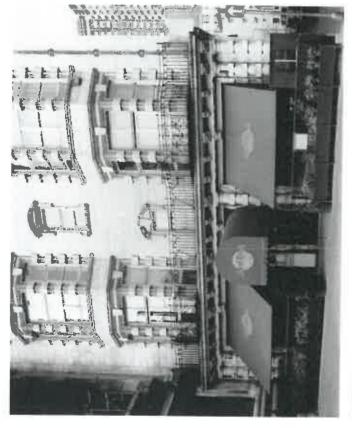
Street character: Piccodilly Circus



Hard Rock, Piccadilly Circus Existing Use – Cool Britannia London Souvenir Store



#### **10**

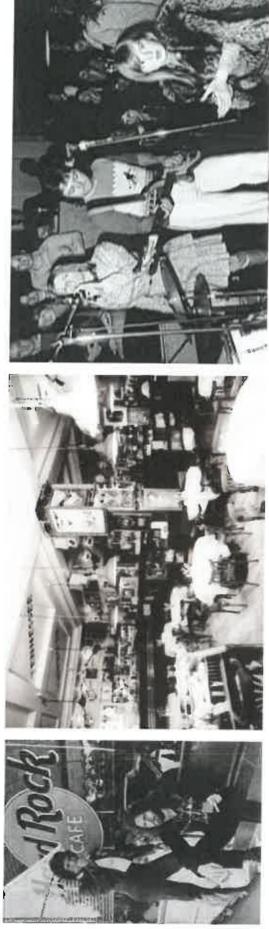


# Hard Rock: It all began in London...

1971: Isaac Tigrett and Peter Morton (bottom left) were two shaggy-haired Americans who just wanted to find a good American burger whilst living in London. Their solution? They opened up their own American style diner in an old Rolls Royce dealership on Piccadilly (left and bottom centre). They called it the Hard Rock Cafe.

1973: The first live music. Paul McCartney & Wings perform an impromptu concert at Hard Rock Café (bottom right), a warm-up gig for their 1973 UK tour. Today, Hard Rocks around the world host 70,000+ live music events every year. 1974: The first T-shirt. The London cafe sponsored a local fooliodiliteam, and the team t-shirt featured the simple Hard Rock logo. The extra shirts were returned to the cafe and then given away to loyal customers. They became such a huge hit that they had to make more and so started selling them. The rest is history.

1979: The first memorabilia: Eric Clapton, one of rock's most incredible and enduring guilar gods, was a regular of the Hard Rock Cafe in London. Eric asked Isaac to hang his guitar over his favourite bar stool to "mark his spot." A week later, a package arrived with a guitar and a note that stated, "Mine's as good as his! Love, Pete." Pete was, in fact, the one and only Pete Townshend, guitarist extraordinaire for The Who. And so Hard Rock's world-farrous memorabilia collection began. The collection now has over 80,000 pieces and is still growing every day.



Hard Rock, Piccadilly Circus The Hard Rock Story – Piccadilly, London 1970's





### From London to the World

The London Café became the go-to place for celebrities from the music industry. Following the remarkable success in London, it was only a matter of time before other venues began to open around the world:

1982: The first venue in the USA: Hard Rock begins a world-wide expansion, with the first American Cafe in Los Angeles.

1083: The first café in Asia: Hard Rock Café opens in Tokyo.

1995: The first Hard Rock Hotel: The Hard Rock Hotel and Casino opens in Las Vegas.

2006: The first Hard Rock Calling concert takes place in Hyde Park

2010: The first Hard Rock all-inclusive resort opens in the Dominican Republic.

Today, the Hard Rock brand is known throughout the world.



















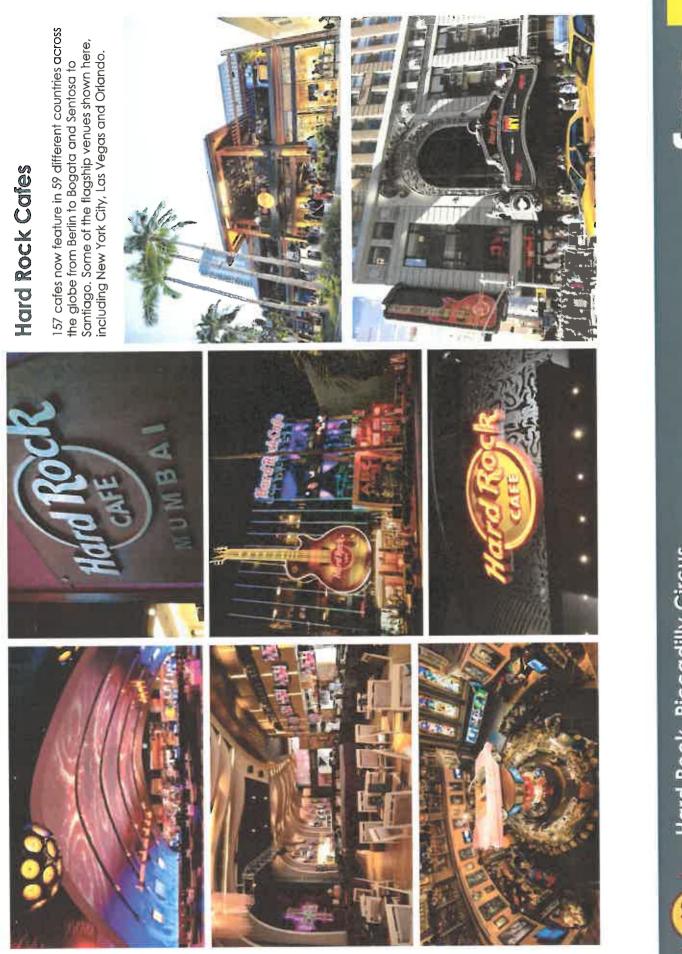






#### Hard Rock Cafes

All Hard Rock Cafes are individually designed to reflect the personalities of their host cities. Although the early cafes were very similar, each café is now strikingly individual with strong cultural references to each location and active engagement with local communities through music and philanthropic initiatives. The pholographs here show some of the Fuse-designed European venues in Brussels, Horence, Barcelona and Amsterdam. fuse.



page 50

Hard Rock, Piccadilly Circus Global reach of Hard Rock Cafes



Hard Rock, Piccadilly Circus The Hard Rock Story – Hard Rock Hotels



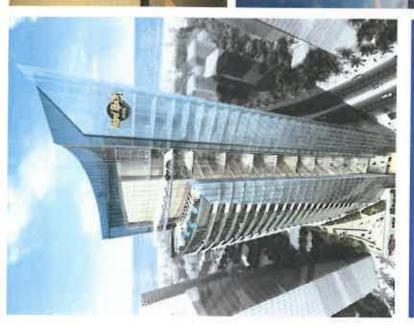


From the first hole! which opened in 1995, the hote! brand has now spread throughout the world. Like the cafes, each is completely different, responding to location, culture and market segment. From small bourtique properties to luxury resorts covering hundreds of acres with over 1500 suites, the common frheme is the musical heritage combined with exceptional service. A number of the hotels also boast state of the art casinos as part of their offer.









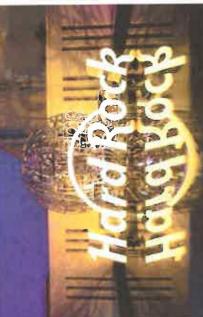
page 51









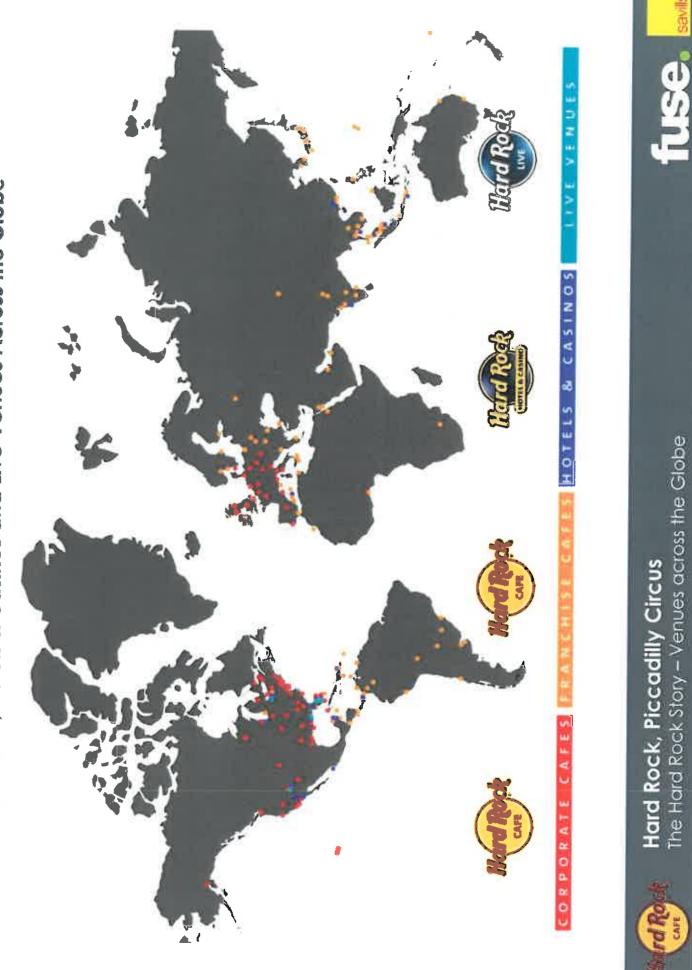






Hard Rock, Piccadilly Circus The Hard Rock Story – Resort Hotels across the Globe





220 Hard Rock Cafes, Hotels & Casinos and Live Venues Across the Globe

#### Hard Rock Retail

Since that first T-shirt in London in 1974, an estimated 125 million classic T-shirts have been sold around the world generating over £2 billion in revenues from this single product alone. The retail collection has now grown to include:

- Hard Rock Black Label (men's fashion collection)
- Hard Rock Couture (ladies fashion collection)
- Hard Rock Roxtars (kids collection)
- Hard Rock Golf Club
- Hard Rock Guitar Company (music inspired collection)
- Hard Rock HEALS (charity collection)

page 54

 Signature Series(co-branded artist philanthropy products supported by artist including Ringo Starr, Bono, U2, The Who, Jimi Hendhix foundation, Jon Bon Jovi, Aerosmith, Queen, John Lennon, and many more). Revenues by area for Rock Shops are among the highest in the apparel industry worldwide at over £11,000 per square foot (more than 10 times that achieved by Harrods).

Hard Rock's main retail broker and warehouse partner for the last 17 years has been Simarco, based in Essex, England.











Hard Rock, Piccadilly Circus













Philanthropy has been at the heart of Hard Rock International since our inception. Hard Rock has donated **tens of millions of dollars** and countless volunteer hours in support of various causes all over the globe.

Harnessing the power of its relationships with rock stars, charities and its global customer following, Hard Rock has been changing lives all over the work for over four decades.







For example, Yoko Ono and Hard Rock's Imagine No Hunger Campaign, in support of WhyHunger has helped local communities grow enough food to provide over 9.7 million meals to children in 20 different countries. The charity has partnered with 33 grassroots organizations to support programs that taught over 27,000 people techniques for sustainable food production for a future free of hunger.



2



Following hard on the heels of Hard Rock's announcement of their new hotel in New York City, the latest Hard Rock Hotel to be announced was the 900 bedroom Hard Rock Hotel London. Hard Rock has signed an historic deal with GLH Hotels to convert the Cumberland Hotel at Marble Arch into an iconic Hard Rock Hotel. Work is due to start on site in 2017 with an opening expected in the summer of 2018.

The London hotel will join other planned city centre hotels in Europe including the Hard Rock Hotel at Checkpoint Charlie, on Friedrichstrasse in Berlin.





Hard Rock, Piccadilly Circus Hard Rock Hotel, London



Hard Rock 'Set List' – the Power of the Hard Rock Brand:

## 220 Total Locations in 70 Countries

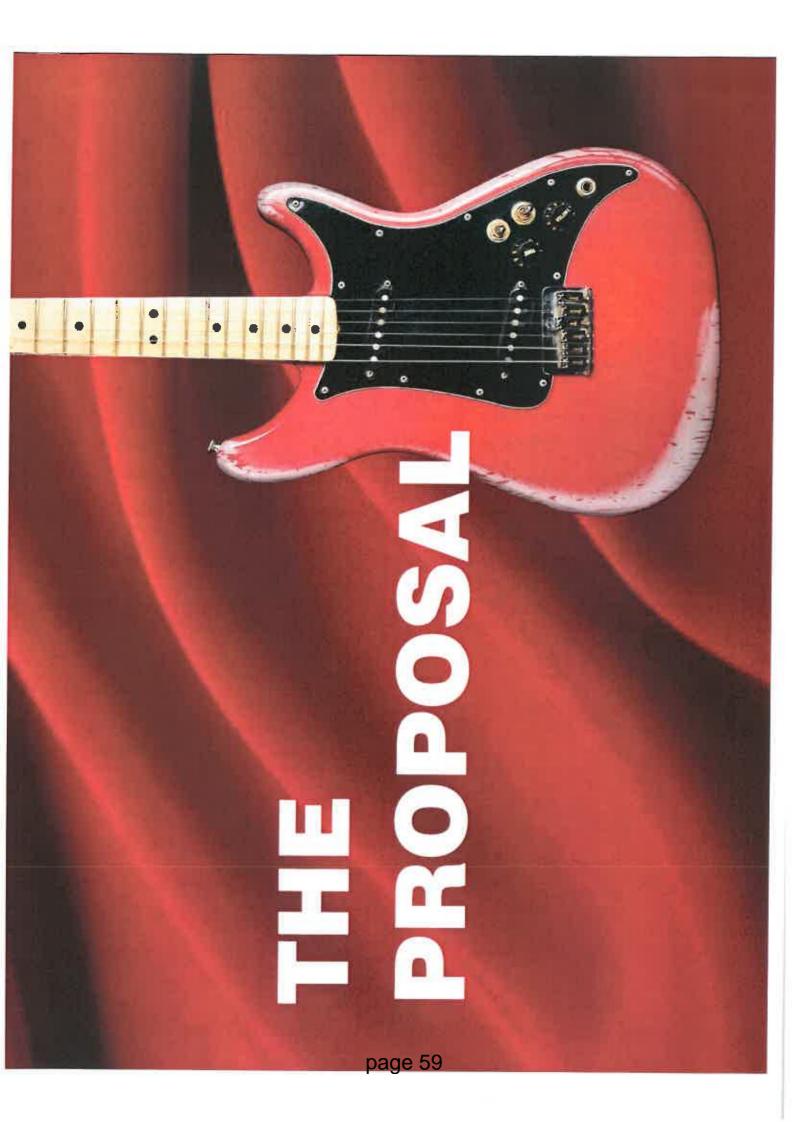
- 167 Hard Rock Cafes
- 23 Hard Rock Hotels
- 11 Hard Rock Casinos
- 6 Hard Rock Live Music Venues
- 13 Stand Alone Rock Shops

### 39,000 staff worldwide

15,000,000 worldwide social media followers at January 2016 generating 1.6 million social media engagements per month 125,000,000 Classic hard Rock Tshirts sold generating £2 billion in revenue for this one product.

**£3,000,000,000** group revenues across all sectors





Constraints of the Existing Piccadilly Hard Rock Venue Hard Rock, Piccadilly Circus



#### The existing London Café site on Piccadilly can not be developed any further and has many constraints

For 45 years, the original and first Hard Rock Café has been the spiritual home of the Hard Rock brand. Over that period, it has been refurbished and expanded many times.

A separate Rock Shop was added at the opposite side of Old Park Lane, the basement has been developed to provide additional seating and private hire space and, most recently, the Back Room Bar was added to exploit the last remaining space available. No further expansion is possible and the site is no longer suitable as the European flagship for the Hard Rock brand (although it will be etained as 'the original Hard Rock Café' and potentially backdated to its original configuration and decor).

Other major global cities have already seen new flagship stores open in recent years, such as in Times Square, New York and on The Strip in Las Vegas.

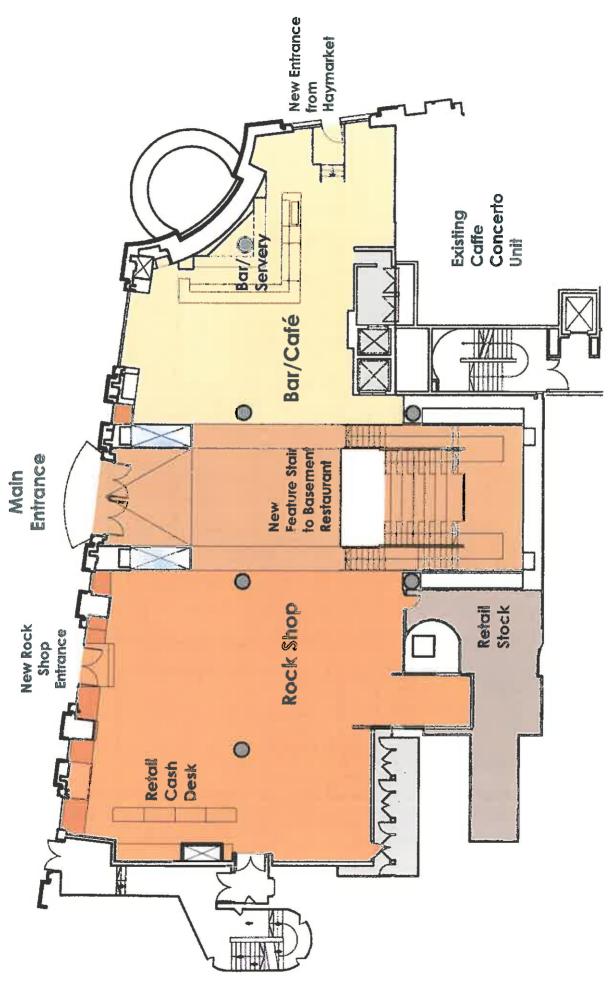
London is being left behind. A new flagship location is required, one that offers:

- A large floorplate (over 20,000sqft) over no more than two levels
- Large ground floor frontage with high permeability
- 🐁 An iconic, globally recognised, central London location
- Exceptionally high levels of local and tourist tootfall
- Immediately adjacent access to a selection of public transport

Such locations are incredibly rare. Piccadilly Circus is one of very few such sites. If Hard Rock is unable to invest here, it will probably be unable to create a new flagship in London.

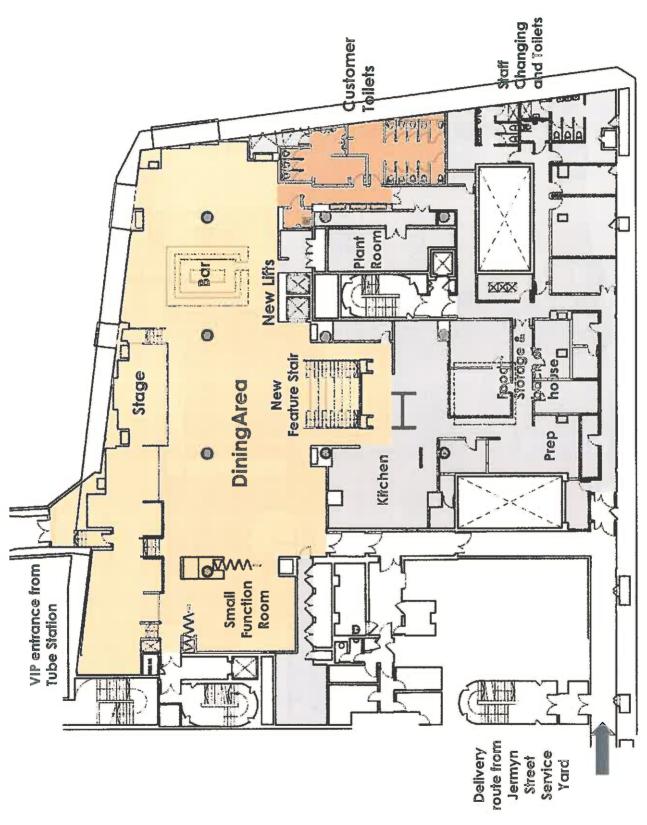
1.





Hard Rock, Piccadilly Circus Ground Floor Level Plan







Hard Rock, Piccadilly Circus

Basement Level Floor Plan

CAR

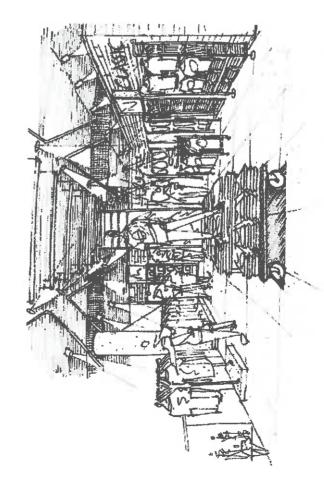
fuse



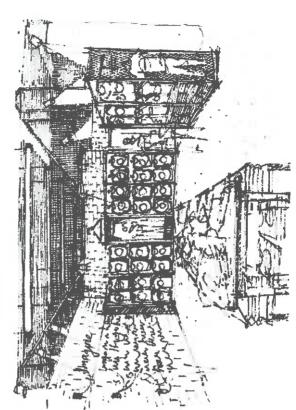
Lead designers, Fuse have acted as architects and interior designers on Hard Rock projects in 12 countries around the globe from Florence to Barcelona and as far affield as India and Kazakhstan. They are currently working on Hard Rock Hotel projects at Checkpoint Charlie in Berlin and St. Julian's Bay in Malta. Fuse therefore has unrivalled experience and knowledge of the Hard Rock brand.

For this very special project, Hard Rock has also commissioned specialist retail designers, the OneOff Group, to work alongside Fuse to design a completely new retail experience for the Piccaalily Circus Rock Shop. OneOff has worked with other global brands including Levis, Wrangler, Lacoste and Barbour to name but a few. Their involvement is testimony to the importance that Hard Rock attaches to the retail element of the Piccaalily Circus project.

OneOff's design for the Rock Shop is shown in the visuals on the next five pages, followed by visuals of the food and beverage areas designed by Fuse.







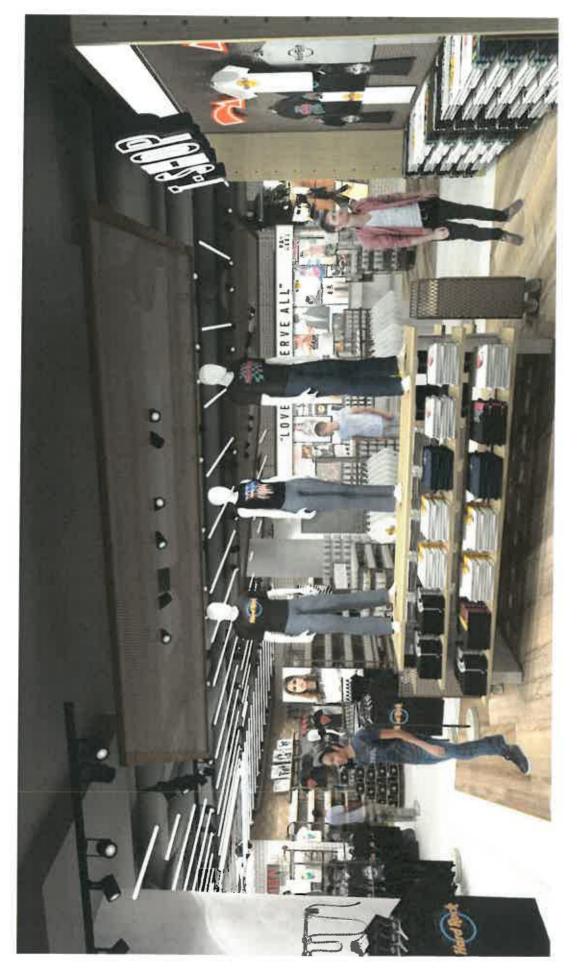






0





Hard Rock, Piccadilly Circus A New Rock Shop Concept for London

(





Hard Rock, Piccadilly Circus A New Rock Shop Concept for London

4





Hard Rock, Piccadilly Circus A New Rock Shop Concept for London

4







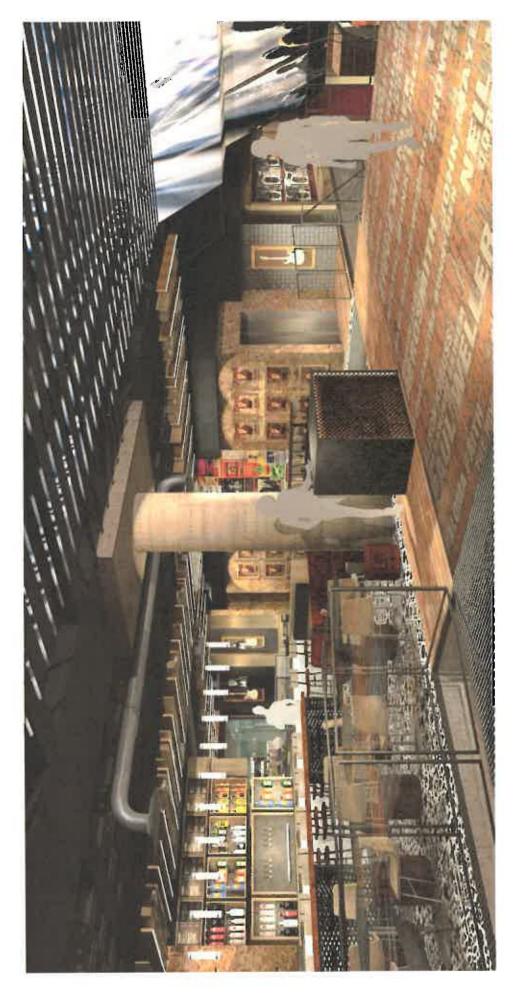
.





Hard Rock, Piccadilly Circus View into café-bar just inside new Haymarket entrance





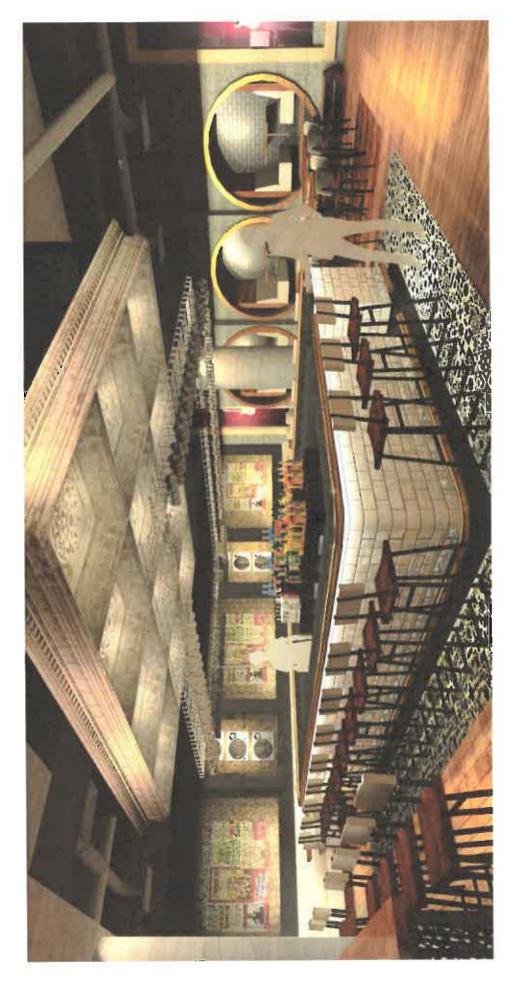
0





Hard Rock, Piccadilly Circus Stage area in basement restaurant





Hard Rock, Piccadilly Circus Bar in basement restaurant



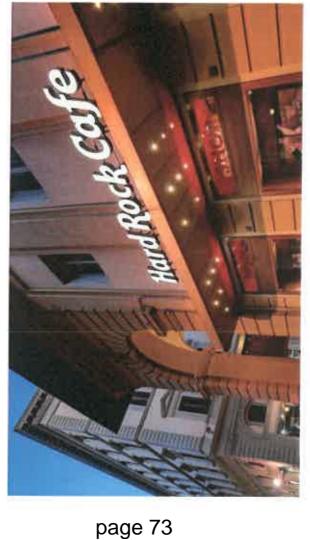


# **External Signage and Storefronts**

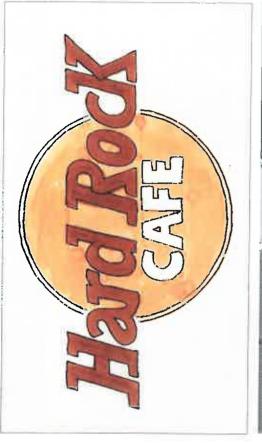
The external elevation and signage proposals have been prepared with reference to the City of Westminster guidance notes 'Shopfronts, Biinds and Signs - A Guide to their Design' and 'Advertisement Design Guidelines'.

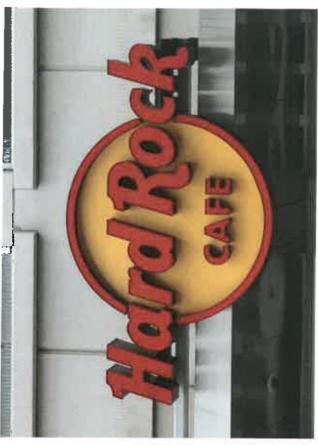
The stone storefront surrounds will be retained and the bronze storefront frames will Ali storefronts will be altered to incorporate a retractable awning in accordance with Westminster guidelines, replacing the glass blade awnings there at present. be altered, maintaining the existing profiles.

high level on the corner of Haymarket and Covenity Street. The signage proposals Signage will be provided above each entrance within the existing arches and at are shown on the elevations and visuals on the following pages.



above is in the historic centre of Florence, Italy, just off the Piazza dell Repubblica and was Florence. The ROCK SHOP sign over the retail entrance will be of the same construction. proposed in bronze finish open channel letters with white acrylic sign face to match the The 'Wordmark' sign at high level on the corner of Haymarket and Coventry Street is high level signs on adjacent buildings (Lillywhites and London Pavilion). The example approved by the Commune di Firenze Heritage Department at the Palazzo Pitti in



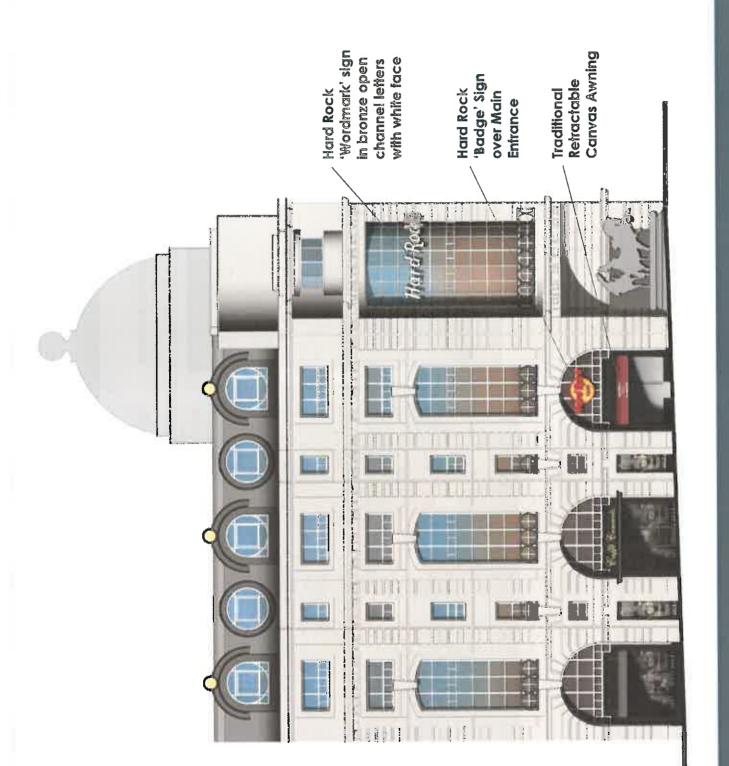


The 'Badge' sign is derived from the original logo (top) designed in London back in 1971 and appears on almost every Hard Rock Café across the globe. Here, it will be used above the main entrances on Piccadilly and Haymarket.



# Hard Rock, Piccadilly Circus

A Sensitive Approach to External Signage



Hard Rock, Piccadilly Circus Signage – Haymarket Elevation





Hard Rock 'Wordmark' sign in bronze open channel letters with white face 'ROCK SHOP' sign in bronze open channel letters with white face

'Badge' Sign

over Main

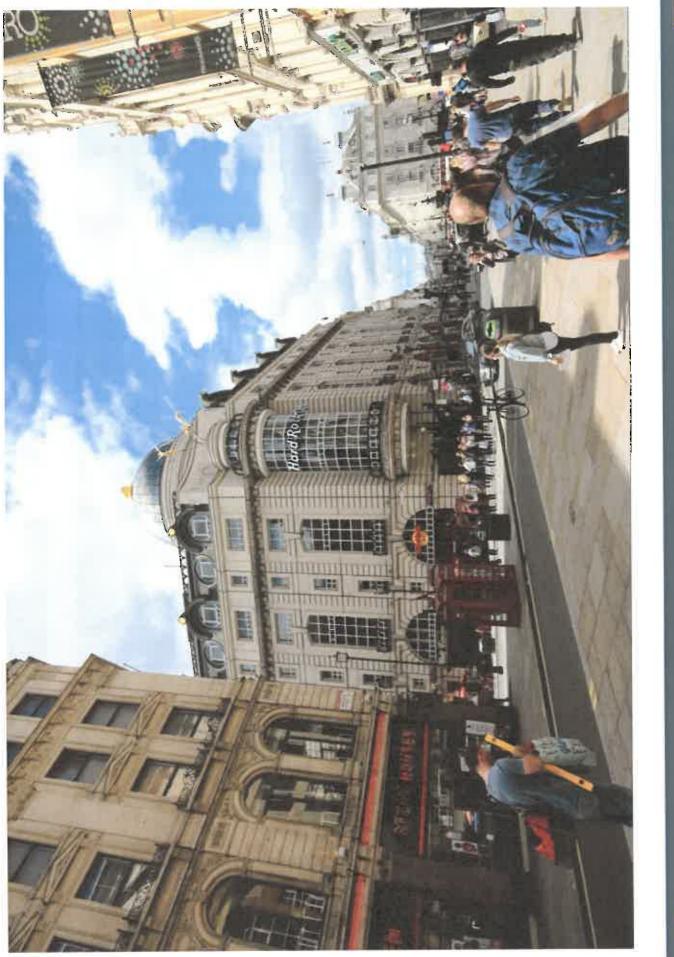
Entrance

Hard Rock

Traditional Retractable Canvas Awnings



Hard Rock, Piccadilly Circus Signage – Piccadilly Circus Elevation



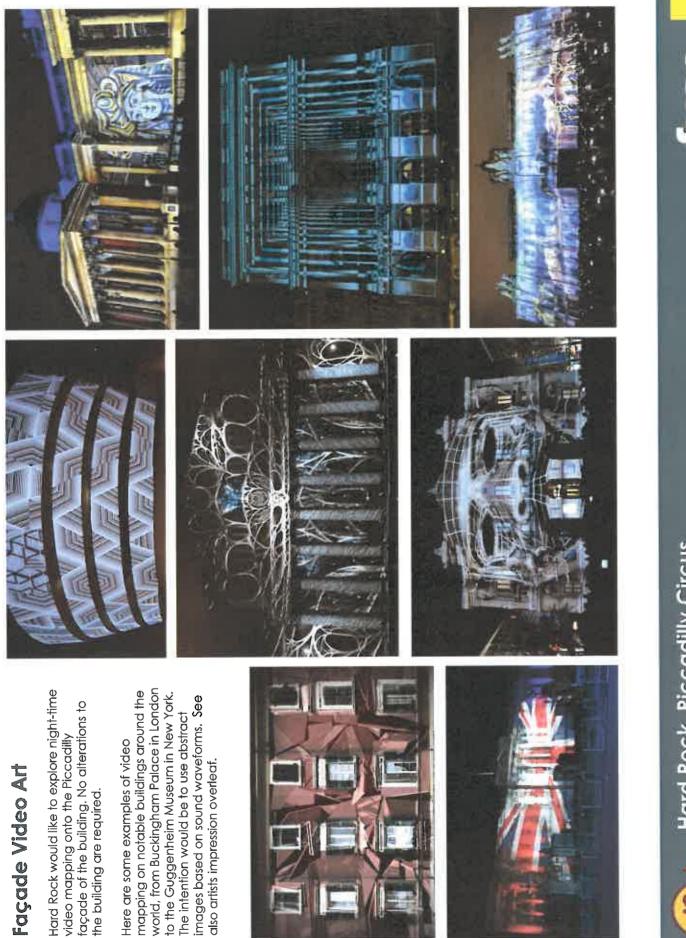
Hard Rock, Piccadilly Circus Exterior view as Proposed from East





Hard Rock, Piccadilly Circus Exterior view as Proposed from West





Hard Rock, Piccadilly Circus Video Mapping on Buildings around the World



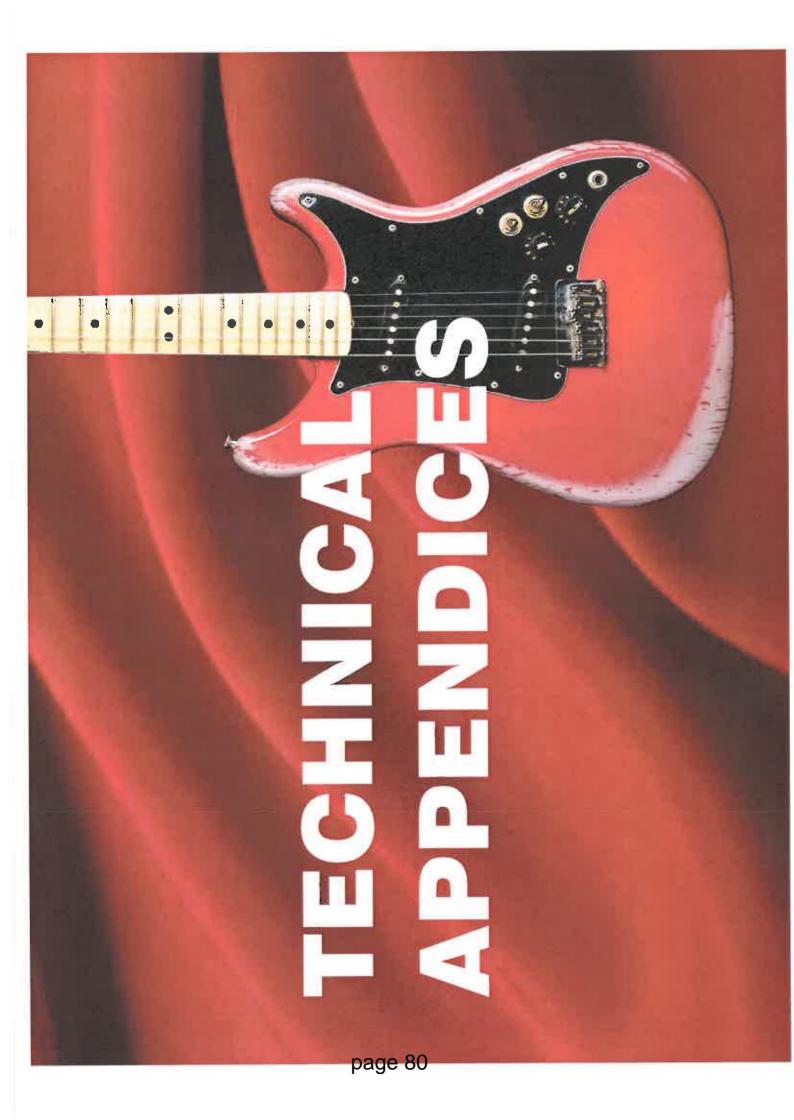
Exterior View showing proposed façade-projected public art installation Hard Rock, Piccadilly Circus



# Façade Projection

Subject to consent from landlord and adjoining owners we would like to project "son et lumiere style abstract images video images onto the Procodilly Circus tacade fram time to time affer dusk as part of the external lightling scheme. This artist's impression shows the use o 'soundwave aft' – specially cormissioned original artwork bosted upon the soundwaves areated by farmous songs. It may be possible to engage with local digital artist's to project new major public anwalk and the local

page 79



To be clear, these are new supply (100% Fresh air) and extract ducts minning to modifievel where the other common into the other are of	picnifroom. The fresh air inlet is a shared connection in a large existing lowre. The Extract discharge will be a new lowre to ensure no re- circulation of cir. The system is shown in the ventilation schematic diagram overleaf.	The air coming up the new fire-protected extract duct will be grease and odour free as it is cleaned in the canopies in the Basement area – see later. This also reduces any risk of leaks in the building, fire risks and odours from the discharge air.	Design Principles and Ductwork Routes – Rock Shop, Bar and Restaurant Ventilation	The Restaurant and public areas are to be provided with a new separate Fresh Air system to positively pressurise this area (see schematic opposite). This works in tandem with the kitchen systems their and a new systems the systems are and a second	dir from street level which could include car fumes etc.		
Approach to Mechanical Services, Plant Noise and Kitchen Odour Control	Mechanical and electrical engineers Couch Perry and Wikes have been relatined by Hard Rock International to undertake a preliminary study of the feasibility of installing new mechanical systems consistent with the proposed use in a manner that prevents noise or odour control issues.	It is proposed to refurbish the current Cool Britannia Store on the Ground floor and Basement to a Hard Rock Café with the new main Kitchen area in the Basement. The following have been consulted in preparing these outline proposals:	<ul> <li>Air Quality Action Plan prepared by Westminster City Council, as the property falls within the Air Quality Management Area.</li> <li>City Management Plan for Westminster</li> </ul>	<ul> <li>DEFRA Guidence on the Control of Odour and Noise from Commercial Kitchen Exhausi Systems – Jan 05.</li> <li>This preliminary study seeks to outline the proposals and considerations to</li> </ul>	date to cernomerate compliance with the above. Design Principles and Ductwork Routes – Kitchen Extract System	The existing alemise does not have any catering facilities but it does have an existing ductwork system with a supply and extract system from the rooffop plantroom to a further plantroom within the basement demise.	It is therefore intended to repiece these ducts (as they are the incorrect size) but utilise the same riser location for the new kitchen extract system so as to minimise disruption to the building and users. This also affords the opportunity to run the new kitchen extract system in a fire rated material and so eliminate any fire break out concerns.

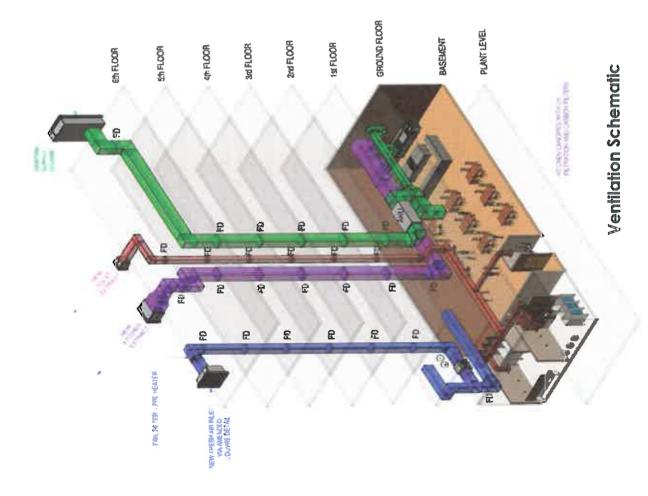
The kitchen system will be designed to put the kitchen area under a negative pressure by extracting more air than is supplied. This prevents any cooking adours escaping from this area by ensuring the air flow is always away from the restaurant towards the kitchen areas

Hard Rot

Hard Rock, Piccadilly Circus Mechanical Services, Plant Noise and Odour Control

savilis

page 82



This new system will draw air from roof level so the air will be of better quality than that at street level. A new riser location has been identified in the building with the building's maintenance team and subject to some minor existing services being re-routed, provides a route down to the Ground and Basement level. This air will be filtered, heated and cooled via the Landlords supplies.

To accommodate this at roof level, an existing stairwell pressurisation system will need to be modified (out of normal working hours) and an existing rooftop louvre enclosure will need to be modified to accommodate the new plant. Details of these changes will be included in any applications for Planning and Listed Building Consent but will not be visible at street level and will have minimal impact on the roofline of the building.

# Kitchen Extraci & Odour Control

A preliminary basement kitchen layout has already been designed as this is a key feature of this development. We have utilised air flow rates from previous Hard Rock Café projects that are now live, and added 20% as we envisage the London development to be particularly busy. At present we envisage three canopies – two for cooking and one for the dishwash area. Both of the cooking canopies are to be provided with grease filters and Ansul fire suppression systems integral to the unit. The Kitchen Extract Unit is to be a Pollustop by Halton with four Stages of further Filtration – see overleaf. This means all grease and odours will be removed at Basement level BEFORE the air goes into the risers and through the building.

This ensures fire risk is minimised, odours and grease are removed at source and do not go beyond the Basement area. Air discharged at roof level will therefore be 'clean' and odour free.



Hard Rock, Piccadilly Circus Mechanical Services, Plant Noise and Odour Control



# Four Stage Kitchen Extract Filtration System



First filtration stage: Disposable panel filters • Halton pleated filter G4 (EU4) • Purpose: remove large particulate • Efficiency > 95% (efficient for 5 microns and above) Replacement frequency assumes high efficient KSA cyclonic filters are used in the hoods or in the ventilated coilings as primary filters. Regular replacement helps to support the longevity of the disposable bag filter.



Third filtration stage: Absolute filters \* Hatton absolute fitter HEPA H11 (EU11) \* Purpose: removal of ultra-fine smoke particles • Efficiency > 95% DOP (efficient for 0,3 µm) Replacement frequency assumes high efficient KSA cyclonic filters are used in the hoods or in the ventilated ceilings as primary filters and that panel & bag filters are replaced when dirty.



Second filtration stage: Disposable bag filters - Hatton bag filter F8 (EU8) \* Purpose: remove medium--sized particulate - Efficiency >95% (efficient for 0.4 microns and above) Replacement frequency assumes high efficient KSA cyclonic filters are used in the hoods or in the ventilated ceilings as primary filters and panel filters are replaced when dirty.



Fourth filtration stage: Activated carbon filters • Always combined with UV-C Capture RayIM technology • Halton activated carbon (NFX grade) • Goal: removal of surplus ozone generated by UV-C lamps Replacement frequency assumes high efficient KSA cyclonic filters are used in the hoods or in the ventilated are used in the hoods or in the ventilated respect of the other filters and the strict respect of the other filters replacement frequency.

# Acoustic Considerations

We have met with the Project Acoustic engineer on site and run through the proposed works. All new fans to are to be provided with attenuators and all plant/ductwork will be provided with anti-vibration mountings.

At this stage, there is nothing being provided within the mechanical services that will increase the noise levels on the site or surrounding orea.

The heating and cooling for this area comes from the Landlords supplies. We are therefore providing no heating or cooling plant (e.g. chillers) under this proposal.

#### Summary

The proposal is to provide new Kitchen supply and Extract systems for the Kitchen and Fresh air for the Restaurant and public areas. These are drawn from and discharge at the roof level. The kitchen extract system though will have grease and odours removed at basement level – before rising through the building or discharging. This will all be designed in accordance with the polices named in the introduction.

The Ventilation plant will be designed to ensure no noise is produced by the new ventilation that exceeds the levels that already exist on site.

We are not providing any heating or coofing plant --- supplies are taken from the Landlords existing services. There are therefore no NOx emissions to reduce air quality.



Hard Rock, Piccadilly Circus Mechanical Services, Plant Noise and Odour Control



$\mathbf{s}$
Ū.
2
õ
U
Ď
0
ď

Hard Rock International has retained Scotch Partners to prepare a preliminary acoustic study to assess steps required to ensure that no nuisance is caused by noise from the proposed use.

#### Introduction

The proposed building redevelopment includes for a large retail store, seated eating areas, bars and a raised seating area that can be used as a live music stage in the basement. The operation and management is expected to be similar to other Hard Rock Cafes, such that occasional live music events will occur typically during evening periods, but may also occasionally be played during the daytime.

There exists the potential for noise disturbance to neighbours, if not suitably considered within the redevelopment proposals. Of note is the noise generated by the live music and new items of buildings services plant, such as a new kitchen extract system.

The existing building at ground and basement levels is currently occupied by a busy souvenir shop, which are the floors proposed to be redeveloped into a flagship Hard Rock venue. At first floor level and above, the building is currently used as office spaces, including open plan areas and cellular offices and meeting rooms. It is understood that official office hours for the building are between 9am and 6pm, although workers do occupy the building outside these hours on occasion.

The building is located on the junction of Coventry Street and Haymarket, both of which are busy roads comprising heavy goods vehicles, delivery vans, busses, motorcycles and cars that use the road throughout the day, evening and night-time periods. The site is effectively part of Piccadilly Circus, which is known to be a vibrant and noisy area at all times. The majority of buildings surrounding the site are comparable, with most comprising retail, restaurant or leisure uses at ground floor and office usages above. A number of nearby eateries and drinking establishments allow for their guests to use outdoors areas, on the pavements, for their entertaining needs. Of particular note are Caffe Concerto, adjacent to the site, and Tiger Tiger, in proximity to the site on Haymarket, which is a busy music club venue typically open between noon and 3am every day, except Sunday when doors close at midnight.

The Criterion Theatre lies to the west of the site, and although is separated at ground level by existing restaurants, is understood to be adjacent to the plantroom serving the Hard Rock Cafe Site.

The only known residential neighbours in proximity to the site are located at Coventry House, 35 Haymarket. These residential flats are located at second floor upwards, above an Angus Steak House restaurant which is typically open between the hours of 10am and 1am every day, except Sunday when doors close at midnight. This document sets out an understanding of the acoustic considerations relating to new items of building services plant, and entertainment noise from activities within the new Hard Rock venue.

#### Plant Noise

The City of Westminster Unitary Development Plan (UDP), adopted January 2007, contains a policy relevant to the proposals; Policy ENV 7: controlling noise from plant, machinery and internal activity.

The following paragraph is expected to be included within any Condition relating to building services noise emission, as a means of satisfying Policy ENV 7:

'Where noise emitted from the proposed plant and machinery will not contain tones or will not be intermittent, the 'A' weighted sound pressure level from the plant and machinery (including nonpressure level from the plant and machinery (including nonemergency auxiliary plant and generators) hereby permitted, when operating at its noisiest, shall not at any time exceed a value of 10 dB below the minimum external background noise, at a point 1 metre outside any window of any residential and other noise sensitive property, unless and until a fixed maximum noise level is approved by the City Council. The background level should be expressed in terms of the lowest L<sub>AND,15</sub> mins during the proposed hours of operation. The plant-specific noise level should be expressed as L<sub>Aedim</sub>, and shall be representative of the plant operating at its maximum.' The above wording is considered typical, although is understood to be based on British Standard 4142: 1997. This standard has since been superseded by BS 4142: 2014, which approaches the assessment of plant noise with regard to the impact it may have on neighbouring properties, rather than assessing the likelihood of a risk of noise complaints.



materially affect the proposals for plant noise at the Hard Rock Cafe sile. not directly comparable, although the differences are not expected to The outcome of assessment carried out to each of these standards are

Should the later BS 4142 be adopted by Westminster, then it would be recommended that the plant proposals do not exceed a Low Impact when assessed under H.

services. There will be plant that needs to vent to the atmosphere  $c_i$  roof level, and it is this plant that is expected to require further assessment, so Current proposals are in place to maximise the use of the existing back of house areas, and existing servicing routes for new items of building that it is inline with the City of Westminster's expectations. To provide some context, photos of the existing rooftop arrangement are presented below, and plant items within the lower basement plantroom are on the right.



Above and right: Plant in the landlord's lower basement plantroom is mounted on anti-vibration mountings





tooftop plant area looking West



Roaftop plant area looking East

have not been carried out to date, aithough the existing plant can be expected to emit relatively ncluding large chillers, smaller condensing units, large extract fans, a large generator, and other As can be seen on the photographs, the existing rooftop is very busy with many items of plant associated items of plant. Measurements of the noise generated by the existing rooftop plant high levels of noise.

basement: plantroom are installed on anti-vibration mountings. It will be necessary to follow this As can be seen on the photographs, existing items of rotating machinery within the lower principle with replacement / new plant associated with the Hard Rock development.

appears to be enough space for the installation of in-duct attenuctors to reduce the emitted by reatments (e.g. anti-vibration mountings, additional wall linings etc) for items of plant located During a sile walkaround with the project mechanical engineer, it was established that there the new extract fans. Furinermore, there appears to be sufficient space to provide localised nternally to be controlled so as not to cause a disturbance to sensitive neighbours.

Items of picnit associated with the proposal can be expected to readily meet the expectations of Considering the above, it would be reasonable to conclude that noise and vibration from new he City of Westminster, without requiring any onerous attenuation measures.





Hard Rock, Piccadilly Circus

## **Entertainment Noise**

Establishing an appropriate assessment methodology w.r.t the emission of entertainment noise is less clear than that for plant noise. It is reasonable to suggest that any assessment must be carried out with due consideration of the context of the proposals in relation to their surroundings. Photographs showing the site during the daytime and late evening are presented below:



Typical Street View during the day



ypical Street View during late evening

Background noise levels are shored up by constant busy street activities, such as road traffic on roads surrounding the site, and existing building services plant. Ambient noise levels vary depending on the volume of traffic, the type of vehicles, and activities associated with surrounding commercial properties such as cafes, restaurants, and the Tiger Tiger music club. Maximum noise levels vary and are at their highest owing to a large number of noise sources such as heavy vehicle passbys, vehicle horns / sirens, people shouting, aircraft flyovers and the like. In conclusion, a noise survey carried out at the site can be expected to demonstrate that existing noise levels around the site are relatively high.

With regards to planning policy, the most relevant guidance document is expected to be the National Planning Policy Framework (NPPF), which was published March 2012, and came into immediate effect. The NPPF replaced all previous Planning Policy Guidance notes (PPGs) and Planning Policy Statements (PPSs). Of particular interest, and considered relevant to the proposed scheme, Paragraph 123 from the NPPF states: Planning policies and decisions should aim to:

- avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development;
- mitigate and reduce to a minimum other adverse impacts on health and quality of life arising from noise from new development, including through the use of conditions;
- recognise that development will often create some noise and existing businesses wanting to develop in continuance of their business should not have unreasonable restrictions put on them because of changes in nearby land uses since they were established ; and
- identify and protect areas of tranquility which have remained relatively undisturbed by noise and are prized for their recreational and amenity value for this reason.

Another document often referred to is Defra's Noise from Pubs and Clubs (Phase II), published May 2006. Whilst this is considered an interesting study into the various aspects of noise from entertainment venues, it has never become widely adopted within industry, as it can be considered more informative than robust enough to guide policy.



Hard Rock, Piccadilly Circus



Based on the context of the site, and considering the guidance offered within the NPPF, it would be reasonable to conclude that entertainment noise from activities within the new Hard Rock Cafe should not necessarily prevent approval of the scheme. It is understood that measures will need to be put in place to minimise the risk of significant adverse impacts on health and quality of life, but that the NPPF recognises that entertainment noise does not necessarily need to be considered that and cuality of life.

Noise transfer from the Hard Rock Cafe to the office spaces above will be limited owing to the thick heavyweight floors provided within the existing building. The exact thickness, and sound insulation performance is currently unknown, but such heavyweight floors can be expected to provide significant levels of sound insulation at all frequencies. It is understood that the office floors above utilise raised accessed flooring, which will further enhance fine level of sound insulation provided by the overall floor build-up. The overali build-up can be expected to reduce sound by about 60 dB to 65 dB, depending on the frequency of sound. Noise from activities within the ground floor of the Hard Rock Cafe will be that of a typical bar, and are expected to be readily attenuated by the existing floor build-up separating the proposed venue from the offices above. The highest levels of noise within the venue will be created in the basement area, when live music events are hosted with a band playing on the stage area. Noise will also be emitted by loudspeakers located around the space.

The location of the stage within the basement will be of a benefit, as airborne noise will be afteruated as it propagates to within the ground floor space, where it can then propagate into the office spaces above. Measures are being considered by the feam, which will increase the level of sound afternation between the basement and ground floor. Hord Rock Cafe spaces. Acoustic separation between the basement and ground floor may be around 10 dB to 15 dB, depending on the effectiveness of treatments. This would result in an overall difference between basement level of the Hard Rock Cafe and 1st floor level of the offices above of about 75 dB, depending on the frequency.

Initial calculations of the estimated noise transfer of live music within the Hard Rock basement area to the office spaces directly above, indicate that music noise levels within the office spaces may be in the order of between 30 dBA to 40 dBA.

This is within industry recognised guidelines on noise within offices (British Stendard 8233, British Council for Offices etc). The calculations are very high level and will need to be developed in defail in due course. If should be noted that noise may not be rendered "Inaudible", although may biend into noise levels aready experienced within the offices owing to existing external and infernal sources within the office spaces (e.g. building services).

Similarly, calculations incitate that live music from the basement of the Hard Rock Cafe will be between about 40 dBA and 55 dBA at a point of 1m external to the windows of the residential flatis at 35 Haymarket, and can be expected to blend into the levels of noise owing to existing external sources, but may at times be audible.

A key consideration during the assessment of entertainment noise emission, is the impact of the noise, which gives consideration to the anticipated noise levels, and the characteristics of the noise such as; duration, frequency content, time of the day etc. The high level initial calculations have estimated that noise from live music events may blend into the existing noise climate within nearby noise sensitive properties, but may not be considered inaudible. Live music events would usually occur during the evening outside of normal office hours, with the occasional event taking place during the day. It is understood that live music events will not occur overnight.

The levels of entertainment noise during normal day-to-day operations are expected to be significantly below those emitted during times when live music events are taking place within the basement.

#### Conclusion

In conclusion, this high level review of enterfairment noise would indicate that although entertainment noise may on occasion be audible to occupants of nearby sensitive properties, the level of noise can be expected to blend into the existing noise climate. According to the NPPF it would be considered unreasonable to place very limiting restrictions on the use of the Hard Rock Cafe, considering the context of the site and initial noise assessment. It is however recognised that the fit-out cesign should embrace opportunities to minimise noise emission, and that live music events will need to be appropriately managed to minimise minimise the timacet on sensitive neighbours.



Transport Impact Assessment



Vectos has been retained by Hard Rock International to provide traffic and transport advice relating to a proposed change of use from A1 Retail to an A3 unit.

The site is located to south of Piccadilly Circus and to the south of Coventry Street and directly to the east of Haymarket. To the west of the proposed site is The Criterion Theatre. It is surrounded by primarily commercial and restaurant land uses and is currently occupied by an A1 Retail unit.

The unit is currently occupied by Cool Britannia, which is an A1 retail unit. However, Hard Rock wishes to develop their flagship store within Piccadilly Circus. The plans for this are still evolving but it is anticipated that approximately 1,980 sqm of A3 floorspace would be provided. Indicative plans are provided at Appendix A for information purposes.

A planning application is being prepared to support these proposals. As part of the planning application package, it is intended that a Transport Statement is submitted, to set out the proposals from a transport perspective, and demonstrate the potential effect of the development proposals on the local transport network.

This Transport Statement Scoping Note sets out the methodology that will be collowed as part of the Transport Statement. Each heading provided below, will form a chapter of the Transport Statement.

## **Existing Conditions**

The Transport Statement will set out the existing conditions of site focusing on access to the site by all modes of transport including walking, cycling, bus and rail.

#### Site Location

The site is located to south of Piccadilly Circus and to the south of Coventry Street and directly to the West of Haymarket (see **Figure 1**: location plan). To the West of the proposed site is The Criterion Theatre. The site is currently occupied by 'Cool Britannia' retail unit. It is surrounded by primarily commercial and restaurant land uses and is currently occupied by an A1 Retail unit

The Site is located in Controlled Parking Zones (CPZ) 'E1 and G1' (see Figure 2) This restricts parking to permit holders only from Monday to Saturday between 08:30am and 06:30pm. A copy of the CPZ plan is contained in Appendix B. There is limited parking accessible around the site, with the double yellows running on the neighbouring streets.

## Local Highway Network

the following section describes the main roads surrounding the site that will be used for access.

#### **Covenitry Street**

The site fronts onto Coventry Street which runs in an east west direction in front of the site. It is a single carriageway road with two lanes and it runs eastbound only adjacent to the site. There are two lanes for southbound movements onto Haymarket. Coventry Street then continues east to the junction with Whitcomb Street.



Hard Rock, Piccadilly Circus Transport Impact Considerations

At the junction of Coventry Street and Haymarket there are pedestrian crossing on the main arms of the junction to allow pedestrians to aross safely. The arossings are well equipped, with lights, wide arossings and sensory information.

#### Haymarket

Haymarket runs along the eastern perimeter of the site and connects with Coventry Street. From the site Haymarket runs south to the junction with Pall Mall. Haymarket is a single carriageway road with two lanes which both run in a southbound direction. On the western side of Haymarket there is a faxirank, the bay has enough capacity for approximately 5 vehicles.

Adjacent to the taxi rank are some cycle stands, there are circa to 10 Sheffield stancs with a capacity of 20 bikes. On the eastern side of Haymarket there is a bus stop for south bound buses. From here a number of services are accessible.

#### Regent Street

Regent Street is located on the western side of site and connects to Coventry Street at Piccadilly Ctrcus. It also allows access to Jermyn Street which is where the servicing entrance to the site is located.

Regent Street is also a one way route that heads north from the junction with Pail Mall until meeting Marylebone Road.

Regent Street has three lanes of traffic running north bound. There is a taxi rank located on the eastern side of Regent Street, to the north of the junction with Jermyn Street. The taxi rank is located off the main carriageway and forms part of a shared surface footway.

#### Jermyn Street

Jermyn Street is a single carriageway road that runs eastbound from Regent Street to Haymarket. It runs to the south of the site and provides access to the service yard at the rear of the site. The service yard is connected to the proposed hard Rock demise via a service elevator. Jermyn Sirreet has a contratiow cycleway and also provides access to Si. Alban's Street.

On an initial site visit it was concluded that the service yard would be able to have two large panel vans using it at one time. There was also a taxi rank/ layby located to the east of the service yard that would allow loading during unrestricted periods. The front two spaces of the tayby are restricted to taxis only, with the remainder of the tayby available to servicing.

#### Accessibility

This section summarises the accessibility of the site in relation to sustainable modes of transport including public transport, walking and cycling.

This site is located in a highly accessible location, close to a host of stations, and a number of bus stops served by high frequency routes. In addition it is within walking and cycling distance of a number of key destinations within London such as Marylebone, Regent's Street, Oxford Street, Hyde Park, Green Park, Trafalgar Square and a variety of others. The site currently benefits from a PTAL rating of 6b (in a range of 1a to 65, where 1a equals poor accessibility and 6b equals excellent accessibility). A PTAL rating of 6b therefore demonstrates that the site has an excellent level of public transport accessibility.

The sites location in relation to public transport is shown on Figure 3

## Walking and Cycling

Cenirci government research states that distances less than 2 kilometres are suited to journeys on foot. Furthermore, the IHT Guidelines suggest a moximurn 'acceptable' walking distance for pedestrians without mobility impairment of 2 kilometres and a 2km walking isochrone is included at Figure 4.

In addition, central government research explorins that for journeys less inan 5km cycling has the potential to replace car hips and a 5km cycle isochrone is included at Figure 5. Given the location of the site if is likely that visitors and employees would be able to access it by walking and cycling from large area of central and nner London as shown on Figure 4 and 5.





site to walk, cycle or use public transport and complete their journey by foot. Public Transport

to and from the site. This will allow for future visitors and employees of the

As can be seen there is excellent provision of walking and cycling routes

#### Bus

There are numerous bus services available in the vicinity of the site or within a short walk. TfL guidance considers the accessibility of bus routes within 640m of the site as part of their PTAL calculations. The TfL spider map (Figure 6) shows all of the services which are available within an accessible range.

Overall 19 daytime and 7 night-time bus services are accessible within an easy reach the site. A full table summary of these will be provided in the Transport Assessment. A significant number of destinations can be reached using local bus services which include the following key destinations within London such as Baker Street, Trafalgar Square, Marble Arch and Russell Square Underground The closest underground station is Piccadilly Circus London Underground Station which is located approximately 20m to the north west of the site. The Bakerloo and Piccadilly lines runs through the station providing services across north and south London and connections within central London. Both lines have a frequency of 2-3 minutes from Piccadilly Circus.

Leicester Square and Green Park are also both within 960m of the site. Leicester Square is situated on the northern line whilst Green Park is situated on the Jubilee and Victoria Line. Also within the PTAL calculations are the stations of Embankment and Tothenham Court Road. It is possible to access the Circle, District and Central Lines. Train Services.

Charing Cross rail station is approximately 550m south of the site. It is a central London railway terminus operated by south eastern, provides convenient connections to south London and the East Kent region as well as long-distance intercity services to South West England and South Wales.

#### **Coach Parking**

It is anticipated the proposed store will attracted some coach parties. There is coach parking available within walking distance of the site. A solitary bay is located on Shaftsbury Avenue, to the north east of the site. Approximately 275m walk from the site. The Coach bay is restricted to use between Midday – Midnight for a maximum of 40 minutes.

### **Policy Context**

This section of the Transport Statement will discuss the Transport Proposals in the context of national and local planning policy documents. This will include:

- National Planning Policy Framework (NPPF);
- 🐀 Landon Plan (2016);
- Westminster's City Plan: Strategic Policies (2016); and
- WCC Unitary Development Plan Saved Policies (2010).

# **Development Proposals**

Key aspects of the proposed development are as follows:

- Around 1,980 sqm of retail/leisure floor area;
- Managed servicing strategy; and
- Cycle parking (Provision to be agreed with Westminster CC.

A draft Workplace Travel Plan, Delivery Servicing Plan and Construction Logistics Plan will be appended to the TA.





The existing service yard would be retained. The service yard is large enough to accommodate retuse vehicles and large vans. Any larger deliveries will take place on street. In the same way as deliveries to the existing unit would happen.

### Trip Generation

The section will set out the proposed methodology for undertaking hip generation for the proposed development.

## **Existing Trip Generation**

The site is currently occupied by the Cool Britannia souvenir store and as such attracts a significant number of people each day.

Person trip rates for the retail floorspace in the proposed development are based on those accepted by WCC for the Block W5 application on Regent Street. The trip rates in the Block W5 Transport Assessment were themselves taken from similar developments along Regent Street and the trip rates were agreed by WCC as appropriate for use.

Characteristics of Regeni Street are comparable to application site in that it is a busy shopping area with many units providing retail space on the ground. In addition, Regent Street is similarly well located in terms of sustainable transport oppartunities.

It is noted that the total number of person trips associated with the existing units will be split between primary, passby and linked trips however it is expected that only a small percentage of trips, airea 10%, are primary trips.

The modal split for the fotal existing site was then used to determine how the total person trips displayed in Table 1 (opposite) would be spread.

Table 2 (opposite) shows the existing trips by mode.

Table 1: Existing Retail Trip Rates and Trip Generation – 1,980sqm (TBC)

	A	AM Peak Hour		•	PM Peak Hour	
	Arrivals	Departure s	Total	Arrivals	Departure s	Totai
Refali Total Person Trip Rate	2.49	1.25	3.74	15.06	14.81	29.87
Retail Trip Generation (1,980 sqm)	49	25	74	298	293	591

# Table 2: Existing Modal split and the distribution of trips

		AMI	AM Peak	PM F	PM Peak
Mode	Modal Split	Arrivals	Departures	Arrivols	Departures
Bus	26	4	2	26	26
Pedal Cycle	3%	2	-	10	10
Rail	23%	11	9	69	68
Underground	29%	14	2	85	84
Walk	36%	18	6	108	106
Total	100%	49	25	298	293





## Proposed Trip Generation

TRICs was then interrogated in order to attain trip rates for multi modal sites that could be representative of the proposed development. As the proposed development is located within central London, various conditions were put into the search.

It was specified that there had to be a multi modal survey carried out, the site was to be located within in a main town centre and finally, that the restaurant was a similar type of restaurant.

# Multi Modal Trip Generation

By using the total person new trips shown in Table 3 and the proposed modal split shown in Table 4 it was possible to estimate the potential number of new trips by mode in the AM and PM Peak hours.

# Table 3: Proposed Person Trips

	AM Ped	AM Peak Hour (08:00-09:00)	(00:60	PM Peal	PM Peak Hour (17:00-18:00)	18:00)
Land Use	Arrivals	Arrivals Departures	Total	Arrivals	Arrivals Departures	Total
A3 Restaurant	0.000	0.000	0.000	8.219	8.904	17.123
A3 Restaurant Trip Generation (1,980)	0	0	0	163	176	339

# Table 4 - Multi Modal Trip Generation

	Proposed	AM	AM Peak	PM Peak	eak
Mode	Modal Split	Arrivals	Departures	Arrivals	Departures
Bus	20%	0	0	33	36
Pedal Cycle	%0	0	0	0	0
Taxi	%0	0	0	0	0
Rail	8%	0	0	13	15
Undergroun		0	0	40	44
q	25%				
Walk	46%	0	0	75	81
Total	100%	0	0	163	176

As can be seen from Table 4 opposite, the overall level of trips by mode during the peak hours is limited and the majority of trips will be undertaken by foot, underground or bus and outside of the network peak periods.

### Net Trip Generation

The net impact of the existing A1 retail unit is compared to the proposed trips of the A3 retail unit. The total person trips generated by both classes are displayed in Table 5 below and it is evident that the proposed A3 retail unit will generate significantly less trips in the peak periods.

# Table 5: Nei impact of the existing A1 Retail vs the proposed A3 Restaurant.

	AM Pec	AM Peak Hour (08:00-09:00)	(00:60-	PM Pec	PM Peak Hour (17:00-18:00)	-18:00)
Land Use	Arrivals	Departures	Total	Arrivais	Departures	Total
A1 Retail	49	25	74	298	293	591
A3 Restaurant	0	0	0	163	176	339
Net difference	-49	-25	-74	-135	-117	-252

# **Servicing Trip Generation**

In addition to the multi modal person trips set out previously, it is also anticipated that servicing movements associated with the development would also occur. All delivery and servicing trips will enter the site via a new access from Jermyn Street. Refuse vehicles and vans will use the dedicated service yard, larger vehicles will be accommodated on street. The service yard is directly linked to the demise by a service lift within the service yard itself.





A Draft Delivery and Servicing Management Plan (DSMP) will be	included within the planning submission and will be secured by	condition. A fundamental aspect of this will be to aim to:	
A Draft Delivery	included within	condition. A fun	

- Rationalise / minimise the number of servicing trips generated by the development;
- Avoid peaks in demand for servicing activity;
- Minimise deliveries during peak hours and maximise deliveries during off peak hours;
- Ensure a fast turnaround for delivery vehicles; and
- Provide feedback / monitoring to ensure that the servicing area operates

The existing daily delivery and servicing vehicle trips for the development were calculated based on professional judgement using A1 use. This would be based upon the following assumptions of 1 x refuse and 4 x mixed deliveries.

The proposed development servicing trips have been provided directly from Hard Rock Caté based on their other site in central London and as such are considered realistic.

As can be seen from Table 6 below, the overall level of servicing trips for the proposed development will be less than the existing level of trips and as such will not be an issue.

# Table 6 – Delivery and Servicing Trips – 1,980 sqm

Proposed Servicing Trip Generation	Departures	11
Proposed S Gene	Arrivals	11
Irip Generation	Departures	5
Existing Servicing Trip Generation	Arrivals	5
Time		Daity

# Effect of the Proposed Development

The chapter will set out the effect of the proposed development from a transport perspective.

# Effect on the Local Highway Network

The main effect of the proposals on the local highway network will be in relation to servicing vehicles as there is no car parking for employees or visitors at the site.

Servicing vehicles will be managed by a Delivery and Servicing Management Plan and will be designed to minimise, where possible, the number of deliveries during peak hours.

As a result, the effect of the proposals on the local highway network will be negligible and it is not proposed that any assessment of the local highway network will be undertaken. Swept path analysis will be included to demonstrate that the service yard and access work effectively and do not result in any material impact on Jermyn Street.

# Effects on the Public Transport Network

The main effect of the proposals on the public transport network will be in relation to bus, underground and rail network as a small number of the new trips will use public transport.

As part of the trip generation assessment undertaken above, it has been demonstrated that in the AM Peak hour there would be a reduction of all person trips on any single mode of public transport. As a result, it can be concluded that in the AM Peak hour there would be a significant reduction in the effect on public transport. In the PM Peak Hour, there would be also a significant reduction in the number of trips on all modes across the PM Peak.





# Effects on Pedestrian Network

Since the proposed development is unlikely to attract significant numbers of new pedestrian trips to the area and will continue to attract pedestrian via the existing entrance to the building it is not predicted that there would be any material impact on the pedestrian network as a result of this development.

The proposed unit, much like the existing, is expected to benefit from high levels of people already passing through the area. Of these passing trips a high number are likely to be ancillary to the AM or PM peak flows.

A review of the pedestrian infrastructure will be undertaken to identify any viable improvements to account for this.

#### Summary

These pages have set out a scope for the Transport Assessment that will be submitted as part of a planning application to support the redevelopment proposals to turn the existing Cool Britannia unit into a flagship Hard Rock Café.

Vectos seek feedback from both City of Westminster and Transport for London on the following aspects:

- The proposed structure of the Transport Statement;
- The methodology for undertaking trip generation;
- . The scope of the assessment required for all modes of

transport;

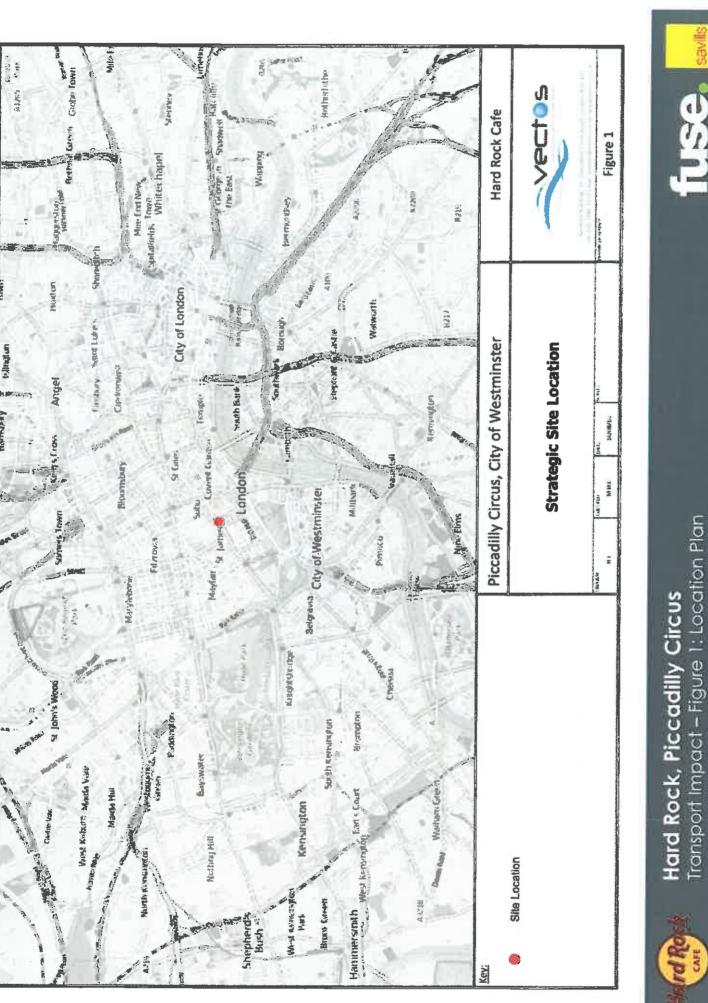
The conclusions reached to date regarding the

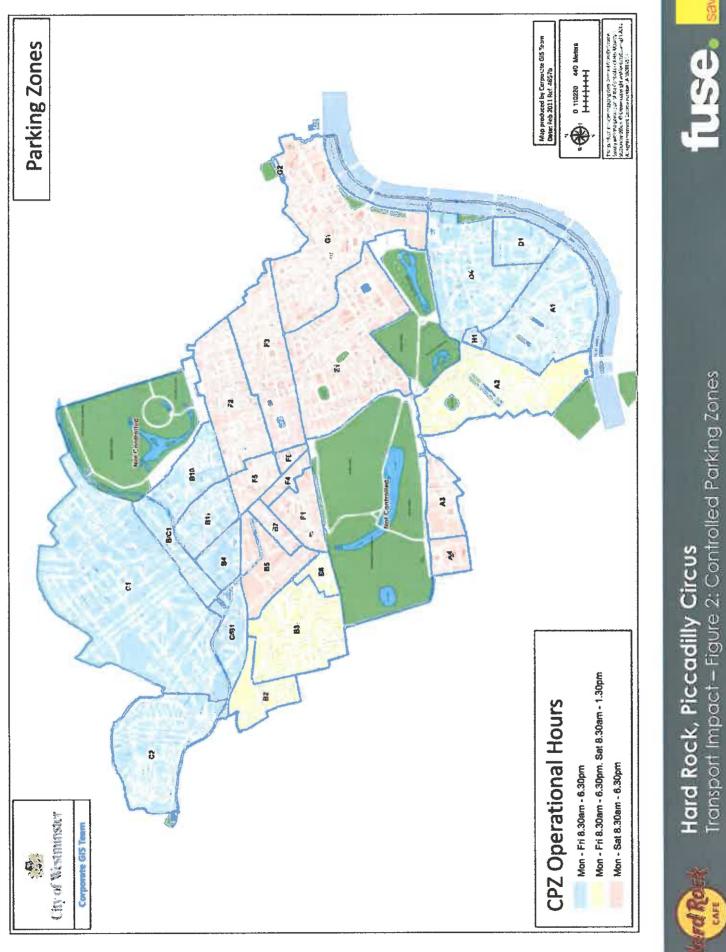
proposed effects;

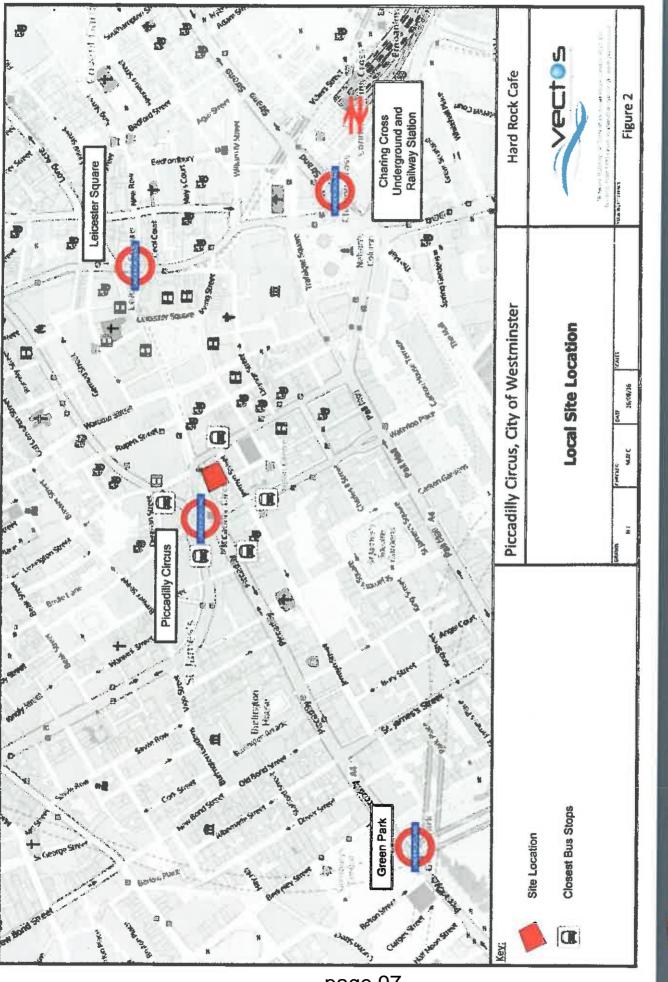
 The additional documents that will be required to support the application such as Travel Plan, Delivery Servicing Management Plan etc. The figures referred to in the text can be found on the following pages.



Hard Rock, Piccadilly Circus

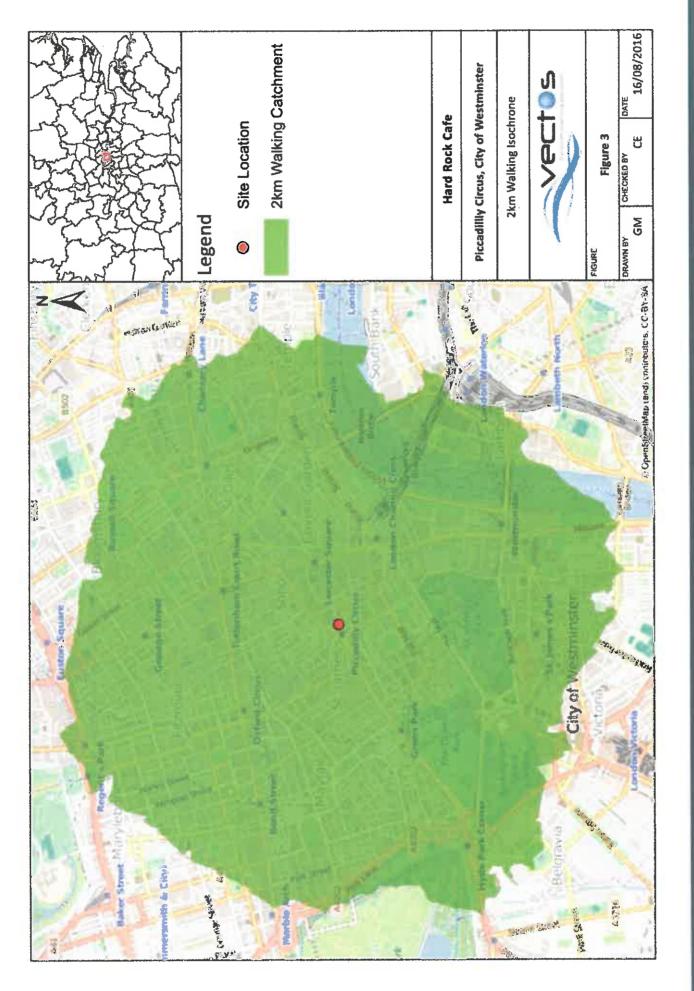






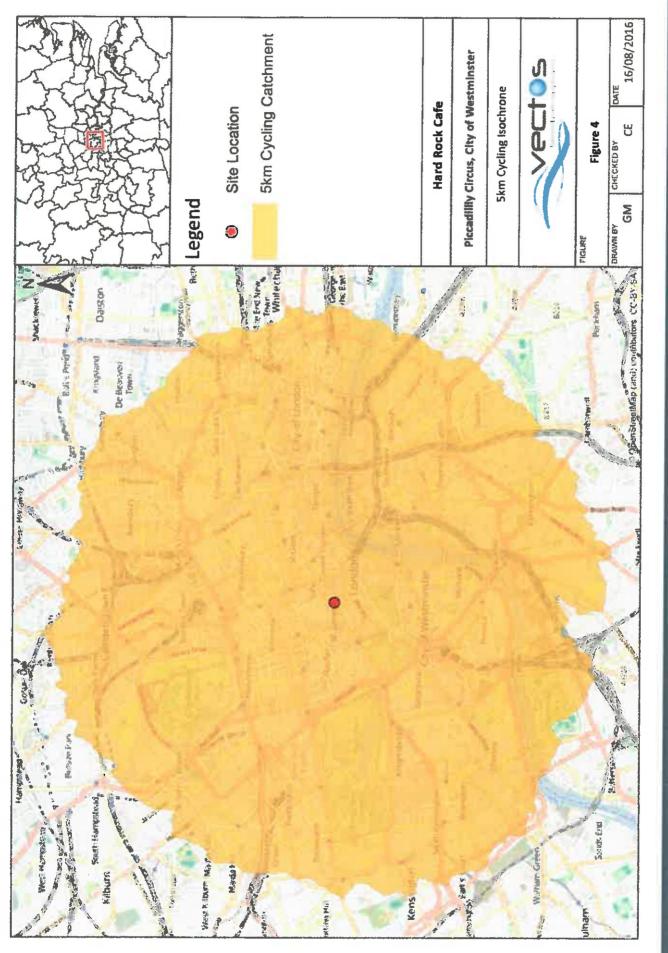
page 97

Hard Rock, Piccadilly Circus Transport Impact – Figure 3: Public Transport surrounding site



Hard Rock, Piccadilly Circus Transport Impact – Figure 4: 2km Walking Isochrone

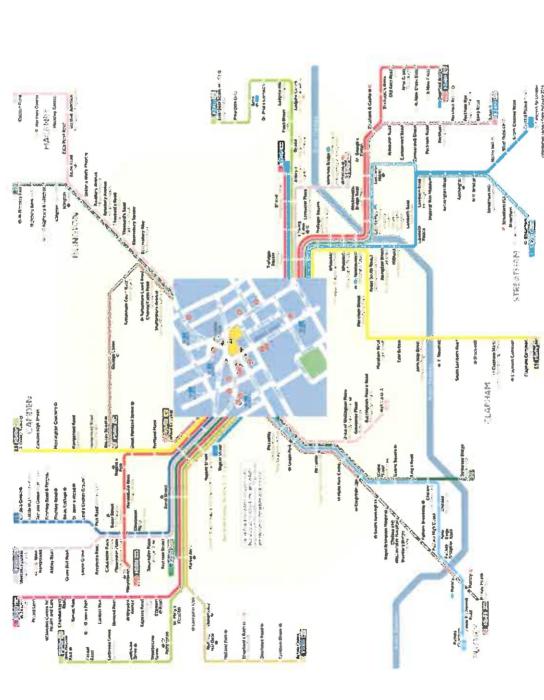




Hard Rock, Piccadilly Circus Transport Impact – Figure 5: 5km Cycling Isochrone









#### Key

- Controlise with London Lindings and Connectors with London Charlenger and Connectors with 144 Aug
- Curversion with 1% Asi Conversion with 1% Asi Conversion with National Jaka Conversion with Dedukants Jaya Pallway

#### Ways to pay

- Use you to contribute outs out throw that it the set of the set
- Toping your Operan Operan pay au you gan confit on Dup Toping And Buck & rear process an auxilia e 000 Marges anness (London

કેફિંગ હજુ દરેક કરો. છેલીસંસ્ટ હતું - સ્કાળ્ય વૈડ વધાડે ઘણું વડાવાંદાંક સ્ટેન્ડ હેક્સ કૂટલાટ' મિહાલો પિ વૈદ્યાપુર શબેઈ કાંગ્રેળપીલો કુ 14121136-05 (P.M.



Hard Rock, Piccadilly Circus Transport Impact – Figure 6: Bus Routes from Piccadilly Circus



page 100



### **APPENDIX 2**

From: Nevitt, Dave: WCC [mailto:dnevitt@westminster.gov.uk] Sent: 03 November 2016 14:54 To: Niall McCann <<u>niall.m@joelsonlaw.com</u>> Subject: PRE-APPLICATION ADVICE: HARD ROCK CAFE, CRITERION BUILDING

Niall,

As discussed, some comments in relation to an application for the above site.

The operator has an existing iconic venue with a good track record and seeks a similar operation at the Criterion building.

The possible capacities of BMT: 420 and GF: 120 seem reasonable starting points given the fact that there are a number of good emergency exits. The final technical assessment can be made when a more detailed scheme has been drawn up showing the exact dimensions of the routes, the design and layout of the public areas, and the toilet provision. This can be assessed by the Fire Brigade and the District Surveyor.

The site befits from a dedicated and managed loading bay/refuse compaction area accessed via Jermyn Street. This will be helpful in reducing the potential impact from refuse collections and deliveries.

I recommend that Regulated Entertainment is limited to the Basement so as to minimise noise breakout, especially as the intention is to have a retail shop area on part of the GF (the front doors may well be left in the open position for extended periods).

In my opinion, the most challenging aspect of the application is the fact that the premises is Located in the West End Cumulative Impact Area. The applicant will need to show how an additional 500+ people actively present in the Stress Area will not add to Cumulative Impact. If the application was simply for Restaurant (i.e. MC66 – alcohol ancillary to a table meal) and a retail shop you could argue that it was more in line with Policy, especially given that the location assists with dispersal and residents are not in very close proximity to the main entrance/exit.

However, as we discussed at our site meeting, the operator may wish to have a relaxation of MC66 so that patrons are able to drink alcohol without it being ancillary to a table meal. The proposal to allow customers to consume alcohol without it being ancillary to a substantial table meal changes the operation of the premises from a purely Restaurant operation as defined in the City Council's Licensing Policy to a <u>Restaurant with a Bar</u>.

Paragraph 2.5.3 of the Policy states: 'The Council is particularly concerned that restaurant premises in the Cumulative Impact Areas do not, even in part, come to operate as bars.....The Council is not minded to relax Conditions for restaurants where alcohol may only be consumed by persons as an ancillary to their substantial table meal. However, it will prioritise its enforcement efforts at preventing a change of character of the premises towards bar use.'

For this reason it is likely that such an application will need to be adjudicated by the Licensing Sub Committee. Even if the application was for a purely Restaurant use, an application seeking hours that are in excess of the Core Hours will need to be adjudicated by the Committee.

\*

Did you know, your two-year-old could qualify for up to 15 hours of free childcare a week? Apply now at www.westminster.gov.uk/information-childcare

Keep making a Real Change to the lives of rough sleepers in Westminster. Report their location via <u>www.streetlink.org.uk</u>, text REALCHANGE plus the amount you wish to give to 70500, or visit <u>www.westminster.gov.uk/real-change</u>

How will you quit smoking this Stoptober? Join Stoptober and find that support that's right for you.

Join the conversation on childhood obesity by completing the Great Weight Debate survey and tell us what can be done to tackle this growing problem <u>https://www.westminster.gov.uk/great-weight-debate</u>

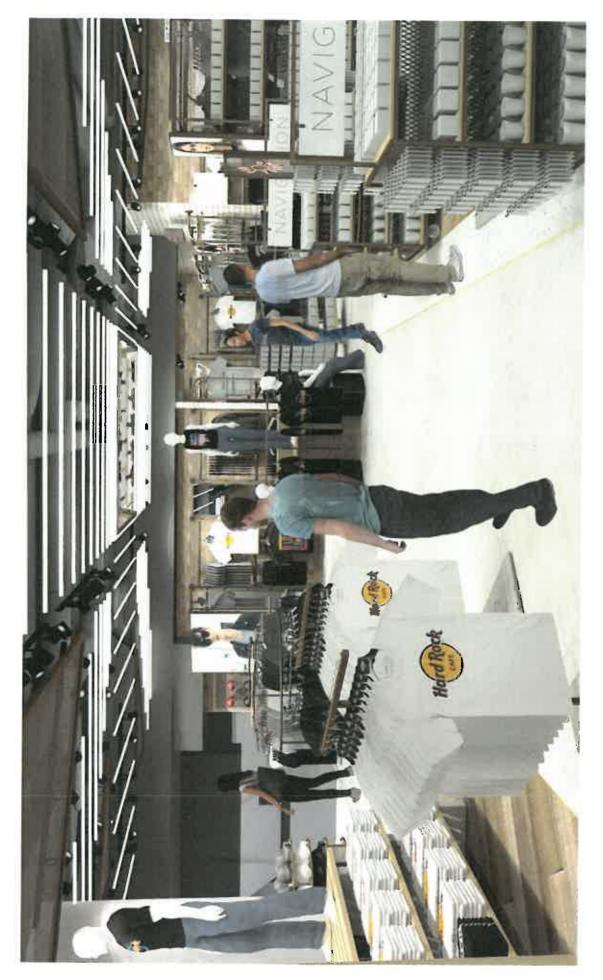
Westminster City Council switchboard: +44 20 7641 6000. www.westminster.gov.uk

This E-Mail may contain information which is privileged, confidential and protected from disclosure.

If you are not the intended recipient of this E-mail or any part of it, please telephone Westminster City Council immediately on receipt.

You should not disclose the contents to any other person or take copies.

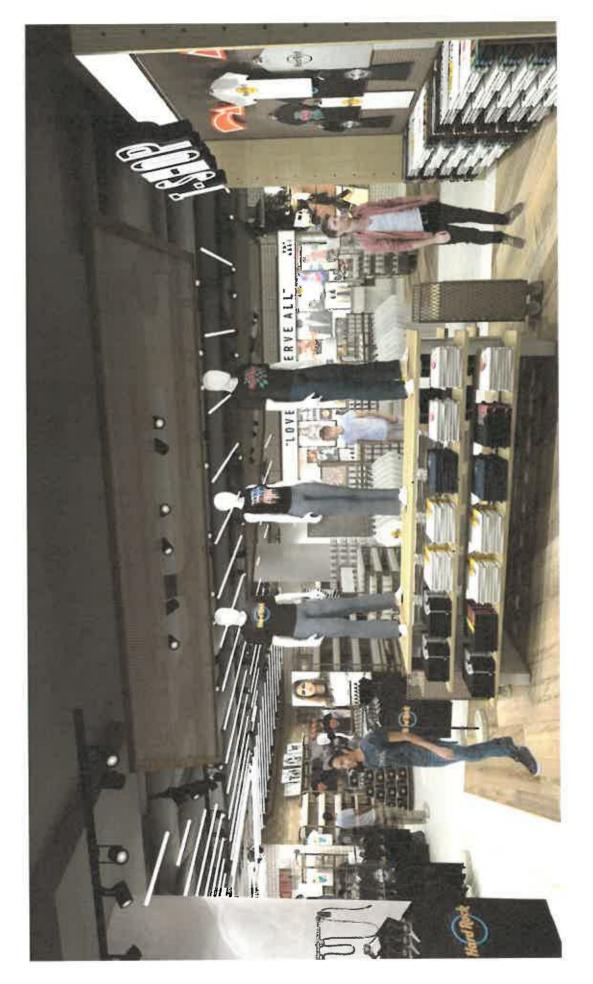
# **APPENDIX 3**





4

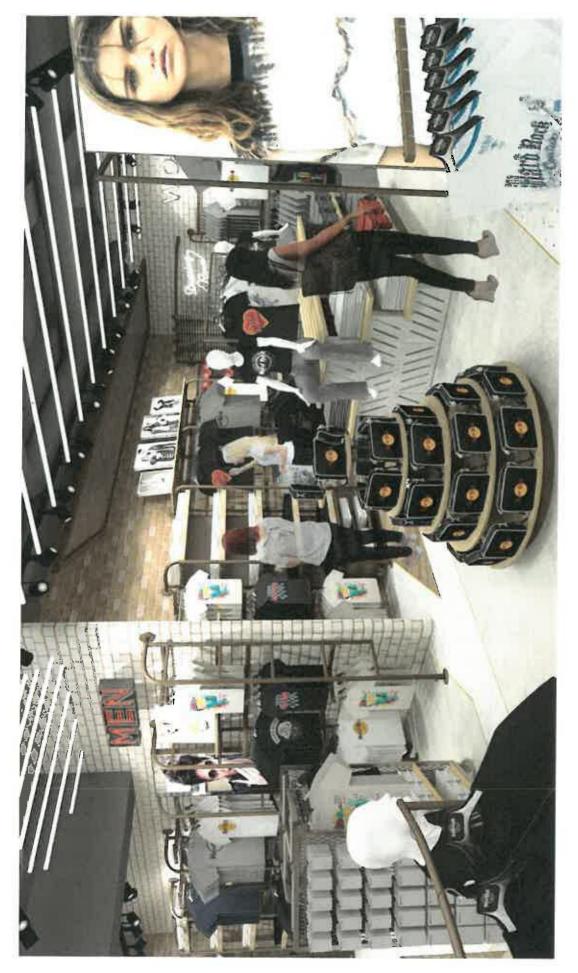






.







Hard Rock, Piccadilly Circus A New Rock Shop Concept for London





**Hard Rock, Piccadilly Circus** A New Rock Shop Concept for London



page 112

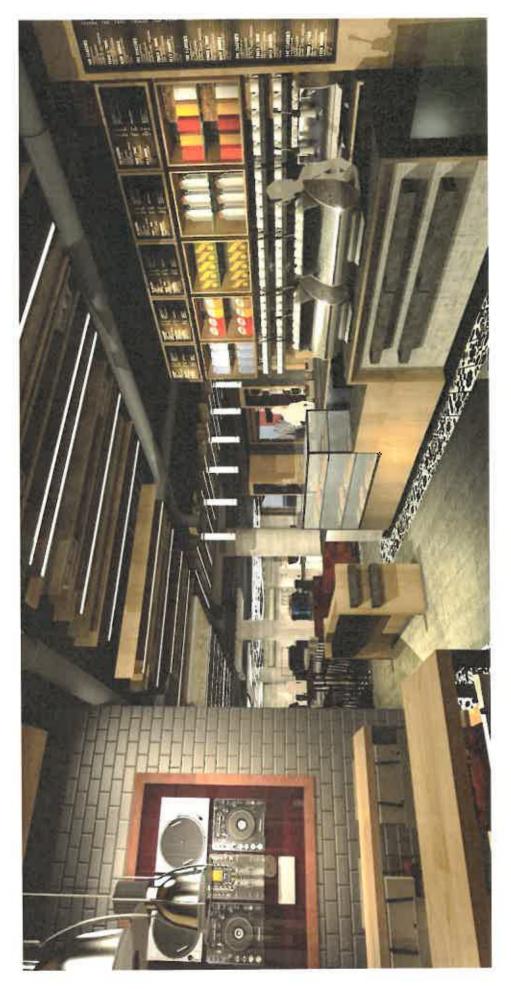


Hard Rock, Piccadilly Circus A New Rock Shop Concept for London

1

71



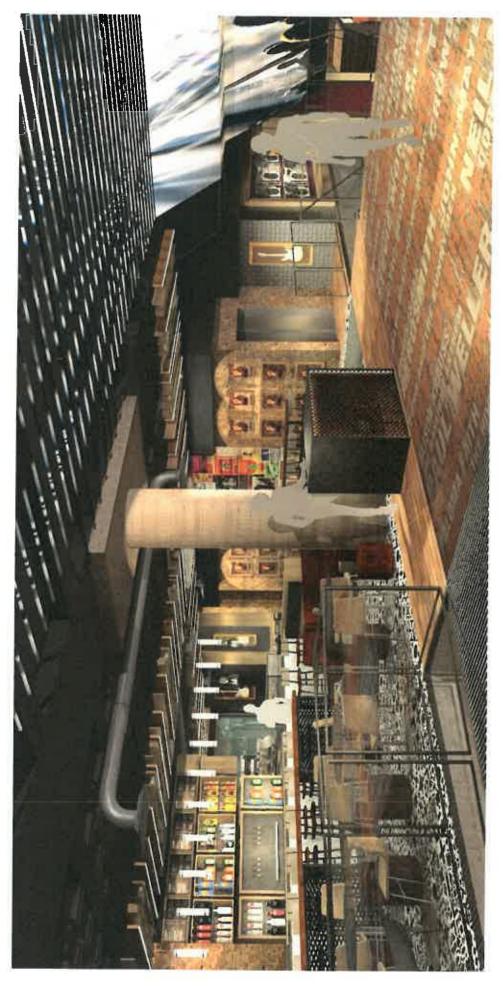


Hard Rock, Piccadilly Circus View into caté-bar just inside new Haymarket entrance

Ģ







Hard Rock, Piccadilly Circus View into café-bar just inside new Haymarket entrance

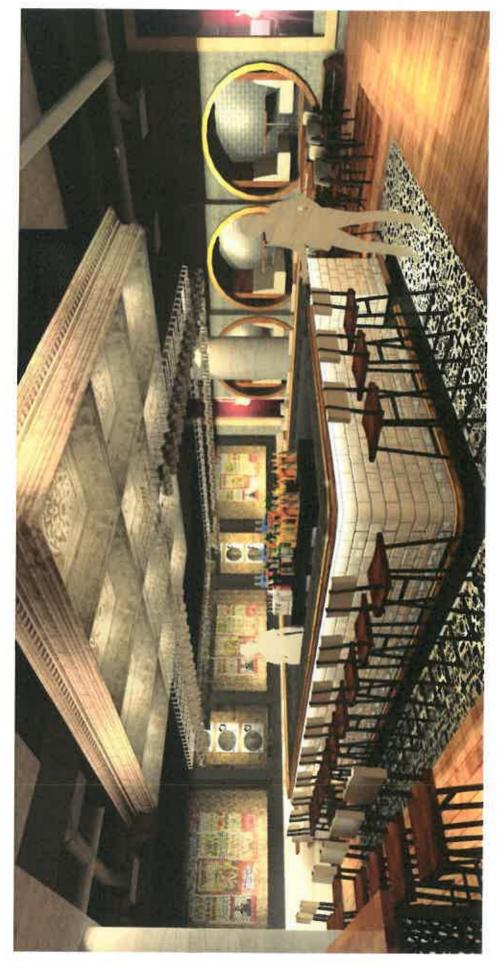








page 116



page 117

Hard Rock, Piccadilly Circus Bar in basement restaurant



# **APPENDIX 4**

# HURRICANE MARGARITA OCKTALS KEEPERS TOP-SHELF

HURRICANE

age 121







Generous pours and fresh ingredients, blended together by our top-shelf talent. Come on let's stir up some fun.

All cocktails are available in a souvenir glass for an additional charge. Ask your server. Please refer to our Drinks menu for a full cocktail listing.

# GET YOUR FRUIT ON

# FRUITAPALOOZA

Malibu Coconut, banana liqueur, sweet & sour and strawberry purée, topped with lemon-lime soda. 10.25

# SEX ON THE BEACH

SMIRNOFF Vodka, peach schnapps, orange and cranberry juice. 8.45

# COSMOPOLITAN

ABSOLUT Citron Vodka, Cointreau Orange Liqueur, lime juice and cranberry juice. 9.15

# BANANA BERRY COLADA

Malibu Coconut blended with fresh bananas, strawberries and piña colada mix. 9.15

# **BLUE DEVIL**

A blend of CAPTAIN MORGAN ORIGINAL SPICED Rum, blue curacao, fresh squeezed margarita mix and Monin Raspberry. 9.15

# PICKLED TINK

Stolichnaya Raspberry Vodka, piña colada mix and fresh strawberries served frozen. 9.15

# HARD CORE

## ULTIMATE LONG ISLAND ICED TEA

Stolichnaya Vodka, Beefeater Gin, BACARDI Superior Rum and triple sec with sweet & sour and a splash of Pepsi<sup>®</sup>. 9.15

# SOUTHERN ROCK

Jack Daniel's Tennessee Whiskey, Southern Comfort, Chambord Black Raspberry Liqueur and SMIRNOFF Vodka, mixed with sweet & sour and topped with lemon-lime soda. 9.15

# **ELECTRIC BLUES**

SMIRNOFF Vodka, BACARDI Superior Rum, Beefeater Gin, Blue Curacao and sweet & sour topped with 7up<sup>®</sup>. 9.15

We hold allergy information for all menu items, please speak to your server for further details. If you suffer from a food allergy please ensure that your server is aware at time of order.



# MARGARITA MADNESS

# AIR MEXICO 10.25 (not available in a souvenir glass)

Take flight with a sample of three signature mini margaritas! Made with Silver Tequila and Cointreau Orange Liqueur. Choose three: raspberry, pomegranate, watermelon, blue curacao, mango or cucumber. Accompanied by a personal-sized-portion of chips & salsa.

# **EXOTIC MARGARITA**

Patron Silver Tequila and Cointreau Orange Liqueur mixed with Monin Pomegranate. 9.15

# WATERMELON RITA

Jose Cuervo Silver Tequila and Cointreau Orange Liqueur mixed with Monin Watermelon. 9.15

# MIXED BERRY RITA

Jose Cuervo Gold Tequila, Cointreau Orange Liqueur, Monin Wildberry, fresh blackberries, blueberries and raspberries. 9.15

# TRIPLE PLATINUM MARGARITA

Jose Cuervo Gold Tequila, Cointreau Orange Liqueur, Grand Marnier and fresh squeezed margarita mix come together to provide the ultimate margarita experience. 10.25

# COMFORTABLY RUM

# HURRICANE

A rumbling blend of orange, mango and pineapple juice, infused with BACARDI Superior Rum, Captain Morgan's Dark Rum, Disaronno Amaretto and grenadine and garnished with an orange and maraschino cherry. (*Pictured on front.*) 8:55

# PORT OF MISCHIEF

Sailor Jerry Spiced Rum, simple syrup, port, pineapple and lime juice. 8.55

# **BIG KABLUE-NA**

Malibu Coconut, blue curacao, piña colada mix and lime juice. 8.55

# **PIÑA COLADA**

Frozen concoction of BACARDI Superior Rum, Malibu Rum and piña colada mix. 9.15

# STRAWBERRY DAIQUIRI

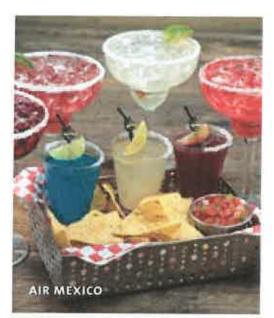
A frozen blend of BACARDI Superior Rum and strawberries. 9.15

# **ISLAND SPICE**

CAPTAIN MORGAN ORIGINAL SPICED Rum, Monin Ginger Liqueur, Monin Vanilla and exotic island flavors. 8.55

# BAHAMA MAMA

BACARDI Superior Rum, Malibu Coconut, banana liqueur, grenadine, pineapple and orange juice. 8.55 page 123







# COCKTAILS

# LUSCIOUS LEMONADES AND SASSY SOURS

# **RED BERRY PRESS**

(not available in a souvenir glass)

Pressed tableside and great for sharing! Housemade lemonade, orange vodka, fresh lemons, strawberries and raspberries 10.25

### RASPBERRY MINT LEMONADE

Raspberry Vodka, Beefeater Gin, elderflower syrup, raspberries, mint and lemon topped with lemon-lime soda. 9.15

### **PURPLE HAZE**

SMIRNOFF Vodka, Beefeater Gin and BACARDI Superior Rum mixed with sweet & sour topped with Jemon-Jime soda and Chambord Black Raspberry Liqueur 915

# **WOIILO WOIO**

### STRAWBERRY MOJITO

BACARDI Superior Rum muddled with strawberries, mint and lime topped with club soda. 855

### MOJITO

BACARDI Superior Rum muddled with fresh mint and limes topped with club soda. 8.55

### PINEAPPLE COCONUT MOJITO

BACARDI Superior Rum, piña colada mix, pineapple, mint and lime topped with club soda and toasted coconut. 8.55

### MAGICAL MYSTERY MOJITO

Hendrick's, elderflower syrup, muddled with lime juice, mint and Monin Cucumber 9.15



# ALTERNATIVE ROCK

# Alcohol-free fun for all ages! Order your drink with a souvenir glass for an additional charae.

### WILDBERRY SMOOTHIE

A frozen delight of fresh bananas, piña colada mix, orange juice and Monin Raspberry. 5.25

### MANGO TANGO

Red Bull® Energy Drink, Mango Purée and orange juice. 5-25

# STRAWBERRY BASIL LEMONADE Fresh

strawberries and basil muddled together with madefrom-scratch lemonade. 5.25

# **GROUPIE GRIND**

Mango purée, piña colada mix and pineapple juice blended with a fresh strawberry swirl. 5.25

### MANGO-BERRY COOLER

A tropical blend of mangos, strawberries, pineapple juice, orange juice and sweet & sour topped with lemon-lime soda. 5.25

### BERRILICIOUS

Monin Raspberry blended with fresh strawberries and orange juice then garnished with a fresh strawberry and orange. 5.25

# TWISTED SHAKES

Get it in a souvenir hurricane glass or pint glass for an additional charge.

## CHOCOLATE CHERRY SODA SHAKE

Chocolate ice cream blended with Jim Beam bourbon, blackberry brandy and Monin Spiced Brown Sugar poured over Pepsi. 9.25

### VANILLA ROCK SHAKE

Pepsi, Vanilla Vodka, CAPTAIN MORGAN Original Spiced Rum, Monin Spiced Brown sugar and vanilla ice cream topped with a dollop of whipped cream. 9.25

## **TWIST & SHOUT SHAKE**

BACARDI OakHeart Spiced Rum, Guinness, dark crème de cacao, chocolate syrup, vanilla ice cream and Monin Salted Caramel. Topped with whipped cream, caramel and chocolate syrup and bacon pieces. 9.25

# CLASSIC DINER-STYLE MILK SHAKES

Made with your choice of vanilla or chocolate ice cream. **4.8**5

# HARD ROCK PROUDLY SERVES PEPSI AND THE FOLLOWING BEVERAGES:

Pepsi<sup>®</sup>, Diet Pepsi<sup>®</sup>, 7up<sup>®</sup>, Red Bull<sup>®</sup> Energy Drink, Red Bull<sup>®</sup> Sugarfree, Twinings<sup>®</sup> of London Teas

We hold allergy information for all menu items, please speak to your server for further details. If you suffer from a food allergy please ensure that your server is aware at time of order.





# WINE

All wines are available by the bottle or glass, except where noted.

WHITE WINES	250ml	Bottle
ARIUM- AIREN BLANCO ALBALI	7.25	20.25
PARINI- PINOT GRIGIO DELLE VENEZIE	7:95	21.95
FLAGSTONE NOON GUN- CHENIN BLANC-SAUVIGNON BLANC-VOIGNIER, WESTERN CAPE	8.65	23.95
LUIS FELIPE GRAN RESERVA SAUVIGNON		28.45
ROSE WINES		
WHISPERING HILLS- WHITE ZINFANDEL, CALIFORNIA	7.25	20.25
PARINI- PINOT GRIGIO ROSE	7.25	20.25
RED WINES		
ARIUM- <b>TEMPRANILLO GARNACHA</b> TINOT ALBALI	7.25	20.25
ALTORITAS - MERLOT, CHILE	7:95	21.95
WOODBRIDGE- CABERNET SAUVIGNON	8.75	23.95
LUIS FELIPE MALBEC	7:95	22.95
RAVENSWOOD <b>old vine zinfandel</b> , Lodi County		29.45
BUBBLY	115ml	Bottle
CONTI D'ARCO PROSECCO	7.95	36.95
BOLLA SPARKLING ROSE		36.95
LOUIS DORNIER	9.45	4 <b>4</b> .95
PIPER-HEIDSIECK		64.45

# BEER

Our selection of beer may be available in bottles or on draft. Served in a souvenir glass for a little extra. Your server will tell you our additional selections available.

DRAFT	half	pint
Beck's Vier	2 65	4 95
Stella Artois	2.65	4 95
Boddingtons	2.60	4 80
Budweiser	275	5 15

BOTTLE	
Stella	4-55
Beck's	4-55
Beck's N/A	4.55
Budweiser	4-55
Corona	4-55
Heineken	4 55
Stella Cidre	6.45









We hold allergy information for all menu items please speak to your server for further details. If you suffer from a food allergy please ensure that your server is aware at time of order.

# JUMBO COMBO NACHOS STARTERS SANDWICHES SIGNATURE

page 128

The best ingredients in authentic creations, handcrafted by artists formerly known as chefs. This is what you came here for. Let's get this party started.

# STARTERS

# JUMBO COMBO

A collection of our most popular appetizers: Signature Wings, Onion Rings, Tupelo Chicken Tenders, Southwest springrolls and bruschetta. Served with honey mustard, hickory barbecue and blue cheese dressing.\* 20.95

# WINGS

Jumbo wings, coated with our signature smoked dry rub, slow roasted and served with blue cheese and carrot and celery sticks. Choice of Buffalo style or grilled with our Classic Rock, Tangy or Heavy Metal sauces or dry seasoned. 10.95

## POTATO SKINS

Crispy potato skins filled with our homemade cheese sauce, smoked bacon and green onions. Served with a side of sour cream. 8.95

**TUPELO CHICKEN TENDERS** Hand-breaded, lightly fried tenderloins of chicken, served with honey mustard and hickory barbecue sauces.\* 10.95

### **CLASSIC NACHOS**

Tortilla chips piled high and layered with three bean mix, Monterey Jack and Cheddar cheeses, pico de gallo, jalapeños and green onions. Garnished with sour cream. 10.95 Add side of guacamole 3.00 Add grilled chicken 4.25<sup>\*</sup> or fajita steak 6.25<sup>\*</sup>

## **BALSAMIC TOMATO BRUSCHETTA**

Toasted artisan bread topped with herb cream cheese and marinated Roma tomatoes and fresh basil, served with a drizzle of basil oil and shaved Parmesan. 9.95

# SANDWICHES

All our sandwiches are served with seasoned fries and citrus coleslaw. Sub onion rings 2.25, add a choice of your preferred side.

## **CLASSIC CLUB SANDWICH**

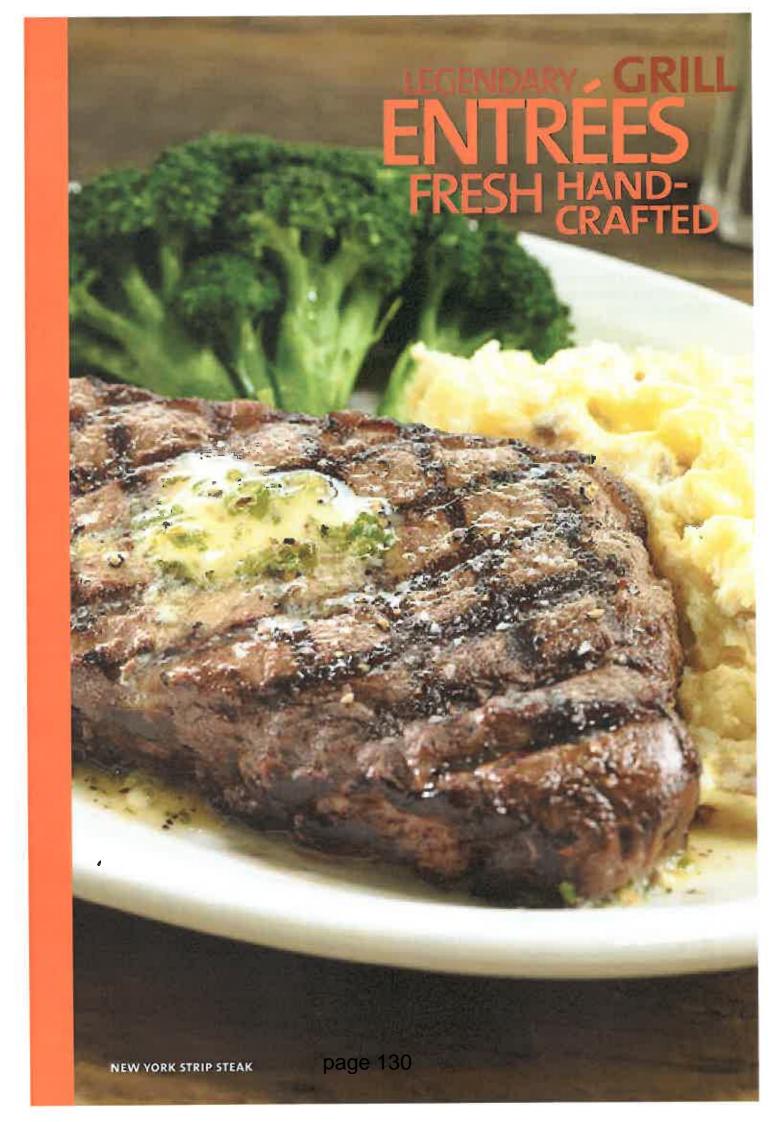
Toasted sourdough bread layered with rich mayonnaise, iceberg lettuce, vine-ripened tomato, smoked bacon and thinly sliced grilled chicken.\* 12.25

# HONEY MUSTARD GRILLED CHICKEN SANDWICH

Toasted brioche bun with honey mustard, topped with smoked bacon, melted Jack cheese, grilled chicken, dijon mayonnaise, iceberg lettuce and a slice of vine-ripened tomato.\* 12.25

We hold allergy information for all menu items, please speak to your server for further details. If you suffer from a food allergy please ensure that your server is aware at time of order. †Contains nuts or seeds. \*Consuming raw or undercooked hamburgers, meats, pouitry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.





# ENTRÉES

It doesn't get any better than this: the freshest ingredients, sourced directly by our chefs and transformed into a feast fit for a rock star.

# Complement your entrée with a glass of one of our fine wines. Add a side Caesar or House Salad 4.95.

### **TWISTED MAC, CHICKEN & CHEESE**

Cavatappi macaroni tossed in a three-cheese sauce with roasted red peppers, topped with Parmesan parsley bread crumbs and grilled chicken breast.\* 14.75

# **COWBOY RIB EYE**

A 14-oz rib eye steak, grilled to perfection, topped with herb butter. Served with golden mashed potatoes and seasonal veggie.<sup>\*</sup> 27.25 *Add a shrimp skewer* 6.25<sup>\*</sup>

# **NEW YORK STRIP STEAK**

Big and juicy 12-oz New York strip steak, seasoned and fire-grilled just the way you like it. Topped with herb butter and served with golden mashed potatoes and seasonal veggie.\* 21.95 Add a shrimp skewer 6.25\*

SIDES

SEASONED FRENCH FRIES 3.95 FRESH SEASONAL VEGETABLES 4.45 TWISTED MAC & CHEESE 6.25 CRISPY ONION RING TOWER 5.25 GOLDEN MASHED POTATOES 4.45

# **FAMOUS FAJITAS**

Your choice of grilled chicken, steak or shrimp, served with pico de gallo, Monterey Jack and Cheddar cheese, fresh guacamole, sour cream and warm tortillas.\*

duo combo 18.95 trio combo 19.95 grilled vegetables 16.95 grilled steak 18.95\* grilled chicken 16.95\* grilled shrimp 18.95\*

## **GRILLED NORWEGIAN SALMON**

8-oz filet, wrapped in cedar paper, grilled tender and drizzled with sweet and spicy barbecue sauce with herb butter. Served with golden mashed potatoes and seasonal veggie.<sup>\*</sup> 17.75

# FRIED SHRIMP PLATTER

A generous portion of jumbo shrimp, lightly dusted with seasoned flour. Served with citrus coleslaw, seasoned fries and spicy cocktall sauce. 16.95



sulleston

HARD ROCK'S SAVORY ARTISAN FRIES CHILI SPICED FRIES WITH CHIPOTLE GARLIC KETCHUP 495 PARMESAN ROMANO FRIES WITH GARLIC AIOLI 495 HERB & GARLIC FRIES WITH CHIMICHURRI MAYO 495



We hold allergy information for all menu items, please speak to your server for further details. If you suffer from a food allergy please ensure that your server is aware at time of order. tContains nuts or seeds. \*Consuming raw or undercooked hamburgers, meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.

© 2015 Hard Rock International - LONDON -10/15

# PULLED HICKORY SMOKEHOUSE BARBECUE HAND-CRAFTED





# **SMOKEHOUSE**

Get your napkins ready, because our fork-tender signature smokehouse specialties are marinated in awesomeness before they're slow-cooked, right here in our own in-house smokers.

Served with seasoned fries, cowboy beans and citrus coleslaw. Complement with a Caesar or House Salad 4.95.

## HICKORY-SMOKED BARBECUE COMBO

Perfect for people who want it all Your choice of ribs, chicken or pulled pork.

# **HICKORY-SMOKED RIBS**

Fall-off-the-bone tender baby back ribs, rubbed with our signature seasonings and basted with hickory barbecue sauce. 17.95

duo combo 17.95 trio combo 19.95

# **BARBECUE CHICKEN**

Half chicken, brined then basted with our hickory barbecue sauce and roasted until fork-tender. 17.25

# SMOKEHOUSE SANDWICHES

Love me tender? One bite of our slow-cooked, authentically Memphis pulled pork or chicken and you'll know why we'd never trust something as important as this to anyone else.

Served with seasoned fries, cowboy beans and citrus coleslaw.

## THE TEXAN

Choice of hickory-smoked pulled pork or chicken with chipotle barbecue sauce, Cheddar and Monterey Jack cheese, crispy fried jalapeños and onions, piled high on toasted brioche. 14.25

Go big! 10-oz for 16.45

We hold allergy information for all menu items, please speak to your server for further details. If you suffer from a food allergy please ensure that your server is aware at time of order.

## HICKORY-SMOKED PULLED PORK

Hand-pulled smoked pork with hickory barbecue sauce on toasted brioche. 12.25

# HICKORY-SMOKED PULLED CHICKEN

Tender smoked chicken, hand-pulled with hickory barbecue sauce on toasted brioche. 12.25

tContains nuts or seeds. \*Consuming raw or undercooked hamburgers, meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have Dagetding dical conditions.

# LEGENDARY HICKORY BURGERS BBO SALADS

You know how phenomenal artists take something real and raw and make it legendary? Yeah, our burgers are like that.

ORIGINAL LEGENDARY" BURGER

We hold allergy information for all menu items, please speak to yourserver for jurther details. If you suffer from a food allergy please ensure that your server is aware at time of order.

© 2015 Hard Rock International LENDEN 175EU page 134

# BURGERS

Every half pound burger is made with our proprietary blend of premium grade beef including brisket and prime rib. Grilled medium well (or your liking) and served on a toasted brioche bun with seasoned fries and special sauce. Add a choice of your preferred side.

For the ultimate, pair your Legendary<sup>®</sup> burger with a classic, hand-scooped Shake.

## THE BIG CHEESEBURGER

Topped with your choice of three thick slices of American, Monterey Jack, Cheddar or Swiss cheese, served with crisp lettuce, vine-ripened tomato and red onion.\* 16.25 Add bacon 1.45

# MUSHROOM & SWISS BURGER

Smothered with sautéed mushrooms and Swiss cheese, topped with crisp lettuce, vine-ripened tomato and red onion.\* 16.25

**FIESTA BURGER** Toasted brioche bun layered with roasted jalapeño salsa, melted Jack cheese, freshly made guacamole, pico de gallo, crisp lettuce and vine-ripened tomato.\* 16.25

Sub Onion Rings 2.25 Add braised mushrooms 2.25 Add caramelized onions 2.25

# SALADS

Choose from our homemade dressings: ranch, honey mustard, Caesar, blue cheese, balsamic vinaigrette, lite Italian and oil & vinegar.

# CHICKEN CAESAR SALAD

Romaine lettuce tossed in our homemade Caesar dressing, topped with grilled chicken breast, croutons and shaved Parmesan cheese. 15.25 Sub grilled shrimp 17.25\* or grilled salmon 19.75\*

# **ORIGINAL LEGENDARY® BURGER**

Topped with smoked bacon, Cheddar cheese, golden fried onion ring, crisp lettuce and vine ripened tomato.\* 16.25

# HICKORY BARBECUE BACON CHEESEBURGER

Basted with hickory barbecue sauce and topped with caramelised onions, Cheddar cheese, smoked bacon, crisp lettuce and vine-ripened tomato.\* 16.25

# LOCAL LEGENDARY

Our Local Legendary<sup>®</sup> 1/2-lb burger cranks our Original Legendary up a notch to the next level. Prepared with local flavour and flair, our "Local Legendary" is unique in each of our cafes!<sup>\*</sup> 16.25 **Ask your server for more details.** 

# VEGGIE LEGGIE

Our grilled Veggie Leggie patty is topped with a grilled portobello mushroom, zucchini, yellow squash and roasted red pepper. Served on a toasted bun with mayo, lettuce, sliced tomato and grilled sweet onions.\* 16.25

Upgrade your Legendary<sup>®</sup> with the ultimate sidekick HARD ROCK'S SAVORY ARTISAN FRIES

Choose from following for just £1 more

CHILI SPICED FRIES WITH CHIPOTLE GARLIC KETCHUP PARMESAN ROMANO FRIES WITH GARLIC AIOLI HERB & GARLIC FRIES WITH CHIMICHURRI MAYO

# COBB SALAD

Mixed greens topped with grilled chicken, avocado, tomatoes, red onions, egg, smoked bacon and Monterey Jack and Cheddar cheeses. Served with choice of dressing.<sup>1\*</sup> 14.95

# **GRILLED CHICKEN ARUGULA SALAD**

Baby arugula, thinly sliced grilled chicken, spicy pecans, dried cranberries and fresh oranges tossed in lemon balsamic vinaigrette, topped with crumbled feta cheese.<sup>†\*</sup> 14.95

*tContains nuts or seeds. \*Consuming raw or undercooked hamburgers, meats, poultry, seafood, shellfish or eggs may increase your risk of foodborne illness, especially if you have certain medical conditions.* 



# FRESH DELICIOUS DESSERTS SHAKES COFFEES

Rich gooey chocolate, creamy Marshfield Farm's ice cream, made with all natural ingredients. Nothing says rock in foll like a sweet lick.

# DESSERTS

# CHEESECAKE MADE WITH OREO® COOKIE PIECES

A rich and creamy NY-style cheesecake baked with a generous helping of Oreo<sup>®</sup> cookies, drizzled with chocolate sauce with a decadent Oreo<sup>®</sup> cookie crust. 8.25

# FRESH APPLE COBBLER

Thick, juicy apples are mixed with the finest spices and baked until golden brown. Our apple cobbier is so good you'll think your grandmother made it! Served warm with vanilla ice cream, topped with walnuts and caramel sauce.<sup>†</sup> 7.75

# CHOCOLATE MOLTEN CAKE

Dense, chocolatey cake with a lava-like center of rich, oozing molten chocolate. Served warm with vanilla ice cream. 7.75

# **ICE CREAM**

Choose from chocolate or vanilla. 6.25



We hold allergy information for all menu items, please speak to your server for further details. If you suffer from a food allergy please ensure that your server is aware at time of order.

†Contains nuts or seeds.

# HOT FUDGE BROWNIE

Vanilla ice cream and hot fudge on a dense chocolate brownie, topped with chopped walnuts, chocolate sprinkles, fresh whipped cream and a cherry.<sup>†</sup> 8.25

### **CLASSIC DINER-STYLE MILK SHAKES**

Another Hard Rock Cafe legend. Your choice of vanilla or chocolate ice cream. 4.85

# **TWISTED SHAKES**

Contains alcohol - please refer to cocktail section for full descriptions. Put it in a souvenir 23 oz. hurricane glass or 20 oz. pint and keep the glass (additional fee).

CHOCOLATE CHERRY SODA SHAKE 9.25 VANILLA ROCK BEER SHAKE 9.25 TWIST & SHOUT SHAKE 9.25

# HOT BEVERAGES ESPRESSO 2.55

CAPPUCCINO 3.45 CAFFE LÄTTE 3.45 AMERICANO 3.35 HOT CHOCOLATE 3.45 TWININGS OF LONDON SPECIALITY TEAS 3.35



© 2015 Hard Rock International - LONDON -10/15

SALTED CARAMEL CAPE



# SALTED CARAMEL CAFE

Tia Maria, Baileys Irish cream, Monin Salted Caramel syrup, half & half, topped with whipped cream, caramel corn and caramel sauce. 795

## **IRISH KISS**

Jameson Irish Whiskey, Baileys Irish Cream and Monin Spiced Brown sugar, topped with whipped cream, chocolate morsels and chocolate syrup. 795

# ICED CARAMEL

Espresso, Baileys Irish Cream, Disaronno Amaretto, Monin Salted Caramel, half & half topped with whipped cream and caramel sauce 795

# LIQUEURS

Enjoy on the rocks or ask your server to add a splash of your favorite to your coffee

DISARONNO AMARETTO 645 KAHLÚA 715 BAILEYS IRISH CREAM 645 COINTREAU ORANGE LIQUEUR 715 FRANGELICO 715 GRAND MARNIER 645

# SOFT DRINKS

SODA 3.75 JUICE 3.05 BELU SPARKLING WATER 3.10 RELU STILL WATER 3.10

We hold allergy information for all menu items, please speak to your server for further details. If you suffer from a food allergy please ensure that your server is aware at time of order

# We are often asked about gratuities.

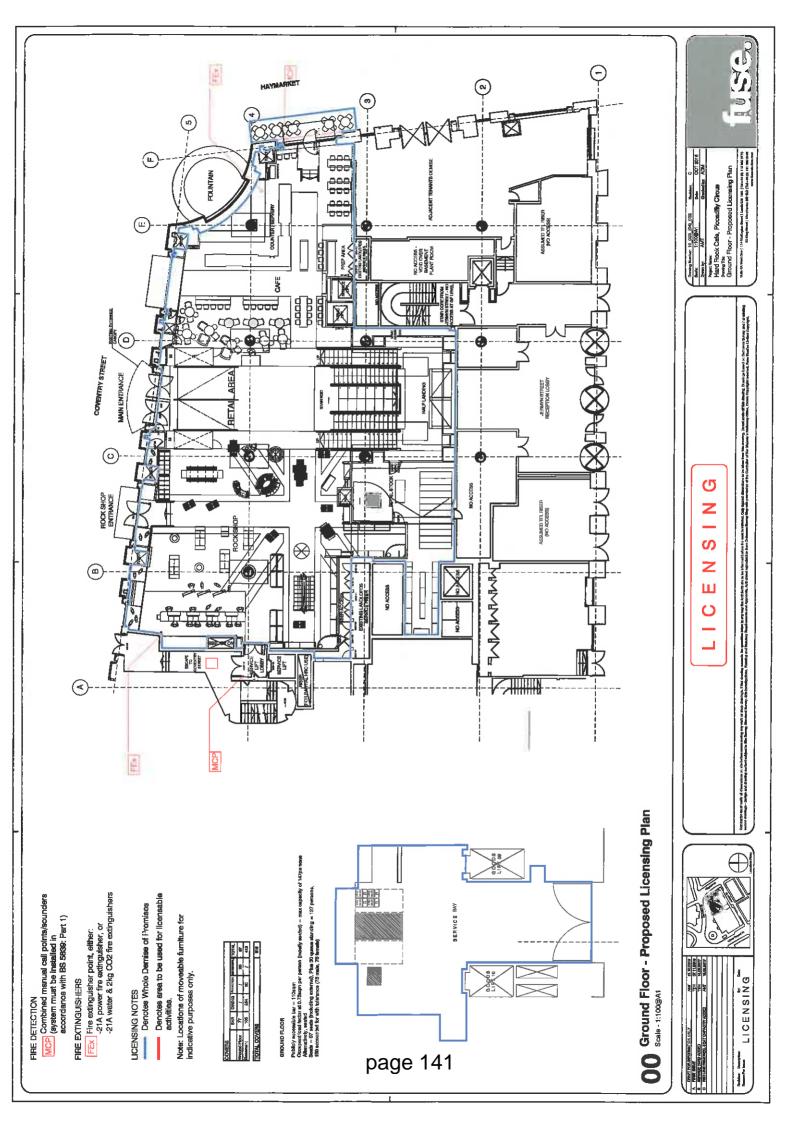
Quality service is customarily acknowledged by a gratuity of 12.5%. A voluntary 12.5% gratuity is included for your convenience. Thank you.

Group parties or special events available. Please call 020 7514 1700.

No meal is complete without a fine cotton T-shirt, like our Classic Logo-T, the best-selling souvenir on earth. Please feel free to stop by the Rock Shop<sup>\*</sup> for yours.

# JOIN HARDROCKREWARDS.COM

# **APPENDIX 5**



# **APPENDIX 6**

