



City of Westminster

# City Plan Sub-Committee Report

<b>Date:</b>	25 <sup>th</sup> November 2015
<b>Classification:</b>	General Release
<b>Title:</b>	Policy Development - tall buildings and design City Plan Revision update - Special Policy Areas
<b>Report of:</b>	Director of Policy, Performance and Communications
<b>Cabinet Member Portfolio:</b>	Built Environment
<b>Wards Affected:</b>	All
<b>City for All</b>	All City Plan related City for All objectives have now been met. New objectives will be put forward for the refresh with new targets for the next year.  Developing an appropriate approach to design and tall buildings impacts on Heritage. Special Policy Area designations and their policies support specialist clusters in turn supporting the business activity and reputation of the West End.
<b>Key Decision:</b>	No
<b>Financial Summary:</b>	Met by existing budgets
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## 1. Executive Summary

- 1.1 Tall buildings are those that are generally higher than their surroundings. Therefore in Westminster these can include relatively modest buildings that in other locations would be similar to the predominant building height and therefore not considered to be 'tall buildings'. Westminster has a long history of resisting tall buildings because of their impact on the skyline, heritage, views and the townscape. The adopted City Plan identifies just two possible locations for tall buildings: Paddington and Victoria which can accommodate tall buildings although Victoria is a sensitive location because of the proximity of the World Heritage Site and other important views.
- 1.2 In January to March of this year, the Council consulted on its approach to heritage policies, including tall buildings. The approach distinguished between "tall buildings" as being those of above 25-30 storeys, and "higher buildings" which are lower than these landmark buildings but still higher than their surroundings. Importantly this new approach also removes those "higher buildings" from the more general statement that Westminster is not generally appropriate for tall buildings, and provides a criteria-based policy to assess such applications. They can also include extensions to existing buildings to raise the building height, either so that the building is noticeably higher than the predominant height, or to extend an existing tall building. In these cases there can be a relatively modest uplift in floorspace.
- 1.3 We have also been working with Atkins to review the 2000 Tall Buildings Study to help inform the future policy direction. This document is not ready for publication yet and its detailed findings will be the subject for later sub-committee consideration. A number of tall and higher buildings have also come forward as development proposals, at early stages, through pre-application discussion, and through planning applications. It is therefore timely that the sub-committee discuss this issue to help inform future policy development.
- 1.4 Similarly significant work has been completed on the Design policies for the next revision to the City Plan. Many elements of the policy are straight-forward and bring forward the policy approach developed in the earlier consultation booklet. However, a significant number of development industry representatives have raised the issue of roof alterations and extensions and consider the current approach in the Unitary Development Plan to be overly restrictive. Additionally, there has been interest in a less restrictive approach being developed through the Neighbourhood Plan process, also on the basis that the Council's approach is too restrictive. The sub-committee is asked to discuss this policy area in detail and provide their comments on what an appropriate approach should be.
- 1.5 The Revision and all supporting documentation have been submitted to the Cabinet Member for the Built Environment to agree for formal consultation. This consultation will last for approximately 8 weeks, from the decision date, which is anticipated in November. This report sets out the key changes made since the last City Plan Sub-Committee Report in July.

## 2. Recommendation

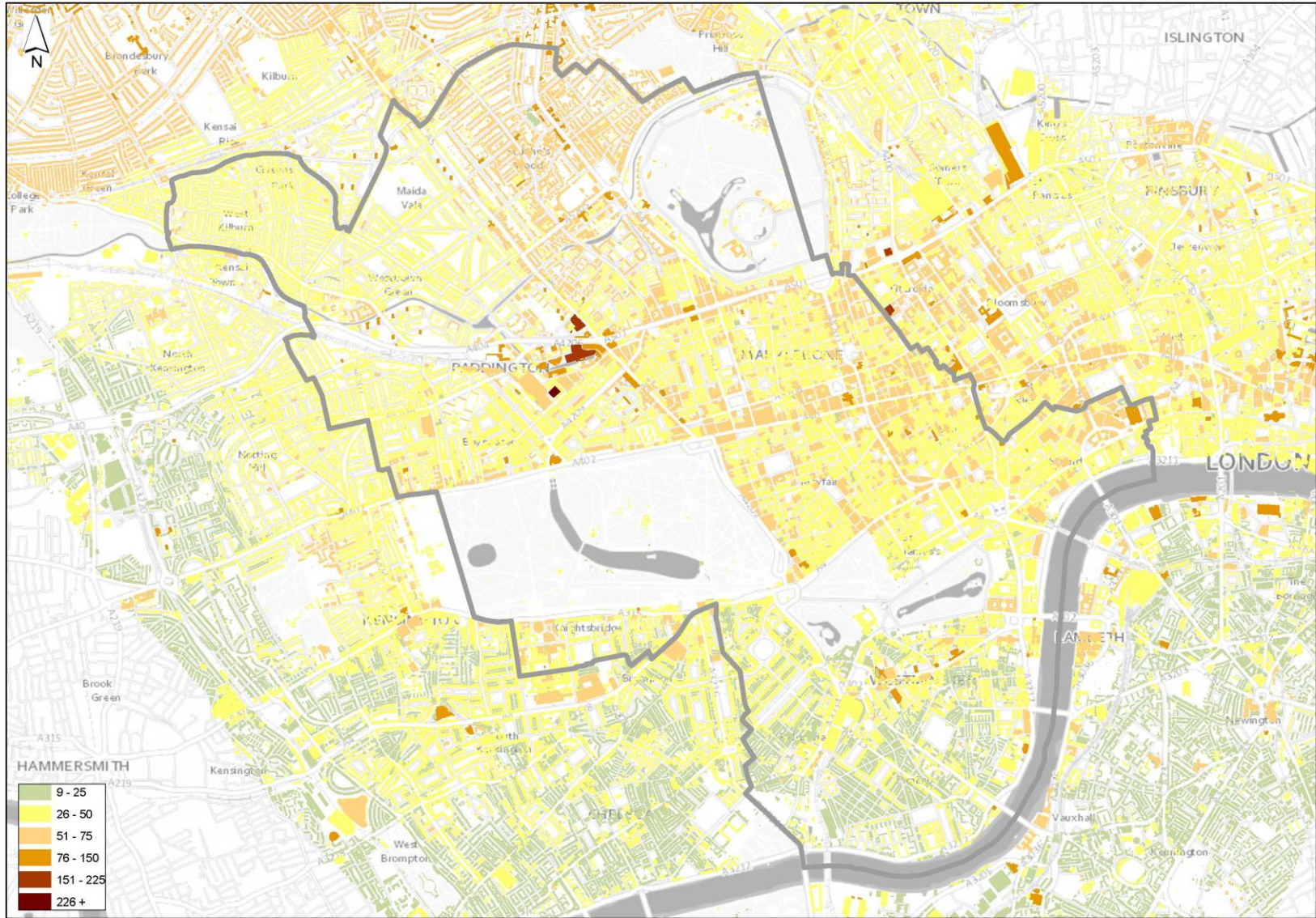
- 2.1 That Members discuss Westminster's future approach to taller buildings with a focus on:
- Areas where additional development capacity may be appropriate through higher buildings, and any criteria/constraints that may bear on these areas;
  - The future balance between supporting growth and supporting heritage and where the appropriate balance may lie for the future success of Westminster;
  - The role of higher buildings for meeting housing needs
  - Clearer ways of referring to and differentiating between tall and higher buildings in future policy.
- 2.2 That Members discuss the draft design policies with a particular focus on alterations and extensions.
- 2.3 That Members note the draft Special Policy Area and Policies Map Revision and provide any comments on the revision as part of the next pre-submission stage of consultation.

## 3. Tall and higher buildings

- 3.1 Earlier this year, an informal consultation booklet was published to engage residents and stakeholders with our changes to the City Plan and seek a broad range of views about the future direction. The Heritage, Views and Tall Buildings Booklet received a number of comments relating to proposed approach towards tall buildings. This booklet set out an approach that retained the policy position that Westminster was not generally appropriate for tall buildings. However, it redefines these as the very tall buildings above 25-30 storeys. It then set criteria for considering whether higher buildings would be appropriate in principle, these being the buildings that are higher than their surroundings but not the newly redefined "tall buildings". The booklet also called for views on the appropriateness of different parts of Westminster for tall buildings. The text also noted that "*the extent of heritage assets and low scale of the townscape means that, in much of Westminster, densification will be a more appropriate response than a tall or high building.*" Separately, it is noted that taller building deliver greater public realm than is possible for a lower-rise development which can be an important consideration in the overall townscape.
- 3.2 The key supporting responses included:
- support for large scale development in the Paddington and Victoria Opportunity Areas
  - support for greater densification, including bigger and taller buildings around major transport nodes, some suggested that densification is a more appropriate response than tall or high buildings
  - support for higher buildings in keeping with the boroughs growth agenda and optimising use of land to improve the total yield of housing

- support for development that complements street scale and character, accessibility, legibility, convenience and offers architectural innovation which reflects and embraces local contexts
- 3.3 However, there were also objections to the proposed adjustments to the policy position which included:
- a lack of justification for a change to the current policy, some felt that there had not been significant changes to the heritage and planning policy context (since 2000) to justify the extent of the proposed change
  - permitting tall buildings will have an adverse impacts on the three dimensions (economic, social and environmental) of sustainable development
  - tall and high buildings will cause significant and wide ranging harm to uniquely important historic environment and encourages destruction of vibrancy and character
- 3.4 In summary, some respondents feel that the current policy, and proposed amendments, remains too restrictive to allow for required development to meet the high demand for office and residential space in Westminster. At the same time, there are concerns about the visual and environmental impact of tall buildings, particularly given the heritage of Westminster's built environment. Critical to getting the balance right is a good evidence base on the opportunities and issues tall buildings present.
- 3.5 Atkins were commissioned to prepare a review of the 2000 EDAW Tall Buildings Study to help inform the future direction of the strategic planning policy on tall buildings. This evidence base will establish a baseline for the potential for densification within the Westminster built environment. Three critical areas are to be covered:
- a clear economic assessment of the contribution floorspace to growth within the Westminster context;
  - an assessment of those areas of genuine opportunity for densification and recommendations on how this might be approached e.g. tall buildings, building design, identified opportunity areas;
  - and also, clearly articulate the importance and limitations of densification within the city as a result of its unique heritage include sites of outstanding universal value (UNESCO World Heritage Site).
- 3.6 The previous EDAW report concluded that all areas other than the North West quadrant of Borough (including Paddington) would follow a strong presumption against the acceptability of high buildings. It was however also recommended that this could be reviewed on an 'exceptional basis'. Any updated report, in the context of the changes to the built environment over the past 15 years, will need to provide comment and evidence for a current position.
- 3.7 Westminster also has emerging areas of tall and higher buildings, some of which have received significant media attention. A number of planning applications, formal pre-applications and other discussions reveal a significant interest to develop Westminster and increase floorspace by building upwards. The map below shows available building heights across Westminster.





Building heights in square metres

3.8 Member's views are sought in particular on:

1. Our current approach and future direction.
2. Establishing a balance between supporting growth and supporting heritage and those elements that make Westminster unique and attractive to investment, visit and as a place to live.
3. Possible areas of consideration for further tall or higher building development other than Paddington and Victoria which Members consider would be appropriate for higher buildings and any reasons/criteria/restrictions.
4. Residential development in higher buildings and whether there are any additional considerations which apply to this development (it is noted that a number of areas which have limited heritage constraints were dismissed in the EDAW report in 2000 on the basis that the building would be in a residential area and an assumption that residential tall buildings would not be considered).

#### 4. Design policies

4.1 The design policies were set out in three booklets as follows:

- Design (Jul - Sep 2014): design, infill and extensive development, sustainable design standards, alterations and extensions, boundary walls and railings, shopfronts, retrofitting, landscaping, plant and machinery, trees.
- Public realm and advertisements (Jul - Sep 2014):- advertisements, streets, public art.
- Housing (Mar - Apr 2014): housing design quality.

4.2 The relevant policies are set out below for discussion. It is emphasised that none of the policies as set out below have any status and are included for discussion purposes only. They are developed from the text in the consultation booklets referred to above. In the first policy, S28, blue text denotes changes to the adopted City Plan. Where the blue text is underlined, it shows changes made to the text in the booklet. Key responses to the policy are set out at the end, together with comments.

##### **POLICY S28 DESIGN**

Development must incorporate exemplary standards of **high quality** sustainable and inclusive urban design and architecture **befitting Westminster's world class environment and heritage and its diverse range of locally distinctive neighbourhoods.**

In the correct context, imaginative **contemporary modern** architecture is encouraged provided that it respects Westminster's heritage and local distinctiveness and enriches its world-class city environment.

**Through its design, use of materials and execution,** development will **make a positive contribution to the townscape and urban realm, and to its environmental performance. In particular, it will:**

- 1. Respond creatively to and enhance its context, having regard to:**

- i. the character of adjacent buildings, the spaces around and between them and the character and appearance of the local area;
  - ii. materials, building lines, scale, orientation, height and massing;
  - iii. the character, scale and pattern of historic squares, streets, lanes, mews and passageways;
  - iv. the form, character and ecological value of parks, gardens and open spaces; and
  - v. Westminster's riverside and canalside settings.
2. ~~reduce~~ **Minimise** energy use and emissions that contribute to climate change during the life-cycle of the development **with an aspiration towards zero carbon.** ~~and~~ **In applying this policy the Council will apply the following hierarchy;**
- i. Measures to reduce energy use;
  - ii. Use of decentralised energy (see policy S39)
  - iii. Use of renewable energy (see policy S40);
3. Ensure the reduction, reuse or recycling of resources and materials, including water, waste and aggregates;
4. **Incorporate design measures to reduce the opportunity for crime (including terrorism) and anti-social behaviour, in particular by:**
- i. promoting visibility and facilitating the natural surveillance of adjoining routes and spaces;
  - ii. maintaining a clear distinction between spaces that are open to the public and those that are not; and
  - iii. ensuring any security fixtures or fittings are sensitively designed and positioned to minimise their visual impact.
5. **Be designed to meet the needs and convenience of all, in particular:**
- i. incorporating inclusive design principles in new places and spaces and not introducing barriers to access; and
  - ii. wherever practicable, removing barriers to access and use of existing buildings and spaces by all users.
6. **Contribute to attractive, functional and publically accessible spaces between buildings, promoting connectivity and resisting the gating of streets. Gated developments will not be acceptable.**

**The above This** will include providing for an extended life-time of the buildings and spaces **itself** through excellence in design quality, high quality durable materials **and detail**, efficient operation, and the provision of high quality floorspace that can adapt to changing circumstances over time, **including the risks and consequences of future climate change, and how it may alter the way buildings and the wider urban environment are used and experienced.**

### ***Consultation Responses***

#### *Omissions:*

- *seating in public areas to support activity by less able members of the population* - while this is an important consideration, it is more relevant to public realm and should be addressed in that policy.
- *façade retention* - reference added to Policy CM28.1



*Objection:*

- *ban on gated development* - it is considered that wholly gated development is not appropriate as it reduces legibility and permeability, both of which impact on pedestrian movement and are contrary to the strategic priority given to pedestrians (Policy S41). However, there may be sites where it is appropriate to restrict movement e.g. bollards restricting vehicular access and this policy would allow that.

4.3 In the following policies, all of the text is additional to the adopted plan. The blue text denotes changes to the text consulted on in the booklet. Key responses to the policy are set out at the end, together with comments.

**POLICY CM28.1: DEVELOPMENT WITHIN ESTABLISHED TOWNSCAPE**

Infill development will have regard to the prevailing scale, architectural quality and degree of uniformity in the surrounding townscape.

Within terraces or groups of buildings of unified design and significant quality, infill development will replicate the predominant design of the group as a whole. **Façade retention can provide additional floorspace while retaining the unified appearance of the townscape.**

In areas of varied townscape of significant quality, infill development will demonstrate a positive response to context, including characteristic building plot widths, architectural form and the materials and detailing of existing buildings, where these contribute positively to the character and appearance of the area.

In areas of low quality, varied townscape, infill development will have sufficient independence of form and design to create new compositions and points of interest and have regard to the form and materials of adjoining buildings, where these make a positive contribution to the area.

***Consultation Responses***

*Omissions: “proportions”, “scale” and “materials” as a criteria* - adequately addressed by Policy S28 Design Principles.

*Comment:*

- *avoid canyonisation of streets* - adequately addressed by Policy S28 Design Principles.
- *Use of façade retention delivers additional floorspace in unified townscape* - additional text proposed.

**POLICY CM28.2: SUBSTANTIAL DEVELOPMENT CREATING NEW TOWNSCAPE**

Extensive development will:

1. create new compositions and points of interest;
2. provide high quality new streets, squares and open spaces where appropriate, linked to the surrounding street pattern, to maximise accessibility;
3. carefully integrate appropriate planting and trees;
4. take into account existing and likely future patterns of traffic and pedestrian movement, including pedestrian desire lines;



5. retain existing and create new features to make an easily understandable urban environment, including active building frontages with clearly defined edges and safe public routes;
6. build in capacity to incorporate services to meet changing demands including pipe subways and infrastructure to allow future connection to district energy networks; and
7. ensure servicing, waste storage facilities and parking are sited and designed sensitively to minimise their visual impact and avoid any adverse impacts on users of highways in the surrounding neighbourhood.

### **Consultation Responses**

*Omissions: heritage, excellence in design, link to road user hierarchy - addressed in Policy S25 Heritage, Policy S28 Design Principles and Policy S41 Pedestrian Movement and Sustainable Transport.*

#### **POLICY CM28.5: ALTERATIONS AND EXTENSIONS**

- A All alterations and extensions not otherwise included in a separate policy will be sensitively designed and detailed to respect the architectural character of the existing building, its context and the amenity of adjoining occupiers, and will:
1. avoid disrupting any existing uniformity of the street, and be appropriate in the context of significant patterns, rhythms or groupings of buildings;
  2. be confined to the rear in most cases, be clearly subordinate to the existing building in scale and design, and avoid adverse visual impact (including over-dominance or visual intrusion in public or private views from ground or upper levels);
  3. maintain or enhance architectural features which contribute to the quality of the existing building, including visibility of those features;
  4. retain a significant proportion of the garden space, yard or other enclosure as appropriate;
  5. avoid infilling, enclosing or harmful alteration of front lightwells; and
  6. incorporate a high standard of performance and appropriate sustainable design features.
- B Alterations and extensions at roof level, including roof terraces will:
1. respect the scale, elevational proportions and architectural form of the building;
  2. avoid disruption of the uniformity of terraces or groups of buildings with a consistent roofline or adverse impact on the character of terraces with an attractive varied roofline;
  3. not create additional storey(s) at roof level on buildings which are completed compositions;
  4. avoid adverse impact on roof forms or profiles which make a contribution to the local skyline or which were originally designed to be seen against the sky; and
  5. avoid the loss of roof forms, roof coverings or roof features (such as chimney stacks) where these are of historic interest or contribute to local character and distinctiveness.
- C Works to upgrade the environmental performance of existing building stock which incorporate good standards of design and appearance will be supported. Where this

involves buildings subject to heritage protection, a sensitive approach will be required, taking into account:

1. the significance of the building; and
2. the degree of harm, including impact on historic fabric, traditional construction, visibility, siting and design.

D Development will not result in the loss or insensitive alteration of characteristic boundary walls or railings. Where appropriate, boundary features will be reinstated. New boundary walls or railings will:

1. replicate an existing or traditional pattern which is characteristic of the immediate locality; or
2. use a design and materials appropriate to the existing or proposed building and street-scene.

### **Consultation Responses**

*Omissions: neighbours, views (roof extensions), criteria for new lightwells (in addition to basement policy) addressed in Policy S29 Health, Safety and Well-Being, Policy S26 Views and draft Policy CM28.4 Basement Development.*

*Comment: define “significant proportion” and address incremental loss of gardens*

#### **Roof extensions and alterations:**

- *Restrictions on roof extensions are too onerous and deny appropriate floorspace*
- *The requirements around “completed compositions” should be removed as this does not equal good design.*
- *Roof terraces on top of mansards should generally be discouraged.*

#### **Rear extensions:**

- *Should not always have to be one storey lower than rear parapet especially where there is adjoining precedent.*
- *The requirement to be subordinate is too restrictive and in some cases a more significant extension can enhance.*

- 4.5 For some time there have been concerns raised about the existing policy approach in the Unitary Development Plan on the basis that it is considered to be overly restrictive. Property Developers and some estates have raised concerns that, particularly in Westminster’s core commercial areas (CAZ) the policy is restricting delivery of much-needed floorspace for roof extensions that are not noticeable from street level and do not have a significant impact on the townscape. Some residents groups have also expressed concern about restrictions on loft conversions and dormer extensions, and alterations including solar panels.
- 4.6 The section of the policy specifically relating to roof alterations and extensions has changed from the Unitary Development Policy, with one element removed:
- the design accords with/establishes an acceptable precedent for new extensions (removed).

- the form and detailing needing to repeat or reflect the existing building (this has been moved to the general alterations and extensions part of the policy and the requirement to “repeat” or “reflect” has been changed to “respect”),
- not compromising neighbouring amenity (this is covered by a different policy).

4.7 The current Unitary Development Plan Policy DES 5 relating to rear extensions is also set out on a very different basis -

- advising what is likely to get permission (rear extensions that don’t visually dominate the building and it’s surroundings, which reflects the style and details of the existing building, where plant etc is within the building envelope as much as practicable and surveillance equipment is minimised)
- and what may be refused permission (where the extension rises above the penultimate storey of the existing building, excluding roof storeys, where it occupies an “excessive” part of the garden, where it roofs over basement areas, results in the loss of significant gaps between buildings or involves inappropriate entrance canopies.)

Criteria which previously would mean permission would be forthcoming if met has been recast as the criteria which all alterations and extensions must meet. However, the following elements have been removed:

- refusing proposals that involve the loss of gaps between buildings, which has been replaced with a note in the policy application that well-designed lightweight infill can be appropriate.
- specific reference to entrance canopies.

4.8 The sub-committee are asked to consider whether the draft policy is considered to be too restrictive or whether it includes appropriate flexibility to allow appropriate development to be approved without delay. It is both important to bring forward and enable development, but also to protect Westminster, particularly it’s unique heritage, from unsightly extensions and alterations which detract from an area.

4.9 **Views of extension from private property:** Within Westminster’s Core CAZ, while an extension may be over-dominant in upper floor views from a neighbouring office, or even housing, this has been questioned as justification for refusal. Given the extreme shortage in supply of commercial floorspace within Central London, a case has been made that the necessity to deliver this floorspace should outweigh views from private property, providing the view from public locations including the public highway, privacy, daylight and sunlight and outlook (or sense of enclosure) are protected.

4.10 **Roof extensions which disrupt the uniformity of rooflines:** Particular questions arise as to whether dormers are appropriate in currently uniform terraces to enable loft conversions and the creation of additional floorspace. As currently worded, the policy assesses whether there is disruption to the uniformity to a consistent roofline (which is interpreted as the shape of the roof as a whole, rather than the ridge or highest point). However, arguably “disruption” in itself does not necessarily equate to *harm*.

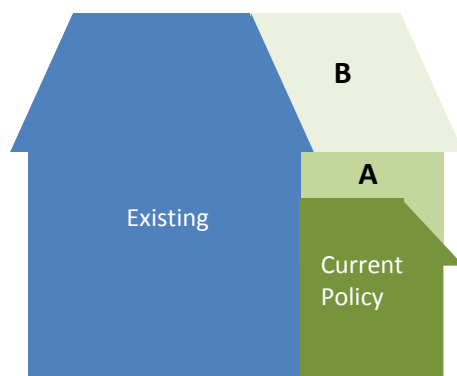
- 4.11 **Subordinate and to the rear:** The new approach requires extensions to be “*clearly subordinate*” to the existing building. The current policy specifically states that an extension that rises above the penultimate storey of the existing building excluding roof storeys *may* be refused permission. This text has been removed to the policy application which sets out what subordinate is considered to mean, as follows:

To remain architecturally subordinate to the main building, rear extensions should normally:

- terminate at the penultimate storey level (i.e one storey below the established parapet level) or lower;
- not extend rearward beyond the existing general building line on uniform terraces; and
- not usually occupy the full width of the rear elevation above garden level.

Members of the sub-committee are invited to give their views as to whether this level of prescription remains appropriate, particularly as it also applies to extensions to commercial properties in Core CAZ, for example.

- Should the relevant criteria be that extensions should not extend *forward* of the existing building line, allowing for more side extensions?
- Should extensions into rear gardens of uniform terraces be resisted if they do not adversely impact on the visual appearance of the building from public places? (they will still have to retain a significant proportion of garden space and cannot adversely impact on neighbouring amenity)
- Are extensions up to the eaves of the existing roof level appropriate (see A below)? Under what circumstances? Are extensions up to the ridgeline appropriate (see B below)? Under what circumstances?



- Are there any circumstances where extensions which are not subordinate are appropriate? If so, should these be specifically referenced in the policy or policy application?

- 4.12 **Completed compositions:** This term is included in the current policy but does not have a clear definition other than “*with an existing architectural climax at*

*roof level*'. Do Members consider that more description would be useful or would this hinder flexibility in the context of Westminster's unique and often historic buildings? Should this approach be relaxed to enable more floorspace to be developed and achieve the appropriate balance between enabling development and conserving the historic environment? For example:

Alterations and extensions at roof level, including roof terraces will avoid harm to the form and architectural merits when creating additional storey(s) at roof level on buildings which are completed compositions. There may be some buildings where roof level extensions are not possible without unacceptable harm to the appearance of the building.

#### 4.13 Advertisements (set out in Appendix 1)

##### **Consultation Responses**

- *Shrouds: allow advertising up to 30%. Advertising is not currently allowed on shrouds and this is not proposed to change.*
- *LED/video/moving images: no presumption against and consider on merits, acceptable in certain locations e.g. Leicester Square and Piccadilly Circus, remove restriction on theatre advertising relating to flashes.*

Should up to 15% advertising be allowed on shrouds? The current approach in the UDP is "a minimum"

Members views would be particularly welcome on the approach to LED/moving images. In particular whether there might be acceptable locations or circumstances where these are more acceptable than is currently set out in the emerging policy approach. For example, where there are long time lapses between image changes.

##### **Consultation Responses**

- *Flags: 1 flagpole per building is too restrictive on large buildings.*
- *Advertising on highway structures: different regulatory regime (Class 16 Deemed Consent not advert regulations), support allowing static screens on some bus stops but criteria too restrictive, recent appeals allowed phone box advertising in Conservation Areas.*
- *Not appropriate to control content.*
- *Remove list of inappropriate advertising as each should be on its merits, and word more positively. Agree some re-wording is necessary in accordance with the NPPF.*
- *Omission: projecting/hanging signs and their illumination, heritage assets, provision for annual events e.g. Christmas lights, specific policies for large format digital advertisement.*

Members views would be welcome on whether more specific guidance on these types of signage would be useful.

##### **Consultation Response**

- *Comment: seasonal and temporary displays in commercial areas make a positive contribution e.g. Olympics, council should adhere to own policies,*



*coordinated approach to reduce planning application processing time, Regulation 7 areas do not permit a blanket ban on advertising and there may be an exceptional circumstance where it is appropriate.*

- 4.14 Residential design: Many of the standards for new housing have been nationalised and are now addressed through Building Regulations (but still applied through planning). They have set national standards, and for some aspects include a higher standard which the local authority can opt in to through their local plan. The standards below reflect the current policy position.

#### **POLICY CM28.7: RESIDENTIAL DESIGN**

A All new self-contained housing (including changes of use), and where possible, refurbishment of existing housing, extensions and conversions in listed buildings, will provide a well-designed, high quality living environment, both internally and externally in relation to the site layout and neighbourhood and be designed to a standard that ensures the health and well-being of its occupants.

New self-contained dwellings will meet the following national standards:

1. national space standards;
2. water efficiency of 110 litres per person per day in accordance with Approved Document G2(36)((2)(b) for:
  - 90% of the dwellings in developments of 10 or more units; and
  - all dwellings in smaller developments.
3. accessible and adaptable dwellings in accordance with Approved Document M4(2) for:
  - buildings of 5 or more storeys;
  - buildings which have a lift; and
  - all ground floor units
4. wheelchair user dwellings in accordance with Approved Document M4(3) will be met by at least 10% of the units in developments of 10 units or more.

In addition, new self-contained dwellings will:

5. be dual aspect particularly in flatted development other than where it can be shown to be impracticable in which case appropriate design features will mitigate any adverse impact;
6. provide generous amenity space for residents and have 5m<sup>2</sup> of external amenity space for each dwelling designed for two persons, and a further 1m<sup>2</sup> for each additional person if possible. Where external amenity space is not practicable inside the Central Activities Zone and in designated shopping centres, new dwellings will use reasonable endeavours to provide the space internally in addition to the national space standards where the unit has 2 or more bedrooms.
7. provide external play space and facilities:
  - outside the Central Activities Zone;
  - where 20 or more family units are created; and
  - where 10 or more affordable housing units of 2 or more bedrooms are created.

B All dwellings will:

1. provide functional and attractive living environments, laid out to minimise disturbance to neighbouring occupiers, and in the case of non-self contained housing, other occupiers;

2. provide acceptable daylight and sunlight;
3. adequately provide for the privacy of residents.

#### **Consultation Responses**

- *The space standards are now irrelevant.* This has been changed in the updated our policy.
- *More flexibility required over design standards for listed buildings (storage and amenity space in particular).*
- *Requiring dual aspect where possible is supported although some consultees would like more recognition that it may be undeliverable in some developments.*

Members are particularly asked for their views in relation to single aspect housing. This was raised as a particular concern by residents at the housing workshop in 2008. It had cause significant issues for residents, particularly those in affordable housing, who had suffered significant overheating. Options such as internal courtyards and lightwells (as used on the continent) would enable residents to get airflow from the cooler side of the home, reducing overheating. However, the limitations of the policy approach in the dense urban form of Westminster is acknowledged and therefore some flexibility has been given.

Members are also asked whether the approach to outdoor amenity space is appropriate in a Westminster context and provides sufficient flexibility.

#### **Consultation Responses**

- *More flexibility required with regard to the provision of acceptable levels of daylight and sunlight.* The requirement is to be acceptable rather than a particular level and therefore there is considered to be adequate flexibility.
- *Provision of amenity space may not be viable within the CAZ and the policy should encourage rather than require the standards.* There is specific provision for amenity space where this cannot be provided within the CAZ and in shopping parades/town centres.

4.14 Other policy areas included within design but not set out in detail within this report are:

**Shopfronts:** Current wording is as follows:

New shopfronts or alterations to existing shopfronts will not be entirely or largely openable.

#### **Consultation Response**

- *Openable shopfront restrictions overly restrictive.*

Members views would be particularly welcome on whether there are circumstances or areas where openable frontages (to varying degrees) might be appropriate.

**Plant and machinery** - no specific responses. The policy includes a presumption that new development will minimise the need for plant and machinery and that its installation will need to be justified. Any agreed will need to minimise visual impact, be of the highest energy efficiency and prevent harm to amenity.

**Public art:**

***Consultation Response***

- *Should not always be integral to the building and may be appropriate in public highway etc.*

## **5.0 Special Policy Areas and Policies Map Revision**

5.1 The draft proposed text for the Special Policy Areas (SPAs) Revision was reported to Sub-Committee on 22 July, the key area of discussion was the East Marylebone Special Policy Area. The Revision and all supporting documentation have been submitted to the Cabinet Member for the Built Environment to agree for formal consultation, the formal pre-submission consultation is attached at Appendix 2. The key changes to the SPAs revisions since July Sub-Committee are:

- The proposed deletion of the East Marylebone Special Policy Area. The number of remaining wholesale showrooms has reduced to a level which no longer supports the area as a strategically important location for wholesale showrooms. It is also considered that the policy to protect wholesale showrooms may be resulting in under investment in premises. The area is located in the Core Central Activities Zone, and policies would apply in a similar nature to other parts of the Core CAZ. The area is well placed to accommodate businesses locating in the West End.
- The 'Supporting Information' documentation for the Revision (attached at Appendix 3) includes surveys carried out in 2015, showing the further decline of numbers of wholesale showrooms in East Marylebone and the results of a survey sent to the wholesale showrooms in the area. Nine responses were received in total, eight from within the East Marylebone SPA (24% response from existing wholesale premises). Whilst most valued their central location, 5 responses indicated they were considering relocation, with a further 2 responses undecided. The main reasons for considering moving from the area are the cost of renting premises and the lack of business.
- Revised policy text to better reflect the ambitions for each of the SPAs (Policies CM2.1.1, CM2.2.1, CM2.3.1, CM2.4.1 and CM2.5.1).

- An addition to Policy CM2.1 Harley Street SPA to “support the provision of new accommodation for patients using medical facilities in the Harley Street Special Policy Area and/or their families, both within the SPA and the surrounding area” to help support the area’s international role in providing medical services.
  - An amendment to Policies CM2.3 Savile Row SPA and CM3.5 Mayfair SPA to note that residential use is not generally appropriate in these SPAs, and that the requirement to provide for residential from office floorspace as set out in Policy S1 Mixed Use in the Central Activities Zone does not apply in these SPAs.
- 5.2 Changes to the Policies Map are mainly factual updates and corrections, and also reflect changes arising from the revisions to the Special Policy Area policies.
- 5.3 The council made a ‘non-immediate’ Article 4 Direction to remove permitted development rights for changes of use from A1 (shops) to A2 (financial and professional services) in the Core CAZ and designated shopping centres. If confirmed, this should come into force on 30<sup>th</sup> October 2016, and will enable the council to continue to protect A1 uses in St James’s, Mayfair and Savile Row SPAs where a key part of their special character is from specialist and niche retailing, and where retailing complements the character and function.

## **6. Financial Implications**

- 6.1 There are no specific financial implications as a direct result of the recommendations in this report. Work on developing policies is met from existing budgets and public consultation will be undertaken electronically, thereby, minimising printing costs, etc. Any other costs associated with public consultation will be met from existing budgets.

## **7. Legal Implications**

The revisions are part of the plan development process as set out in the Town and Country Planning Act 1990 (as amended), The Planning and Compulsory Purchase Act (2004) and the Town and Country Planning (Local Planning)(England) Regulations 2012.

## **8. Consultation**

- 8.1 Further informal consultation will be needed to develop the approach to tall and higher buildings. The City Council is enabled to carry out whatever informal consultation it deems necessary, and in whatever format. Once an appropriate policy has been developed, formal pre-submission consultation will need to be carried out prior to submission to the Secretary of State.

- 8.2 The next stage for the revisions to the design policy is the formal (Regulation 19) consultation on the proposed draft that the City Council intends submit to the Secretary of State.
- 8.3 The next stage for the Special Policy Area and Policies Map Revision is the formal (Regulation 19) consultation on the proposed draft attached at Appendix 2 once this has been formally agreed for consultation by the Cabinet Member for Built Environment.
- 8.4 In all cases, consultations will be sent to everyone on the database, statutory (specific) consultees and all Ward Members.

**If you have any questions about this report, or wish to inspect one of the background papers, please contact:**

**Lisa Fairmaner, [lfairmaner@westminster.gov.uk](mailto:lfairmaner@westminster.gov.uk), Ext. 4240**



# APPENDIX 1 ADVERTISEMENTS

- A General Advertisements: New signs and advertisements (including awnings) will:
1. avoid unacceptable harm to visual amenity or public safety;
  2. relate in terms of size and detailed design to the use, character, scale, proportions and architectural features of the building or structure to which they are fixed;
  3. be sensitively located within the street-scene, respect the predominant character and appearance of the area and protect or enhance heritage assets and their settings; and
  4. not obscure existing architectural detail.

Within Westminster, the following forms of advertising do not normally meet these criteria:

1. intermittent, flashing or light-projecting signs
2. visually obtrusive advertising in residential areas;
3. internally illuminated box fascias or projecting signs in residential areas;
4. illuminated advertisements, including digital advertisements, adjacent to or visible from the Royal Parks or London Squares;
5. high level signs and banners;
6. balloon advertisements and advertisements on cranes;
7. signs and advertisements on street furniture or ground surfaces, especially in conservation areas, London squares, or adjacent to Royal Parks, listed buildings or other sensitive locations; and
8. portable advertisements, including 'A' boards on the public highway.

- B LED and video screens, moving digital displays and message boards will generally only be able to meet these criteria where they are for:
1. street-based transport infrastructure to provide public information;
  2. theatres;
  3. in locations specifically set out in Conservation Area Audits as including this type of advertising as a feature of the locality.

- C Hoardings and Shrouds: Decorative displays, including works of public art or full scale representation of the building, on hoardings or shrouds enclosing development sites will be acceptable, providing that:

1. they are temporary, and relate sensitively to their context; and
2. they contain a minimum of obvious or intrusive commercial advertising content or display.

Advertisements on building site hoardings at ground floor level may be acceptable in commercial streets.

- D Estate Agents Boards in Regulation 7 Areas:  
Estate agents boards will not be permitted on residential properties.

On commercial properties one board will be permitted per property where it:

1. is less than 0.54 square metres in size and is located below 3m above ground floor level or is less than 1.1 square metres in size and located between 3m and 4.6m above ground level;
2. is not of three-dimensional design;
3. is not illuminated; and

4. On listed buildings, estate agents boards will only be acceptable where they are displayed inside the building or attached to perimeter railings and not larger than 0.27 square metres.
- E Seasonal or festive displays, temporary promotional banners or other forms of temporary advertising displayed on buildings or street furniture to promote events or campaigns of local or Westminster-wide importance, or those of regional or national significance, may be allowed in predominantly commercial locations where:
1. they are in place for no more than the duration of the campaign, season, festival or event;
  2. they include a decorative and attractive display, with any commercial element minimised and not forming the majority of the display; and
  3. they do not adversely affect the setting of heritage assets.
- F Proposals for projecting flagpoles and flags will:
1. be displayed on buildings in New Bond Street, Old Bond Street and Regent Street;
  2. be a small 'rainbow' flag displayed within the designated Soho flag streets;
  3. be on a tailoring premises fronting Savile Row within the Savile Row Special Policy Area;
  4. be on an art gallery or antiques trader premises in Cork Street or Albemarle Street within the Mayfair Special Policy Area;
  5. be displayed on a department store, theatre, cinema, large hotel, embassy or cultural institution; and will
  6. include no more than one flagpole per building except on very large buildings where the council considers that more than one flag would enhance the appearance of the building and the surrounding townscape;
  7. be appropriate in terms of the visual appearance including the wider townscape, taking into account any cumulative impacts if similar permissions were sought for other buildings in the area.
- G Theatres:
- a) High-level signage and three-dimensional features will be appropriate where they are:
    1. in suitable locations as agreed with the council;
    2. appropriately designed and fixed so as not to harm heritage assets.
  - b) Internally illuminated signs, including digital screens, may be acceptable where they:
    1. are of a size sympathetic to the scale and architecture of the theatre;
    2. are sensitively located;
    3. are well detailed in terms of materials and design;
    4. do not incorporate flashing or moving imagery;
    5. have no adverse impact on highway safety; and
    6. do not produce sound.
- H The temporary erection of local traffic and pedestrian direction signs will not normally be appropriate. In exceptional circumstances such signs will be acceptable, and will:
1. comply with the Traffic Signs Regulations and General Directions 1994 designation or of the style provided by the national motoring organisations;
  2. not be erected on lamp posts or obscure other permanent signs or CCTV equipment;
  3. be for information other than solely commercial or advertising purposes;
  4. in the case of an event, only be for events that are open to the public.

Temporary signs will be removed as soon as possible once the event has finished and in any event within one week.

# APPENDIX 2 SPECIAL POLICY AREAS AND POLICIES MAP REVISION TO WESTMINSTER'S CITY PLAN

This document sets out revisions to Westminster's City Plan: Strategic Policies adopted in January 2014. It only includes those parts of the Plan that are subject to change. There are other proposed revisions to this plan which can be found at [www.westminster.gov.uk/policy/City Plan revisions](http://www.westminster.gov.uk/policy/City%20Plan%20revisions).

## **Text changes**

Text to be deleted is shown as ~~strikethrough~~ text. Text to be added is shown as underline text or, where there are large new sections, prefaced by the text "*Insert the following new text after...*" and included in **blue**. Amendments made by other revisions which are currently proposed but not part of this revision will be shown in **brown**.

Changes to the Glossary and References section at the end of Westminster's City Plan are included as two lists of a) text to be added and b) text to be deleted. All unchanged parts of the Glossary and References sections have not been included.

## **Changes to Figures (tables, charts and diagrams)**

All Figures shown replace the adopted figures in Westminster's City Plan. Figures that have not been changed have not been included. Changes to tables only include those rows that are subject to change (Figure 56).

# SPECIAL POLICY AREAS REVISION

## CONTENTS

PART III: LOCAL SPATIAL POLICIES

PART IV: CITY-WIDE SPATIAL POLICIES

PART VI: IMPLEMENTATION

SUPPORTING INFORMATION



## PART III: LOCAL SPATIAL POLICIES

### SPECIAL POLICY AREAS

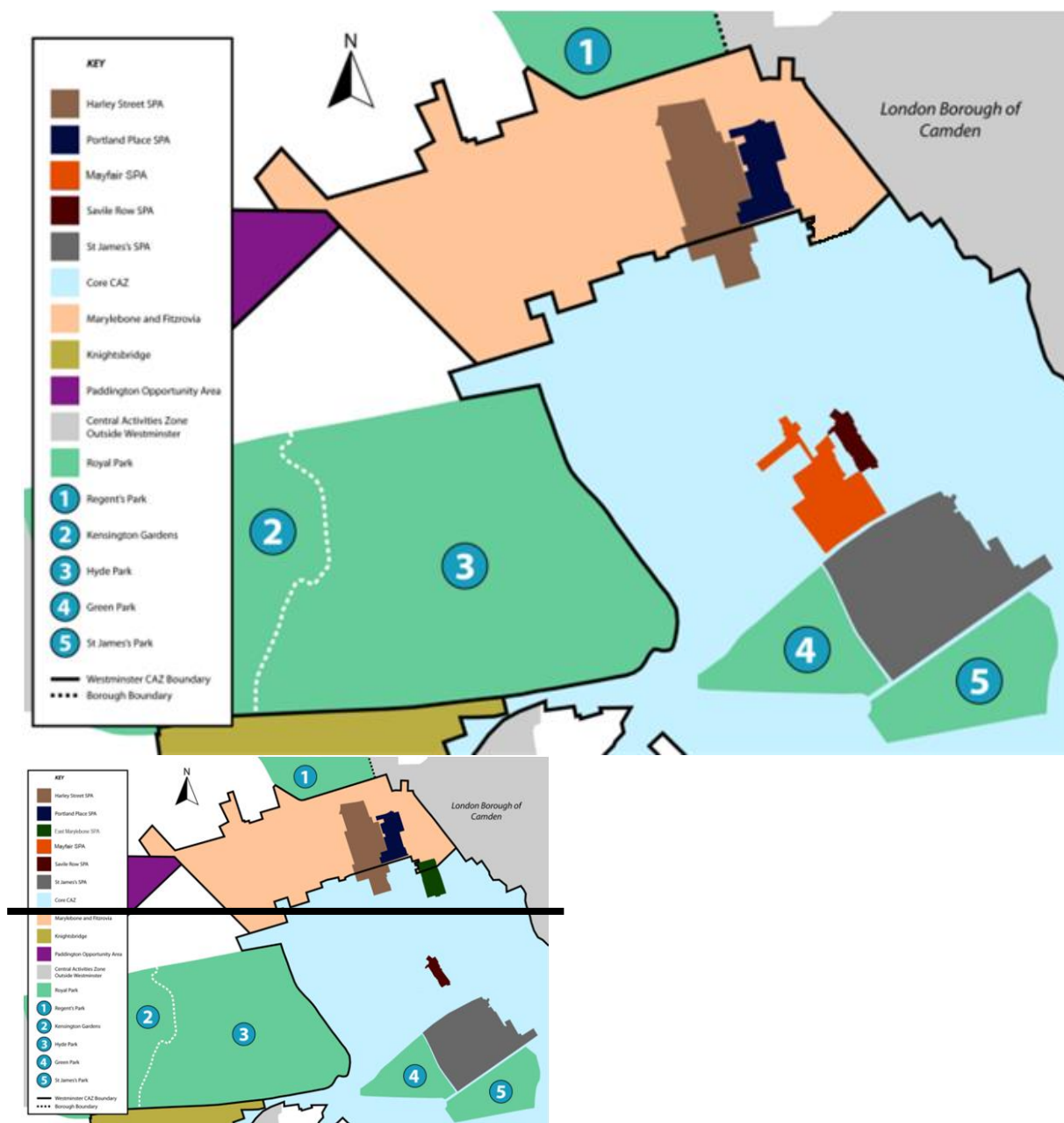


Figure 15 Special Policy Areas

3.7 The council has long protected and encouraged specialist uses in defined Special Policy Areas (SPAs). These areas are recognised for their special local distinctiveness, particularly relating to their land uses. Defining SPAs can help ensure that unique clusters of activity are not lost to other **commercial** uses. Protection of such unique uses support specific industries' long-term success and in many cases enhance London's global reputation.

3.8 Future Special Policy Areas may be designated in order to address specific, local land use issues. These will be used in order to ensure sufficient flexibility within

the plan to address specific development pressures, economic circumstances and market conditions.

#### **POLICY S2 SPECIAL POLICY AREAS**

**Special Policy Areas are designated to protect and promote specialist uses and functions as follows:**

<b>Harley Street:</b>	<b>Medical facilities</b>
<b>Portland Place:</b>	<b>Institutional uses</b>
<b>Savile Row:</b>	<b>Tailoring</b>
<b>St James's:</b>	<b>Private members' clubs, art galleries, niche retail</b>
<b>Mayfair:</b>	<b><u>Art galleries, antiques traders and niche retail</u></b>
<b>East Marylebone:</b>	<b><u>Wholesale showrooms</u></b>

Reasoned Justification

It is necessary to provide specific protection for the unique clusters of specialist uses which are central to London's character and ensure these clusters are not eroded by pressure from other **commercial** uses. **City Management policies will provide the detail to protect and encourage these uses.**

Cross-reference to Policies S1 Mixed Use in the Central Activities Zone; **S6 Core Central Activities Zone**; S8 Marylebone and Fitzrovia (~~for Edgware Road Stress Area, which extends slightly into Core CAZ boundary~~).

*Insert the following new text after Policy S2 Special Policy*

#### **POLICY CM2.1: HARLEY STREET SPECIAL POLICY AREA**

- 1. All development in the Harley Street Special Policy Area will support and enhance its role as an international centre of medical excellence, complemented primarily by residential use.**
- 2. New medical and complementary facilities will be encouraged.**
- 3. Existing medical facilities, including consultation rooms and related professional and support services, will be protected and their loss of will only be allowed in exceptional circumstances where:**
  - a) the council is satisfied that the premises have been vacant and actively marketed for medical use for at least 12 months at a reasonable market value and attempts to find an occupier have been unsuccessful;**
  - b) the character and function of the area as a centre of medical excellence would not be affected;**
  - c) the loss of the medical use will not significantly affect the demand for that particular specialism; and**
  - d) the change of use is to residential.**

- 4. The council will consider land use swaps within the Special Policy Area where it can be demonstrated that:
  - a) there will be no net loss of medical and associated floorspace; and**
  - b) the accommodation offered provides higher quality medical space.****
- 5. The council will support the provision of new accommodation for patients using medical facilities in the Harley Street Special Policy Area and/or their families, both within the SPA and the surrounding area.**

#### **Reasoned Justification**

Medical uses in the Harley Street Special Policy Area (SPA) add to the economic diversity of the area, providing over 3,000 jobs in the medical sector. Medical consulting rooms play a key role, and supporting uses such as diagnostic facilities are also important. Ensuring the on-going availability of appropriate accommodation supports the continued importance of the area as a centre for medical excellence within London, and the UK. Medical facilities, particularly those of regional, national and international importance, in and around the Harley Street SPA can benefit from being close to other related services, including the medical research cluster at Med City centred around Euston. Provision of accommodation to provide for longer stays for patients and /or their families will help to support the area's international role in providing medical services. This may be provided through new build or change of use from commercial or residential floorspace. Accommodation should be linked to use of medical facilities, which may be on or off-site, and secured by legal agreement where appropriate.

The area also has a long standing residential community, which together with medical uses contribute to the character of the SPA.

#### **POLICY CM2.2: PORTLAND PLACE SPECIAL POLICY AREA**

- 1. Development in the Portland Place Special Policy Area will support its continuing role as home to prestigious institutional uses which are particularly suited to the large scale historic buildings characteristic of the area.**
- 2. New institutional uses will be encouraged.**
- 3. Existing institutional uses will be protected except where the council is satisfied that the premises have been vacant and actively marketed for institutional use for at least 12 months at a reasonable market price/rent and attempts to find an institutional occupier have been unsuccessful.**

- 4. Applications for extensions to existing lawful institutional uses to improve the functioning of the establishment will generally be allowed in the Special Policy Area and elsewhere in the Central Activities Zone.**

#### **Reasoned Justification**

This long established concentration of institutional uses includes headquarters of professional, charitable, cultural and learned institutions, associations and trade federations, many of which have Royal status and/or charitable status. Such learned professional and cultural institutes are renowned throughout the UK and beyond. They add cache to the local area, bring educational benefits and add to economic diversity. As such, they make a valuable contribution to Westminster's role in London as a world class sustainable city. Most institutional uses are located in listed buildings and are well suited to these buildings, with the prestige of the use commensurate with the grandeur of the listed buildings in the area. Although the main cluster of Institutional uses is within the Portland Place Special Policy Area, these uses can also be found in other parts of Westminster.

#### **POLICY CM2.3: SAVILE ROW SPECIAL POLICY AREA**

- 1. Development in the Savile Row Special Policy Area will complement and enhance its role as an international centre of excellence for bespoke tailoring.**
- 2. Existing bespoke tailoring uses will be protected.**
- 3. New bespoke tailoring will be allowed, particularly at basement and ground floor levels, and will be secured by legal agreements.**
- 4. New A1 retail will only be permitted at ground, lower ground floor and first floor levels, subject to the following criteria, to be secured by legal agreement where appropriate:**
  - a) no bespoke tailoring uses being lost;**
  - b) each retail unit being no larger than 300 sqm gross;**
  - c) the retail use should sell bespoke, unique, limited edition or one of a kind products; and**
  - d) the retail function should be complementary to the character and function of the Special Policy Area.**
- 5. Land use swaps will only be acceptable within the Special Policy Area where the other criteria within this policy are met, and where:**
  - a) there is no net loss of bespoke tailoring floorspace, outside of necessary minor alterations to facilitate the land use swap; and**

**b) the accommodation offered provides higher quality or larger bespoke tailoring space.**

**6. New residential use is not generally appropriate within the Special Policy Area and should be subordinate to the provision of more complimentary commercial uses, including offices. The requirement for residential from office floorspace as set out in Policy S1 Mixed Use in the Central Activities Zone sections (B) and (C) does not apply in the Special Policy Area.**

### **Reasoned Justification**

The Savile Row Special Policy Area (SPA) is home to a historic concentration of bespoke tailoring, with the street name in itself acting as a widely recognised international brand, synonymous with the unique and high quality bespoke and discreet, personal service it offers.

The core bespoke tailoring area is located on the eastern side of Savile Row, containing many of London's principal and oldest bespoke tailoring houses. Some of these buildings are former residential properties, with large basements and light wells, creating bright spaces for tailors to work, with workshops often visible from street level, in addition to retail elements which are mostly located at ground floor level. This mix of uses means that many of the bespoke tailors are classified as Sui Generis uses. The location close to the street also provides good access for vehicles transporting materials or finished garments, and encourages passing trade, while adding identity and interest to the streetscape through visible workshops and distinctive window displays.

The west side of Savile Row contains uses which are complimentary to bespoke tailoring. Here, several of the occupiers are also tailors offering bespoke services, however not all have workshops on site, and therefore fall within the A1 use class. The northern end of Savile Row contains a mix of uses which fit into the character and appearance of the area, including art galleries and further complimentary retail uses. The upper floors of buildings tend to be in use as offices, with few residential properties.

The pavements on Savile Row are narrow and therefore not suited to high volumes of retail footfall in the same way as neighbouring Oxford and Regent Street. Therefore, the historic use and function is fitting for the public realm and characteristics of the street, with visits on the whole being for a specific purpose, service or retailer, and not a multi-functional, high street type shopping environment.

A retail policy and estate management strategy for Savile Row has been established between the main landowners, The Pollen Estate and Savile Row Bespoke Association (association representing skilled craftsmen and associated artisan businesses), to manage uses and support the area's unique character. The strategy supports applications in the following categories: British bespoke tailoring, bespoke, individual and/or luxury goods and services (consistent with Savile Row's heritage and values) and other men's clothing, shoes and grooming.

Encouraging bespoke tailoring uses in the Savile Row SPA will continue to support this cluster of bespoke tailoring activities and the wider bespoke tailoring industry in Westminster and the UK. Directing bespoke tailoring to the ground floor and basements of buildings will also maintain an active frontage onto the street and will enhance the character and function of the SPA, while helping to preserve the special character of buildings in the area.

#### **POLICY CM2.4: ST JAMES'S SPECIAL POLICY AREA**

- 1. Development in the St James's Special Policy Area will complement and enhance the area's unique character and status accommodating prestigious and renowned buildings and functions.**
- 2. Existing private members' clubs and art galleries will be protected.**
- 3. The council will work with landowners to protect the existing niche luxury and specialist A1 retail floorspace at basement, ground and first floor level and encourage new niche luxury and specialist retail development, particularly those selling goods that fall into the following categories:**
  - a) Bespoke**
  - b) Unique or one of a kind**
  - c) Antique**
  - d) Limited edition**
- 4. The council may seek the re-provision of existing gallery space as part of development proposals, to be secured by legal agreement.**
- 5. New retail uses should be in keeping with the character and function of the street or area in which they are located, and where appropriate should sell items or offer services falling in the following categories:**
  - a) Bespoke**
  - b) Unique or one of a kind**
  - c) Antique**
  - d) Limited edition**
- 6. New art galleries and private members' clubs are supported and will be secured by legal agreement where appropriate.**

## **Reasoned Justification**

St James's is a prestigious location with a unique status and character with long standing international recognition. The area has a rich visual townscape with grand formal buildings including palaces, formal open spaces and the West End's first square.

St James's contains a historic concentration of private members' clubs, many of which date back several hundred years and nearly as far back as the founding of St James's itself, contributing significantly to the historic character and function of St James's as a centre of aristocracy and prestige. Many of the original clubs are located along St James's Street and Pall Mall, occupying and maintaining landmark listed buildings, which are an intrinsic part of the historic street pattern and rich visual townscape, which includes private palaces and the West End's first square.

This is also the case for many of the niche and bespoke retailers, many of which were founded around the same time as the gentleman's clubs, and are intrinsically linked in terms of the clientele they serve and the unique services on offer, for example in Jermyn Street and its associated arcades linking it to Piccadilly. Jermyn Street is renowned for shirt makers, grooming products and accessories including hatters and shoe makers amongst other uses, which are also found in the neighbouring streets and arcades, and also include wine merchants, tobacconists and other niche uses.

Art galleries have also been in existence in St James's for several hundreds of years. Central London is a major centre of the billion pound global art trade, with its focus in St James's and Mayfair, containing a significant concentration of internationally renowned auction houses, retail galleries and associated art related services. There are many retail art galleries in St James's, most are small independent businesses employing a number of specialist and skilled workers, while attracting clients from all over the world for the range of art on sale through galleries and fairs, and for the specialist skills and services on offer. The internationally renowned Christies auction house is also located in the centre of St James's, surrounded by commercial art galleries.

It is recognised that existing lawful A1 galleries may be able to change to other A1 uses without planning permission. The council will, however, use its powers to ensure that any uses at risk through redevelopment or other substantial works requiring planning permission are re-provided in replacement or refurbished buildings and that they will be subsequently protected by legal agreement.

## **POLICY CM2.5: MAYFAIR SPECIAL POLICY AREA**

- 1. Development in the Mayfair Special Policy Area will support and enhance its international reputation as a centre for the art trade, complemented primarily by other commercial uses.**



- 2. Existing art galleries and antiques trader uses will be protected. The council will generally seek the re-provision of existing gallery or antique trader space, or space historically used for such purposes, as part of development proposals, to be secured by legal agreement.**
- 3. New art galleries are encouraged and will be secured by legal agreement where appropriate.**
- 4. New retail uses should be in keeping with the character and function of the street or area in which they are located, and where appropriate should sell items or offer services falling in the following categories:**
  - a) Bespoke**
  - b) Unique or one of a kind**
  - c) Antique**
  - d) Limited edition**
- 5. The city council will work with landowners to protect and promote clusters of specialist retailers in Mayfair.**
- 6. New residential use is not generally appropriate within the Special Policy Area and should be subordinate to the provision of more complimentary commercial uses, including offices. The requirement for residential from office floorspace as set out in Policy S1 Mixed Use in the Central Activities Zone sections (B) and (C) does not apply in the Special Policy Area.**

### **Reasoned Justification**

The Mayfair Special Policy Area, along with St James's is the historic centre of the art market in London and the UK, as part of a truly global specialist trade. Mayfair contains many commercial art galleries, the internationally renowned Sotheby's and Bonham's auction houses on New Bond Street, and the Royal Academy of Arts on Piccadilly, which is one of the largest and most visited public art galleries in London. Most of the retail galleries are now found in the southern part of Mayfair, with clusters on Cork Street and parts of nearby Bruton Street, Bond Street and Albermarle Street. Large numbers were previously located on Bond Street and other parts of Mayfair, however many have been lost as international fashion retailers have moved into many premises.

The character and function of this area is therefore highly influenced by the art trade, with galleries being a long standing feature and draw of the area, providing attractive window displays while catering mainly for specialist high value retail visits, and not high street type shopping. Galleries are complimented by other retail uses including restaurants, cafes and some specialist retailers. The upper floors of buildings tend to

be occupied by offices, with relatively few residential units particularly around Cork Street.

The galleries in and around Cork Street are culturally significant, having provided many artists with breakthrough exhibition space, while providing attractive open frontages and displays, giving the area a special character and function due to their concentration and combined reputation. The galleries tend to be small businesses, but employ significant numbers of specialist and highly skilled workers in the art trade. Many have an international importance and catchment, attracting collectors from all over the world, as part of an international art trade valued at nearly £8 billion in sales (2009), of which Britain counts for nearly 30%. Mayfair is also the destination of choice for international art galleries, with many dealers from New York and America setting up branches in the area.

The council therefore wishes to protect and enhance this cluster of uses, which are economically and culturally significant. The area acts as an attraction for international visitors and investors. These uses attract visits of a specific, singular shopping purpose, similar to neighbouring Savile Row, and unlike the more high street shopping experience in other parts of London and the West End, where browsing and comparison shopping is more common.

Art galleries fall under one of two use classes, depending on their primary purpose and how they function: Class D1 Non-residential Institutions generally for the larger public viewing galleries, and Class A1 Retail for galleries whose primary function is the display of art for sale to the general public. It is recognised that existing lawful A1 galleries may be able to change to other A1 uses without planning permission. The council will, however, use its powers to ensure that any uses at risk through redevelopment or other substantial works requiring planning permission are re-provided in replacement or refurbished buildings and that they will be subsequently protected by legal agreement.

## PART VI: IMPLEMENTATION

FIGURE 56 MONITORING FRAMEWORK

HEADLINE OBJECTIVES	KEY INDICATORS' TOPICS	POLICY REF
<p>Objective 1: To accommodate sustainable growth and change that will contribute to <u>enhancing London's Westminster's</u> role as <u>the heart of a pre-eminent a-sustainable</u> world class city, <u>including building on</u> its internationally <u>renowned</u> business, retail, cultural, <u>tourism</u> and entertainment functions within the Central Activities Zone; <u>to support the unique economic breadth and diversity of the West End and its fringe areas including the Opportunity Areas</u>; whilst maintaining its unique and historic character, mix, functions, and townscapes.</p>	<p>Retail development in the West End Special Retail Policy Area (WESRPA), and other shopping centres, and outside shopping centres</p> <p>Hotel development by area</p> <p>Development of new arts and cultural uses by area</p> <p>Entertainment use development by area</p> <p>Development in Paddington, Victoria and Tottenham Court Road Opportunity Areas</p> <p>progress against housing and job targets; and delivery of key social and transport infrastructure identified in the plan policy</p> <p>Change in land uses in Special Policy Areas.</p> <p>Development affecting identified views.</p>	<p>1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 18, 20, 21, 22, 23, 24, 25, 26, 27, 33, <u>2.1, 2.2, 2.3, 2.4, 2.5, 47.1, 47.2</u></p>

# SUPPORTING INFORMATION

## APPENDIX 1: PROPOSALS SITES

The sites set out in this Appendix are of strategic importance to the delivery of Westminster's City Plan. It includes sites necessary for the delivery of major infrastructure projects, or for the regeneration of an area. It also includes major housing sites located within Flood Zone 3, and housing sites with the capacity for over 100 units, of which a failure to deliver within the plan period would have implications for the housing target and the housing trajectory.

### STRATEGIC SITES FOR PADDINGTON OPPORTUNITY AREA

RE F. No.	SITE	PREFERRED USES	AREA (HA)	MAJORITY OWNERSHIP	NOTES
1	Paddington Station, and Environs (including Paddington Mail Centre, W2)	Transport infrastructure	<del>5.90</del> <u>6.52</u>	Network Rail/ <del>Royal Mail</del> <u>Sellars</u>	Grade I listed station. Crossrail site. Subject to Planning Brief Supplementary Planning Document 2009. Coordinated with Transport for London. <b><u>Permission subject to completion of S106 legal agreement. Site sold, anticipated future application.</u></b>
2	St Mary's Hospital, Praed Street, W2	Teaching hospital. Also residential, leisure, offices and retail use.	<del>4.41</del> <u>4.44</u>	NHS / Imperial College	Contains two listed buildings. Principal existing uses are St Mary's Hospital, Imperial Medical College of Science, Technology and Medicine. Subject to Planning Brief Supplementary Planning Document.

3	North Westminster Community School site, North Wharf Road, W2	Priority to social and community. Residential also likely.	<del>1.5</del> <u>1.10</u>	City of Westminster	Subject to Planning Brief Supplementary Planning Document 2010. Planning permission granted <u>subject to S106</u> .
4	55- <del>65 67</del> North Wharf Road, W2	Offices, residential.	0.43	Derwent Valley	<del>Subject to planning permission granted, subject to the completion of a s106 legal agreement, for a mixed use development including offices, residential and retail (10<sup>th</sup> January 2008).</del> <u>Permission subject to S106.</u>
5	Dudley House, North Wharf Road and 139-147 Harrow Road, W2	Residential, community use and open space/ play space.	<del>0.35</del> <u>0.34</u>	City of Westminster	Subject to Planning Brief Supplementary Planning Document 2009. Housing Renewal site.
<u>A</u>	<u>1 Merchant Square</u>	<u>Residential, hotel</u>	<u>0.22</u>	<u>European Land Property Ltd</u>	<u>Permission granted.</u>
<u>B</u>	<u>6 Merchant Square</u>	<u>Residential, retail, social and community</u>	<u>0.28</u>	<u>European Land Property Ltd</u>	<u>Permission granted.</u>

## STRATEGIC SITES FOR VICTORIA OPPORTUNITY AREA

REF. No.	SITE	PREFERRED USES	AREA (HA)	MAJORITY OWNERSHIP	NOTES
6	Victoria Railway Station, SW1	Transport and commercial uses.	<del>4.76</del> <u>4.73</u>	Network Rail and Transport for London	Subject to Planning Brief Supplementary Planning Document. Within Flood Zone 3.

7	<del>Site bounded by Victoria Street, Buckingham Palace Road and Bressenden Place, SW1</del>	<del>Office, retail, theatre, café, restaurant, public house, hotel, residential and social and community</del>	<del>1.8</del>	<del>Land Securities</del>	<del>Subject to Planning Brief Supplementary Planning Document 2011. Within Flood Zone 3. Permission granted 2009. Compulsorily purchased in 2012.</del>
8	Terminus Place, Wilton Road/ Victoria Street, SW1	Offices, retail, transport.	<del>0.73</del> <u>0.55</u>	Transport for London	Subject to Planning Brief Supplementary Planning Document 2011. Within Flood Zone 3. <u>Covered by Crossrail 2 safeguarding.</u>
<u>C</u>	<u>Portland House</u>	<u>Residential, retail</u>	<u>1.13</u>	<u>LS Portland House Developer Ltd</u>	<u>Permission granted.</u>

## STRATEGIC SITES FOR TOTTENHAM COURT ROAD OPPORTUNITY AREA

REF. No.	SITE	PREFERRED USES	AREA (HA)	MAJORITY OWNERSHIP	NOTES
9	Tottenham Court Road Station (Eastern Ticket Hall): Site bounded by 1-23 Oxford St, 1-6 Falconberg Court, 157-165 Charing Cross Road including the Astoria Theatre - the Astoria site, WC2.	Transport use, retail, offices, residential.	0.32	Transport for London, Crossrail and Derwent Land	Crossrail site. Subject to Planning Brief Supplementary Planning Document 2009. Permission subject to S106.
10	Tottenham Court Road Station (Eastern Ticket Hall): 135-155 Charing Cross Road and 12	Theatre/ performance venue. Retail, offices and residential.	0.17	<u>Crossrail</u>	Crossrail site. Subject to Planning Brief Supplementary Planning Document 2009. Permission subject to S106.

	Sutton Row – the Goslett Yard site, WC2				
11	Tottenham Court Road Station (Western Ticket Hall): Site bounded by 91-101 Oxford Street, 93-102 Dean Street, 1-12 Great Chapel Street and Diadem Court, W1.	Crossrail infrastructure, retail, office and residential.	0.24	<u>Crossrail</u>	<del>Crossrail site. Subject to Planning Brief Supplementary Planning Document 2009. Permission subject to S106.</del>  <u>Crossrail ticket hall under construction with over-site development permission granted. Due to be completed by December 2018.</u>
12	4 -48 Oxford Street, 1-5 Tottenham Court Road, W1	Mixed land uses such as retail and office floorspace.	0.59	Land Securities/F rognall	Permission granted for part of site, <u>under construction.</u>
<del>13</del>	<del>35-50 Rathbone Place, Royal Mail West End Delivery/ Sorting Office and car park</del>	<del>Mixed use with residential</del>	<del>0.93</del>	<del>Great Portland Estates</del>	<del>Car park within Crossrail 2 safeguarding area.</del>

## STRATEGIC SITES FOR WEST END SPECIAL RETAIL POLICY AREA

REF. No.	SITE	PREFERRED USES	AREA (HA)	MAJORITY OWNERSHIP	NOTES
14	<del>354-358 Oxford Street, W1</del>	<del>Retail, residential.</del>	<del>0.35</del>	<del>London Underground Lines</del>	<del>LUL site. Subject to Planning Brief Supplementary Planning Document 2009. Permission granted.</del>



15	18-19 Hanover Square, W1	Transport use, office, residential, retail.	<del>0.21</del> <u>0.55</u>	Great Portland Estates	<del>Crossrail site. Subject to Planning Brief Supplementary Planning Document. Permission granted.</del>  <u>Crossrail ticket hall under construction with over-site development permission granted. Due to be completed by December 2018.</u>
16	65 Davies Street, W1	<del>Transport use, office. residential.</del>	<del>0.17</del> <u>0.16</u>	Grosvenor Estate	<del>Crossrail site. Subject to Planning Brief Supplementary Planning Document.</del>  <u>Crossrail ticket hall under construction with over-site development permission granted. Due to be completed by December 2018.</u>

## STRATEGIC SITES FOR NORTH WESTMINSTER ECONOMIC DEVELOPMENT AREA

REF. No.	SITE	PREFERRED USES	AREA (HA)	MAJORITY OWNERSHIP	NOTES
17	Paddington New Yard, W9	Transport Infrastructure	<del>6.98</del> <u>7.00</u>	National Rail/ Crossrail	Crossrail site <u>due to be completed by December 2018.</u> Subject to Planning Brief Supplementary Planning Document 2009, <u>due to be revised for post Crossrail development.</u>

18	The Travis Perkins Building, 149-157 Harrow Road.	Residential, commercial and community uses, open space.	<b><u>2.73</u></b> <b><u>1.01</u></b>	Travis Perkins and Westminster City Council	Subject to Planning Brief Supplementary Planning Document 2004.
19	Edgware Road Station, Chapel Street, NW1	Transport, infrastructure, and station improvements, housing, retail	<b><u>0.86</u></b> <b><u>1.02</u></b>	Transport for London	Subject to Planning Brief. Principal existing use: London Underground station.
20	Land bounded by 129-147 Church Street, 283-317 Edgware Road, 11-13 Paddington Green and Newcastle Place, (West End Green) W2	Retail, residential.	<b><u>0.56</u></b> <b><u>1.00</u></b>	<b><u>West End Green Properties Berkeley Homes</u></b>	<b><u>Subject to planning permission for supermarket, over 200 residential units, over 150 holiday let units (21/04/2004). Permission granted.</u></b>
21	Site bounded by Shroton Street, Cosway Street, Bell Street, and Stalbridge Street, NW1.	School or mix of residential and commercial uses if the school can be provided elsewhere and subject to Policy CS33	<b><u>0.3</u></b> <b><u>0.27</u></b>	Westminster City Council	Potentially capable of 35 new homes subject to addressing the 'in principle' requirements of Policy <b><u>CS33S34</u></b> . Subject to <b><u>draft</u></b> Planning Brief Supplementary Planning Document 2012. Housing Renewal site.

22	Site bounded by Luton Street, Bedlow Close, Capland Street, and 60 Penfold Street, NW8,	Extend sheltered housing and provide other new residential, social/ community floorspace, play space, new north/south link between Salisbury Street and Fisherton Street.	<del>0.5</del> <u>0.58</u>	Westminster City Council	Potentially capable of a net gain in 86 additional homes (102 new homes and 16 losses). Subject to draft Planning Brief Supplementary Planning Document 2012. Housing Renewal site.
23	Site bounded by Edgware Road, Hall Place and Crompton Street, known as Parsons House North, W2,	Residential and enhanced communal open space, alongside refurbishment of Parsons House.	<del>1.0</del> <u>0.58</u>	Westminster City Council	Potentially capable of providing 56 new homes. Subject to draft Planning Brief Supplementary Planning Document 2012. Housing Renewal site.
24	Site bounded by Lilestone Street and Lisson Grove, NW8.	Residential, social/ community floorspace and enhanced communal open space.	<del>1.3</del> <u>0.45</u>	Westminster City Council	<del>Potentially capable of providing 37 new homes, approximately 6,000sqm social/ community floorspace. Subject to draft Planning Brief Supplementary Planning Document 2012. Housing Renewal site.</del> <u>Permission granted.</u>
25	Westbourne Green, bounded by railway, Grand Union canal and Westbourne Green Park	Residential, social/ community floorspace including a nursery, retail.	<del>0.8</del> <u>14.6</u> <u>4</u>	Westminster City Council	Subject to Planning Brief Supplementary Planning Document 2004. Housing Renewal site.
<u>D</u>	<u>Land at 291 Harrow Road and 1 and 2 Elmfield Way</u>	<u>Residential, amenity and play space</u>	<u>0.53</u>	<u>Westminster City Council</u>	<u>Permission granted.</u>

## STRATEGIC SITES WITHIN FLOOD ZONE 3

REF. No.	SITE	PREFERRED USES	AREA (HA)	MAJORITY OWNERSHIP	NOTES
26	<del>Chelsea Barracks, Chelsea Bridge Road, SW1</del>	<del>Residential, community and local services including shops and green open space for play. Hotel use is likely to be acceptable in principal as part of the mix of uses.</del>	<del>5.15</del>	<del>Qatari Diar</del>	<del>Subject to Planning Brief Supplementary Planning Document 2006.</del>
27	Queen Alexandra Military Hospital, John Islip Street, SW1	Residential, cultural and office use, green open play space.	1.00	Trustees of Tate Gallery	Existing use for administrative and storage purposes for Tate Britain.
28	Ebury Bridge	Residential, social/ community floorspace, refurbished retail and improved public realm	<del>1.9</del> <u>1.88</u>	Westminster City Council	<del>Potentially capable of 265 new homes and 164 refurbished homes.</del> —Housing Renewal site. <u>Permission subject to S106.</u>

29	Southern Westminster	Residential including sheltered care, retail and social/ community including refurbishment of school.	<del>0.9</del> <u>1.14</u>	Westminster City Council	Housing Renewal site.
<u>E</u>	<u>33 Horseferry Road</u>	<u>Residential, retail</u>	<u>0.60</u>	<u>GMN No 2 Ltd</u>	<u>Permission granted.</u>
<u>F</u>	<u>Development Site At Ergon House Horseferry Road And 9 Millbank</u>	<u>Residential, retail</u>	<u>0.62</u>		<u>Permission granted.</u>

STRATEGIC HOUSING SITES (OUTSIDE THE 3 OPPORTUNITY AREAS, NORTH WESTMINSTER ECONOMIC DEVELOPMENT AREA, AND FLOOD ZONE 3)

REF. No.	SITE	PREFERRED USES	AREA (HA)	MAJORITY OWNERSHIP	NOTES
30	St. John's Wood Barracks, NW8	Residential with community uses.	<del>2.13</del> <u>1.86</u>	<u>St John's Wood Square Ltd</u>	<del>Proposed/estimated 140 residential units.</del> <u>Permission granted.</u>
<del>31</del>	<del>Arundel Great Court, Strand, WC2</del>	<del>Offices, residential, hotel, retail</del>	<del>1.2</del>	<del>Land Securities</del>	<del>Proposed/estimated 151 residential units.</del>
<del>32</del>	<del>38-44 Lodge Road NW8</del>	<del>Residential</del>	<del>0.73</del>		<del>Proposed/estimated 120 residential units.</del>
33	Tollgate Gardens	Residential	<del>1.44</del> <u>1.22</u>	Westminster City Council	Housing Renewal site. <u>Permission granted.</u>
34	Knightsbridge / Hyde Park Barracks	Residential	<u>1.15</u>		Change of use from barracks to residential, including full on-site provision of affordable housing and the full range of housing sizes.

## ASSETS OF SURFACE INTEREST (CROSSRAIL LINE 2)

The following sites are proposed Crossrail 2 works sites, subject to Secretary of State decision, rather than sites for redevelopment.

REF. No.	SITE	PREFERRED USES	AREA (HA)	MAJORITY OWNERSHIP	NOTES
<u>G</u>	<u>Ebury Gate and Belgrave House</u>	<u>Crossrail 2 works site</u>	<u>1.22</u>	<u>Network Rail</u>	
<u>H</u>	<u>Lower Grosvenor Gardens</u>	<u>Crossrail 2 works site</u>	<u>0.29</u>	<u>Grosvenor Estate</u>	<u>Safeguarded March 2015, subject to review winter 2015/2016.</u>
<u>I</u>	<u>Chelsea Barracks</u>	<u>Crossrail 2 works site</u>	<u>0.10</u>	<u>Qatari Diar</u>	<u>Part of eastern corner safeguarded for Crossrail 2 works site.</u>
<u>J</u>	<u>Rathbone Place / Evelyn Yard</u>	<u>Crossrail 2 works site</u>	<u>0.64</u>	<u>Western portion – Royal Mail Eastern portion – private</u>	
<u>K</u>	<u>Shaftsbury Avenue (Cinema)</u>	<u>Crossrail 2 works site</u>	<u>0.47</u>	<u>Private</u>	
<u>L</u>	<u>Victoria Coach Station – Departures Terminal</u>	<u>Crossrail 2 works site</u>	<u>1.44</u>	<u>Transport for London</u>	
<u>M</u>	<u>Terminal House, Buckingham Palace Road</u>	<u>Crossrail 2 works site</u>	<u>0.15</u>	<u>Network Rail</u>	

# APPENDIX 5: UNITARY DEVELOPMENT PLAN POLICIES REPLACED BY WESTMINSTER'S CITY PLAN

Policy	Title
STRA 1	World Class City Status
STRA 2	Capital City Status
STRA 3	Westminster's Central Area
STRA 4	Mixed Use Development
STRA 5	Regeneration and Economic Development
STRA 6	Public and Private Sector Partnerships
STRA 7	Planning Obligations and Benefits
STRA 8	Paddington Special Policy Area
STRA 9	Special Policy Areas
STRA 10	Shopping in Westminster
STRA 11	Shopping in the West End and Knightsbridge International Shopping Centres
STRA 12	Tourism, Hotels and Visitor Attractions
STRA 13	Arts, Culture and Entertainment
STRA 14	Protecting and Providing Housing
STRA 15	A Variety of Housing Types
STRA 16	The Residential Environment
STRA 17	Noise
STRA 18	Crime and Security
STRA 19	Local Community Services
STRA 21	Walking, Cycling and Public Transport
STRA 22	Reducing the Environmental Effects of Transport
STRA 23	Reducing Traffic Congestion and Improving Safety
STRA 24	Servicing, Delivery and Collection
STRA 26	Improving Access to Facilities and Buildings
STRA 27	Standards of Design
STRA 28	Conservation Areas and the World Heritage Site
STRA 29	Listed Buildings, Historic Parks and Gardens, and Archaeology
STRA 30	Views and High Buildings
STRA 31	The River Thames and Canals
STRA 35	Waste Management and Recycling
STRA 36	Metropolitan Open Land and Open Space
STRA 37	Nature Conservation and Biodiversity



<b>Policy</b>	<b>Title</b>
STRA 39	Taking Enforcement Action
CENT 2	The Central Activities Zone Frontages
<b><u>COM 6</u></b>	<b><u>Provision for Institutional Uses</u></b>
<b><u>COM 12</u></b>	<b><u>Retention of Wholesale Showrooms</u></b>
H 1	Preventing the Loss of Housing
H 9	Sites for Gypsies
<b><u>SOC 5</u></b>	<b><u>Private Medical Facilities and the Harley Street Special Policy Area</u></b>
SS1	Protecting A1 Retail
SS2	Protecting Non-A1 Retail
SS 15	Servicing
PSPA 1	Encouraging Area-Wide Regeneration
PSPA 2	Ensuring Mixed Use Development
PSPA 3	Ensuring a Mix of Business Use
PSPA 5	Transport in the PSPA
PSPA 6	Ensuring a High Quality Sustainable Environment
PSPA 7	Retaining and Improving St Mary's Hospital Facilities
ENV 11	Waste Management

# GLOSSARY

<u>Art Galleries</u>	<u>Galleries for the public exhibition of art. They fall under one of two use classes, depending on their primary purpose and how they function. Art galleries that serve only the purpose of displaying and exhibiting artists' work to the public are considered to be Class D1 Non-residential Institutions, whilst galleries whose primary function is the display of art for sale to the general public are considered to be Class A1 Shop in accordance with the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.</u>
Institutional Use	Non-governmental institutions such as professional, research and development, cultural, learned and education, charitable institutions and trade federations. <u>These are considered to be <i>sui generis</i> uses in accordance with the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.</u>

# REFERENCES

~~Wholesale Showroom uses in Westminster (2009) Westminster City Council.~~

# APPENDIX 3 SPECIAL POLICY AREAS SUPPORTING INFORMATION

## CONTENTS

Evidence for proposed deletion of East Marylebone Special Policy Area

Appendix 1: Boundary of East Marylebone Special Policy Area 2007

Appendix 2: Wholesale Showrooms in the East Marylebone SPA 2008

Appendix 3: Wholesale Showrooms in the East Marylebone SPA 2015

Appendix 4: Letter and Wholesale Showroom Survey sent May 2015

Appendix 5: Letter regarding Wholesale Showroom survey sent July 2015

Appendix 6: E-Business newsletter September 2015

Appendix 7: Summary of responses to Wholesale Showroom Survey 2015

# SUPPORTING INFORMATION:

## Evidence for proposed deletion of East Marylebone Special Policy Area

1. This document sets out evidence to support the proposed deletion of the East Marylebone Special Policy Area (SPA).
2. The East Marylebone Special Policy Area (SPA) has protected wholesale showrooms for a number of years. Appendix 1 shows the boundary designated in the Unitary Development Plan adopted in 2007. The council undertook a survey of wholesale showrooms in the area in 2008, published in 'Wholesale Showroom uses in Westminster'<sup>1</sup>. This identified a decline in the number of wholesale showrooms in the area, and recommended that the boundary of the SPA be amended to cover the main cluster of showrooms. The map at Appendix 2 shows the wider Unitary Development Plan boundary, the proposed amended boundary, and the location of remaining and vacant showrooms in both areas. The number of wholesale showrooms within the more widely drawn Unitary Development Plan SPA had declined from 148 premises in 2000 to 96 in 2008, the amended SPA boundary then contained 60 showrooms where there was a core concentration of premises. The amended boundary was included in the Core Strategy adopted in 2011, and carried forward to Westminster's City Plan adopted 2013.
3. Council officers carried out a further survey of wholesale showrooms in the adopted SPA in 2015 which recorded a further decline of 19 premises, with the existing number now at 41 (including eight vacancies), as shown in the map and list attached at Appendix 3.

**TABLE 1:**

<b>Number of wholesale showrooms</b>	<b>2000</b>	<b>2008</b>	<b>2008</b>	<b>2015</b>
	<i>Located in wider UDP SPA boundary</i>		<i>Located in City Plan SPA boundary</i>	
<b>OCCUPIED</b>	-	85	56	33
<b>VACANT</b>	-	11	6	8
<b>TOTAL</b>	148	96	60	41

<sup>1</sup> Wholesale Showroom uses in Westminster (2009) Westminster City Council.

[http://transact.westminster.gov.uk/docstores/publications\\_store/East\\_Marylebone\\_Showroom\\_Survey\\_2007\\_2008.pdf](http://transact.westminster.gov.uk/docstores/publications_store/East_Marylebone_Showroom_Survey_2007_2008.pdf)

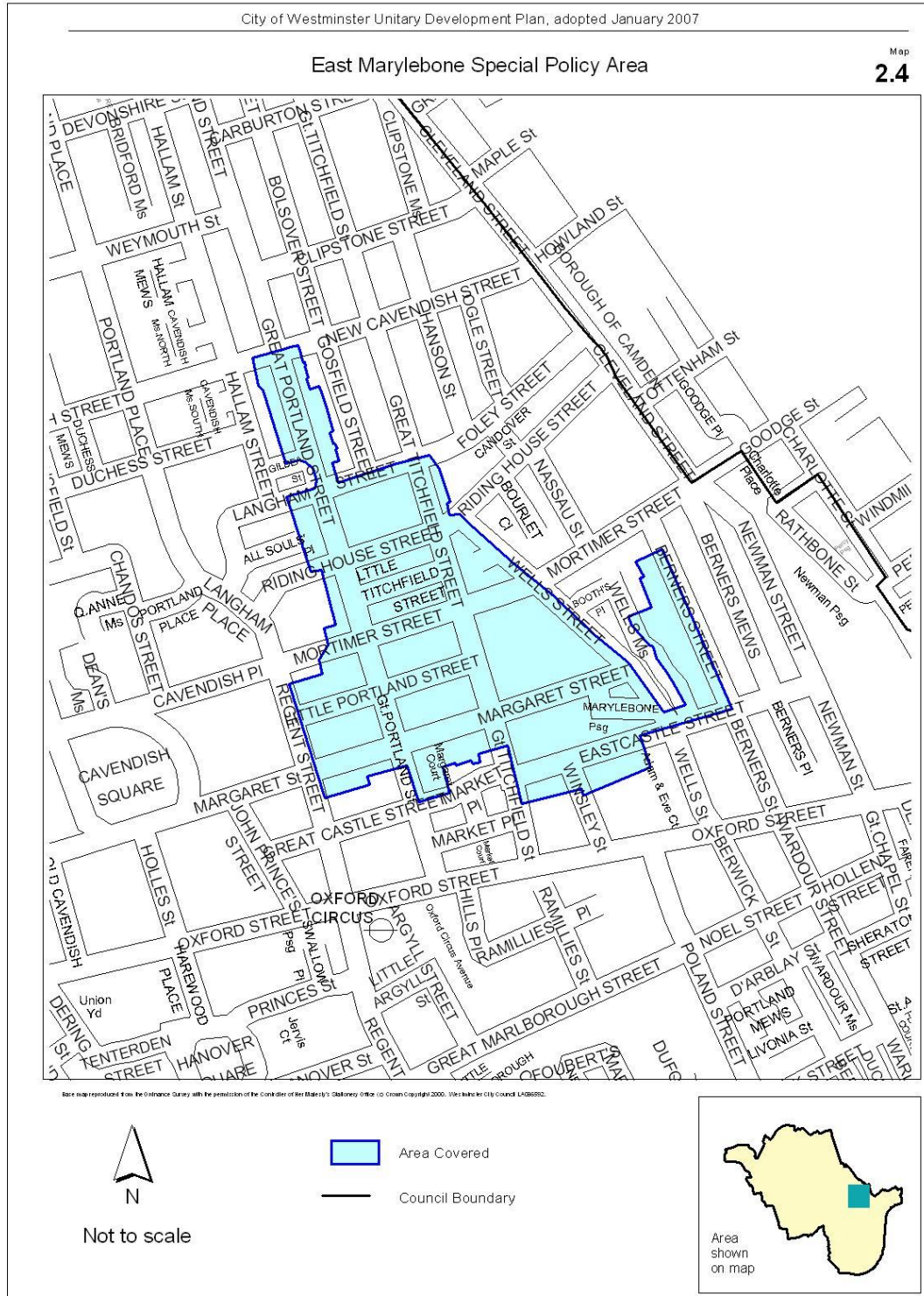
4. Officers contacted existing showrooms in the SPA to seek their views on the future policy approach for the area. A letter inviting occupiers to a meeting and including a short survey (Appendix 4) was sent in May 2015 to 47 premises, to existing wholesale occupants and to premises which had previously been used as wholesale showrooms and where the current use was unclear. This was followed up by a further letter in July (Appendix 5), and an online survey was included in a business newsletter emailed to over 5000 subscribers in September (Appendix 6).

5. Nine responses were received in total, eight from within the East Marylebone SPA (24% response from existing wholesale premises), and one outside of the SPA. A summary of responses is found at Appendix 7. All responses came from fashion wholesalers (one also jewellery wholesaler). The most important factors for them to stay in the area are the central location (7 responses) and proximity to other wholesale showrooms (5 responses). 8 responses considered their central London location was very or fairly important, with one responding that it was not important at all. 5 responses indicated they were considering relocation, with a further 2 responses undecided. The main reasons for considering moving from the area are the cost of renting premises and the lack of business. Also mentioned was travel and parking issues and business rates.

# Appendix 1

## Boundary of East Marylebone Special Policy Area 2007

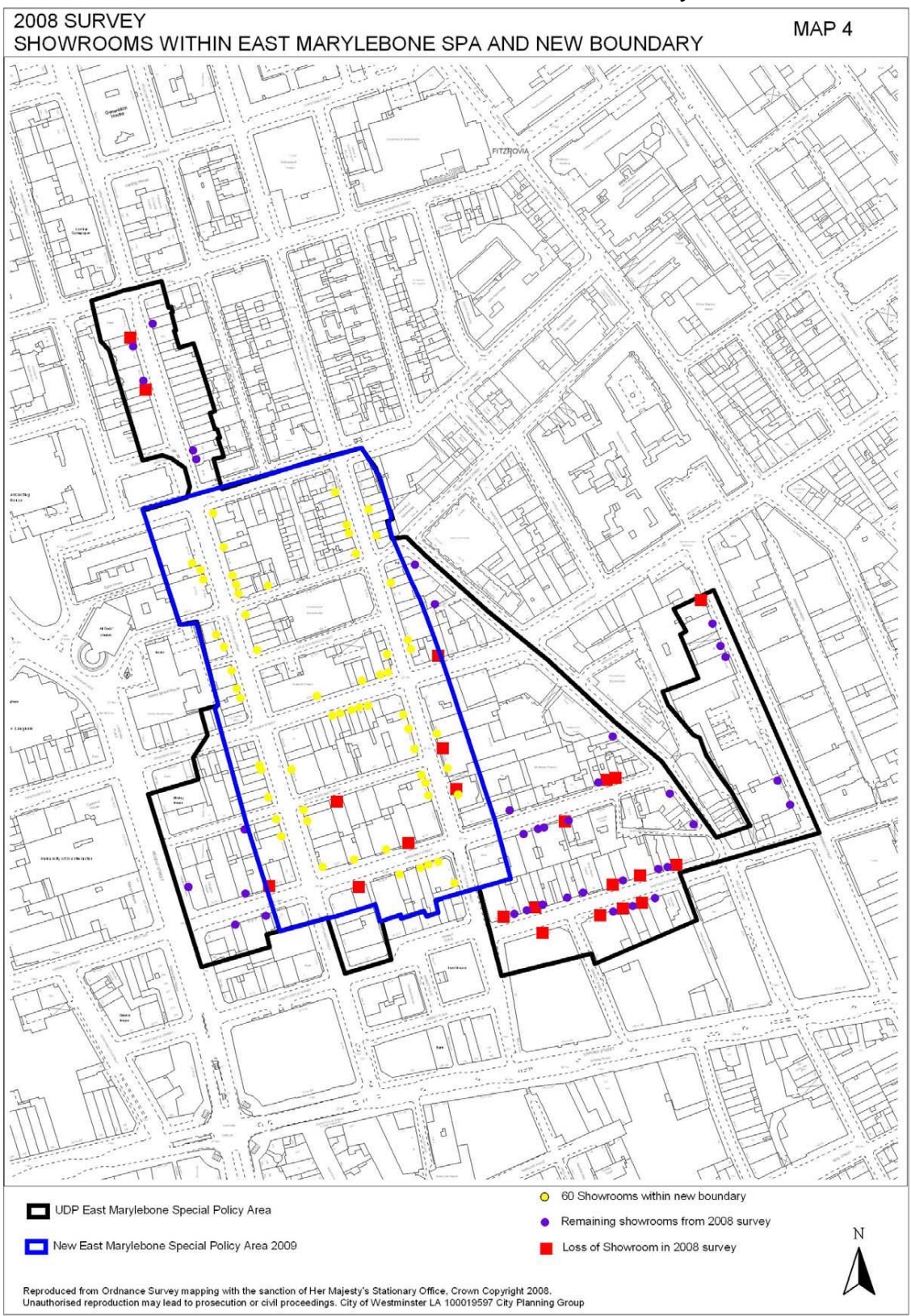
### Unitary Development Plan policy boundary





# Appendix 2

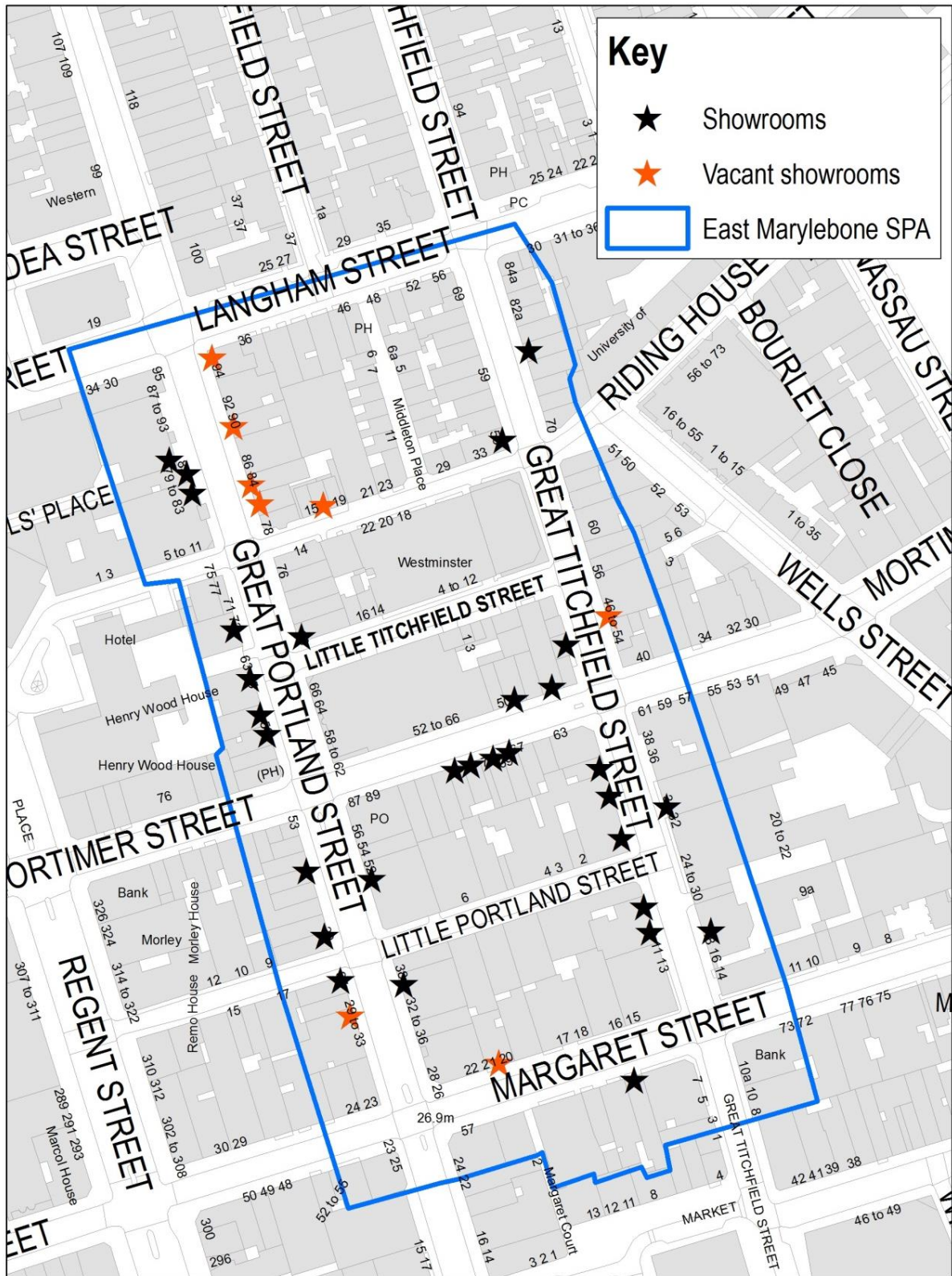
## Location on Wholesale Showrooms in the East Marylebone SPA 2008





# Appendix 3

## Location on Wholesale Showrooms in the East Marylebone SPA 2015



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Wholesale showrooms identified in 2015

1	32	GREAT PORTLAND STREET	
2	33	GREAT PORTLAND STREET	vacant
3	37	GREAT PORTLAND STREET	
4	39	GREAT PORTLAND STREET	
5	40	GREAT PORTLAND STREET	
6	49	GREAT PORTLAND STREET	
7	59	GREAT PORTLAND STREET	
8	61	GREAT PORTLAND STREET	
9	65	GREAT PORTLAND STREET	
10	68	GREAT PORTLAND STREET	
11	71-73	GREAT PORTLAND STREET	
12	80	GREAT PORTLAND STREET	vacant
13	82	GREAT PORTLAND STREET	vacant
14	83	GREAT PORTLAND STREET	
15	85	GREAT PORTLAND STREET	
16	87	GREAT PORTLAND STREET	
17	88	GREAT PORTLAND STREET	vacant
18	94	GREAT PORTLAND STREET	vacant
19	14-18	GREAT TITCHFIELD STREET	
20	15-17	GREAT TITCHFIELD STREET	
21	15-19	GREAT TITCHFIELD STREET	
22	23	GREAT TITCHFIELD STREET	
23	23-31	GREAT TITCHFIELD STREET	
24	32	GREAT TITCHFIELD STREET	
25	33	GREAT TITCHFIELD STREET	
26	37	GREAT TITCHFIELD STREET	
27	46	GREAT TITCHFIELD STREET	vacant
28	53	GREAT TITCHFIELD STREET	
29	78	GREAT TITCHFIELD STREET	
30	19	MARGARET STREET	
31	20	MARGARET STREET	vacant
32	65	MARGARET STREET	
33	44	MORTIMER STREET	
34	46	MORTIMER STREET	
35	48	MORTIMER STREET	
36	50	MORTIMER STREET	
37	69	MORTIMER STREET	
38	71	MORTIMER STREET	
39	73	MORTIMER STREET	
40	75	MORTIMER STREET	
41	17B	RIDING HOUSE STREET	vacant

# Appendix 4

Letter and wholesale showroom survey sent May 2105

Policy, Performance and Communications  
Please reply to: Collette Willis  
Direct Line / Voicemail: 020 7641 2387  
Fax: 020 7641 3050  
Email: [cwillis@westminster.gov.uk](mailto:cwillis@westminster.gov.uk)  
Date: 1 May 2015

The Occupier  
xxxxx  
London W1

Dear Sir/Madam

## **Wholesale Showrooms in East Marylebone**

You may be aware that the city council has long standing planning policies to protect wholesale showroom uses in parts of East Marylebone in its local plan for the area (see map overleaf).

The city council is reviewing this policy as part of an overall review of the local plan. We have carried out surveys in the area over a number of years and have recognised that the numbers of wholesale showrooms has declined. We would therefore like to explore with you and other wholesale showroom occupiers the future approach to planning for this part of East Marylebone.

To help us in this I would be grateful if you could complete the short questionnaire either online at [www.surveygizmo.com/s3/2121217/Wholesale-Showroom-Survey](http://www.surveygizmo.com/s3/2121217/Wholesale-Showroom-Survey) or complete the attached survey and return to the FREEPOST address provided **by Monday 18 May.**

I would also like to invite you to a meeting to hear your views on the future of wholesale showrooms in East Marylebone. **If you can attend a meeting on Thursday 21 May at 6pm at City Hall, or would like to discuss any issues, please can you respond to Collette Willis on 020 7641 2387 / [cwillis@westminster.gov.uk](mailto:cwillis@westminster.gov.uk)**

I look forward to hearing from you.

Yours faithfully

Collette Willis

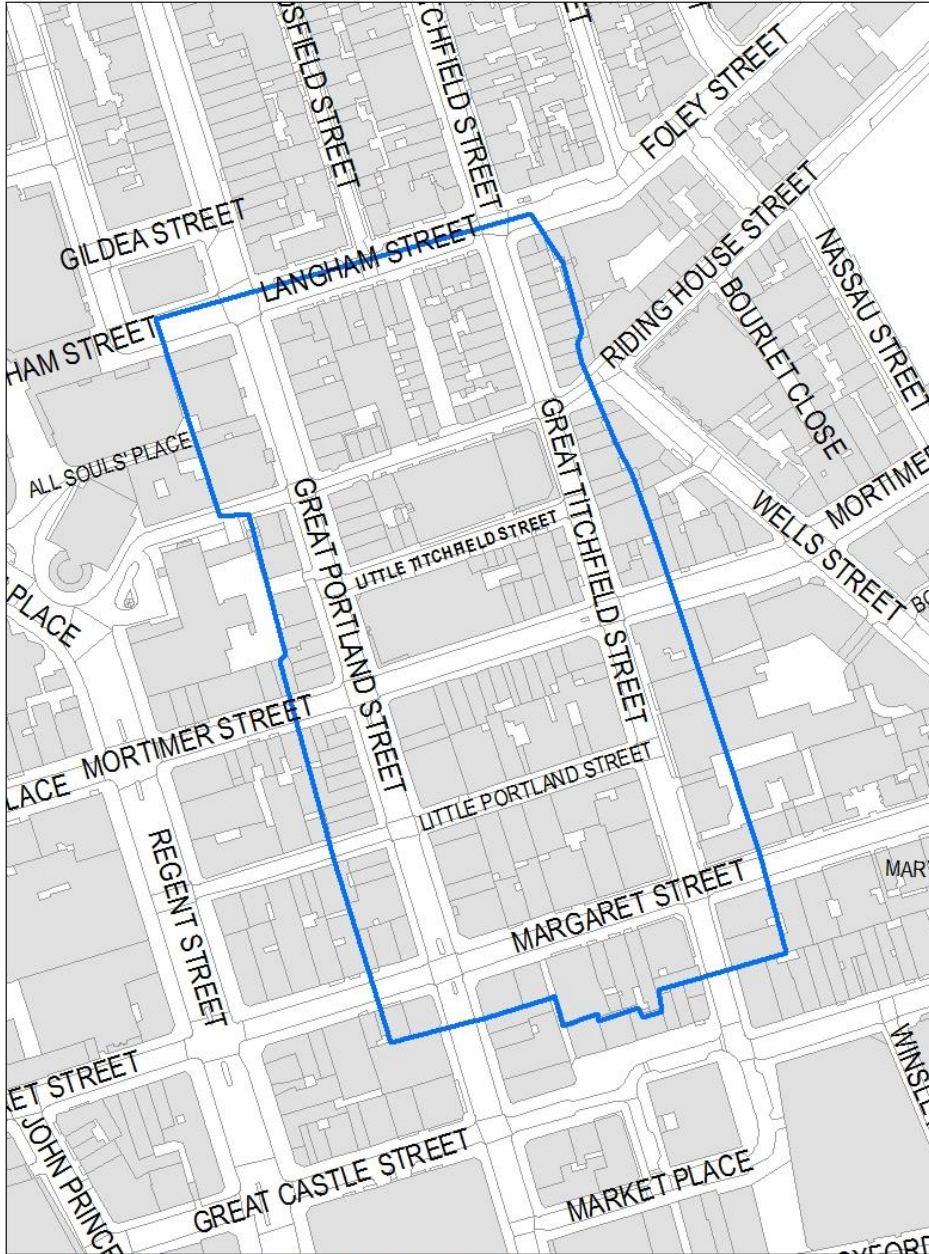
Principal Policy Officer

Policy, Performance and Communications

Westminster City Council



# East Marylebone Special Policy Area



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J10\_City Planning Group/6/Showrooms 2007/Showrooms 2015



ASPIRATION

CHOICE

HERITAGE

## Wholesale Showroom Survey

---

### Wholesale Showrooms Survey

Thank you for taking the time to complete this short survey. If you have any questions about this please email Collette Willis - [cwillis@westminster.gov.uk](mailto:cwillis@westminster.gov.uk). **This survey will close on Monday 18th May at 5pm.**

Please return paper copies of this survey to the below address:

Wholesale Showroom Survey  
FREEPOST LON 17563  
19th Floor  
64 Victoria Street  
London  
SW1E 6QP

#### 1) Please complete the details below.

Name of business:

---

Address: \_\_\_\_\_

---

Telephone Number:

---

Email address:

---

Website:

---

Person completing questionnaire:

---

Position in company:

---

**2) How long have you occupied your current premises?**

- Under a year
- 1 to 5 years
- 5 to 10 years
- More than 10 years

**3) What is the main business of your wholesale showroom? (please tick one category)**

- Fashion
  - Jewellery
  - Furniture
  - Other (please specify):
- 

**4) How many floors of the building does your company occupy? Please tick all that apply.**

- Basement
- Ground floor
- 1st floor
- 2nd floor
- 3rd floor
- 4th floor or above

**5) How many people are employed at your showroom?**

**6) Where are your suppliers located? Please tick all that apply.**

- London (please tell us which area in London):

Rest of the UK (please tell us which area in the UK):

Outside the UK (please tell us which area outside of the UK):

**7) Where are your wholesale customers located? Please tick all that apply.**

London (please tell us which area in London):

Rest of the UK (please tell us which area in the UK):

Outside the UK (please tell us which area outside of the UK):

**8) What are the most important factors keeping you in the area? Tick all those that apply.**

The central location

Proximity of other wholesale showroom uses

Proximity to Oxford Street and other internationally famous shopping streets

Other reasons (please specify):

---

**9) How important is it for you to have a central London location?**

Very important

Fairly important

Not very important

Not at all important

Other (please specify):

---

**10) If you are considering moving out of this area or closing your business, what are the main reasons? Tick as many categories as apply.**

Lack of business

Lack of suitable space

Cost of renting premises

Lack of local facilities

Other reasons (please specify):

---

**11) If you are considering moving out of this area, do you have a preferred alternative area. If so, where?**

**12) If you have any other information which you think would be useful for Westminster City Council to understand the nature of the wholesale showroom companies in East Marylebone, please feel free to comment.**

**13) Are you able to attend a meeting on Thursday 21st May at 6pm at City Hall, 64 Victoria Street, London, SW1E 6QP?**

Yes I can attend

No I cannot attend

**14) If you can attend, please ensure you have left your contact details so we know who is going to attend the meeting.**

Name: \_\_\_\_\_



Contact details (address/phone or email):

---

If you have any questions about this or wish to discuss any issues please email Collette Willis - [cwillis@westminster.gov.uk](mailto:cwillis@westminster.gov.uk) or call 0207 641 2387.

Thank you for taking part

# Appendix 5

Letter regarding Wholesale Showroom survey sent July 2105

*Map and survey attached as in May letter Appendix 4*

Policy, Performance and Communications  
Please reply to: Collette Willis  
Direct Line / Voicemail: 020 7641 2387  
Fax: 020 7641 3050  
Email: [cwillis@westminster.gov.uk](mailto:cwillis@westminster.gov.uk)  
Date: 23 July 2015

The Occupier  
xxxxx  
London W1

Dear Sir/Madam

## **Wholesale Showrooms in East Marylebone**

You may be aware that the city council has long standing planning policies to protect wholesale showroom uses in parts of East Marylebone in its local plan for the area (see map overleaf).

The city council is reviewing this policy as part of an overall review of the local plan. We have carried out surveys in the area over a number of years and have recognised that the numbers of wholesale showrooms has declined.

We previously contacted you in May to seek your views on the future approach to planning for this part of East Marylebone. We would like to give you a further opportunity comment, and would be grateful if you could complete the short questionnaire either online at [www.surveygizmo.com/s3/2121217/Wholesale-Showroom-Survey](http://www.surveygizmo.com/s3/2121217/Wholesale-Showroom-Survey) or complete the attached survey and return to the FREEPOST address provided **by Friday 28 August**.

If you would like to discuss any issues, please can you respond to Collette Willis on 020 7641 2387 / [cwillis@westminster.gov.uk](mailto:cwillis@westminster.gov.uk)

I look forward to hearing from you.

Yours faithfully  
Collette Willis  
Principal Policy Officer  
Policy, Performance and Communications  
Westminster City Council

# Appendix 6

To ensure you continue to receive our emails, please add [businessnewsletter@westminster.gov.uk](mailto:businessnewsletter@westminster.gov.uk) to your address book

## Business News

Regular news and information for you and your business from Westminster City Council

**In this edition: Prepare for the Rugby World Cup / Apply for start-up investment / Win spa vouchers**

### Prepare for the Rugby World Cup

On Friday the Rugby World Cup launches in the UK, with games taking place right across London – from Twickenham to the Olympic Park.

Details for travel to and from the capital can be found on the [official Rugby World Cup site](#) and [Transport for London](#) will keep Londoners updated throughout September and October.

Businesses around Paddington Station are being advised that many fans for the England v Wales game at Twickenham on 20th September will be travelling home later than usual, so expect some disruption around the area up until 1am.

[More information](#)

### Apply now for investment from TrueStart

London-based accelerator [TrueStart](#) is looking for the next big ideas and talent in the retail and consumer space.

Apply for [The Collection AW15](#) and you could benefit from six months structured support at TrueStart, plus investment of up to £50,000. Applications close on 20th September.

## E-Business newsletter September 2015

Keep your business pest and vermin free with the council's pest control service

The team offers annual contracts or one-off services, carried out by an experienced and discreet pest control officer. The service also includes ongoing advice on maintaining a pest-free building, including from our bird control specialist on protecting buildings from bird damage.

[More information](#)

### Get business updates on London New Year's Eve

If you work near the New Year's Eve event, access to your business may be affected by restrictions or road closures. [Check this map](#) to see if your business falls within the event area.

The Greater London Authority will send out regular updates to affected businesses. You can [sign up to their newsletter here](#).

[More information](#)

### Have your say on the future of wholesale showrooms

If you run a wholesale showroom we want to hear from you. [Complete our survey](#) and help us get a better picture of the current pressures and trends in the sector.

The results of the survey will feed into our [review of planning policies](#), particularly whether to retain special protection for wholesale showrooms in East Marylebone. The survey closes on 30th September.

[Complete the survey](#)

### Daily recycling collections for businesses

From 21st September our commercial waste service will offer a daily collection service for mixed recycling in all commercial streets in Bayswater, Paddington, Victoria, Knightsbridge and Primro.

As part of this new recycling service we're offering large discounts to businesses in the area. Quote "Daily Recycling Offer" when your order over the phone - 020 7641 6180.

[More information](#)

# Appendix 7

## Summary of responses to Wholesale Showroom Survey 2015

1	How long have you occupied your current premises?					
	Under a year	1 -5 years	5-10 years	10 or more years		
	1	2	1	5		
2	What is the main business of your wholesale showroom?					
	Fashion	Jewellery	Furniture	Other		
	9	1 (fashion and jewellery)	0	0		
3	How many floors of the building does your company occupy?					
	basement	Ground	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup> and above
	8	9	0	0	0	0
4	How many people are employed at your showroom?					
	2	3	5	7		
	2	2	4	1		
5	Where are your suppliers located?					
	London	Rest of UK		Outside the UK		
	0	2		9		
6	Where are your wholesale customers located?					
	London	Rest of UK		Outside the UK		
	8	8		9		
7	What are the most important factors keeping you in the area?					
	the central location	proximity of other wholesale showroom uses	proximity to Oxford Street and other internationally famous shopping streets	other reasons		
	7	5	2	<ul style="list-style-type: none"> <li>• Been here long</li> <li>• Well known area worldwide</li> </ul>		
8	How important is it for you to have a central London location?					
	Very important	Fairly important	Not very important	Not at all important	Other	
	6	2	0	1	-	
9	If you are considering moving out of this area or closing your business. What are the main reasons?					
	lack of business	lack of suitable space	cost of renting premises	lack of local facilities	other reasons	
	5	1	7	-	<ul style="list-style-type: none"> <li>• Travel costs and hassle</li> <li>• Business rates</li> <li>• parking</li> </ul>	

10	If you are considering moving out of this area, do you have a preferred alternative area. If so, where?			
	Yes	Undecided	No	No response
	5	2	1	1
	Alternative locations cited: <ul style="list-style-type: none"> <li>• West London</li> <li>• Soho, Old Street, Clerkenwell</li> <li>• Park Royal</li> <li>• W1</li> <li>• Manchester</li> </ul>			
11	If you have any other information which you think would be useful for the city council to understand the nature of the wholesale showroom companies in East Marylebone, please feel free to comment.			
	<p><i>"Cash and carry is really over"</i></p> <p><i>"no passing trade"</i></p> <p><i>"business rates too extortionate"</i></p> <p><i>"More showrooms in the area will attract more customers to come"</i></p> <p><i>"cancelling the congestion charge would help greatly"</i></p>			