

CITY OF WESTMINSTER			
PLANNING APPLICATIONS SUB COMMITTEE	Date 10 th October 2017	Classification For General Release	
Report of Director of Planning		Ward(s) involved West End	
Subject of Report	38 Grosvenor Square, London, W1K 2HN		
Proposal	Use of the building as an event space for a temporary 18 month period (Sui Generis).		
Agent	Gerald Eve		
On behalf of	Grosvenor West End Properties Ltd		
Registered Number	17/06287/FULL	Date amended/ completed	14 July 2017
Date Application Received	14 July 2017		
Historic Building Grade	Grade II *		
Conservation Area	Mayfair		

1. RECOMMENDATION

Grant conditional permission for a temporary period of 18 months

2. SUMMARY

The site lies on the southern side of Grosvenor Square. The building has been vacant since March 2017 having previously been occupied by the Indonesian Embassy.

Permission is sought for the use of the property as an event space for a temporary period of 18 months. The application is speculative with no specific operator identified. The intention is that the building would be used to host events such as product launches, fashion shows/catwalks, photoshoots and art exhibitions. It is anticipated that each event could run for a few days or over a few weeks. The entrance main stairwell and first floor reception room are considered to be the primary spaces to be used.

The key issues for consideration are:

- i) The impact of the proposed use on the character and function of the area
- ii) The impact on residential amenity

An Operational Management Statement (OMS) has been submitted as part of the application. The main points in the OMS are:

- The principle function of the space is to act as a blank canvas which brands can use flexibly
- Designated rooms will be used for back of house storage and event production

- The space will be either open to the public (free or ticketed) or on an invite only basis
- Each event will be managed by a dedicated team
- Opening times are 7.00am and 12.00 (midnight) including loading and in and out time
- Security door staff will be present at all times
- Numbers of visitors will fluctuate dependant on the event. It is estimated that between 5 - 50 people will enter and depart over an hour at 'peak times'. Both day time and evening events will not accommodate more than 300 people on the premises at one time
- Waste collection will be from Adams Row at the rear of the site
- Deliveries will take place from on weekdays from Grosvenor Square.

In response to consultations an objection was initially received from the Mayfair Residents Group, however this has subsequently been withdrawn. An objection has been received from a resident of a flat in an adjacent building to potential noise and vehicular congestion post events and requesting that deliveries are restricted to after 8am on weekdays and 9am at weekends.

This part of Mayfair is mixed use in character comprising primarily commercial offices although the building is flanked by a hotel and a residential block. The US Embassy building is located on the western side of the square, which is to be converted into another hotel. There are residential properties at the rear of the site on Adams Row. Policies S22 of the adopted City Plan and TACE 5 of the UDP seek to encourage new tourism, arts and cultural facilities within the Central Activities Zone subject to the uses not resulting in an adverse impact on residential amenity or traffic. Use of the building as an events space would also accord with the aim to support the economic vitality and diversity of the Core CAZ and is considered acceptable in principle in accordance with City Plan Policy S1.

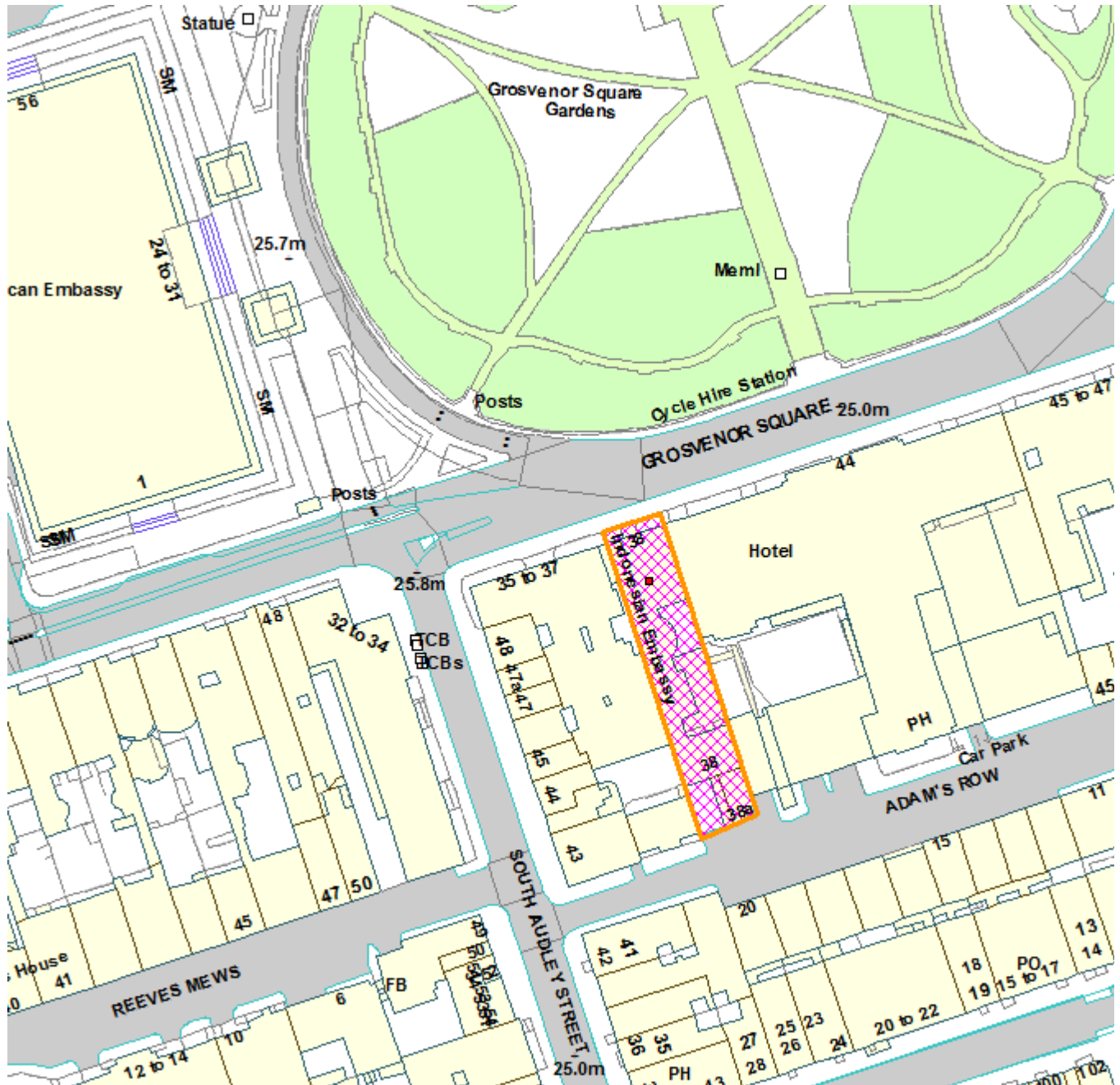
The nature of the proposed use means that the intensity of how the building will be used is likely to vary significantly depending on the particular user at any given time. Although no primary cooking is proposed, use as a flexible event space may at times include entertainment facilities. The proposal is not however for a large entertainment facility in which alcohol will be the main offer. The provision of alcohol would be controlled by licensing. Subject to the use operating in accordance with the submitted management plan which as summarised above would restrict opening hours to between 7am and midnight and includes a requirement that security staff are present at all times, the use is considered acceptable as it would be neither harmful to the character and function of the area or residential amenity.

The Highways Planning Manager advises that servicing the use is not expected to generate a significant level of servicing and the servicing requirements would be adequately accommodated on Grosvenor Square. In the light of this it is not considered that servicing hours should be restricted to after 8am on weekdays and 9am at weekends as requested by the objector. It is however recommended that servicing does not commence before 7am daily, which can be dealt with by condition. A condition is also recommended which would require the main entrance to be from Grosvenor Square with Adams Row being used only as a secondary means of escape and for refuse collection.

The building is an 18th Century townhouse which is Grade 2 * listed with a particularly fine interior. The proposal involves the removal of a glazed partition in the entrance hall. This is a crude 1986 addition required as a screen by the Embassy. The removal of it is welcomed and does not require a separate application for listed building consent.

Subject to appropriate conditions the use is considered to be acceptable in accordance with adopted UDP and City Plan Policies.

3. LOCATION PLAN



4. PHOTOGRAPHS



5. CONSULTATIONS

RESIDENTS SOCIETY OF MAYFAIR & ST. JAMES'S

No response received

HIGHWAYS PLANNING

No objection

CLEANSING

Request that permission is subject to a condition requiring details of refuse storage

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 65; Total No. of replies: 3

No. of objections: 1 (Initially two objections were received, one was subsequently withdrawn.)

One letter of objection on the following grounds:

* Noise nuisance particularly post events, traffic blockages especially late night after events

* Deliveries should not be before 8am (9am at weekends)

PRESS ADVERTISEMENT / SITE NOTICE: Yes

6. RELEVANT HISTORY

Planning permission and listed building consent granted 7 July 1986 for the demolition and rebuilding of part of the rear building to provide a basement and part three and four storey extension, refurbishment and internal alteration to the main building, all for use by the Indonesian Embassy. This permission was granted on a personal basis for the use by the Indonesian Embassy only.

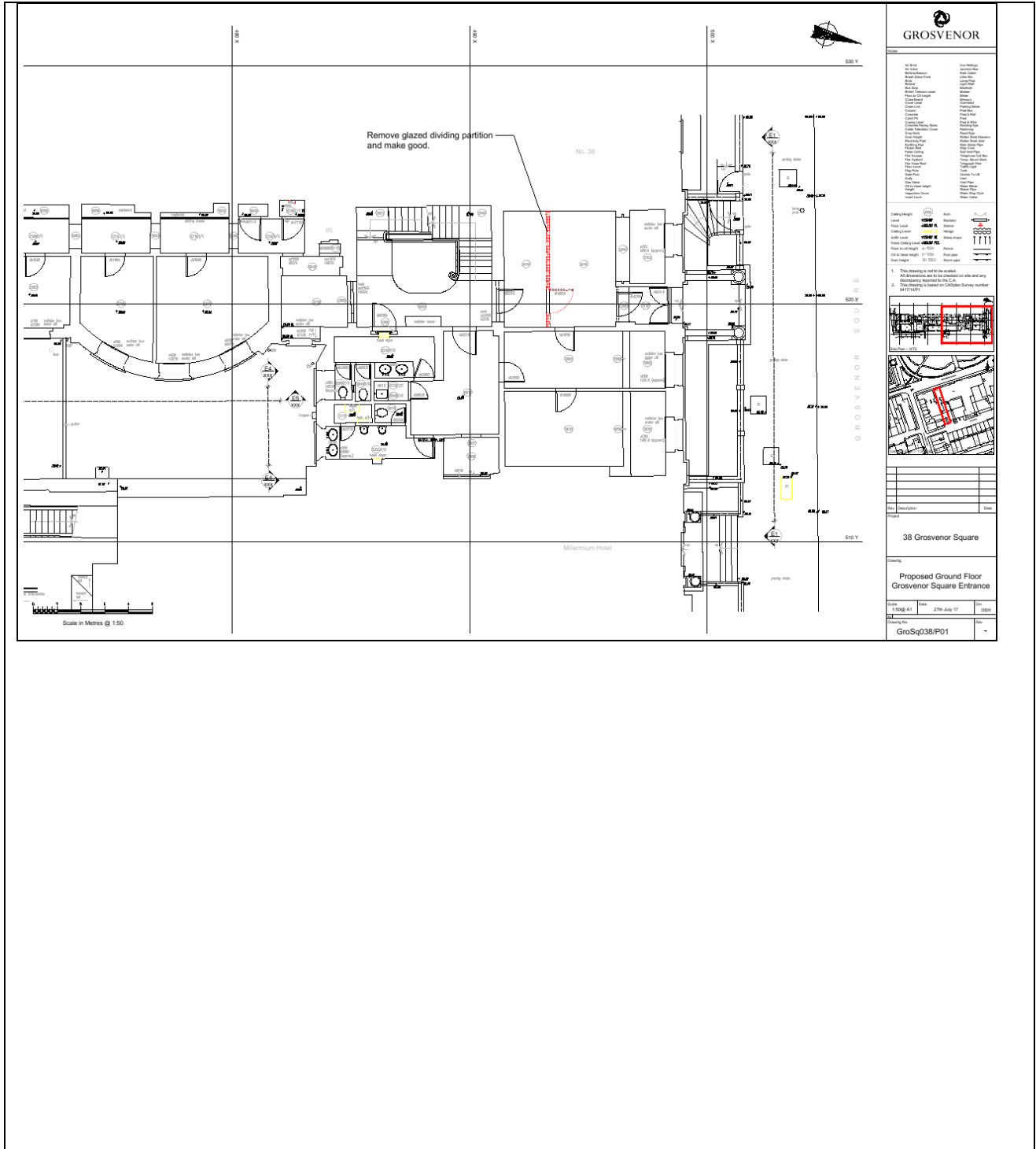
7. BACKGROUND PAPERS

1. Application form and Operational Management Statement dated July 2017.
2. Memorandum from Highways Planning Manager dated 16 August 2017.
3. Memorandum from Cleansing Manager dated 1 August 2017.
4. Letters from The Mayfair Residents Group - 29A Brook Street, London, dated 25 July 2017, and 13 September 2017.
5. Letter from occupier of Flat 18, 35-37, Grosvenor Square, dated 14 August 2017.

(Please note: All the application drawings and other relevant documents and Background Papers are available to view on the Council's website)

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT PLEASE CONTACT THE PRESENTING OFFICER: JO PALMER BY EMAIL AT jpalme@westminster.gov.uk

8. KEY DRAWINGS



DRAFT DECISION LETTER

Address: 38 Grosvenor Square, London, W1K 2HN,

Proposal: Use of the building as an event space for a temporary 18 month period (Sui Generis).

Plan Nos: Location plan dated 27 April 2017

Case Officer: Mike Walton

Direct Tel. No. 020 7641 2521

Recommended Condition(s) and Reason(s) or Reason(s) for Refusal:

- 1 The development hereby permitted shall be carried out in accordance with the drawings and other documents listed on this decision letter, and any drawings approved subsequently by the City Council as local planning authority pursuant to any conditions on this decision letter.

Reason:

For the avoidance of doubt and in the interests of proper planning.

- 2 The use as an event space allowed by this permission can continue until 31st March 2019. After that the land must return to its previous condition and use. (C03AA)

Reason:

So that we can assess the effect of the use and make sure it meets policy S1 of our Unitary Development Plan that we adopted in January 2007. (R03CB)

- 3 The use of the premises as an event space shall not commence before 07.00 or after 00.00 (midnight) each day. (C12AD)

Reason:

To protect the environment of people in neighbouring properties as set out in S24, S29 and S32 of Westminster's City Plan (November 2016) and ENV 6, ENV 7 of our Unitary Development Plan that we adopted in January 2007. (R12AC)

- 4 The use of the property as an event space shall be carried out in accordance with the Management Plan dated July 2017.

Reason:

To protect the environment of people in neighbouring properties as set out in S24, S29 and S32 of Westminster's City Plan (November 2016) and ENV 6, ENV 7 of our Unitary Development Plan that we adopted in January 2007. (R12AC)

- 5 Access to the premises shall be from Grosvenor Square the entrance on Adams Row shall only be used for refuse collection and as a secondary means of escape.

Reason:

To protect the environment of people in neighbouring properties as set out in S24, S29 and S32 of Westminster's City Plan (November 2016) and ENV 6, ENV 7 of our Unitary Development Plan that we adopted in January 2007. (R12AC)

- 6 You must apply to us for approval of details of how waste is going to be stored on the site. You must not start work on the relevant part of the development until we have approved what you have sent us. You must then provide the waste store in line with the approved details, and clearly mark it and make it available at all times to everyone using the building. You must not use the waste store for any other purpose. (C14CD)

Reason:

To protect the environment and provide suitable storage for waste as set out in S44 of Westminster's City Plan (November 2016) and ENV 12 of our Unitary Development Plan that we adopted in January 2007. (R14BD)

- 7 You must not cook raw or fresh food on the premises. (C05DA)

Reason:

To prevent a use that would be unacceptable because of the character and function of this part of the Mayfair Conservation Area. This is in line with S25 of Westminster's City Plan (November 2016) and DES 9 of our Unitary Development Plan that we adopted in January 2007. (R05FC)

- 8 Details of a crowd management scheme shall be submitted to and approved by the City Council prior to the use commencing. The use shall then be carried out in accordance with the approved details.

Reason:

To protect the environment of people in neighbouring properties as set out in S24, S29 and S32 of Westminster's City Plan (November 2016) and ENV 6, ENV 7 of our Unitary Development Plan that we adopted in January 2007. (R12AC)

- 9 All servicing of the building shall take place between 07.00 and 18.00 daily

Reason:

To protect the environment of people in neighbouring properties as set out in S24, S29 and S32 of Westminster's City Plan (November 2016) and ENV 6, ENV 7 of our Unitary Development Plan that we adopted in January 2007. (R12AC)

Informative(s):

- 1 In dealing with this application the City Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our statutory policies in Westminster's City Plan

(November 2016), Unitary Development Plan, Supplementary Planning documents, planning briefs and other informal written guidance, as well as offering a full pre application advice service, in order to ensure that applicant has been given every opportunity to submit an application which is likely to be considered favourably. In addition, where appropriate, further guidance was offered to the applicant at the validation stage.

- 2 You are advised that removal of the internal partition at ground floor level as shown on drawing number GroSq038/P01 does not require listed building consent.
- 3 You may need to get separate permission under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 if you want to put up an advertisement at the property. (I03AA)
- 4 Please contact our Cleansing section on 020 7641 7962 about your arrangements for storing and collecting waste. (I08AA)
- 5 This permission does not allow any work which would change the outside appearance of the property. (I18AA)