

CITY OF WESTMINSTER			
PLANNING APPLICATIONS SUB COMMITTEE	Date 17 October 2017	Classification For General Release	
Report of Director of Planning		Ward(s) involved West End	
Subject of Report	Pitch 1633, Regent Street, London, W1B 5BQ,		
Proposal	Installation of a retail kiosk (Class 1A) adjacent to 52 Regent Street		
Agent	Capital Kiosks Co Ltd		
On behalf of	Mrs Jeanette Foster		
Registered Number	17/06624/FULL	Date amended/ completed	25 July 2017
Date Application Received	25 July 2017		
Historic Building Grade			
Conservation Area	Regent Street		

## 1. RECOMMENDATION

Refuse permission : Unacceptable in design terms

## 2. SUMMARY

The site is on the northern side of Regent Street at its southern end, close to Piccadilly Circus. The existing pitch is on the highway, at a distance of 4.1m from the main building line of 52 Regent Street, adjacent to an arcade entrance where the building steps forward. At present a small removable kiosk occupies part of the pitch. Planning permission has not previously been required for this kiosk as it is not a permanent structure, which could be removed overnight. The pitch has a street trading licence. Permission is sought for a new street trading kiosk which would remain in situ outside trading hours. The proposed new kiosk is slightly larger than existing and would occupy the whole of the pitch.

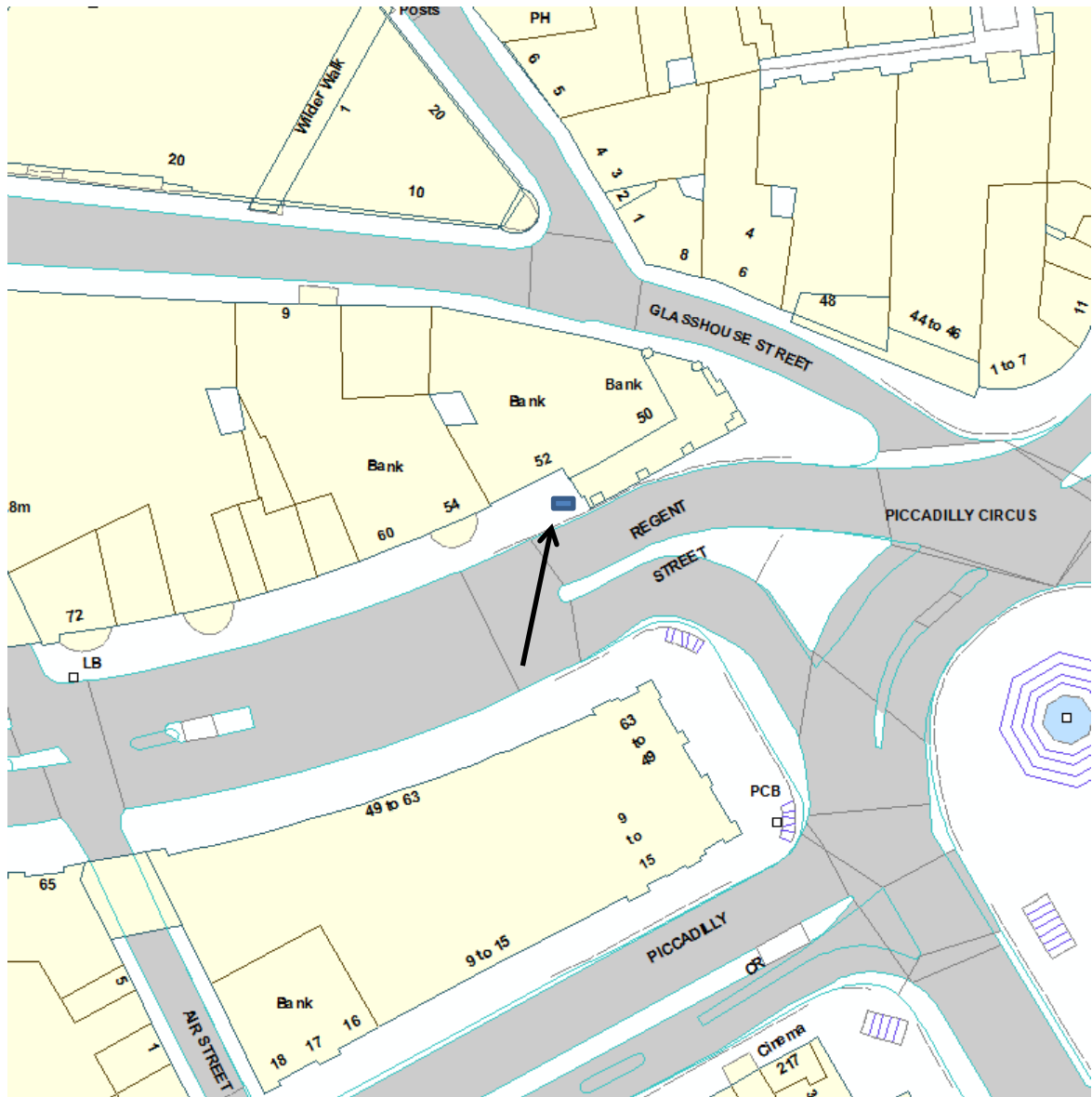
In design terms this is a sensitive location directly in front of listed buildings on Regent Street and close to Piccadilly Circus. Because of its design and location, the permanent installation of the street trading kiosk would harm the setting of adjacent listed buildings on the north side of Regent Street, including 50-52 Regent Street, and would fail to maintain or improve (preserve or enhance) the character and appearance of the Regent Street Conservation Area.

This would not meet S25 and S28 of Westminster's City Plan: Strategic Policies adopted November 2013 and DES 1, DES 7, DES 9 and DES 10, and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007.

With regards to the impact on pedestrian movements, an objection has been received from the Soho Society that due to the high footfall, the location would result in an obstruction. The Highways Planning Manager has not however objected as there is 4.1m between the edge of the kiosk and the building line of 52 Regent Street. This complies with the adopted Westminster Way and is sufficient space to ensure that the kiosk would not cause an obstruction to pedestrian movement.

The Highways Planning Manager has advised that as there is only 900mm between the kiosk and kerb edge, this is insufficient space to serve customers on that side of the kiosk. Had the application been considered acceptable in design terms, a condition would have been recommended requiring a change to design of the kiosk which would prevent serving on the southern side closest to the kerb.

### 3. LOCATION PLAN



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## 4. PHOTOGRAPHS



## 5. CONSULTATIONS

### SOHO SOCIETY

Comment that the new design is an improvement but the location causes an obstruction due to high footfall

### CLEANSING

No objection

### HIGHWAYS PLANNING - DEVELOPMENT PLANNING

No objection on the basis that the kiosk is no bigger than the existing pitch.

Comment that as the kiosk should not be open on both sides and there is only 900mm kiosk and kerb edge, which is insufficient space to serve customers

### ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted:7 Total No. of replies: 1 -

One neutral comment requesting information regarding the location and the proximity to a Reiss department store.

PRESS ADVERTISEMENT / SITE NOTICE: Yes

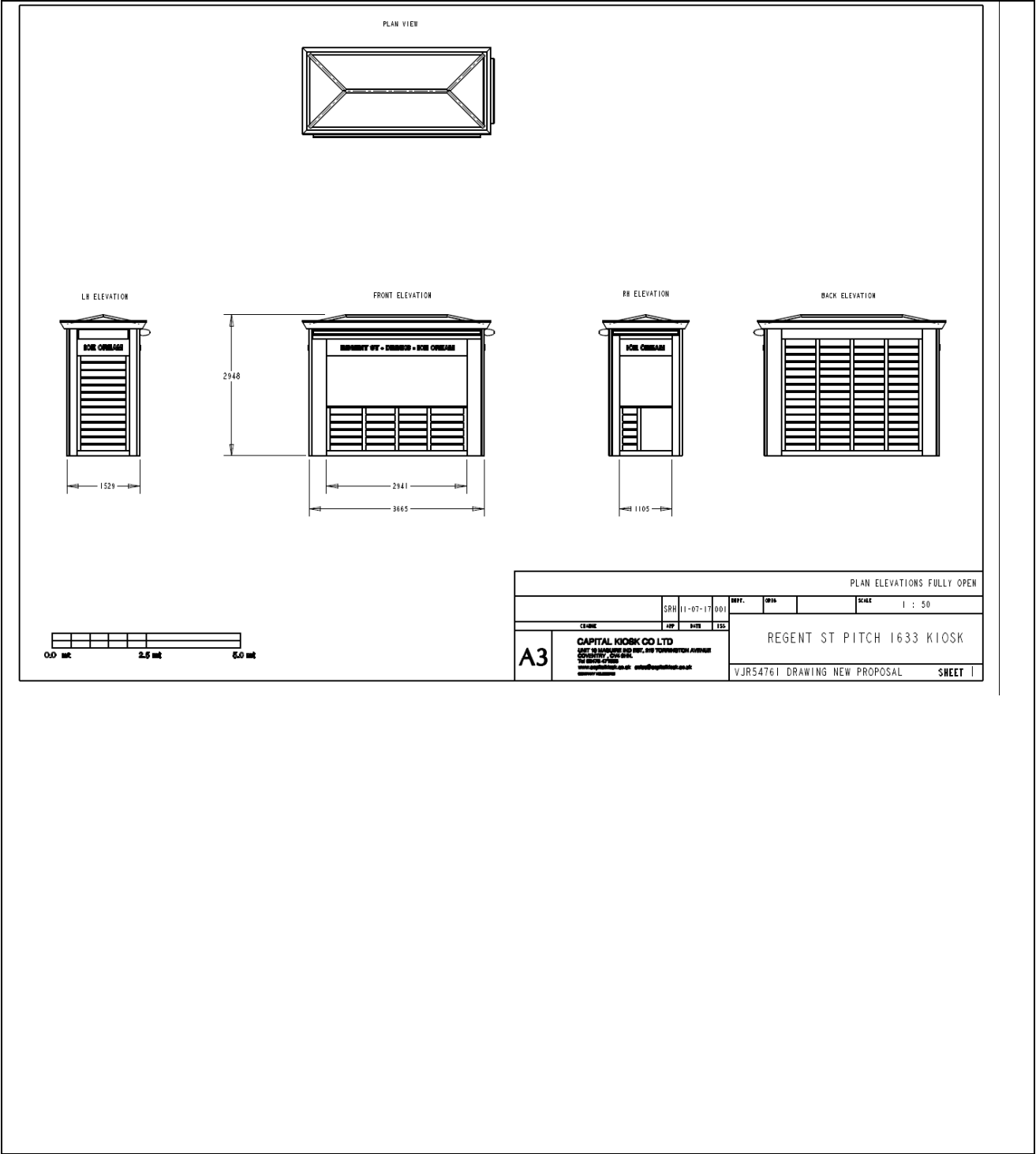
## 6. BACKGROUND PAPERS

1. Application form
2. Letter from occupier of Reiss - Head Office, 12 Picton Place, dated 2 August 2017
3. Letter from occupier of The Soho Society, St. Anne's Church Tower, dated 10 August 2017
4. Memorandum from Cleansing dated 10 August 2017
5. Email from Highways Planning Manager dated 29 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: PAUL QUAYLE BY EMAIL AT [pquayle@westminster.gov.uk](mailto:pquayle@westminster.gov.uk)

7. KEY DRAWINGS



**DRAFT DECISION LETTER**

**Address:** Pitch 1633, Regent Street, London, W1B 5BQ,  
**Proposal:** Installation of a retail kiosk (Class 1A) adjacent to 52 Regent Street  
**Reference:** 17/06624/FULL  
**Plan Nos:** CKC A1633, VJR54761

**Case Officer:** Mike Walton

**Direct Tel. No.** 020 7641 2521

**Recommended Condition(s) and Reason(s)**

- Reason:
- 1 Because of its design and location, the permanent installation of the street trading kiosk would harm the setting of adjacent listed buildings on the north side of Regent Street, including 50-52 Regent Street, and would fail to maintain or improve (preserve or enhance) the character and appearance of the Regent Street Conservation Area. This would not meet S25 and S28 of Westminster's City Plan: Strategic Policies adopted November 2013 and DES 1, DES 7, DES 9 and DES 10, and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007. (X16AC)

Please note: the full text for informatives can be found in the Council's Conditions, Reasons & Policies handbook, copies of which can be found in the Committee Room whilst the meeting is in progress, and on the Council's website.