

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 1701, New Bond Street, London, W1S 3SU,		
Proposal	Installation of a free standing retail kiosk (Class A1).		
Agent	Turley		
On behalf of	New West End Company		
Registered Number	17/06592/FULL	Date amended/ completed	25 July 2017
Date Application Received	25 July 2017		
Historic Building Grade	Unlisted		
Conservation Area	Mayfair		

## 1. RECOMMENDATION

Grant conditional permission for a temporary period of one year

## 2. SUMMARY

The site is on the eastern side of New Bond Street in a small pedestrianised area south of Clifford Street and north of Grafton Street. The public realm in Old and New Bond Streets is the subject of a City Council enhancement scheme. This proposal forms part of that scheme. The pedestrianised space between Clifford Street and Grafton Street is to be paved in York stone and various types of granite, consistent with the scheme for both streets. The adjacent Allies bench sculpture, installed in 1995, is to be reinstated when the works are complete in a slightly adjusted position. A new mature tree will be put in the southern part of the space, with a bench alongside it. The two way cycle route is retained, and the existing cycle racks and CCTV pole relocated away from the space.

The existing heritage style kiosk will be replaced by a bespoke kiosk. This is of modern design, but with references to Classical precedents. The kiosk is a rectangular structure with a tall lantern feature at its north end which acts as a small landmark.

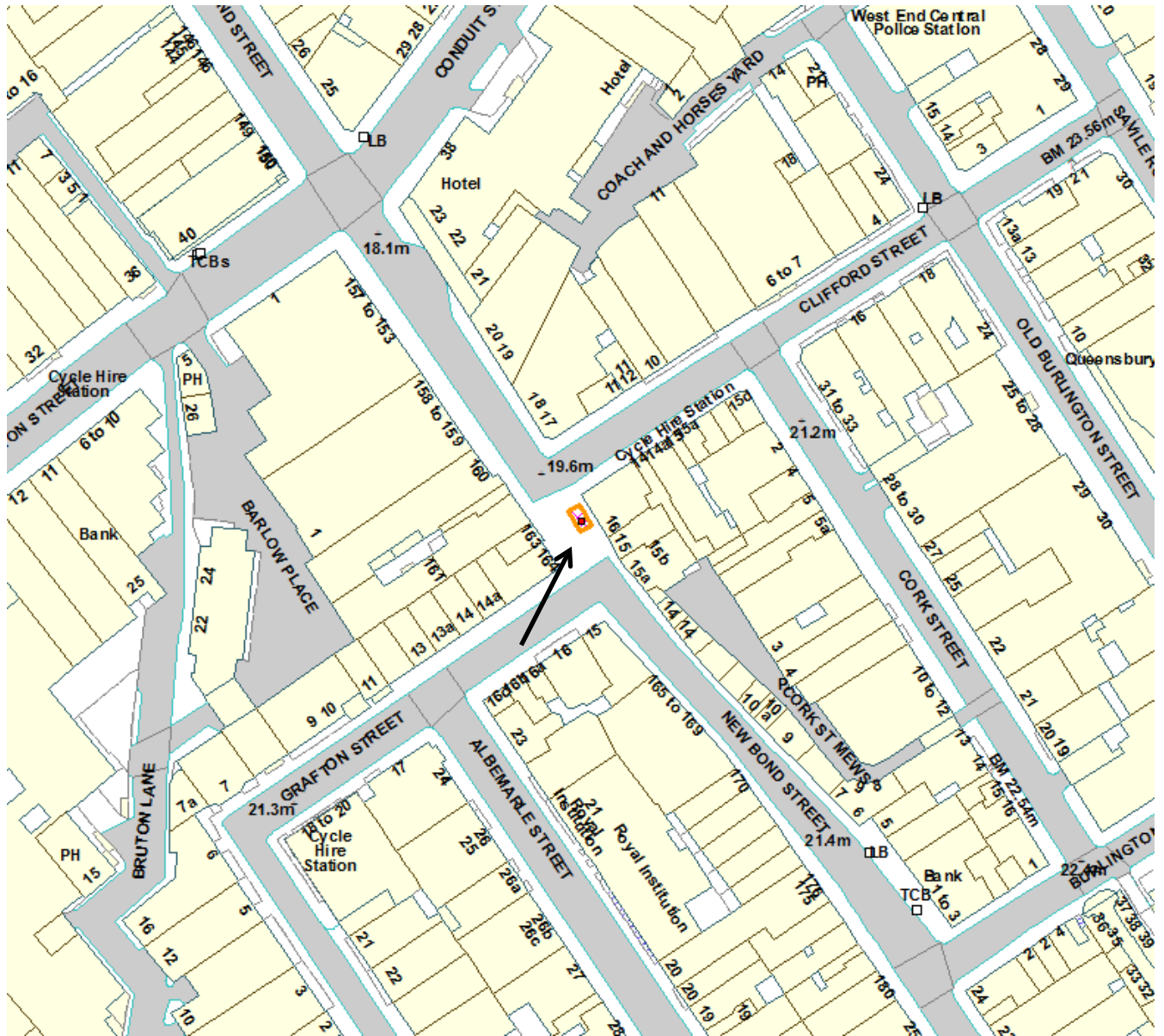
The kiosk has bi-folding doors on its east side (the trading frontage) and south side. The north side has a smaller opening with two sliding shutters. The west side is solid, with cast floral relief. A small solid canopy runs around the kiosk on the east and south sides, over the main openings.

The kiosk is constructed using three types of reconstituted stone/concrete. These are a light grey acid etched concrete, a light grey terrazzo/polished concrete and a green polished terrazzo/concrete. These materials are considered acceptable in principle, and if planning permission is to be granted, samples should be required for submission and approval.

It is considered that this is a high quality design which will contribute positively to the scheme for the Bond Streets improvements, and to the character and appearance of the Mayfair Conservation Area. The scheme complies with the City Council's urban design and conservation policies, including strategic policies S25 and S28, and Unitary Development Plan policies including DES 1, DES 7 and DES 9.

No objections have been received and the Highways Planning Manager has confirmed that the kiosk would not result in an obstruction to pedestrian movements. It is recommended that permission is granted for a temporary period of one year, as is normal practice with kiosks on the highway, so the situation can be continually assessed and reviewed.

### 3. LOCATION PLAN



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## 4. PHOTOGRAPH



Fig 19. West elevation of existing kiosk



Fig 21. North Elevation of existing kiosk



## 5. CONSULTATIONS

RESIDENTS SOCIETY OF MAYFAIR & ST. JAMES'S

Any response to be reported verbally

CLEANSING

No objection

HIGHWAYS PLANNING

No objection

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED:

No consulted 9 Total No of Replies 0

PRESS ADVERTISEMENT / SITE NOTICE: Yes

## 6 BACKGROUND PAPERS

1. Application form
2. Email from Highways Planning Manager dated 7 September 2017.
3. Memorandum from Cleansing dated 10 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 1701, New Bond Street, London, W1S 3SU,  
**Proposal:** Installation of a free standing retail kiosk (Class A1).  
**Reference:** 17/06592/FULL  
**Plan Nos:** 443-110,120,121revA,122,123,124.

**Case Officer:** Mike Walton

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

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

- 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 You must advise us in writing the date of installation of the kiosk, which can remain in situ one year from the date of installation. After that you must remove it and return the land to its previous condition.  
  
Reason:  
So that we can assess the effect of the kiosk in light of experience and the prevailing circumstances and make sure it meets DES 7 and SS 16 of our Unitary Development Plan and CS24 and CS27 of our Core Strategy that we adopted in January 2011.
- 3 All trading activity and storage of refuse shall be within the licensed trading area.  
  
Reason:  
To prevent obstruction of the footway and make sure that the appearance of the kiosk is suitable and that it contributes to the character and appearance of the area. This is as set out in DES 7 and SS 16 of our Unitary Development Plan that we adopted in January 2007 and S25 and S28 of our Strategic Policies that we adopted in January 2011.
- 4 No items of merchandise shall be displayed or installed on the outside of the kiosk. No items shall be hung from the projecting canopies.  
  
Reason:  
To make sure that the appearance of the kiosk is suitable and that it contributes to the character and appearance of the area. This is as set out in S28 of Westminster's City Plan: Strategic Policies adopted November 2013 and DES 1 and DES 5 or DES 6 or both of our Unitary Development Plan that we adopted in January 2007. (R26AD)

- 5 You must apply to us for approval of samples of the facing materials you will use, including glazing, and elevations and roof plans annotated to show where the materials are to be located. You must not start any work on these parts of the development until we have approved what you have sent us. You must then carry out the work using the approved materials. (C26BC)

Reason:

To make sure that the appearance of the building is suitable and that it contributes to the character and appearance of the area. This is as set out in S28 of Westminster's City Plan (November 2016) and DES 1 and DES 5 or DES 6 or both of our Unitary Development Plan that we adopted in January 2007. (R26AD)

- 6 The windows shall remain clear of advertisements at all times. No advertisements shall be displayed on the outside or behind the windows of the kiosk, nor shall there be any advertisements on the folding doors.

Reason:

To make sure that the appearance of the kiosk is suitable and that it contributes to the character and appearance of the area. This is as set out in S28 of Westminster's City Plan: Strategic Policies adopted November 2013 and DES 1 and DES 5 or DES 6 or both of our Unitary Development Plan that we adopted in January 2007. (R26AD)

- 7 No advertisements shall be displayed on the kiosk hereby approved other than those comprising the name of the trader of the kiosk and the nature of his or her business. You must apply for details of any advertisement. You must then carry out work according to the approved details.

Reason:

To make sure that the appearance of the kiosk is suitable and that it contributes to the character and appearance of the area. This is as set out in S28 of Westminster's City Plan: Strategic Policies adopted November 2013 and DES 1 and DES 5 or DES 6 or both of our Unitary Development Plan that we adopted in January 2007. (R26AD)

**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.

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.