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| <b>CITY OF WESTMINSTER</b>                        |  |  |              |
| <b>PLANNING APPLICATIONS SUB COMMITTEE</b>        | <b>Date</b><br>21 November 2017                          | <b>Classification</b><br>For General Release |              |
| <b>Addendum Report of</b><br>Director of Planning |  | <b>Ward(s) involved</b><br>West End          |              |
| <b>Subject of Report</b>                          | <b>Pitch 1701, New Bond Street, London, W1S 3SU</b>      |  |              |
| <b>Proposal</b>                                   | Installation of a free standing retail kiosk (Class A1). |  |              |
| <b>Agent</b>                                      | Turley   |  |              |
| <b>On behalf of</b>                               | New West End Company                                     |  |              |
| <b>Registered Number</b>                          | 17/06592/FULL  | <b>Date amended/<br/>completed</b>           | 25 July 2017 |
| <b>Date Application Received</b>                  | 25 July 2017   |  |              |
| <b>Historic Building Grade</b>                    | Unlisted   |  |              |
| <b>Conservation Area</b>                          | Mayfair  |  |              |

## 1. RECOMMENDATION

Grant conditional permission for a temporary period of five years

## 2. SUMMARY

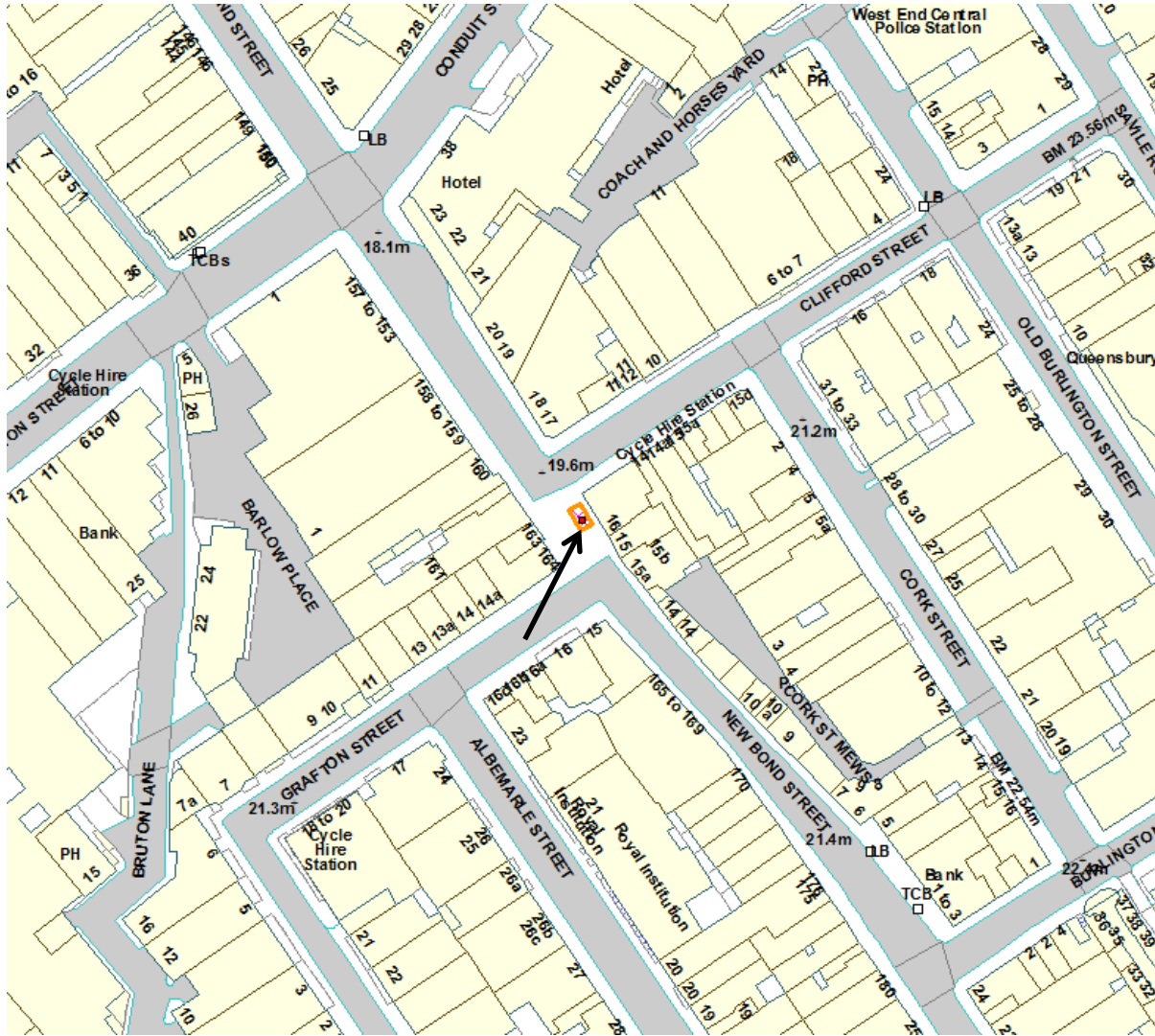
This application was considered at the Planning Applications Sub Committee on 17 October 2017. The Committee resolved to defer the application in order for the applicant to produce a more appropriate design which would contribute positively to the Bond Street improvements scheme and also enhance the character and appearance of the Mayfair Conservation Area.

The design of the kiosk has not been amended, however the applicant has provided additional views and images of the kiosk in to justify the design. They applicant advises that that kiosk has the support of adjacent boutiques who have been extensively consulted during the design process. They feel that the 'design of the kiosk positively reflects the classical ambiance of Bond Street, whilst being modern, practical, elegant and robust'.

No further consultations have been undertaken since the Sub- Committee meeting on 17 October 2017, however two letters of support have been received on behalf of the Bond Street Association and the Bond Street Management Group. The letters of support state that they are very keen for the existing old green heritage style kiosk to be replaced by the proposed new kiosk which will be an important piece of townscape architecture providing a fitting and positive enhancement to the area which compliments the Bond Street public realm improvements.

The application is reported back to Committee recommended for approval.

# LOCATION PLAN



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4. PHOTOGRAPH



Fig 19. West elevation of existing kiosk



Fig 21. North Elevation of existing kiosk



## 5. CONSULTATIONS

### NO FURTHER CONSULTATIONS UNDERTAKEN

2 x letters of support received, that the proposed kiosk would be a positive enhancement to the area.

## 6 BACKGROUND PAPERS

1. Planning Applications Sub Committee report and minutes dated 17 October 2017
2. Undated letter from New West End Company received 7 November 2017
3. Undated letter from Buccellati, 33 Albemarle Street received 7 November 2017
4. Undated letter from Doaks Ltd 10 Old Bond Street received 7 November 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: MARK HOLLINGTON BY EMAIL AT [mhollington2@westminster.gov.uk](mailto:mhollington2@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.