

Supporting Information

Publication Draft (Regulation 19) Special Policy Areas and Policies Map Revision



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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' (2009)¹. 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:

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

¹ Wholesale Showroom uses in Westminster (2009) Westminster City Council.

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).

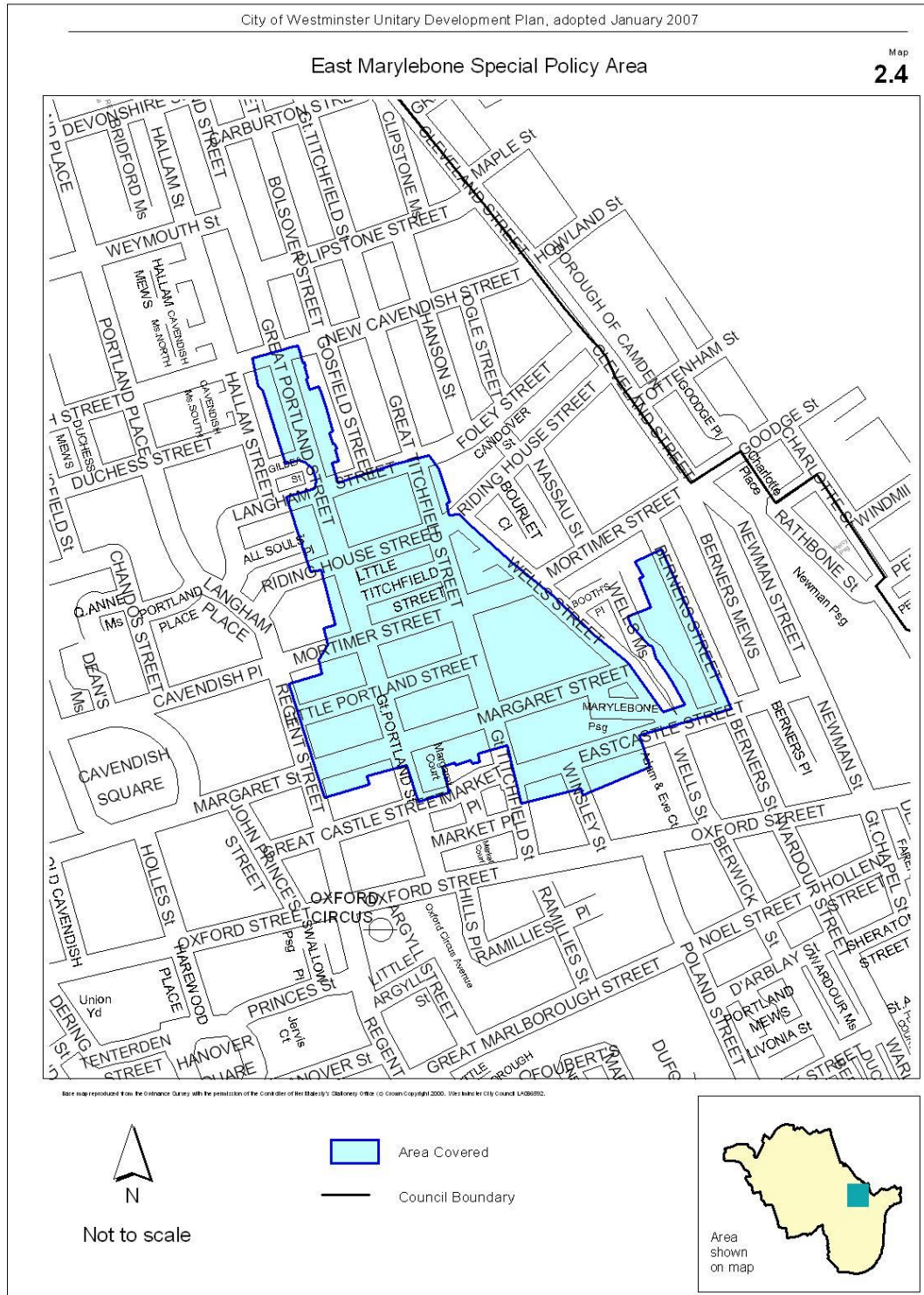
5. Nine responses were received in total, eight from within the East Marylebone SPA (24% response from existing wholesale premises), and one outside of the SPA. A summary of responses is found at Appendix 7. All responses came from fashion wholesalers (one also jewellery wholesaler).

6. 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. Comments provided showed differing views on the future of the area, with one wholesaler, considering moving from the area, saying that the cash and carry trade was over, whilst another wishing to stay, recognised that more wholesalers were needed in the area to improve trade.

Appendix 1

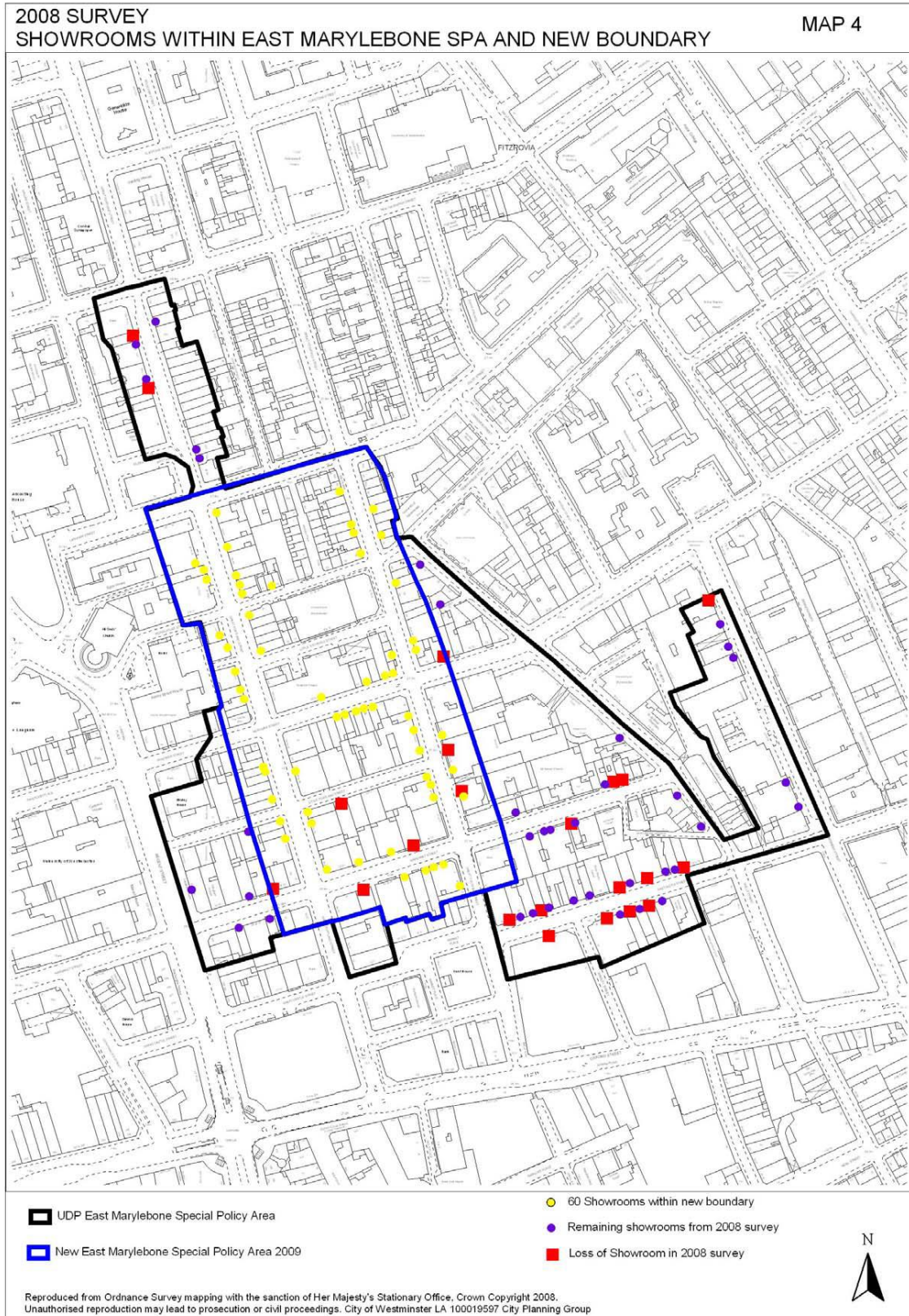
Boundary of East Marylebone Special Policy Area 2007

Unitary Development Plan policy boundary



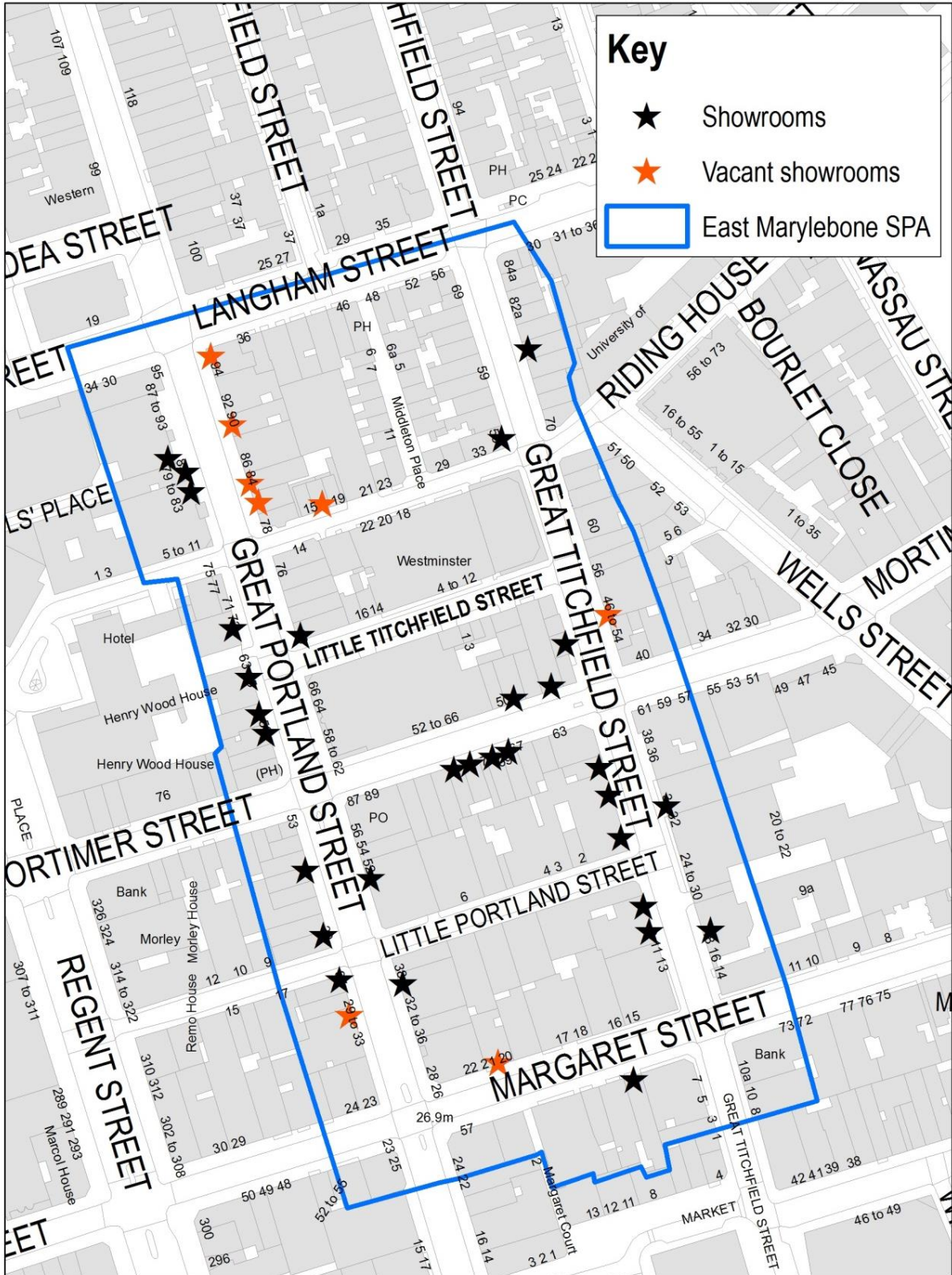
Appendix 2

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
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 or complete the attached survey and return to the FREEPOST address provided **by Monday 18 May**.

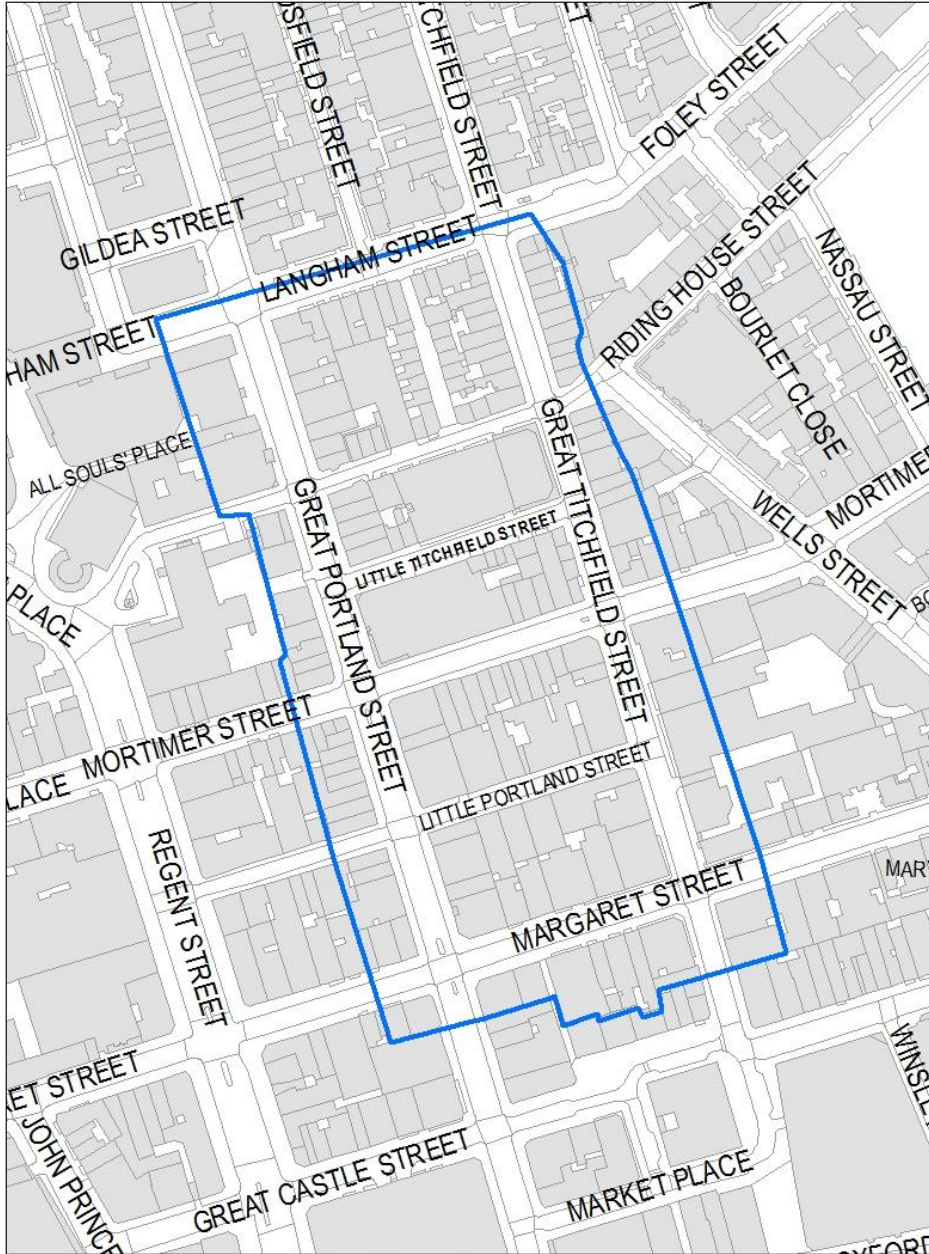
I would also like to invite you to a meeting to hear your views on the future of wholesale showrooms in East Marylebone. **If you can attend a meeting on Thursday 21 May at 6pm at City Hall, or would like to discuss any issues, please can you respond to Collette Willis on 020 7641 2387 / cwillis@westminster.gov.uk**

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. **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 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
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 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

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 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 st	2 nd	3 rd	4 th 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"> • Been here long • Well known area worldwide 		
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"> • Travel costs and hassle • Business rates • parking 	

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"> • West London • Soho, Old Street, Clerkenwell • Park Royal • W1 • Manchester 			
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>			



City of Westminster

Westminster City Hall, 64 Victoria Street, London SW1E 6QP
Planning policy helpline: 020 7641 2503
www.westminster.gov.uk/revision-westminsters-city-plan