

CITY OF WESTMINSTER			
PLANNING APPLICATIONS SUB COMMITTEE	Date 10 April 2018	Classification For General Release	
Report of Director of Planning		Ward(s) involved St James's	
Subject of Report	Ground Floor , 100 St Martin's Lane, London, WC2N 4AZ		
Proposal	Details of Operational Management Plan pursuant to condition 5 of planning permission dated 22 January 2018 (RN: 17/08138/FULL) for 'Dual use of part of the ground floor as either offices (Class B1) and/or showroom (Sui Generis) for display of clothing and accessories range'.		
Agent	Daniel Watney Llp		
On behalf of	c/o Agent		
Registered Number	18/00696/ADFULL	Date amended/ completed	31 January 2018
Date Application Received	29 January 2018		
Historic Building Grade	Unlisted		
Conservation Area	Trafalgar Square		

## 1. RECOMMENDATION

Approve details

## 2. SUMMARY

Permission was granted on 16th January 2018 for dual use of part of the ground floor as either offices (Class B1) and/or showroom (Sui Generis) for display of clothing and accessories range.

Condition 5 of the permission states:

The showroom use shall not be implemented until you have submitted an Operational Management Plan relating to the showroom use to us for our approval. Thereafter the showroom use must be carried out in accordance with the approved Operational Management Plan.

The reason for the condition was to *protect the environment of neighbouring occupiers in accordance with policies S29 and S32 of our City Plan and ENV 6 of our Unitary Development Plan.*

The Sub-Committee requested that the Operational Management Plan come before the Sub-Committee for approval.

The Operational Management Plan (OMP) sets out a series of commitments concerning the showroom use. Whilst it is similar to the OMP that was originally provided with the planning application there is some additional information from the applicant.

The OMP reiterates that the showroom use will be an occupier whose business is the manufacture of clothes and fashion accessories. The OMP makes it clear that clothes and accessories will be manufactured outside of London and then delivered by courier via St Martin's Lane.

The OMP states that the showroom use will only occupy part of the ground floor demise and will not be open to members of the public. The remaining ground floor area is to be used for the approved B1 office purposes. Access to both the offices and showroom will be from St Martin's Lane only.

The OMP advises that the showroom use will have approximately 20 employees and that the main activity within this part of the building will be business meetings. The OMP makes it clear that there will be no fashion shows or similar events within the showroom use. In addition no recorded or live music would be played in the showroom that is audible from outside the premises (as required by condition 3 of the planning permission).

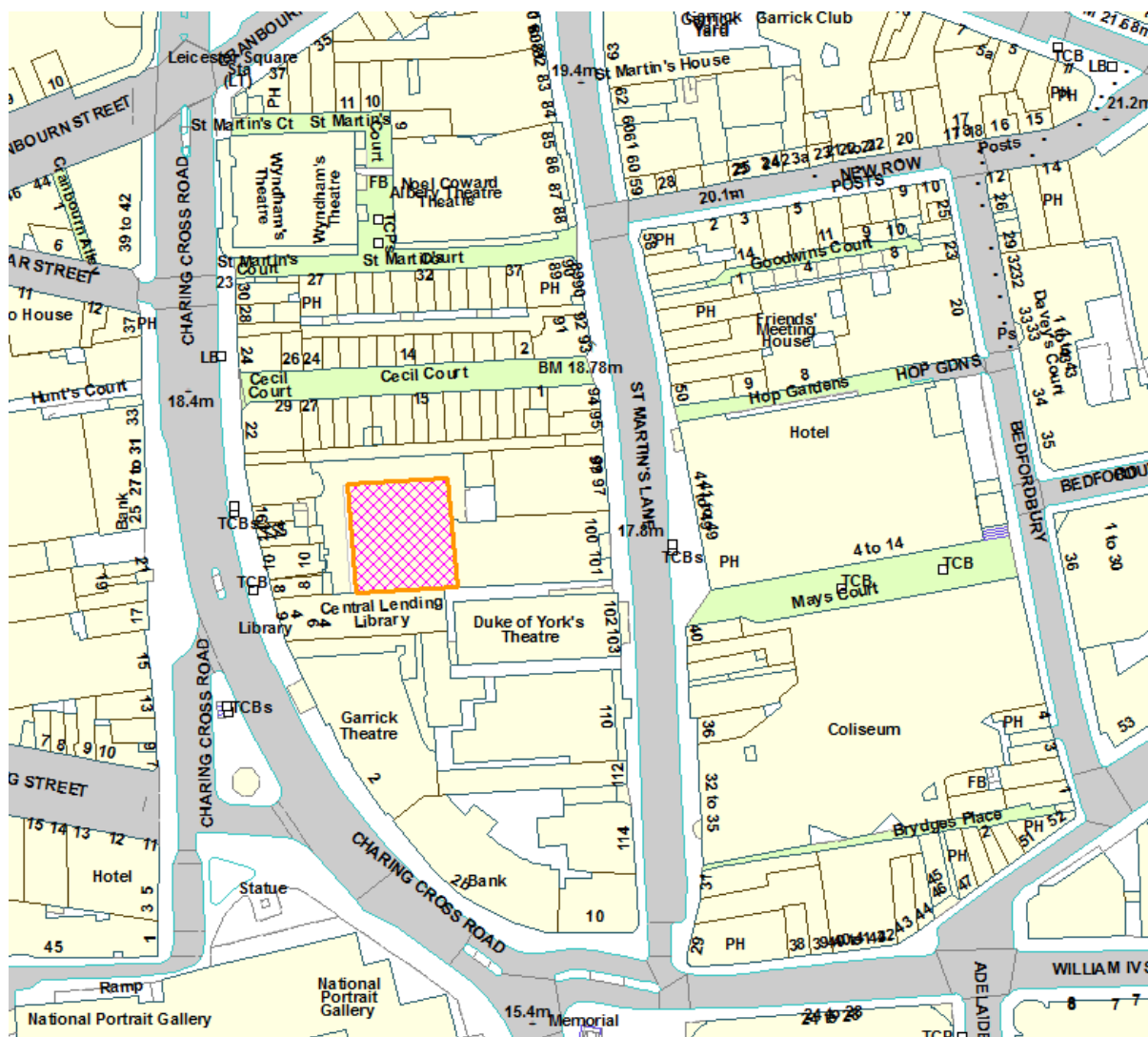
The OMP states that the operating hours of the showroom use will be similar to normal office hours and that lights within the showroom will be controlled by motion sensors and so will be switched off when nobody is present.

The council has sent 160 neighbour consultation letters and one letter has been received in response from a resident of Faraday House. Whilst the resident does not object to the OMP it raises a concern that the actual intensity of the showroom use is still not known and the light pollution issue may not be properly handled.

These concerns are noted. However, the OMP has attempted to set out the intensity of use by providing a floorplan of the showroom demise and setting out that the number of employees will be in the region of 20. It is considered unreasonable to expect the applicant to provide an exact layout for the showroom use or the precise number of staff and visitors. The provision of motion sensors should help reduce light pollution from the showroom use which is likely to be similar in operating hours to a B1 office use (which is the lawful use of the site). In addition the showroom use will be located away from the windows that could result in light pollution. The applicant has also set out in the OMP that the windows on the rear elevation that face residential properties, and which serve the office use rather than the showroom use, will be frosted.

In light of the above, the OMP for the showroom use is considered acceptable.

### 3. LOCATION PLAN



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#### 4. PHOTOGRAPHS



## 5. CONSULTATIONS

Ward Councillors for St James's  
Any response to be reported verbally

### ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 160  
Total No. of replies: 1  
No. of objections: 0  
No. in support: 0

1 letter of representation has been received raising the following comments on the operational management plan:

- Local stakeholders were assured that the showroom Operational Management Plan over-rides the applicant's right to allow unrestricted access to the ground floor;
- The operational management plan states that there would be no impact on the resident's amenity to the rear but the actual intensity is not yet known and comparisons with a typical office use are not reliable;
- A risk that if the hours are extended beyond the typical office use and light pollution is inadequately managed by the planned use then it would have an adverse impact on amenities and;
- Sub-committee to consider the installation of window blinds as a condition to help mitigate the risk highlighted and such a condition would also permit periodic use of all parts of the ground floor beyond office hours without impacting local amenity adversely

PRESS ADVERTISEMENT / SITE NOTICE: Yes

## 6. BACKGROUND INFORMATION

### 6.1 Recent Relevant History

17/08138/FULL

Dual use of part of the ground floor as either offices (Class B1) and/or showroom (Sui Generis) for display of clothing and accessories range. Granted conditional permission on 22 January 2018

## 7. BACKGROUND PAPERS

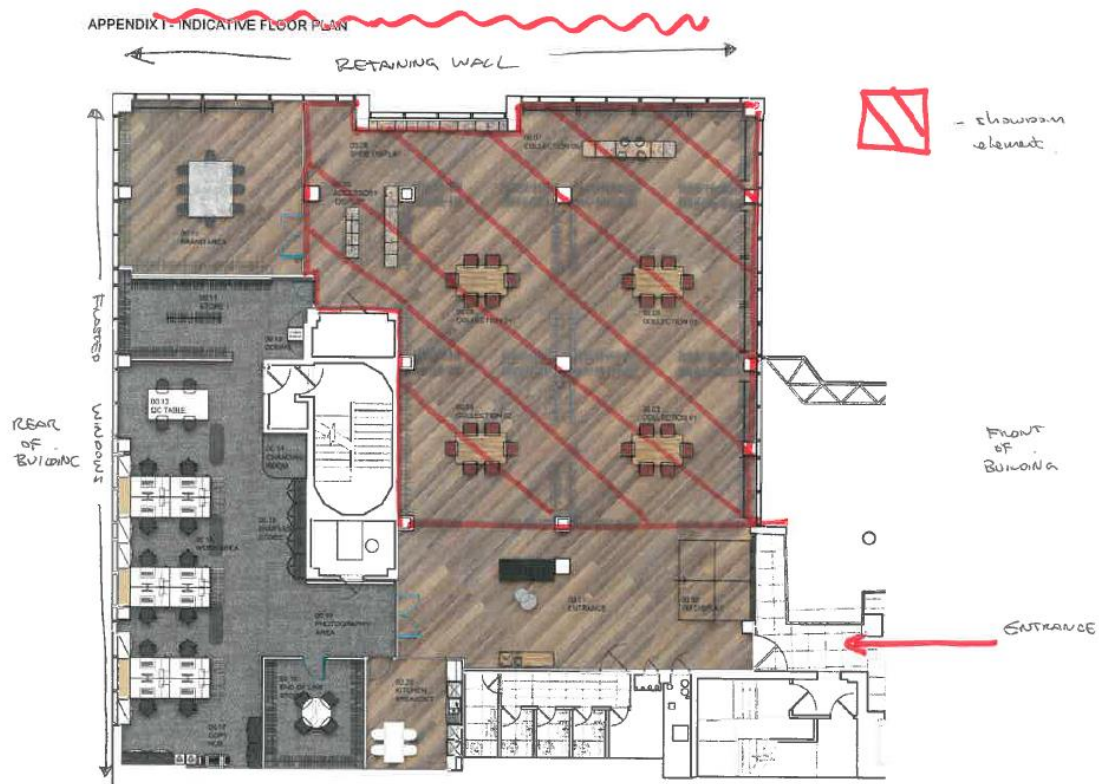
1. Application form
2. E-mail from occupier of 9 Faraday House, 18 Charing Cross Rd, dated 28 Feb 2018
3. Operational Management Plan (March 2018) and Floorplan showing showroom element

4. Email from Daniel Watney LLP (the agent) sent 28/03/2018 at 14.22.

(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: MATTHEW MASON BY EMAIL AT [mmason@westminster.gov.uk](mailto:mmason@westminster.gov.uk)

## 8. KEY DRAWINGS



Floor Plan Showing Demise for Showroom Use

**DRAFT DECISION LETTER**

**Address:** Ground Floor , 100 St Martin's Lane, London, WC2N 4AZ

**Proposal:** Details of Operational Management Plan pursuant to condition 5 of planning permission dated 22 January 2018 (RN: 17/08138/FULL) for 'Dual use of part of the ground floor as either offices (Class B1) and/or showroom (Sui Generis) for display of clothing and accessories range'.

**Reference:** 18/00696/ADFULL

**Plan Nos:** Operational Management Plan (March 2018), Floorplan showing showroom element. Email from Daniel Watney LLP (the agent) sent 28/03/2018 at 14.22.

**Case Officer:** Nosheen Javed

**Direct Tel. No.** 020 7641 2858

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

1. This permission fully meets condition(s) 5 of the planning permission dated 22 January 2018 (RN: 17/08138/FULL). (I11AA)

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.