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CITY OF WESTMINSTER				
PLANNING	Date	Classification		
APPLICATIONS COMMITTEE	31 May 2016	For General Release		
Report of		Ward(s) involved		
Director of Planning		West End		
Subject of Report	35 Brewer Street, London, W1F 0RU,			
Proposal	Dual/alternative use of the basement and ground floor for either retail use (Class A1) or use as gallery, social and business hub, private members club and cultural venue (sui-generis).			
Agent	Rolfe Judd Planning			
On behalf of	Lights of Soho and Shaftesbury Soho Ltd			
Registered Number	15/10481/FULL	Date amended/	16 November	
Date Application Received	11 November 2015	completed	16 November 2015	
Historic Building Grade	Unlisted			
Conservation Area	Soho			

1. RECOMMENDATION

Grant conditional permission

2. SUMMARY

The application site is located on the southern side of Brewer Street close to the junction with Great Windmill Street and comprises basement and ground floors. The lawful use of the premises is for retail purposes. However, since June last year the basement and ground floors have been used by Lights of Soho as a gallery, social and business hub and cultural venue. This use includes a retail element and the artworks displayed are on sale. The use also includes a private members club element, after 18.00, only members of Lights of Soho can access the premises. Permission is therefore sought for the retention of this use, or for its lawful retail use.

The key issues for consideration are:

- The loss of the retail unit; and
- The introduction of a gallery, social and business hub and cultural venue on the character and function of the area and on residential amenity.

The retention of the gallery, social and business hub and cultural venue is considered to be a unique offering to this part of Soho and is therefore welcomed. The proposal complies with the relevant policies set out in the Unitary Development Plan (UDP) and Westminster's City Plan: Strategic Policies (City Plan).

3. LOCATION PLAN



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4. PHOTOGRAPHS

Photo from March 2016



Photo from March 2016





Photo from 2012

5. CONSULTATIONS

COUNCILLOR ROBERTS Wishes to support the application.

SOHO SOCIETY No objection.

ENVIRONMENTAL HEALTH

No objection, hours of operation should be in line with the premises licence.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 50 Total No. of replies: 107 No. of objections: 2 No. in support: 105

Two objections raising all or some of the following:

Amenity

- Noise escape from ground floor glass rooflight.
- Conditions imposed to restrict hours of operation, music events restricted to basement level.
- Impact of people queuing on street.

PRESS ADVERTISEMENT / SITE NOTICE: Yes

6. BACKGROUND INFORMATION

6.1 The Application Site

This is an unlisted building located within the Soho Conservation Area and the West End Stress Area. The application relates to the basement and ground floors of the building, which is accessed via Brewer Street. The rear of the property backs onto the Soho Parish School playground.

The lawful use of the basement and ground floors is for retail (Class A1) purposes. However, the property has been used since summer 2015 by Lights of Soho.

6.2 Recent Relevant History

A certificate of lawful use was granted in December 2002 for the use of the basement and ground floor as a retail shop (Class A1)

7. THE PROPOSAL

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Permission is sought to use the basement and ground floors for either gallery, social and business hub, cultural venue and private members club (sui generis) or as a retail unit (Class A1).

Lights of Soho are currently using the basement and ground floor, the ground floor is predominantly used as a retail art gallery which is open to members of the public until 18.00 every day. There is also a bar area at ground floor level with some tables and chairs. At basement level, there are additional pieces of artwork, with further bar and seating areas. After 18.00 the premises is open to members only. Food is served on the premises, but no hot food cooking takes place. The hours of operation proposed are 10.00 – 00.00 Monday to Thursday, 10.00 - 00.30 Friday and Saturday and 12.00 - 23.00 on Sundays and Bank Holidays.

The applicants have applied for a dual/alternative use under Part 3, Class V of Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015. This allows the basement and ground floor to change between the two uses for 10 years. However, the actual use 10 years after the date of decision will become the lawful use.

8. DETAILED CONSIDERATIONS

8.1 Land Use

Loss of retail use

The lawful use of the premises is for retail purposes and was formally used as a licenced sex shop. The City Council would have had limited control over the type of retail use occupying this premises. The previous use created a dead frontage which had a significant impact on the character and function of the area. City Plan Policy S21 states that existing retail will be protected throughout Westminster. UDP Policy SS5 aims to encourage a balanced mix of appropriate street-level activities, which maintaining and safeguarding their residential communities. The proposed use will predominantly be used for retail purposes and will be open to members of the public until 18.00 which is not unlike other retail uses in the area. The proposal will also not lead to three or more consecutive non-A1 uses in a row. The units to the east of the application site are used for retail purposes but are sex shops with dead frontages. This proposal creates street level activity which improves the character and function of this part of Brewer Street and therefore the loss of retail is acceptable in this instance.

Introduction of gallery, social and business hub, cultural venue and private members club (sui generis)

The proposed use includes a mix of uses including, retail art gallery, business hub, private members club and display of artworks. As set out above the premises will be open to members of the public from 10.00 - 18.00 daily, and during this time customers will be able to view and purchase artworks and take advantage of light refreshments. It is noted from the Premises Licence that before 17.00, alcohol is only allowed to be served ancillary to table meals; customers attending a private function (booked 48 hours in advance); paid members of the club and their bona fide guests (maximum of four); and management of Lights of Soho.

After 18.00, the premises will only be accessed to members of the private members club. Lights of Soho encourages its members to be supportive of creative industries including film, fashion, and the music and art scene.

The private members club element of the proposal needs to be assessed under UDP TACE10, which relates to entertainment uses which will be permissible only in exceptional circumstances. Two objections have been received from residents living within 24-25 Great Windmill Street stating that there has been an increase in noise and disturbance since Lights of Soho starting using the application site. Four complaints have been made to the Noise Team since the premises opened (although none since December 2015). The main cause of concern is over noise escape through an existing skylight at rear ground floor level. The applicants are aware of this issue and since the start of the year, they have repaired the rooflight and the opportunity for noise break-out has been reduced. The premises licence states that no noise should emanate from the premises and it is considered that a similar condition be replicated on the planning permission.

Food is served on the premises and this is in the form of cold 'light bites', including canapés, salads, and cakes etc. No hot food is prepared on the premises and as the proposal does not include the installation of a full height extract duct, a condition to ensure that no hot food cooking takes place is recommended.

The proposed hours of operation are in line with the core hours set out in the UDP and those granted as per the Premises Licence. It is considered that the private members club element of the proposal is acceptable and complies with TACE10 of the UDP.

Policy S22 states that new arts and cultural uses will be acceptable in the Core CAZ. This is clearly a unique venue which offers a range of activities which contribute to Soho and taken as a whole the use will have a positive impact on the character and function of Soho and is therefore recommended for approval.

8.2 Townscape and Design

No external alterations are proposed. However, it is noted that the current shopfront does not benefit from planning permission. The current shopfront is considered acceptable in design terms and the applicant is therefore advised that a retrospective planning application should be submitted.

8.3 Transportation/Parking

The proposal is not considered to have transportation/parking implications, it is likely that servicing will take place from Brewer Street as per the previous arrangements with the retail unit.

8.4 Economic Considerations

Any economic benefits generated by the proposal are welcomed.

8.5 Access

The entrance to the ground floor includes a low step. The access to the basement is via steps. As previously mentioned, the shopfront does not have consent an informative is recommended to ensure that the applicants apply for retention of the shopfront and they should incorporate level access.

8.6 Other UDP/Westminster Policy Considerations

Not applicable.

8.7 London Plan

This application raises no strategic issues.

8.8 National Policy/Guidance Considerations

The City Plan and UDP policies referred to in the consideration of this application are considered to be consistent with the NPPF unless stated otherwise.

8.9 Planning Obligations

Planning obligations are not relevant in the determination of this application.

8.10 Environmental Impact Assessment

Not required for the scale of this application.

9. BACKGROUND PAPERS

- 1. Application form
- 2. Response from Councillor Roberts, dated 16 May 2016
- 3. Response from Soho Society, dated 4 January 2016
- 4. Response from Environmental Health, dated 17 December 2015
- 5. Letter from occupier of 15 St James's Residences, Brewer Street, dated 21 December 2015
- 6. Letter from occupier of 16 Clacton Road, London, dated 21 December 2015
- 7. Letter from occupier of 12 Gate street, London, dated 21 December 2015
- 8. Letter from occupier of 45 New Cross Road, 208 Empire Heights, dated 21 December 2015
- 9. Letter from occupier of 7 Spring Apartments, 49 Nightingale Lane, dated 21 December 2015
- 10. Letter from occupier of 9 Laundress Lane, London, dated 21 December 2015
- 11. Letter from occupier of 58, Hillier Road, dated 21 December 2015
- 12. Letter from occupier of Flat 37, 235 Old Ford Road, Bow, dated 21 December 2015
- 13. Letter from occupier of 137 Westbourne Park road, London, dated 21 December 2015
- 14. Letter from occupier of 121-125 Charing Cross Road, 3rd Floor, dated 21 December 2015
- 15. Letter from occupier of 111 Buckingham Palace Road, London, dated 21 December 2015
- 16. Letter from occupier of 145 Roding Road, London, dated 21 December 2015

- 17. Letter from occupier of 52 Grays Inn Road, London, dated 21 December 2015
- 18. Letter from occupier of 84 Ballance Road, London, dated 21 December 2015
- 19. Letter from occupier of 19 Charlotte Street, Bristol, dated 21 December 2015
- 20. Letter from occupier of 9 Colville Houses, Talbot road, dated 21 December 2015
- 21. Letter from occupier of Flat 5, 25 Great Windmill Street, dated 18 December 2015
- 22. Letter from occupier of 97 Vallentin Road, LONDON, dated 22 December 2015
- 23. Letter from occupier of 13 Brewer Street, London, dated 22 December 2015
- 24. Letter from occupier of Flat 17, Westside Court, 107-113 Elgin Avenue, dated 21 December 2015
- 25. Letter from occupier of 126 Devonshire Hill Lane, London, dated 21 December 2015
- 26. Letter from occupier of 9 Museum Chambers, Bury Place, dated 21 December 2015
- 27. Letter from occupier of 26 Roland Gardens, first floor flat, dated 21 December 2015
- 28. Letter from occupier of Le Selo, Serres Sur Arget, dated 23 December 2015
- 29. Letter from occupier of 34 Aldridge Road Villas, London, dated 25 December 2015
- 30. Letter from occupier of CBRE international, Henrietta House, dated 22 December 2015
- 31. Letter from occupier of 59 Galloway Road, London, dated 23 December 2015
- 32. Letter from occupier of 41 St Augustines Road, London, dated 22 December 2015
- 33. Letter from occupier of 24 Frith Street, London, dated 21 December 2015
- 34. Letter from occupier of 13 Brewer Street, London, dated 22 December 2015
- 35. Letter from occupier of 12 Devonshire Mews West, London, dated 21 December 2015
- 36. Letter from occupier of 14 Brewer Street, London, dated 22 December 2015
- 37. Letter from occupier of 7 Arkley Crescent, London, dated 22 December 2015
- 38. Letter from occupier of Soho Museum, 55 Dean Street, dated 22 December 2015
- 39. Letter from occupier of 37 Montagu square, London, dated 23 December 2015
- 40. Letter from occupier of 44 Clavering Avenue, London, dated 23 December 2015
- 41. Letter from occupier of 150 Fleeming Road, London, dated 21 December 2015
- 42. Letter from occupier of 5 Lancaster Gardens, London, dated 24 December 2015
- 43. Letter from occupier of 29 Ruby Road, London, dated 21 December 2015
- 44. Letter from occupier of 461A Kingsland Road, London, dated 22 December 2015
- 45. Letter from occupier of 25 Warrenfields, Valencia Road, dated 23 December 2015
- 46. Letter from occupier of Flat 4, 42 Chesterton road, London, dated 23 December 2015
- 47. Letter from occupier of 65a Stadium Street, London, dated 26 December 2015
- 48. Letter from occupier of 13 Brewer Street, London, dated 24 December 2015
- 49. Letter from occupier of 16 Farrier Walk, London, dated 21 December 2015
- 50. Letter from occupier of Flat 6 Windlass Court, 2c Vyner street, dated 21 December 2015
- 51. Letter from occupier of 107 Leadenhall Street, London, dated 21 December 2015
- 52. Letter from occupier of 4 Fulton Mews, London, dated 25 December 2015
- 53. Letter from occupier of Soho Create, 6 Brewer, dated 22 December 2015
- 54. Letter from occupier of Po Box 56, London, dated 24 December 2015
- 55. Letter from occupier of 109 Sinclair Road, Basement Flat, dated 4 January 2016
- 56. Letter from occupier of Flat 3, 25 Great Windmill Street, dated 26 December 2015
- 57. Letter from occupier of 49 Milson Road, London, dated 3 January 2016
- 58. Letter from occupier of 1D Prince George Road, London, dated 22 December 2015
- 59. Letter from occupier of 74A Newman Street, London, dated 22 December 2015
- 60. Letter from occupier of 31 Higherbrook Close, Bolton, dated 21 December 2015
- 61. Letter from occupier of Flat 1, 14-16 Brewer Street, dated 22 December 2015
- 62. Letter from occupier of Flat 1, 4 Tisbury Court, dated 22 December 2015
- 63. Letter from occupier of 34B Woodstock Rd, London, dated 21 December 2015
- 64. Letter from occupier of Portland House, 12/13 Greek Street, dated 22 December 2015
- 65. Letter from occupier of 90-92 Pimlico road, London, dated 21 December 2015

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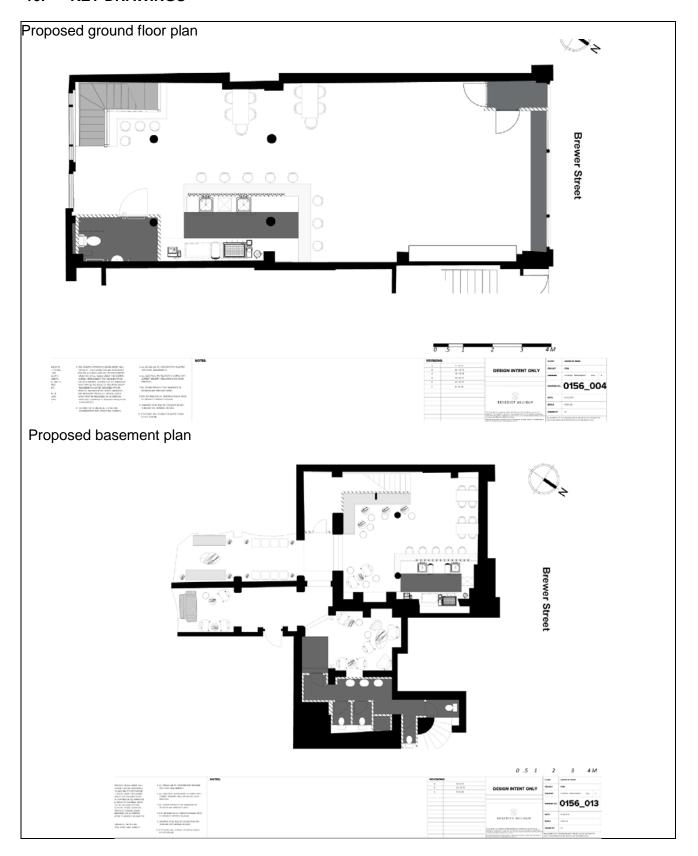
- 66. Letter from occupier of Flat 2, 70 Charlwood Street, dated 21 December 2015
- 67. Letter from occupier of 5 George Street, Colliers international, dated 22 December 2015
- 68. Letter from occupier of 305 Howard House, Dolphin Sq, London, dated 23 December 2015
- 69. Letter from occupier of 101 New Bond Street, London, dated 21 December 2015
- 70. Letter from occupier of 46a St George's Drive, London, dated 22 December 2015
- 71. Letter from occupier of 161 Lowther Mansions, Church Road, dated 4 January 2016
- 72. Letter from occupier of 17 Dunham Close, Westhoughton, dated 21 December 2015
- 73. Letter from occupier of Wendover Dean Farm, Bowood lane, dated 22 December 2015
- 74. Letter from occupier of 1 Sandals Cottage, Church Lane, dated 22 December 2015
- 75. Letter from occupier of 9 Berwick St., London, dated 23 December 2015
- 76. Letter from occupier of Flat 7, 87-91 Hackney road, London, dated 21 December 2015
- 77. Letter from occupier of 4c Claremont Rd, London, dated 21 December 2015
- 78. Letter from occupier of 10 New Burlington Street, Level 5, dated 23 December 2015
- 79. Letter from occupier of 69 St Helens Gardens, London, dated 22 December 2015
- 80. Letter from occupier of 235 Hackney road, Hoxton, dated 21 December 2015
- 81. Letter from occupier of 9 Caledonian Road, London, dated 22 December 2015
- 82. Letter from occupier of Flat 1, 52 Queens Gate, dated 21 December 2015
- 83. Letter from occupier of 14-16 Brewer Street, Soho, dated 22 December 2015
- 84. Letter from occupier of 71B Elm Park Gardens, London, dated 23 December 2015
- 85. Letter from occupier of Claren Tower 2, flat 1307, dated 21 December 2015
- 86. Letter from occupier of 40 Wyatt Road, London, dated 21 December 2015
- 87. Letter from occupier of 4, New road, Weybridge, dated 21 December 2015
- 88. Letter from occupier of 101 Ilbert street, London, dated 22 December 2015
- 89. Letter from occupier of 8 Chestnut Road, West Norwood, dated 24 December 2015
- 90. Letter from occupier of 190 Kensington Park Road, London, dated 21 December 2015
- 91. Letter from occupier of 12 Charing Cross Road, London, dated 21 December 2015
- 92. Letter from occupier of 125 Charing Cross Road, London, dated 21 December 2015
- 93. Letter from occupier of 17a Kingsland road, London, dated 21 December 2015
- 94. Letter from occupier of 2566 Sutter Street, San Francisco, dated 21 December 2015
- 95. Letter from occupier of flat 2, 1 Brewer Street, dated 21 December 2015
- 96. Letter from occupier of 19c Beresford Rd, London, dated 21 December 2015
- 97. Letter from occupier of Flat 5, London, dated 21 December 2015
- 98. Letter from occupier of 31 Longmoore Street, London, dated 21 December 2015
- 99. Letter from occupier of Number five, 24 Leonard Street, dated 22 December 2015
- 100. Letter from occupier of 2nd floor, 14 Brewer Street, dated 22 December 2015
- Letter from occupier of 9 Pendrell House, New Compton St, dated 22 December
- Letter from occupier of Aycote Lodge, Rendcomb, dated 22 December 2015
- 103. Letter from occupier of 9a St Luke's road, Notting Hill, dated 23 December 2015
- 104. Letter from occupier of 101 llbert Street, London, dated 21 December 2015
- 105. Letter from occupier of Brewer Street, London, dated 21 December 2015
- 106. Letter from occupier of 1380 Pinery Crescent, Oakville, dated 21 December 2015
- 107. Letter from occupier of 6, Ashurst Court, dated 21 December 2015
- 108. Letter from occupier of 15 Little Dimocks, London, dated 21 December 2015
- 109. Letter from occupier of 18 Sherriff Road, London, dated 23 December 2015
- 110. Letter from occupier of 267 Upper Street, London, dated 23 December 2015
- 111. Letter from occupier of Flat 1, 3-6 winner street, dated 23 December 2015

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(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 HELEN MACKENZIE ON 020 7641 2921 OR BY EMAIL AT hmackenzie@westminster.gov.uk

10. KEY DRAWINGS



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DRAFT DECISION LETTER

Address: 35 Brewer Street, London, W1F 0RU,

Proposal: Dual/alternative use of the basement and ground floor for either retail use (Class A1)

or use as gallery, social and business hub, private members club and cultural venue

(sui-generis).

Reference: 15/10481/FULL

Plan Nos: 0156_004, 0156_013

Case Officer: Helen MacKenzie Direct Tel. No. 020 7641 2921

Recommended Condition(s) and Reason(s):

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.

You must carry out any building work which can be heard at the boundary of the site only:, ,

* between 08.00 and 18.00 Monday to Friday;, * between 08.00 and 13.00 on

Saturday; and, * not at all on Sundays, bank holidays and public holidays., , Noisy work

must not take place outside these hours. (C11AA)

Reason:

To protect the environment of neighbouring residents. This is as set out in S29 and S32 of Westminster's City Plan: Strategic Policies adopted November 2013 and ENV 6 of our Unitary Development Plan that we adopted in January 2007. (R11AC)

Customers shall not be permitted within the sui generis premises before 10.00 or after 00.00 (midnight) on Monday to Thursday; before 10.00 or after 00.30 on Friday and Saturday and before 12.00 or after 23.00 on Sundays, bank holidays and public holidays. (C12BD)

Reason:

To protect the environment of people in neighbouring properties as set out in S24, S29 and S32 of Westminster's City Plan: Strategic Policies adopted November 2013 and ENV 6, ENV 7 and

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TACE10 of our Unitary Development Plan that we adopted in January 2007. (R12AC)

4 You must not allow more than 120 customers into the property at any one time. (C05HA)

Reason:

We cannot grant planning permission for unrestricted use in this case because it would not meet TACE10 of our Unitary Development Plan that we adopted in January 2007. (R05AB)

5 You must not cook raw or fresh food on the premises. (C05DA)

Reason:

The plans do not include any kitchen extractor equipment. For this reason we cannot agree to unrestricted use as people using neighbouring properties would suffer from cooking smells. This is as set out in S24 and S29 of Westminster's City Plan: Strategic Policies adopted November 2013 and ENV 5 of our Unitary Development Plan that we adopted in January 2007. (R05EC)

You must not play live or recorded music in the gallery, social and business hub and cultural venue (sui generis) which is audible from outside the premises.

Reason:

To protect the environment of people in neighbouring properties as set out in S24, S29 and S32 of Westminster's City Plan: Strategic Policies adopted November 2013 and ENV 6, ENV 7 and TACE10 of our Unitary Development Plan that we adopted in January 2007. (R12AC)

(1) Where noise emitted from the proposed internal activity in the development will not contain tones or will not be intermittent, the 'A' weighted sound pressure level from the internal activity within the sui generis use hereby permitted, when operating at its noisiest, shall not at any time exceed a value of 10 dB below the minimum external background noise, at a point 1 metre outside any window of any residential and other noise sensitive property, unless and until a fixed maximum noise level is approved by the City Council. The background level should be expressed in terms of the lowest LA90, 15 mins during the permitted hours of use. The activity-specific noise level should be expressed as LAeqTm., and shall be representative of the activity operating at its noisiest., , (2) Where noise emitted from the proposed internal activity in the development will contain tones or will be intermittent, the 'A' weighted sound pressure level from the internal activity within the sui generis use hereby permitted, when operating at its noisiest, shall not at any time exceed a value of 15 dB below the minimum external background noise, at a point 1 metre outside

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any window of any residential and other noise sensitive property, unless and until a fixed maximum noise level is approved by the City Council. The background level should be expressed in terms of the lowest LA90, 15 mins during the permitted hours of use. The activity-specific noise level should be expressed as LAeqTm, and shall be representative of the activity operating at its noisiest... (3) Following completion of the development, you may apply in writing to the City Council for a fixed maximum noise level to be approved. This is to be done by submitting a further noise report including a proposed fixed noise level for approval by the City Council. Your submission of a noise report must include:, (a) The location of most affected noise sensitive receptor location and the most affected window of it;, (b) Distances between the application premises and receptor location/s and any mitigating features that may attenuate the sound level received at the most affected receptor location;, (c) Measurements of existing LA90, 15 mins levels recorded one metre outside and in front of the window referred to in (a) above (or a suitable representative position), at times when background noise is at its lowest during the permitted hours of use. This acoustic survey to be conducted in conformity to BS 7445 in respect of measurement methodology and procedures;, (d) The lowest existing LA90, 15 mins measurement recorded under (c) above;, (e) Measurement evidence and any calculations demonstrating that the activity complies with the planning condition;, (f) The proposed maximum noise level to be emitted by the activity.

Reason:

Because existing external ambient noise levels exceed WHO Guideline Levels and as set out in ENV 6 (1), (6) and (8) and ENV 7 (A)(1) of our Unitary Development Plan that we adopted in January 2007 (UDP), so that the noise environment of people in noise sensitive properties is protected, including the intrusiveness of tonal and impulsive sounds; and as set out in S32 of Westminster's City Plan: Strategic Policies adopted November 2013, by contributing to reducing excessive ambient noise levels. Part (3) is included so that applicants may ask subsequently for a fixed maximum noise level to be approved in case ambient noise levels reduce at any time after implementation of the planning permission.

Informative(s)

- 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: Strategic Policies adopted November 2013, 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.
- 2 Under Part 3, Class V of Schedule 2 of the Town and Country Planning (General Permitted Development) (England) Order 2015, the basement and ground floors can change between the retail use or use as art gallery, social and business hub and cultural venue we have approved for 10 years without further planning permission. However, the actual use 10 years after the date of this permission will become the authorised use, so you will then need to apply for permission for

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any further change. (I62A)

You are advised that planning permission has not been granted for the shopfront currently in place. Please use the forms on the City Council's website to submit this application, please also ensure that level access is provided at street level.

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.