

CITY OF WESTMINSTER			
PLANNING APPLICATIONS COMMITTEE	Date 16 August 2016	Classification For General Release	
Report of Director of Planning		Ward(s) involved West End	
Subject of Report	39-44 Grosvenor Square, London, W1K 2HP,		
Proposal	Alterations to Adams Row frontage, involving alterations to the public highway, infilling of an existing vehicular entrance and creation of a new vehicular drop off and creation of 2 x retail units (Class A1).		
Agent	MDAssociates		
On behalf of	London Britannia Hotels		
Registered Number	15/07087/FULL	Date amended/ completed	1 December 2015
Date Application Received	3 August 2015		
Historic Building Grade	Unlisted		
Conservation Area	Mayfair		

1. RECOMMENDATION

1. Grant conditional permission

2. SUMMARY

The site, the Millennium Hotel is a large hotel on Grosvenor Square which also fronts onto Adams Row. The site lies within the Central Activities Zone and Mayfair Conservation Area. Two separate applications have been submitted for alterations and extensions to the hotel.

This application is for alterations to a vehicular access at the rear on Adams Row and the creation of 2 x retail units.

A second application for alterations including an 8th floor roof extension with new rooftop plant and 3rd floor rear extensions to provide an additional 19 guest suites and an executive lounge is considered elsewhere at item 9 on this agenda.

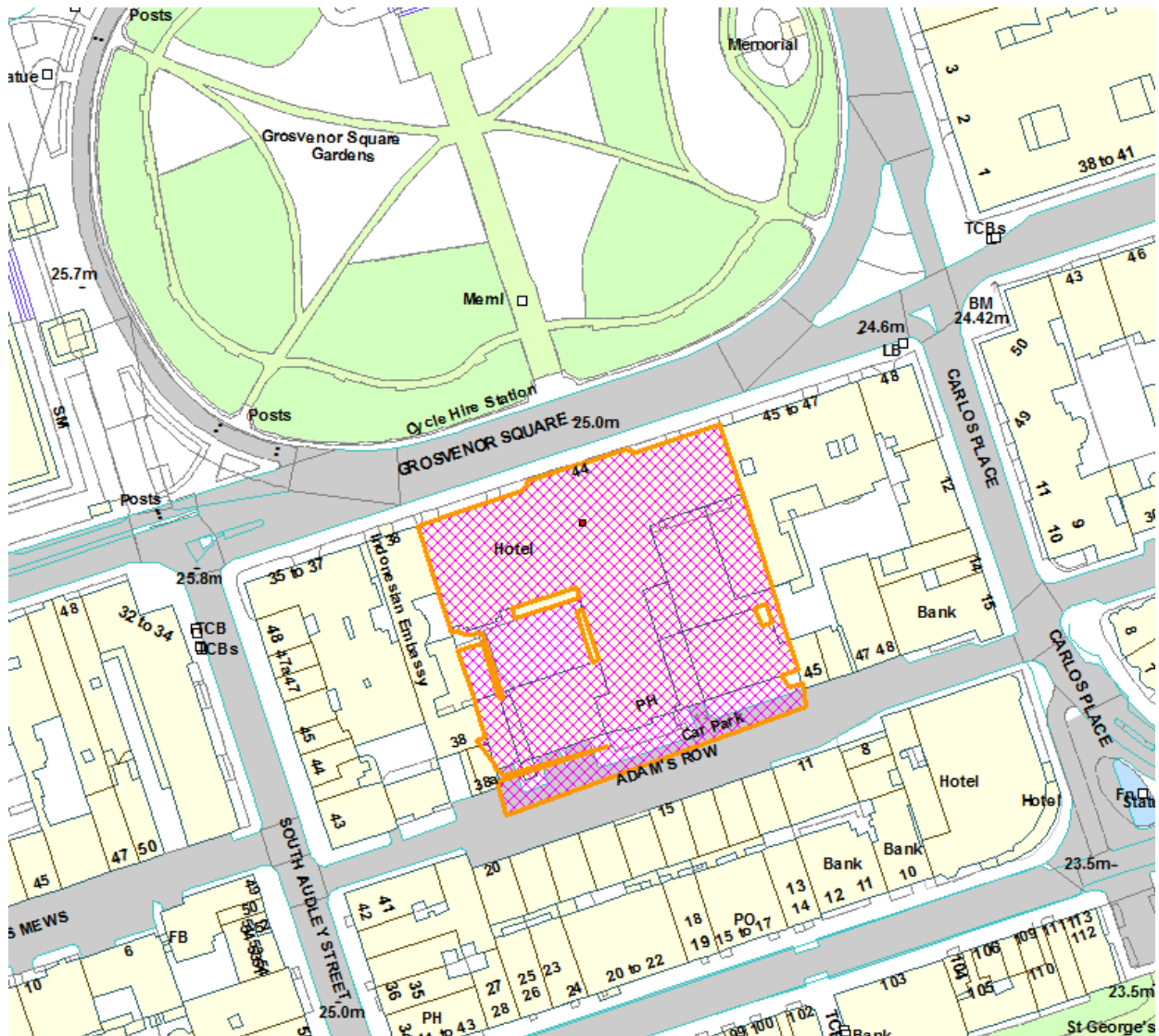
The key issue for consideration is:

* The impact of the alterations to the vehicular access on the highway

* The impact of the provision of retail units on residential amenity and the character and function of the area

The application is considered acceptable in land use, amenity, design and highways terms and complies with relevant policies in the Unitary Development Plan (UDP) and Westminster's City Plan: Strategic Policies (City Plan).

3. LOCATION PLAN



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4. PHOTOGRAPHS

Photograph 1. View of Adam's Row and rear frontage of Hotel from the East



Photograph 2. View of the existing taxi rank at Hotel frontage



Photograph 3. View of Adam's Row from the East.



Photograph 4. View of Adam's Row from the West.



5. CONSULTATIONS

CLLR ROBERTS

Concern to potential adverse impact on Adams Row. Request that exiting from the Ballroom is onto Grosvenor Square and the shops are internal to the hotel.

RESIDENTS SOCIETY OF MAYFAIR & ST. JAMES'S

No objection

HIGHWAYS PLANNING

No objection in principle subject to approval under the Highways Act.

The loss of the larger on-site drop off facility will be mitigated by the use of the NCP car parking; the use of this car park is low and therefore the use of it by the Hotel is acceptable

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 40

Total No. of replies: 10

10 objections: 10 (from 8 respondents)

Objections on some or all of the following grounds:

- Increase in traffic, loading and unloading and footfall in a residential mews
- Noise nuisance, particularly at night detriment of neighbouring residents. Residents are vulnerable to noise and car emissions which occurs frequently at present with cars waiting outside with engines running.
- Objection to the Hotel using public highway land for private gain. The Council should consider giving residents a frontage space for temporary/overnight parking. All traffic will be directed to Adam's Row rather than being within the Hotel (the previous Shougun restaurant had its entrance within the hotel forecourt).
- Adam's Row is not a shopping street and the retail use has the potential to be turned into a restaurant in the future. Retail is out of character with Adams Row.
- Confusion over plans presented to residents by agents and those submitted to Westminster Council.

PRESS ADVERTISEMENT / SITE NOTICE: Yes

6. BACKGROUND INFORMATION

6.1 The Application Site

The site is within the Central Activities Zone and Mayfair Conservation Area. The application premises the Millennium Hotel, is a large 336 bedroom hotel with 10 function rooms with frontages onto Grosvenor Square and Adams Row. There is a vehicle drop off and forecourt on Adams Row. The existing hotel building comprises basement, ground and 7 upper floors. Below the basement is a two storey car park leased to NCP.

Currently, there are four entrance/egress points from Adam's Row; two are an entrance and exit to the basement NCP car park. The other two lead to and from the hotel forecourt, where guests are currently dropped off to access the ballroom. Centrally on the Adam's Row frontage was a former restaurant (Shogun) and to the east is a hotel store.

6.2 Recent Relevant History

None directly relevant

7. THE PROPOSAL

Planning permission for alterations to the ground floor at the Adams Row entrance to the hotel including alterations to the public highway and infilling of an existing vehicular entrance. Use of ground floor units fronting Adams Row as 2no. independent retail units (Class A1).

The entrance and egress to the NCP car park will remain; it is proposed to move the other two entrances (leading to the forecourt) and replace these with a new retail use, meeting rooms, cloakrooms and the ballroom entrance. On the public highway, the existing taxi rank will be retained on the south side of island (where the retained trees are currently) and a single, one way ballroom drop off to the northern side of this island. A new entrance and canopy will be provided over this area. To the eastern side of the NCP car park entrance, a store will be reduced in size to provide a further retail unit and an internal courtyard. Hotel visitors and guests will be able to use to the NCP car park.

8. DETAILED CONSIDERATIONS

8.1 Land Use

The scheme involves changing storage area and an ancillary hotel restaurant and infilling a vehicular drop off to create 2 x retail units independent from the hotel. The loss of this ancillary hotel floorspace will not impact on the continued operation of the hotel and is acceptable in land use terms.

Introduction of retail (Class A1) use

Objections have been received from residents in Adams Row that the increased activity associated with the proposed retail units would result in a loss of amenity. The site lies within the Core Caz and policy S6 and S21 of the City Plan states that the provision of new

retail floorspace is encouraged throughout the Core CAZ. The principle of the provision of 2 new retail units is considered acceptable in land use terms provided that the operation of the retail units would not result in a loss of amenity.

Policy S29 of the City Plan and ENV13 of the UDP seek to protect and improve the residential environment.

No specific retail operator has been identified for the two units. However the applicant envisages that they would suit a gallery or antique shop, typical of the Mayfair area. Given the size of the units it is considered that they would be unlikely to generate significant footfall and that servicing requirements could be adequately catered for on Adams Row. It is however recommended that conditions are imposed which prevent the units from being occupied as a supermarket/food outlet, that the opening hours are restricted to between 08:00 - 18:00 Monday-Saturday and 11:00 - 17:00 on Sundays, and that the use operates in accordance with a servicing management plan. Subject to these conditions it is considered that the provision of the retail units would be neither harmful to residential amenity or the character and function of the area.

8.2 Townscape and Design

The proposals involve changes to the ground floor frontage in Adams Row. The columns are over clad with stone, the walls are clad in bronze finished metal, and new shop windows installed. A bronze canopy is to be added to the Ballroom entrance. These alterations are considered to improve the appearance of the base of the building and will cause no harm to the Mayfair Conservation Area. The proposals comply with Unitary Development Plan urban design and conservation policies including DES 1 and DES 5.

An objection has been received on the basis that the proposed retail uses are inappropriate in a mews. This might be the case in many mews but Adams Row is a somewhat special case. It lacks the character of a traditional mews because the north side is dominated by a commercial use, the large hotel building. It is not considered that, in this case, the proposed retail units would harm the character of Adams Row.

8.3 Residential Amenity (Daylight Sunlight and Sense of Enclosure)

The alterations will not have any material impact upon the daylight sunlight or sense of enclosure to any neighbouring properties.

8.4 Transportation/Parking

The proposal involves infilling a courtyard vehicular dropping off area and replacement with a lay-by dropping off area. This involves works to the public highway which will require separate approval under the Highways Act. The works involve retention of the existing taxi lay by, and an extension and improvement to the footway running the full length of the application site. These works are welcomed, the Head of Public realm Programmed Management considers the alterations on Adam's Row to be acceptable.

The loss of the on-site drop off facility and parking will be mitigated by the use of the NCP car park by visitors of the Hotel. Supporting information indicates that the NCP car park is

under utilised and has capacity to accommodate additional car parking generated by the loss of parking at the hotel.

As already stated it is recommended that a servicing management plan for the retail units will be secured by condition. On this basis the scheme is considered acceptable in highways terms.

8.5 Economic Considerations

Any economic benefits arising from the proposal are welcomed.

8.6 Access

Access to the hotel will remain unchanged, with the main entrance being from Grosvenor Square and vehicular drop off at the rear on Adam's Row.

8.7 Other UDP/Westminster Policy Considerations

Trees

The trees on the public highway are to be retained and will not be impacted upon in this regards.

8.8 London Plan

This application raises no strategic issues.

8.9 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.

8.10 Planning Obligations

Not Relevant

8.11 Environmental Impact Assessment

An Environmental Impact Assessment is not required for this scale of development.

8.12 Other Issues

Objections have been received that proposed retail units could in the future be used as restaurants (Class A3) which would potentially result in a loss of amenity. The application is however for retail use (Class A1) and use for restaurant purposes would require a further application.

9. BACKGROUND PAPERS

1. Application form
2. Response from Residents Society Of Mayfair & St. James's, dated 23 May 2016
3. Response from Highways Planning - Development Planning, dated 16 May 2016
4. Response from Residents Society Of Mayfair & St. James's, dated 25 May 2016
5. Letter from occupier of domaine des vaux, rue de bas, dated 16 June 2016
6. Letter from occupier of 29A Brook Street, London, dated 23 May 2016
7. Letter from occupier of 15 adams row, mayfair, dated 23 May 2016
8. Letter from occupier of 29A Brook Street, London, dated 1 July 2016
9. Letter from occupier of 48 Adams Row, London, dated 11 March 2016
10. Letter from occupier of 20 Adam's Row, London, dated 23 May 2016
11. Letter from occupier of 18 Adams Row, London, dated 23 May 2016
12. Letter from occupier of 16 Adam's Row, Mayfair, dated 23 May 2016
13. Letter from occupier of 48 ADAMS ROW, LONDON, dated 29 June 2016
14. Letter from occupier of 14 Adam's Row, Mayfair, dated 22 May 2016
15. Email from Councillor Roberts dated 23 May 2016

Selected relevant drawings

(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: MIKE WALTON BY EMAIL AT mwalton@westminster.gov.uk

10. KEY DRAWINGS

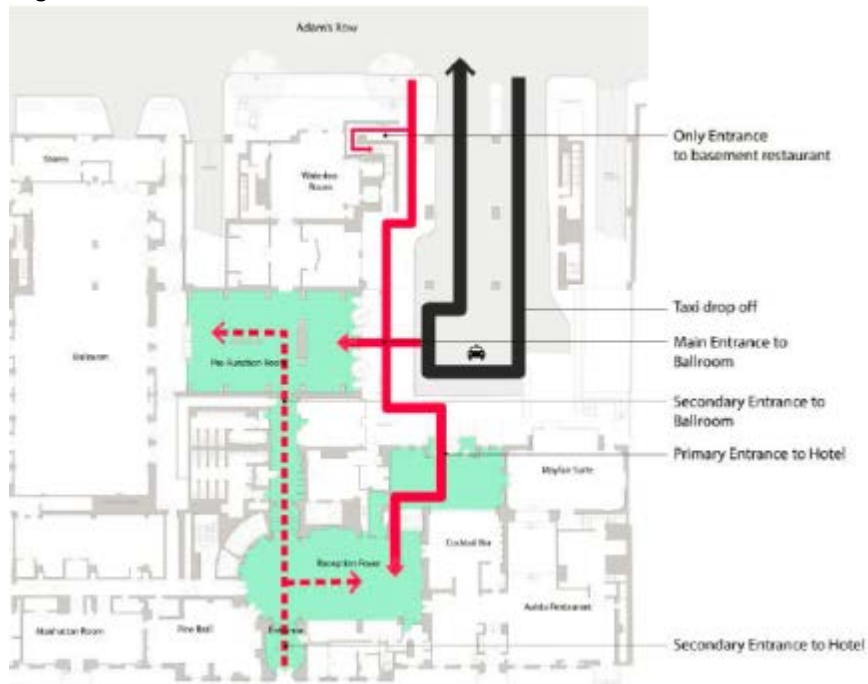
Drawing 1. Proposed ground floor plan



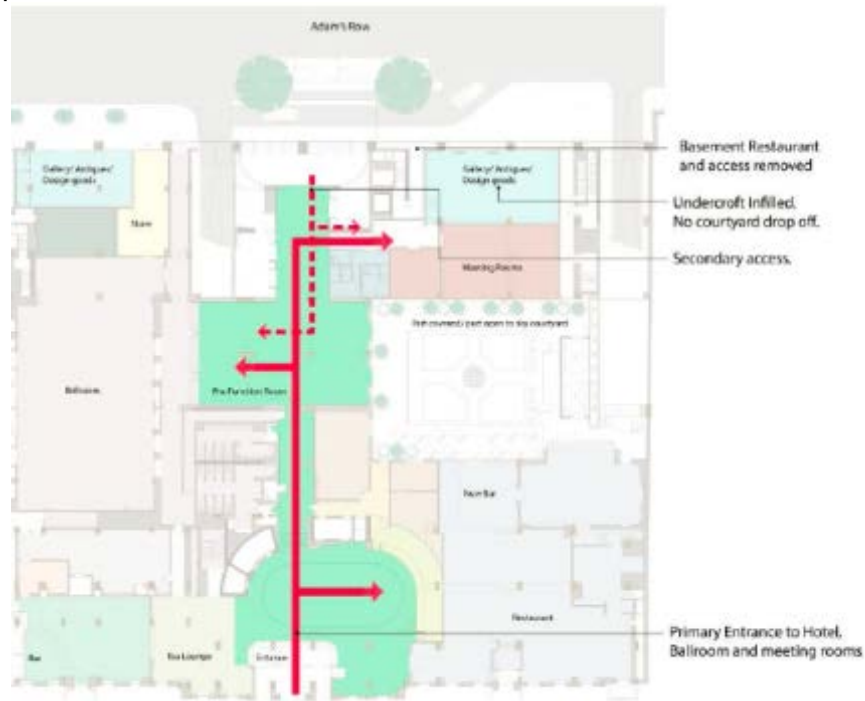
Drawing 2. Proposed Adam's Row frontage



Drawing 3. Existing entrances and circulation



Drawing 4. Proposed entrances and circulation



DRAFT DECISION LETTER

Address: 39-44 Grosvenor Square, London, W1K 2HP,

Proposal: Alterations to Adams Row frontage, involving alterations to the public highway, infilling of an existing vehicular entrance and creation of a new vehicular drop off and creation of 2 x retail units (Class A1).

Reference: 15/07087/FULL

Plan Nos: PL-10-210 P4, PL-10-212 P1, PL-10-213.

Case Officer: Lindsay Jenkins

Direct Tel. No. 020 7641 5707

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 All new work to the outside of the building must match existing original work in terms of the choice of materials, method of construction and finished appearance. This applies unless differences are shown on the drawings we have approved or are required by conditions to this permission. (C26AA)

Reason:

To make sure that the appearance of the building is suitable and that it contributes to the character and appearance of this part of the Mayfair Conservation Area. This is as set out in S25 and S28 of Westminster's City Plan (July 2016) and DES 1 and DES 5 or DES 6 or both and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007. (R26BE)

- 3 Except for piling, excavation and demolition work, you must carry out any building work which can be heard at the boundary of the site only:
 - o between 08.00 and 18.00 Monday to Friday;
 - o between 08.00 and 13.00 on Saturday; and
 - o not at all on Sundays, bank holidays and public holidays.

You must carry out piling, excavation and demolition work only:

- o between 08.00 and 18.00 Monday to Friday; and
- o not at all on Saturdays, Sundays, bank holidays and public holidays.

Noisy work must not take place outside these hours unless otherwise agreed through a Control of Pollution Act 1974 section 61 prior consent in special circumstances (for example, to meet police traffic restrictions, in an emergency or in the interests of public safety). (C11AB)

Reason:

To protect the environment of neighbouring occupiers. This is as set out in S29 and S32 of Westminster's City Plan (July 2016) and ENV 6 of our Unitary Development Plan that we adopted in January 2007. (R11AC)

- 4 Customers shall not be permitted within the 2no. retail units before 08:00 or after 18:00 Monday to Saturday or before 11:00 or after 17:00 on Sundays.

Reason:

To protect the environment of people in neighbouring properties as set out in S24, S29 and S32 of Westminster's City Plan (July 2016) and ENV 6, ENV 7 and ENV13 of our Unitary Development Plan that we adopted in January 2007. (R12AC)

- 5 Notwithstanding the provisions of Class A1 of the Town and Country Planning (Use Classes) Order 1987 as amended April 2005 (or any equivalent class in any order that may replace it) the retail accommodation hereby approved shall not be used as a supermarket/food outlet (or similar) unless otherwise agreed in writing by the City Council as local planning authority.

Reason:

To avoid blocking the surrounding streets and to protect the environment of people in neighbouring properties as set out in S42 of Westminster's City Plan (July 2016) and STRA 25, TRANS 20 and TRANS 21 of our Unitary Development Plan that we adopted in January 2007. (R23AC)

- 6 You must not commence the A1 use allowed by this permission until a Service Management Plan has been submitted to and approved by the City Council. You must not commence the A1 use until we have approved what you have sent us. You must then carry out the measures included in the servicing management plan at all times that the A1 (retail) is in use.

The service management plan should identify the hours of servicing, delivery process, storage locations, scheduling of deliveries and staffing arrangements; as well as how delivery vehicle size will be managed and should clearly outline how servicing will occur on a day to day basis.

Reason:

In the interests of public safety and to avoid blocking the road as set out in S41 of Westminster's City Plan (July 2016) and TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007. (R24AC)

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.