

CITY OF WESTMINSTER			
PLANNING APPLICATIONS COMMITTEE	Date 18 October 2016	Classification For General Release	
Report of Director of Planning		Ward(s) involved West End	
Subject of Report	Connaught Hotel, Carlos Place, London, W1K 2AL		
Proposal	Display of Christmas tree on public highway adjacent to the Connaught Hotel at the junction of Mount Street and Carlos Place for a temporary period between 18 November 2016 and 6 January 2017.		
Agent	Blair Associates Architecture Ltd		
On behalf of	Connaught Hotel		
Registered Number	16/05071/ADV	Date amended/ completed	16 June 2016
Date Application Received	31 May 2016		
Historic Building Grade	II		
Conservation Area	Mayfair		

1. RECOMMENDATION

Grant conditional advertisement consent for a temporary period between 18 November 2016 and 6 January 2017.

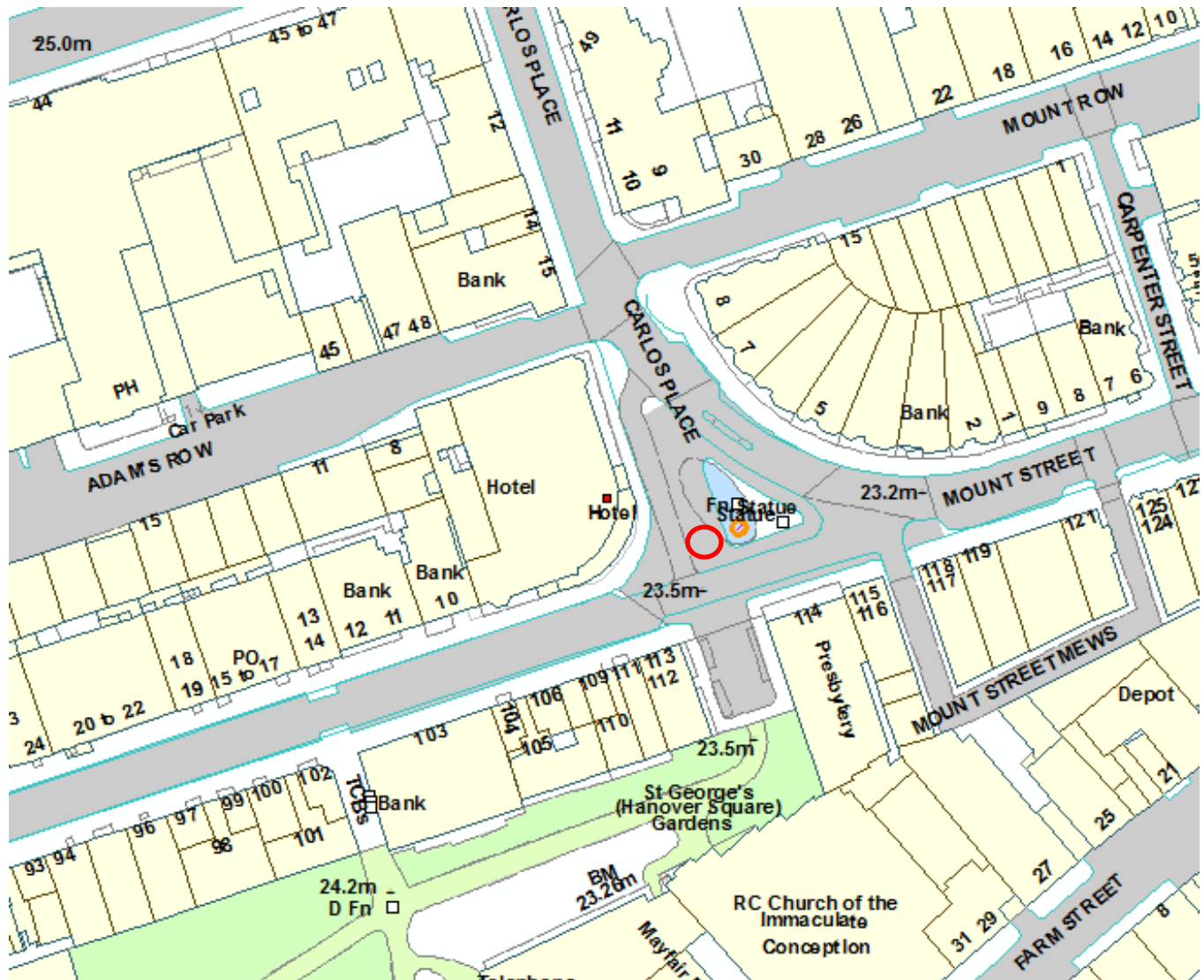
2. SUMMARY

The application site is on the public highway adjacent to the Connaught Hotel at the junction of Mount Street and Carlos Place.

Advertisement consent is sought to display a Christmas tree on the public highway for a temporary period between 18 November 2016 and 6 January 2017. Consent was granted for a tree in this location for the 2015 / 2016 festive period on 8 December 2015.

Subject to conditions, the scheme is considered acceptable on amenity and public safety ground grounds and is recommended for approval.

3. LOCATION PLAN



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 Christmas tree location

4. PHOTOGRAPHS



5. CONSULTATIONS

COUNCILLOR ROBERTS

Objection on the following grounds:

- The location of the tree interferes with the sightlines of the traditional nativity scene displayed by Farm Street Church (to the south of the application site).
- Requests that decorations be suitable to the season and not be shocking or provocative.

RESIDENTS SOCIETY OF MAYFAIR AND ST JAMES'S

No response

HIGHWAYS PLANNING MANAGER

Unacceptable on transportation grounds but could be made acceptable, with the following issues raised:

- Highways safety grounds
- Obstructions to pedestrian flow

WASTE

No objection

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 93

Total No. of replies: 14.

No. of objections: 0

No. in support: 14 on the following grounds:

- A Christmas tree will bring life, light and festive cheer to the area and provides a canvas for world famous artists.
- The Christmas tree will attract more visitors and shoppers to the area which will be beneficial to the local economy.

PRESS ADVERTISEMENT / SITE NOTICE: Yes

6. BACKGROUND INFORMATION

6.1 The Application Site

The application site is on the public highway adjacent to the Connaught Hotel at the junction of Mount Street and Carlos Place.

6.2 Recent Relevant History

Temporary advertisement consent was granted on 8 December 2015 to display a Christmas tree on the same part of the public highway between 18 November 2015 and 4 January 2016. The decorations on this tree were a mix of traditional (doves) and abstract (scissors / medicine bottles / syringes).

7. THE PROPOSAL

Advertisement consent is again sought to display a Christmas tree on public highway adjacent to the Connaught Hotel at the junction of Mount Street and Carlos Place for a temporary period between 18 November 2016 and 6 January 2017.

The applicant confirms the lighting on the tree will be 'elegant simple static lighting' and not the decorations previously permitted.

8. DETAILED CONSIDERATIONS

Applications to advertisement consent are assessed in the interest of amenity and public safety, taking into account the provisions of the development plan, so far as they are material and any other factors.

Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Of relevant to this proposal, factors relevant to public safety include: (i) The safety of persons using any highway; and (ii) Whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign.

8.1 Amenity

UDP Policy DES 8 states that consent will be granted for advertisements that are well designed and sensitively located within the street scene. Consent will not normally be granted, however, for advertisements on ground surface (especially in conservation areas).

The Christmas tree is proposed to be decorated with white lights (although no further details are currently available).

Cllr Roberts has objected to the proposal on the ground that the proposed tree will interfere with the sightlines of the traditional nativity scene displayed by Farm Street Church (to the south of the application site). Cllr Roberts also requests that decorations be suitable to the season and not be shocking or provocative.

It is acknowledged that the tree may cause some obstruction to the sightline of the nativity scene at Farm Street Church from Carlos Place looking south towards the church. However, the proposed tree is characteristic of other displays throughout the West End over the festive period and the nativity scene outside the Farm Street will remain visible from Mount Street. Having taken into account that the site is in the Mayfair Conservation Area and will affect the setting of nearby listed buildings, it is concluded that the amenity of the area will be preserved. This is subject to the conditions limiting the time period that the advertisement can be displayed and requiring the decorations that will be installed on the tree being submitted to and approved by the City Council.

8.2 Public Safety

The City Council's Highways Planning Manager raised the following concerns:

- The proposal creates a pinch point of approximately 1.5m between the proposed tree and the kerb edge in Mount Street at its narrowest point. This measure does not satisfy the City Council's minimum requirement of 2.0m for the safe movement of pedestrians.
- The proposed tree has a vertical clearance of only 2.0m from the lowest point to the surface of the footway which falls short of the 2.6m requirement for fixed structures.
- The proposed tree projects within 0.5m of the edge of kerb on the road linking Mount Street and Carlos Place. This does not satisfy the Council's minimum 1m clearway requirement of any item of street furniture to the kerb edge which designed is to ensure that the structure is not damaged by high sided vehicles.

The same condition as imposed on the 2015 tree is recommended ensuring that the tree's branches are 2.6m above the pavement. This addresses the above concerns as it will allow sufficient height and pavement width for pedestrians to pass safely beneath the tree.

Whilst the tree will be within 0.5m of the taxi pick up / drop off route, high sided vehicles are unlikely to use this section of highway and therefore this distance is sufficient in this instance.

The tree should not pose a danger to the movement of pedestrians and vehicles

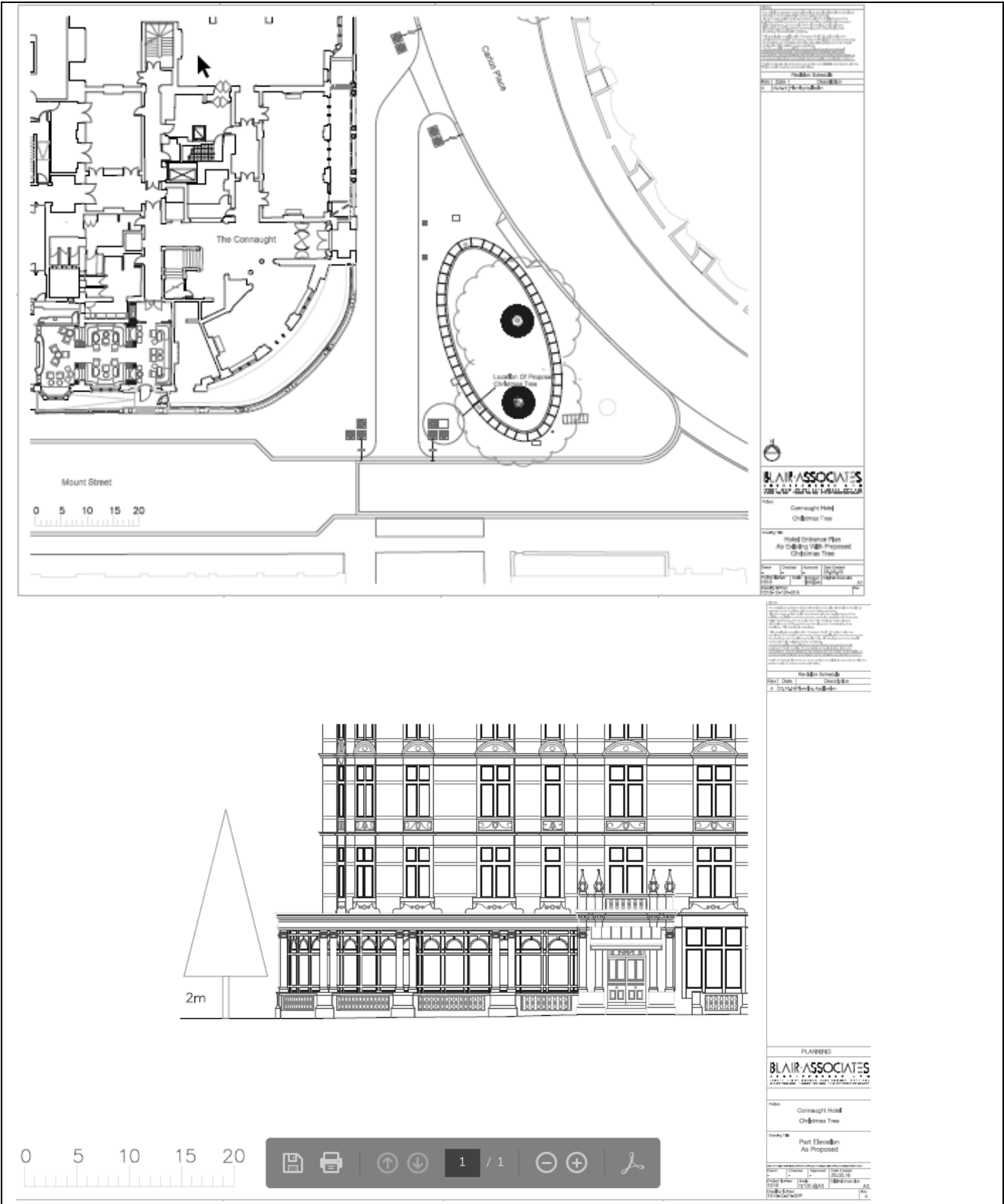
9. BACKGROUND PAPERS

1. Application form
2. Letter from Cllr Roberts, dated 31 July 2016.
3. Memorandum from the Highways Planning Manager, dated 5 August 2016.
4. Memorandum from the Cleansing Manager, dated 13 July 2016.
5. Letter from occupier of Hedonism Wines, 3-7 Davies St, dated 5 October 2016
6. Letter from occupier of Connaught House, 1-3 Mount St, dated 5 October 2016
7. Letter from occupier of Flat 3, Palm Court, dated 5 October 2016
8. Letter from occupier of 47 Somerford Way, London, dated 5 October 2016
9. Letter from occupier of 17 Cleveland Mansions, Mowll St, dated 5 October 2016
10. Letter from occupier of Flat 17, 69 - 71 St Georges Drive, dated 4 October 2016
11. Letter from occupier of 15 Blueprint apartments, Balham, dated 4 October 2016
12. Letter from occupier of 97 Mount Street, London, dated 4 October 2016
13. Letter from occupier of 7 Carlos Place, London, dated 4 October 2016
14. Letter from occupier of 102 Mount Street, Mayfair, dated 3 October 2016
15. Letter from occupier of 127 Mount Street, London, dated 4 October 2016
16. Letter from occupier of 55 Allfarthing Lane, Wandsworth, dated 5 October 2016
17. Letter from occupier of 102 Mount Street, Mayfair, dated 4 October 2016
18. Letter from occupier of 35 Lilyville Road, London, dated 4 October 2016

(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

10. KEY DRAWINGS



DRAFT DECISION LETTER

Address: Connaught Hotel , Carlos Place, London, W1K 2AL

Proposal: Installation of Christmas tree on public highway adjacent to the Connaught Hotel at the junction of Mount Street and Carlos Place for a temporary period between 18 November 2016 and 6 January 2017.

Reference: 16/05071/ADV

Plan Nos: 1518-C-21-01A, 1518-C-21-02 A, 1518-C-21-02P A.

Case Officer: Shaun Retzback

Direct Tel. No. 020 7641 6027

Recommended Condition(s) and Reason(s):

- 1 You can display the Christmas Tree from 18 November 2016 to 6 January 2017. You must then remove it without delay. (C04BA)

Reason:

The advert is temporary, so under DES 8 of our Unitary Development Plan that we adopted in January 2007, we can only approve it for a limited period. (R04AB)

- 2 Any decoration located over a vehicle carriageway, or over a pedestrian footway but within 450 mm (measured horizontally) from the edge of a vehicle carriageway, shall be fixed so that no part of the decoration is within an absolute minimum of 5.1 metres of ground level. Any decoration located over any other part of a pedestrian footway more than 450 mm (measured horizontally) from the edge of a vehicle carriageway shall be fixed so that no part of the decoration is within 2.6 metres of ground level.

Reason:

In the interests of public safety and to ensure that the decorations are not hit by high vehicles as set out in TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007.

- 3 You must apply to us for approval of the Christmas tree decorations to be used on the tree. You must not start work until we have approved what you have sent us.

You must then decorate the tree in accordance to what we have approved.

Reason:

To protect the appearance of the area. (R36AA)

Informative(s):

- 1 You will have to apply separately for a licence for any structure that overhangs the road or pavement. For more advice, please phone our Highways section on 020 7641 2642. (I10AA)

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.