

CITY OF WESTMINSTER			
PLANNING APPLICATIONS SUB COMMITTEE	Date 7 May 2019	Classification For General Release	
Report of Executive Director Growth Planning and Housing		Ward(s) involved West End	
Subject of Report	46 Berkeley Square, London, W1J 5AT		
Proposal	Flowers arranged over scaffolding on front elevation for a temporary period from 19 May 2019 -27 May 2019		
Agent	Jon Dingle Ltd		
On behalf of	46 Berkeley Square Limited		
Registered Number	19/03014/ADV	Date amended/ completed	18 April 2019
Date Application Received	18 April 2019		
Historic Building Grade	Grade I		
Conservation Area	Mayfair		

1. RECOMMENDATION

Refuse advertisement consent - visual amenity and setting of listed building

2. SUMMARY

The building is listed Grade 1 and forms part of a highly significant terrace of listed Georgian buildings on the west side of Berkeley Square, in the Mayfair Conservation Area. Other buildings in the terrace are also listed grade 1, including 44 and 45. No. 47 is listed grade 2 Star. This terrace is of the highest heritage importance.

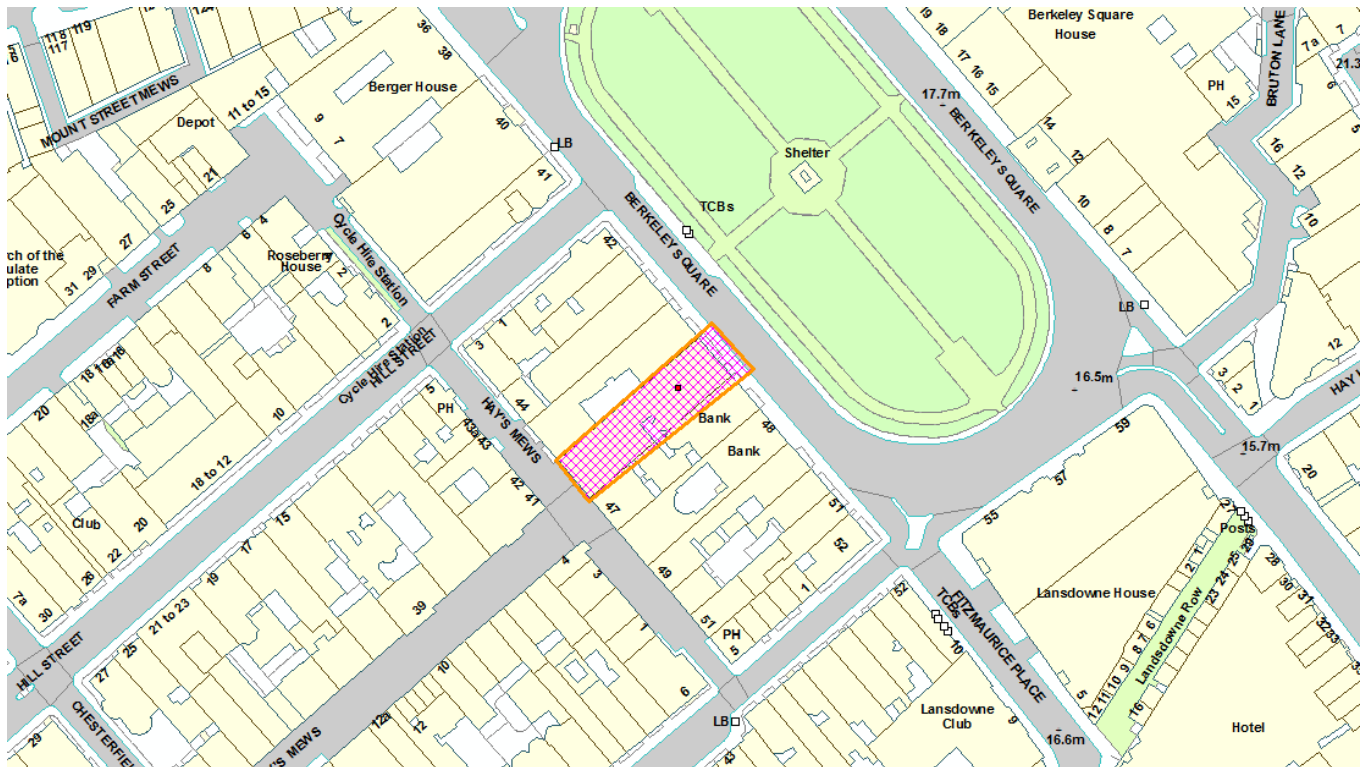
The proposed display would obscure the facade of the Grade 1 listed building harming its setting, albeit for a temporary period. This would also harm the settings of the adjacent listed buildings in the terrace and the character and appearance of the Mayfair Conservation Area.

Annabel's opened as a private members club in no.46 last year. Since then there have been at least two of temporary unauthorised displays in front of the building, extending the full height of the facade. A display at Christmas 2018 was granted advertisement consent. At a recent meeting with Cllr Mohindra and Officers the applicant advised that they wish to display temporary adverts at the front of the building twice a year. This was duly noted.

It is considered that the display is contrary to the City Council's policies regarding advertisements and the preservation of listed buildings and conservation areas. It would cause clear harm to

heritage assets. There are no special circumstances to be taken into consideration in this case and, in addition, the event for which the advertisement is to be displayed (the Chelsea Flower Show) is not related to this premises or indeed to the City of Westminster. To permit such a display could make resisting similar displays on other buildings difficult as the rationale for allowing it would be equally applicable in many other situations. It is considered that there are no public benefits to outweigh the harm, and therefore the proposal is recommended for refusal.

3. LOCATION PLAN



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4. PHOTOGRAPHS



5. CONSULTATIONS

No consultations undertaken

5.1 Recent Relevant History

On 14 November 2018 advertisement consent was *granted* for the display of a non-illuminated Christmas decoration on a printed screen (Christmas tree), measuring 13m x 13m for a temporary period from 10 December 2018 to 11 January 2019.

On 13 February 2019 advertisement consent was *refused* for the display of a non-illuminated printed hoarding screen (birthday cake) measuring 18.3m x 12.3m. This display was erected without consent. (RN:19/00597/ADV). It was considered that the shroud advertisement would harm the special interest of the grade 1 listed building and harm the setting of the adjacent listed buildings in the terrace.

(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: HELEN MACKENZIE BY EMAIL AT hmackenzie@westminster.gov.uk

6. KEY DRAWINGS



DRAFT DECISION LETTER

Address: 46 Berkeley Square, London, W1J 5AT

Proposal: Flowers arranged over scaffolding on front elevation for a temporary period from 19 May 2019 -27 May 2019

Reference: 19/03014/ADV

Plan Nos: 1819-GA-EL-11-G

Case Officer: Robert Ayton

Direct Tel. No. 020 7641 2978

Recommended Reason for Refusal:**Reason:**

Because of its design, size and location, the proposed advertisement would harm the special interest of this grade 1 listed building. It would harm the settings of the adjacent listed buildings in the terrace. It would also fail to maintain or improve (preserve or enhance) the character and appearance of the Mayfair Conservation Area. This would not meet S25 and S28 of Westminster's City Plan (November 2016) and DES 1, DES 8, DES 9, DES 10 (A) and paras 10.108 to 10.146 of our Unitary Development Plan that we adopted in January 2007. (X17AD)

Informative(s)

- 1 If the proposed advertisement (which includes any supporting structure) is attached to the grade 1 listed building then listed building consent would also be required. However, listed building consent is unlikely to be granted.

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.