

CITY OF WESTMINSTER			
PLANNING APPLICATIONS SUB COMMITTEE	Date 16 February 2021	Classification For General Release	
Report of Director of Place Shaping and Town Planning		Ward(s) involved Lancaster Gate	
Subject of Report	Whiteleys Centre, Queensway, London, W2 4YH		
Proposal	Display of internally illuminated hoardings (Letters only) on the Queensway frontage and part of the Porchester Gardens frontage of the site until 1 November 2023.		
Agent	Turley		
On behalf of	Queens Road W2		
Registered Number	20/06779/ADV	Date amended/ completed	24 November 2020
Date Application Received	26 October 2020		
Historic Building Grade	Grade 2		
Conservation Area	Queensway		

1. RECOMMENDATION

Grant conditional advertisement consent.

2. SUMMARY

Whiteleys is a Grade II listed building located on the western side of Queensway, within the Queensway Conservation Area. The site forms the boundary with the Bayswater Conservation Area to its western frontage along Redan Place. Until recently, the building was used as an indoor shopping centre with a public car park located at the rear at second floor level with vehicular access from Redan Place. Redevelopment work is currently underway. The application site is located outside the Central Activities Zone (CAZ), but is within the Core Frontage of the Queensway/ Westbourne Grove Major Shopping Centre and is within the Queensway/ Bayswater Stress Area.

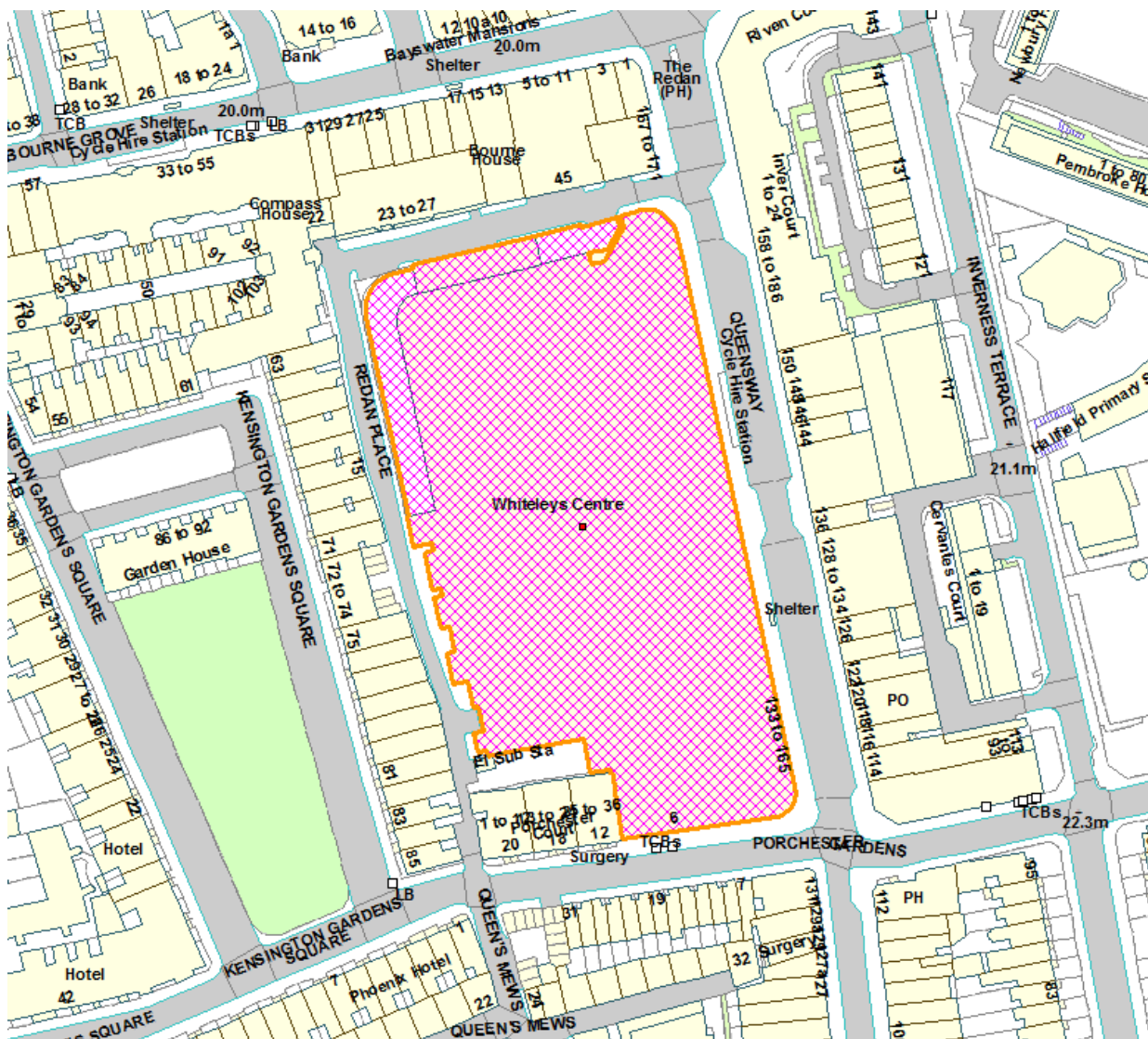
The applicant seeks advertisement consent for the addition of internally illuminated letters to the hoarding along the Queensway frontage and part of the Porchester Gardens frontage of the application site. The hoarding would have a black background and would display the applicants name for the proposed development ('The Whiteley, London') as well as the applicant's details, including contact details. The applicant proposes illuminating 'The Whiteley, London' lettering only.

The key considerations are:

- Amenity; and

- Public Safety

The proposed advertisement would be consistent with relevant statutory, national planning considerations and the development plan. It is therefore recommended that advertisement consent is granted, subject to the recommended condition.

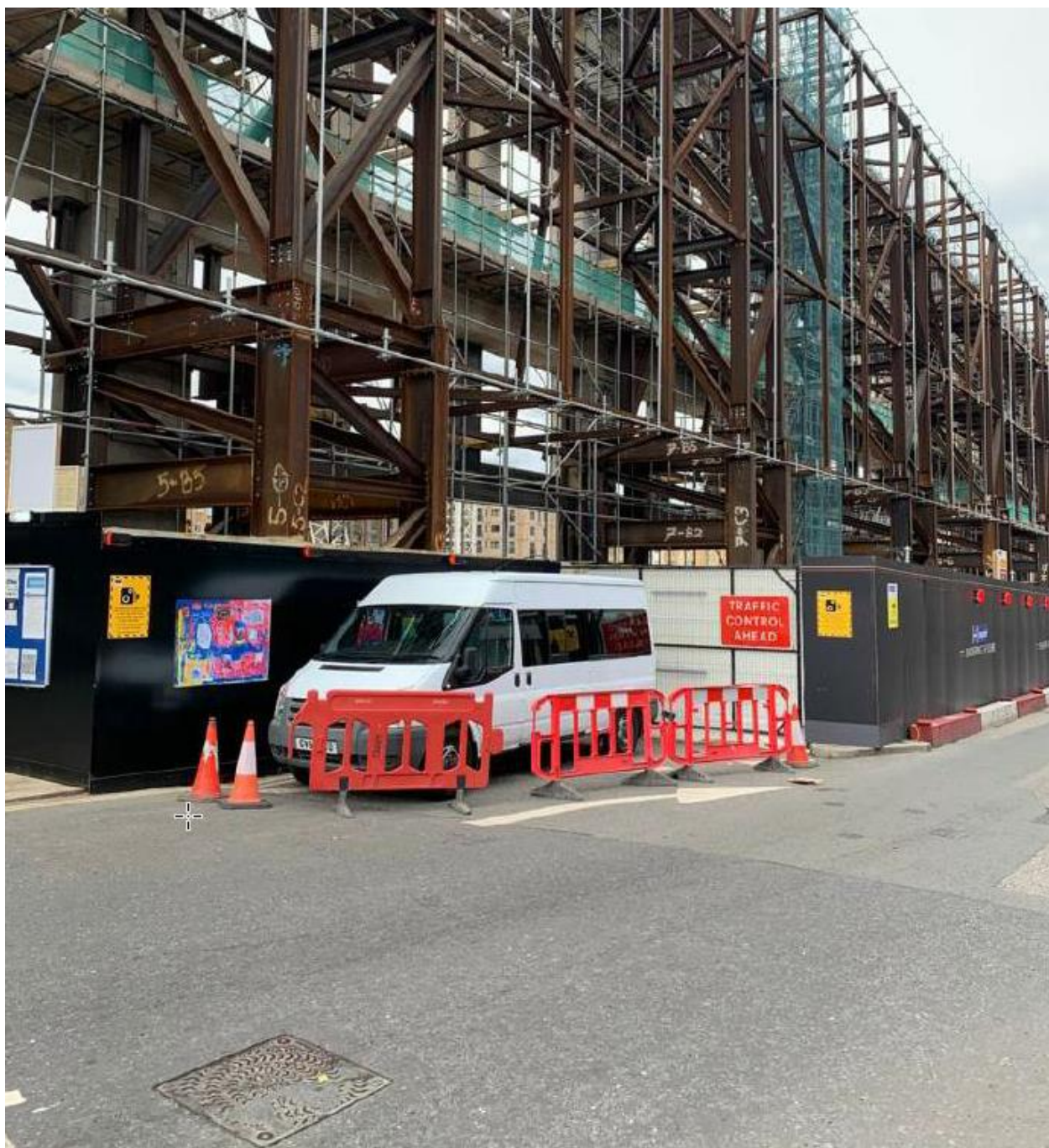


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4. PHOTOGRAPHS



Existing hoarding on Queensway and Porchester Gardens corner



Existing hoarding on Queensway frontage

5. CONSULTATIONS

COUNCILLOR BURBRIDGE

The hoarding colour seems to be a real concern and having a white or lighter background of colour is more helpful and allows a lighter approach during the darker days and nights especially during the winter. Having black/dark hoarding along the surrounds of Whiteleys especially along Redan Place is not helpful. This colour is helpful to crime not for resident's safety. Keeping the artwork on the hoarding by the Hallfield school children would be appreciated.

Agree with the objections made by SEBRA with the illuminations of the sign. If this is allowed, we need to have that balance between residents needs and helping businesses to succeed. The limited time suggested by SEBRA is a fair compromise and would support this condition.

Even though it's not a planning issue, supports local residents in asking the applicants to review their plans to use The Whiteleys instead of Whiteleys.

Has been encouraged by the collaboration and efforts to include the thoughts of local people throughout the development process and would ask applicants to respect local history and review keeping the title: Whiteleys. Have always been promised this would not be Bond Street nor include international expensive branded shops but smaller scale boutique type shopping that will not just attract footfall from outside the area but be inclusive of local needs.

Should officers be minded to approve, request that this be taken to committee for a final decision.

COUNCILLOR CARMAN

Would like it recorded that she is in complete agreement with SEBRA's submission.

COUNCILLOR SMITH

Supports SEBRA's comments.

The Whiteley is not grammatical and won't make any sense to anyone who understands the history of the building.

Agrees that illumination, whilst needed for safety and security, shouldn't disturb residents.

Considers light coloured hoarding more attractive and would probably make it easier to achieve a balance in the lighting, ensuring it isn't too dark but the lights don't cause a disturbance.

COUNCILLOR PAYNE

In favour of anything that replaces the children's drawings on the existing hoarding. Considers that they add to the shabby and run-down atmosphere of Queensway whilst smarter hoarding would raise the tone during many years of construction, an inevitable recession and empty shops due to other planned redevelopments ahead of us. The proposed changes to the hoarding represent a more elegant hoarding which she approves of in principle but agrees that a different colour scheme might look less melancholy for residents.

Objects strongly to the re-naming of Whiteley's as "The Whiteley London". Whiteley's is of immense local cultural importance and in London, when built in 1911 it was the first, and considered for a significant time the smartest, department store in London frequented by Queen Victoria. It is an economic hub locally and a centre of community; from the annual Christmas grotto which was renowned locally to the art exhibitions and children's trampolines.

The Council has gone to great lengths to protect the architectural heritage, preserving the frontage, the domes and the stairs. Recently, in response to a local drive, a plaque for William Whiteley is to be added on nearby Kildare Terrace. Strongly objects to the name 'the Whiteley London'. This not only demeans it by indicating it is part of a global chain, it sounds incongruous, but most importantly it is an attempt to eradicate the local history. When the developers bought into Whiteleys they did it precisely because of its unique history and the local attachment to Whiteley's. To rename it would be to eradicate that good will to a development that has caused significant inconvenience and sometimes harm to the local community. It would be a failing to understand the local fabric of the community and that Whiteley's (with its beloved architectural features) is a pillar of Bayswaters identity.

Whiteley's was immortalised by George Bernard Shaw in Pygmalion in 1913. If Harry Gordan Selfridge can buy Whiteley's in 1927 and respect the name, the current incumbents can do the same. Changing the name would no doubt cause local uproar and protest and it would be wrong to allow the hoardings to carry anything other than Whiteley's.

SOUTH EAST BAYSWATER RESIDENTS ASSOCIATION (SEBRA)

Object to name 'The Whiteley London' but note that it is not a planning issue.

Object to lighting due to complaints from residents regarding existing red bulkhead lighting on existing hoarding. If allowed, request condition requiring that the lighting is only on between 08.00 to 21.00.

Object to black hoarding as it is depressing and would prefer the advertising hoarding to be white, which is being used in three major construction sites in the area (Park Modern (123 Bayswater Road), Paddington Square and the major site at the junction of Edgware Road/Marble Arch).

BAYSWATER RESIDENTS ASSOCIATION (BRA)

Object. Agree with comments made by SEBRA and local councillors. Hoardings should be neutral or white. Note that although not a planning matter, the name 'The Whiteley' is unfortunate.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 0 (Not required for advert consent application)

Total No. of replies: 9

No. of objections: 9 (includes objections from two unrecognised residents associations – Queensway Residents Association and Hereford Residents Association)

No. in support: 0

In summary, the objectors raise the following issues:

- Name 'The Whiteley, London' is inappropriate and not respectful to the history of this building;
- White coloured hoarding should be used; and
- Illumination should be conditioned.

PRESS ADVERTISEMENT / SITE NOTICE:

Yes

6. BACKGROUND INFORMATION

6.1 The Application Site

Whiteleys is a landmark Grade II listed building located on the western side of Queensway, within the Queensway Conservation Area. It is bounded by Porchester Gardens to the south and Redan Place to the north and the west. Until recently, the building was used as an indoor shopping centre with a public car park located at the rear at second floor level with vehicular access from Redan Place. It covers an area of approximately 1.42 hectares. The site is well served by public transport, with the Bayswater and Queensway Underground stations are in close proximity.

The application site is located outside the Central Activities Zone (CAZ). The application site is located within the Core Frontage of the Queensway/ Westbourne Grove Major Shopping Centre and is within the Queensway/ Bayswater Stress Area.

The applicant is currently implementing the previously granted permissions and the existing building has been largely demolished, except for facades facing Porchester Gardens, Queensway and the norther arm of Redan Place. Prior to demolition, the building comprised basement, ground and four upper floors. The building was arranged as an inward facing shopping centre with pedestrian access via three main entrance points along Queensway. The existing basement included ancillary retail floor space, servicing areas and a bowling lane (Class D2 use). The ground floor comprised a mix of retail units, dominated by Class A1 units, including several large units currently occupied by 'anchor' retailers including Marks and Spencer and a range of mainly fashion

retailers. There was also a bank and coffee shops. The first floor was predominantly retail, with a food hall provided at second floor level, which predominantly comprises Class A3 restaurant/ cafe units. The second floor and part of the third floor accommodated a four-screen cinema. The third and fourth floors were used as office floorspace and included television recording studios.

6.2 Recent Relevant History

15/06074/EIAOP

Request for a Screening Opinion pursuant to Regulation 5 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2011 (as amended) in connection with the comprehensive redevelopment of the site to include demolition of existing structures (retention of historic facade and key historic elements of the fabric of the building), and provision of retail (Class A1) restaurant (Class A3) hotel (Class C1), assembly and leisure (Class D2) and residential (Class C3) uses, with associated landscaping, public realm works, cycle and car parking, plant and other associated works.

Applicant advised that EIA not required

10 August 2015

15/10072/FULL & 16/12204/LBC

Planning permission and listed building consent granted for demolition and redevelopment of building behind retained and refurbished facades to Queensway and Porchester Gardens facades to provide a mixed use development comprising three basement levels, ground floor and up to 10 upper floor levels, containing up to 103 residential units (Class C3), retail floorspace (Class A1 and A3) facing Queensway and arranged around a new retail arcade below re-provided central atrium and central retail courtyard, public car park, hotel (Class C1), cinema (Class D2) gym (Class D2), crèche (Class D1), with associated landscaping and public realm improvements, provision of 103 basement residential parking spaces, cycle parking and associated basement level plant and servicing provision.

Permission and Consent Granted

27 April 2016

16/12203/FULL and 16/12204/LBC

Variation of Condition 1 and removal of Condition 10 of planning permission dated 27 April 2016 (RN: 15/10072/FULL) for: Demolition of and redevelopment of building behind retained and refurbished facades to Queensway and Porchester Gardens facades to provide a mixed use development comprising three basement levels, ground floor and up to 10 upper floor levels, containing up to 103 residential units (Class C3), retail floorspace (Class A1 and A3) facing Queensway and arranged around a new retail arcade below re-provided central atrium and central retail courtyard, public car park, hotel (Class C1), cinema (Class D2) gym (Class D2), crèche (Class D1), with associated landscaping and public realm improvements, provision of 103 basement residential parking spaces, cycle parking and associated basement level plant and servicing provision. NAMELY, to reduce the height of the front (Queensway frontage) of the building by 1.5m, reduce the two rear towers by one storey and remodel the new top storey as a recessed roof storey, amend the façade alignment on the set back upper floors to the rear, increase height and bulk of infill blocks between rear towers, omit the residential vehicular drop off in Redan Place and reconfigure the Redan Place façade, increase the depth and reconfiguration of the new basement, reconfigure the location

and floorspace quantum of uses within the development including increase in hotel bedrooms and floorspace and gym floorspace, increase the number of residential units to provide up to 129 units, amend residential mix of units, amendment of waste management strategy, relocation of retained central staircase from hotel lobby to one of the principal retail units and associated internal and external alterations.

Permission and Consent Granted

1 November 2017

17/10221/FULL and 17/10258/LBC

Variation of Condition 1 of planning permission dated 1 November 2017 (RN: 16/12203/FULL) for the Variation of Condition 1 and removal of Condition 10 of planning permission dated 27 April 2016 (RN: 15/10072/FULL) for the demolition of and redevelopment of building behind retained and refurbished facades to Queensway and Porchester Gardens facades to provide a mixed use development comprising three basement levels, ground floor and up to 8 upper floor levels, containing up to 129 residential units (Class C3), retail floorspace (Class A1 and A3) facing Queensway and arranged around a new retail arcade below re-provided central atrium and central retail courtyard, public car park, hotel (Class C1), cinema (Class D2), gym (Class D2), creche (Class D1), with associated landscaping and public realm improvements, provision of 103 basement residential parking spaces, cycle parking and associated basement level plant and servicing provision. Currently proposed amendments are NAMELY to reorganise the layout of the residential units and reduce the number residential units to 113 residential units (Class C3), reorganisation to basement levels and associated non-residential uses, amend the number of residential parking spaces at basement level to 110 with retention of a 36 space public car park, reconfigure the hotel use including increase in number of hotel rooms to up to 50 rooms, replacement of nursery/ crèche unit with a flexible Class D1/D2 unit located on Porchester Gardens frontage, formation of separate car and servicing access from Redan Place, formation of townhouses to rear of Porchester Court, alterations at roof level including addition of photovoltaic panels and associated external alterations.

Applications withdrawn

25 May 2018

18/04595/FULL and 18/04775/LBC

Variation of Conditions 1, 15 and 16 and removal of Condition 49 of planning permission dated 1 November 2017 (RN: 16/12203/FULL) which itself varied Condition 1 and removed Condition 10 of planning permission dated 27 April 2016 (RN: 15/10072/FULL) for: Demolition of and redevelopment of building behind retained and refurbished facades to Queensway and Porchester Gardens facades to provide a mixed use development comprising three basement levels, ground floor and up to 10 upper floor levels, containing up to 103 residential units (Class C3), retail floorspace (Class A1 and A3) facing Queensway and arranged around a new retail arcade below re-provided central atrium and central retail courtyard, public car park, hotel (Class C1), cinema (Class D2) gym (Class D2), crèche (Class D1), with associated landscaping and public realm improvements, provision of 103 basement residential parking spaces, cycle parking and associated basement level plant and servicing provision. NAMELY, variation of Condition 1 to allow the southern cupola, central clock-tower and existing balconies to be carefully dismantled, stored during works and reinstated; amend the wording of Condition 15 to remove the requirement for approval of a construction contract prior to commencement of development; amendment of Condition 16 to require approval of Secure by Design measures prior to work commencing on the superstructure and removal of Condition 49 related to approval of tree protection measures.

Permission and Consent Granted

19 November 2018

19/02704/EIASCR

Request for an Environmental Impact Assessment (EIA) Screening Opinion pursuant to Regulation 5 of the Town and Country Planning (EIA) Regulations 2017 for an application to vary Condition 1 of planning permission dated 19th November 2018 (RN: 18/04595/FULL), which itself varied Conditions 1, 15 and 16 and removal of Condition 49 of planning permission dated 1st November 2017 (RN: 16/12203/FULL), which varied Condition 1 and removed Condition 10 of planning permission dated 27 April 2016 (RN: 15/10072/FULL) for: Demolition of and redevelopment of building behind retained and refurbished facades to Queensway and Porchester Gardens facades to provide a mixed use development comprising three basement levels, ground floor and up to 10 upper floor levels, containing up to 103 residential units (Class C3), retail floorspace (Class A1 and A3) facing Queensway and arranged around a new retail arcade below re-provided central atrium and central retail courtyard, public car park, hotel (Class C1), cinema (Class D2) gym (Class D2), creche (Class D1), with associated landscaping and public realm improvements, provision of 103 basement residential parking spaces, cycle parking and associated basement level plant and servicing provision. NAMELY, variation of Condition 1 to increase residential numbers to provide 153 residential units (class C3) including affordable housing (class C3), revisions to the hotel (class C1), cinema (Class D2), gym (Class D2), removal of crèche (Class D1), with associated landscaping and public realm improvements, provision of 113 basement car parking spaces, removal of public car parking, provision of basement level cycle parking, associated plant and servicing provision over ground and basement levels, revisions to window strategy to the historic facade.

Applicant advised that EIA not required

4 October 2019

19/02449/FULL and 19/02374/LBC

Variation of Condition 1 of planning permission dated 19 November 2018 (RN: 18/04595/FULL), which itself varied Conditions 1, 15 and 16 and removal of Condition 49 of planning permission dated 1 November 2017 (RN: 16/12203/FULL), which varied Condition 1 and removed Condition 10 of planning permission dated 27 April 2016 (RN: 15/10072/FULL) for: Demolition of and redevelopment of building behind retained and refurbished facades to Queensway and Porchester Gardens facades to provide a mixed use development comprising three basement levels, ground floor and up to 10 upper floor levels, containing residential units (Class C3), retail floorspace (Class A1 and A3) facing Queensway and arranged around a new retail arcade below re-provided central atrium and central retail courtyard, public car park, hotel (Class C1), cinema (Class D2) gym (Class D2), crèche (Class D1), with associated landscaping and public realm improvements, provision of basement residential parking spaces, cycle parking and associated basement level plant and servicing provision.

Permission and Consent Granted

17 December 2019

7. THE PROPOSAL

The applicant seeks advertisement consent for the addition of internally illuminated letters to the hoarding along the Queensway frontage and part of the Porchester Gardens frontage of the application site. The hoarding would have a black background and would display the applicants name for the proposed development ('The Whiteley,

London') as well as the applicant's details, including contact details. The applicant proposes illuminating 'The Whiteley, London' lettering only.

The applicant originally sought advertisement consent for the hoarding around the entire application site but now seeks it for the Queensway and part of Porchester Gardens frontages only to address comments raised by residents. It should be noted that a hoarding that does not display an advertisement does not require planning permission or advertisement consent and the existing black hoardings benefit from this permitted development right.

8. DETAILED CONSIDERATIONS

Pursuant to the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 (as amended) ("the Advert Regs"), the City Council's consideration is limited to the advertisements effect on amenity and public safety only, taking into account, the provisions of the development plan, so far as they are material; and any other relevant factors.

Regulation 3(4) of the Advert Reg's and Paragraph: 026 Reference ID: 18b-026-20140306 of the National Planning Practice note that unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the City Council considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary or offensive to public morals.

8.1 Amenity

Regulation 3 (2) (a) of the Advert Reg's states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

In this instance, the proposed advert comprises simple and small white lettering (i.e. each letter is no taller than 12 cm) on a plain black background, displaying the name of the development (i.e. The Whiteley, London) and the applicant and contractors' detail repeated on every second hoarding panel. The black hoarding that forms the background already exists at present and is relatively recessive in the street given its low height in comparison to the more substantial steelwork and retained façade behind. The degree and means of illumination proposed, limited only to the name of the development on every fourth hoarding panel, would be minimal, and would not detract from the night-time character of the street, particularly given its commercial character. In any event, the advertisement would only be in-situ until November 2023.

Given the above, the proposed advertisement would preserve the special interest of Whiteleys and the character and appearance of the Queensway Conservation Area and would be consistent with policies S25 and S28 of the City Plan and policies DES 1, DES 7, DES 8, DES 9 and DES 10 of the UDP.

8.2 Public Safety

Reg 3 (2) (b) of the Advert Regs state that factors relevant to public safety include the safety of persons using any highway and whether the advertisement is likely to obscure or hinder the ready interpretation of any traffic sign.

As noted above, the proposed adverts are simple and small scale. They do not include any flashing lights or other features likely to distract drivers or pedestrians and would not obstruct any traffic sign.

Given the above, the proposed advertisements would not harm public safety, consistent with policy DES 8 of the UDP.

8.2 Economic Considerations

No economic considerations are applicable for a development of this size.

8.3 Access

The proposed advertisements would not obstruct access along Queensway and Porchester Gardens. As noted above, they would also not obstruct or hinder the interpretation of signage in the area around the application site.

8.4 Other UDP/Westminster Policy Considerations

None.

8.5 Westminster City Plan

The City Council is currently working on a complete review of its City Plan. Formal consultation on Westminster's City Plan 2019-2040 was carried out under Regulation 19 of the Town and Country Planning Act (Local Planning) (England) Regulations 2012 between Wednesday 19 June 2019 and Wednesday 31 July 2019 and on the 19 November 2019 the plan was submitted to the Secretary of State for independent examination. The Examination in Public took place between 28 September and 2 October and 12 October and 16 October. Consultation on the main modifications recommended by the Inspectors took place between 30 November 2020 and 18 January 2021. Having regard to the tests set out in paragraph 48 of the NPPF, and whilst the draft City Plan has now been examined, it will continue to attract very limited weight until its adoption.

8.6 Neighbourhood Plans

Not applicable to this site.

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 relevant to advertisement consent applications.

8.11 Other Issues

The issues raised by the objectors to the advertisements have largely been addressed above. However, the following is also noted:

Name of the Development

As noted above, the majority of objections received relate to the name of the proposed development (i.e. 'The Whiteley, London'), although many of these same objections also correctly note that this is not a material planning consideration. For the avoidance of doubt, the Adverts Regs are clear that the City Council cannot refuse advertisement consent because people are offended by the content of the advertisement.

Black Colour of the Hoarding

The existing hoarding is black and the only change proposed is the addition of small scale white lettering. As noted above, the black hoardings are considered relatively recessive in the streetscene and not harmful in amenity terms.

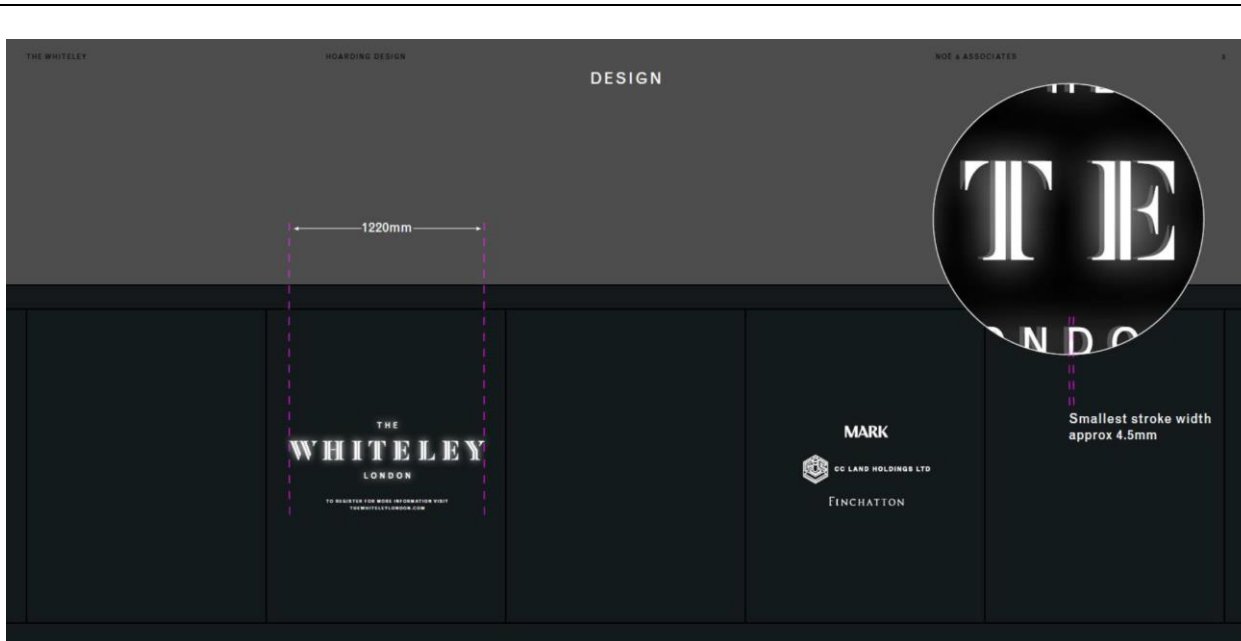
Brightness of Proposed Lighting

The letters to be illuminated form a relatively small part of the hoarding, are located at street level and on the commercialised frontage to Queensway. Whilst it is recognised that several objectors have requested that the lighting is switched off between 2100 and 0800, this is not considered reasonable in this location and given the small scale of the lighting proposed.

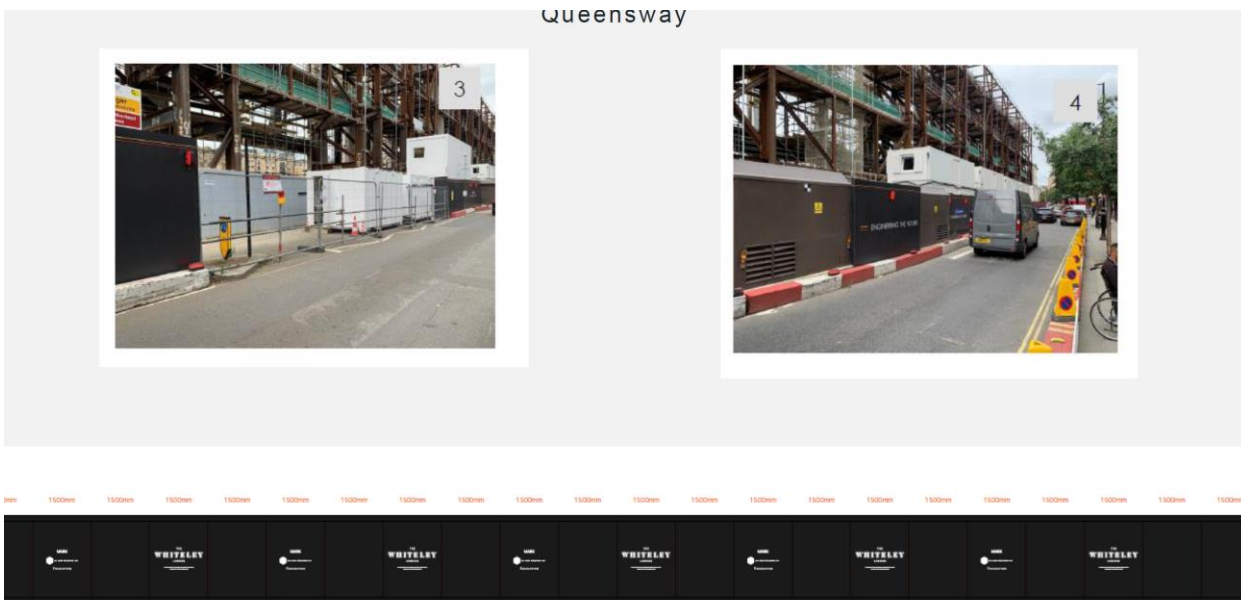
(Please note: All the application drawings and other relevant documents and Background Papers are available to view on the Council's website)

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT PLEASE CONTACT THE PRESENTING OFFICER: NATHAN BARRETT BY EMAIL AT NBARRETT@WESTMINSTER.GOV.UK.

9



Proposed Hoarding Design (Close-up)



Proposed Hoarding Design (Wide View)

DRAFT DECISION LETTER

Address: Whiteleys Centre, Queensway, London, W2 4YH

Proposal: Display of internally illuminated hoardings (Letters only) on the Queensway frontage and part of the Porchester Gardens frontage of the site until 1 November 2023.

Reference: 20/06779/ADV

Plan Nos: Hoarding Pack Update dated 19.11.2020; Cover letter from Turley dated 20 November 2020

Case Officer: Nathan Barrett

Direct Tel. No. 07866036771

Recommended Condition(s) and Reason(s)

- 1 The advertisements can stand until 1 November 2023. You must then remove them without delay.

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.

Informative:

- 1 You will have to apply separately for a licence for any structure that overhangs the road or pavement. For more advice, please email Jeff Perkins at jperkins@westminster.gov.uk.

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.