

Monmouth Planning Ltd

Planning Portal ref: PP 10287920
Our ref: DZ/LIN.21.5

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11th October 2021

Westminster City Council
Development Planning
PO Box 732
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Dear Sir/Madam

Town and Country Planning Act 1990 (As Amended)
Town and Country Planning (Control of Advertisements) (England) Regulations 2007
68-72 Wigmore Street & 13-15 Marylebone Lane W1U 2SD

On behalf of our client Lina Stores WR Ltd we write in support of the planning application and advertisement application submitted via the planning portal in respect of the above site for alterations to the shopfront, installation of new heaters and the display of new 3No. non-illuminated fascia signs and two non-illuminated projecting signs.

To assist the Council in the consideration of this application we enclose with this letter the following documents:

- Application forms and Certificates
- CIL form
- Existing and proposed plans
- Site Plan

The application fee has been paid online via the planning portal payment system.

The Site

The building is located at the corner of Wigmore Street and Marylebone Lane at 68-72 Wigmore Street/13-15 Marylebone Lane, known as the Triangle site.

The unit comprises ground floor and basement levels used for restaurant (Class E) purposes. Primary access to the restaurant is from Marylebone Lane with a secondary entrance located on Wigmore Street. The upper floors of the building are in office use and are accessed from the separate entrance on Wigmore Street.

The building is not listed but is located within the Harley Street Conservation Area. The Triangle site was extensively redeveloped in 2010 for form the current arrangement of uses.

VAT REGISTRATION NUMBER: 203 0372 68

Background

The application site will be occupied by Lina Stores as a restaurant/delicatessen specialising in Italian goods with café and restaurant use.

Lina Stores was first established in 1944 at 18 Brewer Street which is still open to this day. In May 2018 Lina Stores opened their very first restaurant in Greek Street a short walk from their first store in Brewer Street and are in the process of opening a further store in Kings Cross.

Lina Stores is a well-established business in London and is seen as something of an icon in the local area. All their shops are identified by their iconic green glazed tiled shopfront. The use of the green glazed tiles on the shopfront has been established at 18 Brewer Street.

The Soho Conservation Area Audit has identified 18 Brewer Street is an unlisted building of merit and specifically refers to Lina Stores shopfront at 18 Brewer Street and it being a good example of a twentieth century shopfront.

Relevant Planning History

The relevant planning history for the property is listed below, this excludes a number of condition discharge applications which relate to the implemented planning permission granted on 26 April 2010 for the redevelopment of the Triangle site.

- 21/04585/FULL Over-cladding shopfront with green tiles, installation of new heaters and associated works – Refused 25th August 2021
- 21/04586/ADV Display of externally illuminated fascia signs measuring 0.40m x 7.10m, 0.40m x 8.00m, 0.40m x 3.60m, and new awnings with logos – Refused 25th August 2021.
- 19/09287/FULL Alterations to Shopfront – Permitted 10 Jan 2020.
- 16/03561/FULL Alteration to shopfront including the replacements of existing double doors with 3-fold serving hatch window to Wigmore Street elevation – Refused 9th August 2016.
- 12/09319/FULL Extension to existing roof top plant area enclosure to accommodate 5 No. air condensers – Permitted 12 April 2013.
- 11/09407/NMA Amendments to approved scheme (RN: 08/10815) dated 26 April 2010 Namely, pavement light and ventilation grille arrangements and the number and size of the door panels to ensure there is no over-sailing of the highway – Approved 8th December 2011.
- 11/01825/FULL Installation of illuminated glass canopy at first floor level to the Jason Court Elevation. (13 -19 Marylebone Lane) – Approved 5th May 2011.
- 10/04184/NMA Amendments to approved scheme (RN:08/10815): Namely for removal and rebuilding of the central gable of 68 Wigmore Street using the same materials – Application Permitted 14th June 2010.
- 08/10816/CAC Complete demolition of 15-19 Marylebone Lane and demolition of roof and behind retained facade of 68-74 Wigmore Street and 13/13A Marylebone Lane – Permitted 26th April 2010.
- 08/10815/FULL Demolition of mansard roof and behind the retained facades of 68-74 Wigmore Street and 13 Marylebone Lane, and complete demolition of the remainder of the buildings on the site; new building of basement, ground and three upper floors plus new mansard roof storey where facades are retained; rooftop plant room; use of basement and ground floors as retail (Class A1) and/or financial and professional services (Class A2) and/or restaurant (Class A3) (15-19 Marylebone Lane only) and offices (Class B1) at first to fourth floor levels with a ground floor entrance and lobby; green roof at fourth floor level; public art – Permitted 26th April 2010.

Proposals

This application is submitted following the refusal of planning permission and advertisement application for alterations to the shopfront and installation of new signage as noted above. The scheme has been amended to take onboard the advice received from officers and now omits the over cladding of the shopfront in green tiles and the display of the Bakerlite fascia signage.

The applicant seeks permission to upgrade the existing shopfront to provide a high-end finish to the building. The scheme has been developed in line with the Council's Shopfronts, Blinds and Signs SPG.

The existing framework and glazing of the shopfront will be retained. The works proposed will include the following:

Shopfront alterations

- Repainting of existing shopfront frames and doors.
- Recess entrance doors on Marylebone Lane and Wigmore Street.
- Replace existing mosaic floor tiles with new mosaic tiles to include shop branding.
- Existing timber frame retained and re-stained.
- Installation of new green glazed tiles to the shopfront stallriser on the Wigmore Street frontage.
- Installation of new heaters to the underside of the awing boxes.
- Repainting of the shopfront walls.
- Installation of new high-level fresh air intake grills above the entrance door as previously permitted.

Display of new signage

- Display of new pin mounted lettering to the Wigmore Street, Marylebone Lane and apex corner elevations of the building. The signs will be 250mm in height and range between 3m and 2m in length fitting within the existing fascia panel of each frontage. All the fascia signs will be non-illuminated.
- Installation of 2 non-illuminated projecting signs measuring 0.7m X 0.14m

Planning Policy Considerations

This proposal has been assessed against the Council's City Plan 2019-2040 adopted in April 2021.

The policies relevant to this scheme include the following:

- Policy 40 Townscape and architecture.
- Policy 43 (G) Signs and Advertisements.

In accordance with Policy 40 of the City Plan the proposals have been designed to ensure that they are sensitive to the character and appearance of the shopfront and the local area. The shopfront will be refreshed with a new coat of paint and replacement of the existing awnings and the replacement of the existing pink granite will be retained and cleaned.

The existing entrance doors currently open outward on to the highway, the doors are required to open outward due to fire escape requirements and this layout was granted under the previous licence approved by building control – attached is a copy of the previous licence and approved layouts. This application seeks permission to recess the doors so that they do not open out on to the highway. The doors are used for escape purposes as such they are required to open outwards to ensure the safe escape of customers from the

premises, without this the unit cannot operate as a restaurant. Enclosed with this application package is a copy of the building control drawings approved as part of the current licensing application. These drawings show the escape routes and distances which show escape through the shopfront doors. Additionally, this scheme is similar to that granted for 56-58 Marylebone Lane LPA Reference - 17/08479/FULL, where officers agreed that due to means of escape requirements, the doors have to open outward and have to be recessed so as not to cross the pavement.

New heaters will be placed below the awning box of the roller blind, raised above the line of the shopfront windows so that the heater fixing is obscured from view when the awnings are closed. The heaters have been designed in line with officer's advice received in respect of a similar scheme approved at 52-54 Brooks Mews under planning permission LPA Reference 20/03916/FULL and at 41-45 Jermyn Street LPA Reference 21/04865. The heaters have been designed in keeping with the character and appearance of the host building and provide for a slender fixture which will not be seen in elevation.

The existing blue awnings will be replaced with new striped awnings in white and green, these are traditional retractable awnings in keeping with the Council's design guidance. The name of the restaurant will be displayed on the awning pelmet and are considered to fall within deemed advertisement consent and do not require express advertisement consent.

In accordance with the Council's Shopfront, blinds and signs guidance the new fascia signs will be fixed to each façade of the building on the Wigmore Street and Marylebone Lane elevations and above the main entrance at the corner of the site. The signs sit within the existing fascia panel and do not obscure any of the building's original features.

It is considered that the proposals will make a positive contribution to the character and/or appearance of this unlisted building as well as the character and appearance of the conservation area, in line with the Council's design policies 40 and 43(G) as set out within the City Plan 2019-2040.

On the basis of the above we trust that the Council will agree that the proposals are acceptable and look forward to receiving a speedy and positive decision. However, should you require any further information or wish to discuss any of the enclosures please do not hesitate to contact us.

Yours faithfully

Monmouth planning Limited

On behalf of

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