

**Jon Dingle**

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Your ref: 21/08716/ADV

Our ref: 2326

**Via Planning Portal (PP-11164357)**

31<sup>st</sup> March 2022

Dear Sir / Madam

**Chaumet, 174 New Bond Street, London W1**

**Advertisement Consent Application – Chelsea Flower Show and Store Re-Opening Display**

I write on behalf of my client, Chaumet, to apply for advertisement consent for a temporary display to mark the store's re-opening and Chelsea Flower Show.

Accordingly, the following documents have been submitted via the Planning Portal,

- i. Application form
- ii. Location Plan
- iii. Drawing RO\_101 – Existing Elevation
- iv. Drawing 14034\_100 – Proposed Elevation
- v. Proposed Visual – Daytime
- vi. Proposed Visual - Night-time

The application fee of £462 has been paid to the Council via the Planning Portal.

As the Council may be aware, Chaumet undertook a comprehensive refurbishment of their premises at 174 New Bond Street, where they occupy the entire building. They had planned to celebrate the completion of the works and the opening of their store in its new form in February 2022. Unfortunately, due to Covid-related overseas travel restrictions, while they were able to re-open, they were unable to invite everyone from around the world who they wished to attend, so the event was moved back to late May.

Advertisement consent (21/08716/ADV) was sought and granted on 14<sup>th</sup> January 2022, for the display of lighting projections onto the front elevation of the property to mark the re-opening. With the event postponed, the display did not go ahead.

The celebration of the building's re-opening will now take place on 24<sup>th</sup> May and will coincide with the Chelsea Flower Show, which this year runs from 24<sup>th</sup> to 28<sup>th</sup> May. The temporary display has been designed to celebrate both events. It is also reminiscent of their recent display at their Paris store, which created great activity and interest.

Their substantial investment in the building, and the organisation of a celebratory event represents a significant vote of confidence in the West End. In addition, their proposals will add to the Chelsea Flower Show celebrations and help attract people into Westminster.

As can be seen from the proposed visuals, the proposals work with the building's architecture. The dark blue trellis is a continuation of the shopfront and provides a backdrop to a floral display, with low key, LED lighting providing both depth and visual interest while reflecting the verticality of the building behind. Chaumet's bumble bee motif unites the use of the building and the Chelsea Flower Show.

Chaumet's display will join many others that are found in Mayfair and the West End to celebrate the Chelsea Flower Show. In recent years, the most notable displays have been those at Annabel's, 46 Berkeley Square, where advertisement consents have been granted for large, temporary floral-themed displays (refs: 21/04802/ADV and 19/03014/ADV).

The proposals would have no physical impact upon the listed building; the trellis would not be fixed to the façade, rather it would be held in place by clamps and friction props concealed within the window recesses and behind balustrades. Installation of the display would commence on 20<sup>th</sup> May and the structure would be removed by the end of 3<sup>rd</sup> June 2022.

The display would run from the ground to the third floor. It would be confined to land within Chaumet's ownership and would not encroach upon the public highway.

Given the design and temporary nature, the proposals are not considered to have a detrimental impact on the listed building, to amenity or to highway safety. It is hoped that the Council can support Chaumet's investment, their re-opening, the celebration of the Chelsea Flower Show and their contribution to bringing life and activity back to Mayfair and the West End.

I look forward to discussing these proposals with officers in due course.

Yours faithfully

*Jon Dingle*

**Jon Dingle**

For and on behalf of Jon Dingle Ltd