

Department of Planning and City Development
Westminster City Council
Westminster City Hall
64 Victoria Street
London
SW1E 6QP

10th June 2022

Dear Sir/Madam

Ref: 161-162 New Bond Street – 5th floor ‘Change of Use’

Application for Full Planning Permission

On behalf of our Client Christian Dior UK Ltd we are writing to submit a full planning application to change the use of the 5th floor of 161-162 New Bond Street from existing office use (Use Class E) to residential use (Use Class C3).

Please note this is one of two applications the other being a change of use of the 4th floor of 160 New Bond from residential use (Use Class C3) to office use (Use Class E).

The two buildings are linked and act as one entity albeit they have separate designation. The application to create residential in 161-162 is intended to offset the loss of residential from 160 as part of this application.

Site and Surroundings

160-162 New Bond Street is located on the western side of the International Shopping Street approximately halfway between Oxford Street and Piccadilly. The property is well served by public transport and has a PTAL rating of 6b (best).

It should be understood that 160 New Bond Street and 161-162 New Bond Street are linked at all levels and effectively act as a single address solely occupied by Christian Dior UK.

Relevant Planning History and Lawful Use

Planning Permission was granted in January 2013 (LPA ref: 12/06947/FULL) to redevelop behind the retained façade of 160 New Bond Street to provide retail accommodation (Class A1) at basement to third floor level and residential accommodation (Class C3) at fourth and fifth floor level comprising 2x1 and 1 x 3 bedroom units; alterations including two storey roof extension; installation of plant on roof at rear third floor level and excavation to create a sub-basement for additional retail (Class A1).

In association with this approval, planning permission (LPA ref: 13/03714/FULL) and listed building consent (LPA ref: 13/03715/LBC) was subsequently granted in August 2013 for the partial demolition behind retained front and rear facades of 161-162 New Bond Street (which adjoins 160 New Bond Street to the south) and rebuilding to provide basement, ground and four upper floors including a new mansard roof and lowered basement level. New lift and staircase, replacement of glass and steel arcade, lowering of courtyard to its original level, minor additions to shop front on Bond Street, new plant at rear third to fifth floor levels in connection with use of part lower ground to second floor as retail accommodation (Class A1) and part lower ground to second and third to fifth floor levels as office accommodation (Class B1, now Class E).

Following the grant of these planning permissions, the two properties were redeveloped in 2016. As part of this redevelopment, these two properties have been combined to form a single address 160-162 New Bond Street, now occupied by Christian Dior’s London Flagship retail store.

The Dior retail store trades from Basement to 2nd floor in both 160 to 161-162 New Bond Street. Between 2016 and 2021 floors 3 to 5 were unoccupied and remained as ‘grey box’ space.

The use class for the 3rd floor of 160 New Bond Street was changed from A1 to A1/B1 in 2020 (Reference 20/01509/FULL). This facilitated the fitting out of the 3rd floor as ancillary offices and the relocation of Dior UK’s retail support team from Sloane Street to the 3rd floor of 160-162 New Bond Street.

This new application requests the change of use of the 4th floor of 160 New Bond Street to Class E Office space where it would sit alongside the 4th floor of 161-162 New Bond street which already has Class E use.

In order to offset the loss of Residential Use space at 4th floor we also apply to change the use of the 5th floor of 161-162 New Bond Street from Class E Office to Class C3 Residential.

The existing residential provision at 4th and 5th floors of 160 New Bond Street provides 3 separate apartments (2no. One bedroom apartments and 1no. Two bedroom apartment).

The apartments are reached by a entrance at the rear of the building off Barlow Place. There is a separate entrance for the Dior staff offices and BOH also off Barlow place and the main entrance to the retail store is accessed via New Bond Street.

The table below sets out the current lawful uses associated with each floor of 160 New Bond Street and 161-162 New Bond Street:

Location	Current Lawful Use	
	160 New Bond Street	161-162 New Bond Street
Sub-basement	Retail (Use Class A1)	
Lower Ground	Retail (Use Class A1)	Retail / Office (Use Class A1/B1)
Ground floor	Retail (Use Class A1)	Retail / Office (Use Class A1/B1)
First floor	Retail (Use Class A1)	Retail / Office (Use Class A1/B1)
Second floor	Retail (Use Class A1)	Retail / Office (Use Class A1/B1)
Third floor	Retail / Office (Use Class A1/B1)	Office (Use Class E)
Fourth floor	Residential (Use Class C3)*	Office (Use Class E)
Fifth floor	Residential (Use Class C3)	Office (Use Class E)

**The purpose of the application is to change the use of the 4th floor of 160 New Bond Street to B1 (highlighted).*

Relevant Planning Policy Context

The statutory development plan for the purpose of Section 38(6) of the Planning and Compulsory Purchase Act 2004 comprises:

- The London Plan (published in March 2016) consolidated with alterations since 2011;
- Westminster's City Plan (adopted November 2016) and saved UDP Policies (adopted January 2007 and saved January 2010).

The principle planning policy designations, as set out within Westminster City Council's adopted Development Framework for the site are:

- i. Mayfair Conservation Area;
- ii. International Shopping Centre;
- iii. Areas of Play Space Deficiency;
- iv. West End Special Policy Retail Area;
- v. Core Central Activities Zone;
- vi. Mayfair Business Neighbourhood Forum;
- vii. Business Improvement District (New West End Company)

It is also worth noting that the following designations have been included within the emerging draft Westminster City Plan 2019-2040, which is currently being reviewed by the planning inspectors as part of the examination process:

- i. Central Activities Zone;
- ii. West End Retail and Leisure Special Policy Area (WERLSPA);
- iii. International Centre.

160 New Bond Street is not listed, however, the adjoining 161-162 New Bond Street is a Grade II listed building.

The Mayfair Neighbourhood Plan 2019 – 2038, which was adopted by Westminster City Council on 24 December 2019, is also a material consideration for making planning decisions in this area of New Bond Street.

Policy MSG1 of the Mayfair Neighbourhood Plan encourages sustainable growth within Mayfair, which includes increase density, intensity of use, efficient use of floorspace and amount of mixed-use floorspace.

Policy MSG2 of the Mayfair Neighbourhood Plan sets out that commercial growth is particularly encouraged within the designated Central and East Mayfair (which 160 New Bond Street is located within) areas. Policy MC1 also states that "New office floorspace will be particularly encouraged in Central and East Mayfair".

The aims of Policy MR1 of the Mayfair Neighbourhood Plan are also of note as it looks to secure world-class retail for the long term along the West End and Mayfair shopping frontages.

Development Proposal

This planning application seeks full planning permission to lawfully change the use of the fourth floor of 160 New Bond Street (only), from an existing residential use (Use Class C3) to office use (Use Class E).

The proposed change of use would allow Christian Dior to complete the relocation of their UK head office in support of their UK retail operation to New Bond Street. Whilst it is appreciated that the loss of C3 space is resisted this change of use would both bring the unoccupied residential space at 4th floor 160 into use and mean that New Bond Street would become the national headquarters for Christian Dior in the UK.

In order to offset the loss of C3 accommodation at 4th floor 160 New Bond Street the intention would be to change the use of 5th floor 161-162 New Bond Street from Class E to Residential Class C3. The application reference for 160 New Bond Street is **PP-11336959**

The accommodation provision would remain 2no. One bedroom apartments and 1no. Two bedroom apartment across the two buildings.

Christian Dior UK are seeking to expand their employment numbers in the UK and have no additional space available within their existing offices to increase numbers. The relocation to New Bond Street would represent a major investment and commitment to support the retail operation on this site and bring hitherto unoccupied parts of the building into use. It would cement their investment within Westminster as a key employer both for retail and office support staff.

The proposal meets the objectives of the Mayfair Neighbourhood Plan policies MSG1 and MSG2, which encourages making efficient use of floorspace through the intensity of commercial and mixed-use provision. Further, the overarching aim of Policy MR1 is to secure retail for the long term along the West End and Mayfair shopping frontages, which will be protected and supported by this proposed change of use.

In addition to this cover letter, this application for full planning permission includes the following documents.

- Red line site location plan (scale 1:1250), prepared by Ink Associates;
- Existing and proposed floor plans prepared by Ink Associates.

The application has been submitted via planning portal with the application reference of; **PP-11344924**.

Please note that the fee was calculated at £462 +VAT and this has been paid via the portal.

Please do not hesitate to contact us should you require any additional information. We look forward to hearing from you in due course.

Yours sincerely,



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