

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

Ref. 425/00.14

13 March 2024

Dear Sir / Madam

**TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
APPLICATION TO DISPLAY AN ADVERTISEMENT
35 MELCOMBE STREET, LONDON NW1 6AG**

On behalf of our client, Redwing Asset Holdings Ltd ('Applicant') we are submitting this application for Advertisement ('Proposed Development') in relation to 35 Melcombe Street ('Site') which forms part of Dorset House ('Property') in London.

The applicant has appointed Studio Serre to prepare the design and submit this application as this provides design continuity between the previous similar successful and implemented applications on other Dorset House units and undertaken by Dawe + Partners architects.

The application comprises:

- Completed application form
- Drawings:

425_00_001 Location Plan
425_21_600 signage
425_21_601 signage RevA
423_21_602 signage details RevA
425_21_603 projected signage RevA

- Photograph Sheets

Site Description:

The site is located on Melcombe Street and forms part of Dorset House (statutory Grade II listed building), which was built in the 1930s and constitutes a ten-storey residential - led mansion block comprising circa 200 dwellings on nine upper floors and predominantly commercial floorspace (shops, cafes, restaurants and petrol filling station) on the ground floor. It is positioned at the boundary of the Dorset Square Conservation Area.

The List Entry Description dated 23 March 1998 that governs the Property primarily focuses on the architectural merits of the upper residential floors, which is the basis for listing the building. The only reference to the commercial ground floor is,

'Ground floor podium has shop fronts of no distinction'.

Elsewhere in the listing description, there is not a single reference to the Site and/or the contribution it makes to the host building. It therefore follows that it does not play a role in the listing of the building.

Existing Signage

The existing signage of unit 35 Melcombe Street is of poor quality and does not reflect the 'art deco' character of the building. (refer to photo sheet)

Proposed Signage

Individual letters:

Polished stainless steel letters in the following wording:

GAIL's

The letters are raised off the fascia and incorporate concealed LED lighting, which will create a halo effect around the perimeter of the individual letters, in the same way and installation as the unit 21-23 and 27 Melcombe Street signage(The Fruit Garden, Dorset Brasserie refer to photosheets)

Projecting Sign

The projecting sign will have a stepped profile, with a squared central area, with film in white with red letters. Fixing will be concealed (generally as all the new projecting sign).

- Internally illuminated back lit with LED fittings 400 Lumens

The proposed design and detailing of the replacement signage of unit 35 Melcombe Street follows the recently approved bespoke 'art deco' signage as listed in the Design and Access Statement.

We trust, in the absence of harm, and based on the positive benefits arising from this proposal consent is granted.

If you have any questions or require further information, please do not hesitate to contact us.

Yours sincerely

Maria Leuchten

MARIA LEUCHTEN (Dipl.Ing.architect, ARB)
for and on behalf of
STUDIO SERRE ARCHITECTS