

Westminster City Council
Development Planning
Redhill
RH1 9FL

18th March 2024

Dear Sir/Madam,

16-18 THAYER STREET, LONDON, W1U 3BD

**TOWN AND COUNTRY PLANNING ACT 1990 FOR FULL PLANNING PERMISSION
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007**

On behalf of our client, Starclass Limited, (the “applicant”) we hereby enclose an application for consent to display advertisement pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and full planning permission pursuant to the Town and Country Planning Act 1990 at 16-18 Thayer Street, London, W1U 3BD (hereby referred to as the ‘Site’).

The description of development is as follows:

“Shopfront alteration and Installation of 12 light boxes.”

Background

Planning permission was granted 23 March 2006 (PT/05/08028/FULL, TP3988/7073) to provide contemporary remodelling of the shopfronts to 13-14 Hinde Street and 16-18 Thayer Street including installation of shopfront awnings and the infill of the street lightwell areas along Thayer Street to form a broader pavement area. This approval has been implemented.

Subsequent planning permission was granted 01 November 2018 (18/07871/FULL) for alterations to the existing shopfronts along Thayer Street including the installation of awnings in connection with no.14 Hinde Street. Shopfront details were approved 13 December 2018 (18/10373/ADFULL). Subsequent minor amendments (19/00029/NMA & 19/01545/NMA) were approved 11 January 2019 & 15 March 2019 respectively.

The proposals seek to provide uniform projecting signage elements and lighting features to the retail units at ground level along the Thayer Street elevation, which has been carefully considered to respond to the character of the Portman Estate Conservation Area and the existing streetscape along Thayer Street.

The Site

Hinde House is located on the north side of Hinde Street and positioned at the north-western corner of the Hinde Street, Thayer Street and Mandeville Place intersection. Hinde House consists a conglomerate of building forms identified with street frontages: 11-14 Hinde Street, 16-18 Thayer Street and the south end of Jacobs Well Mews.

No. 18 Thayer Street is located within the Portman Estate Conservation Area, and borders the adjacent Harley Street Conservation Area. No. 18 Thayer Street is not identified as an unlisted building of merit in the Portman Estate Conservation Area Audit of 2003. Nos. 16 & 17 Thayer Street lie outside the Portman Conservation Area and are not identified as heritage assets.

Hinde Street, adjacent to the application site, forms a recognised local view west towards Manchester Square.

The Proposed Development

The proposed development comprises the alteration of the shopfront and installation of 12 light boxes, in the form of either hanging signboards or box signage to accompany each of the retail units that are situated between 16-18 Thayer Street. The hanging signboards will be suspended from brackets that reflect that of a traditional bracket. Both of these signage forms are prevalent features of other retail units along Thayer Street and throughout Marylebone High Street.

The signage elements will conform in size no greater than 540mm in height and 540mm in depth. The signage elements will be positioned aligned with the horizontal features of the shopfront glazing and/or the existing awning cassettes. The underside of the signage elements will be greater than 2500mm above the pavement level below.

Where retail tenants may wish to have a partially illuminated sign, the sign box element will have a low level warm emitting light source within. The lettering will be internally illuminated via LED modules, and the luminance level for signs will < 850 cd/2.

In addition, a pair of petite discrete wall mounted lamps are proposed to be positioned either side of each retail unit shopfront. The lights will be positioned with centre of light 1500mm above shopfront doorway threshold and 190mm from side jamb reveals. The lights will project downwards. Please refer to the Design and Access Statement for further detail regarding the light specification.

Assessment

Principle of Signage and Lighting

The principle of the display of projecting signage and the installation of lighting is accepted within the City of Westminster. *Shopfronts, Blinds and Signs - A Guide to their Design (1993)*, states that “A well designed hanging sign suspended from traditional brackets can enhance the appearance of the shopfront and add vitality to a traditional shopping street”.

Similarly, Westminster City Council's *Advertisement Design Guidelines* states that "Advertisements should be confined to the ground floor or basement area of buildings. Projecting signs should be fixed to the pilasters or columns between buildings, or the fascia above the ground floor window, in one exists." All proposed signage conforms to this guidance.

All signage will also conform to the requirements as set out in the Communities and Local Government, *Outdoor advertisement and signs: A guide for advertisers - guidance*, June 2007.

The City Plan 2019-2040 contains policies relating to design, heritage and townscape. These policies should be taken into consideration when any alterations or works to a shopfront are proposed. The design principles advocated generally in these policies aim to:

- (a) Preserve and restore good surviving shopfronts of all periods, by retaining or reproducing them,
- (b) Ensure that any alterations to an existing shopfront preserve or enhance the character of the overall building;
- (c) Achieve imaginative, high quality modern shopfront-design which respects the architectural characteristics; and
- (d) of existing buildings and adjacent areas.

Portman Estate Conservation Area

The proposals would ensure a more cohesive appearance to the shopfronts at ground floor while retaining the individuality of each retail unit along Thayer Street. These minor elements of change from within the conservation area and from its setting would be in-keeping with its character and appearance. It is considered that the proposals will not harm the significance of the conservation area but will preserve its character and appearance according to section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

No.18 Thayer Street is included in the conservation area. The proposed signage and lighting elements are not considered to harm the buildings' overall significance. Their overall character would not be affected, but their ground floor retail nature would be enhanced.

As non-designated heritage assets, Nos.16-17 Thayer Street's significance is limited but it is considered that their retail character would also be enhanced, by adding signage and lighting elements to relatively utilitarian frontages and therefore improving the setting of the conservation area.

The Heritage Statement produced by Citydesigner, that accompanies the proposals are sensitively considered and do no harm to the significance of the heritage assets at the Site or their setting. The proposals will conserve the existing elements of heritage value, while improving the appearance of the building overall.

Application & Fee

This application has been submitted via the Planning Portal (ref:PP-12892440) and the requisite fee of £522.00 will be paid upon submission.

We trust you have sufficient information to validate and determine the application and look forward to receiving confirmation of this in due course.



If you have any queries, please do not hesitate to contact myself or my colleague Annabel Williams.

Yours sincerely,

Mel Mantell
Associate Director