

# Monmouth Planning Ltd

Planning Portal ref: PP-12885012  
Our ref: DZ/MDS.1.1

38a Monmouth Street  
London WC2H 9EP  
tel: 020 7042 0410  
fax: 020 7739 6618

12 March 2024

Westminster City Council  
Development Planning Services  
PO BOX 732  
Redhill  
RH1 9FL

Dear Sir/Madam

**Town and Country Planning Act 1990 (As Amended)**  
**49 South Audley Street London W1K 2QD**  
**Planning Application - Alterations to the existing shopfront and display of shopfront signage**

On behalf of our client MDS Hospitality Ltd we write in support of the planning application and advertisement application submitted via the planning portal in respect of the above site.

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

- Application form
- CIL form
- Site location Plan
- Existing drawings
- Proposed drawings
- Design and Access Statement

## **The site**

49 South Audley Street comprises the mixed-use mansion block dating from 1935s designed in a neoclassical style. The building is eight storeys plus basement which forms the corner of South Audley Street and Reeves Mews. The basement and ground floors, the subject of this application, are vacant but have a lawful Class E use.

The building is not listed but is located within the Mayfair Conservation Area.

**VAT REGISTRATION NUMBER: 203 0372 68**

Monmouth Planning Ltd is a limited liability partnership registered in England & Wales under number 9306223. A list of directors is available for inspection at our registered office at 38a Monmouth Street, London WC2H 9EP.

## **The proposals**

The proposed alterations to the shopfront include the addition of timber mouldings to the existing glazing and a replacement door on the South Audley Street side. A freestanding, non-illuminated menu box will also be added.

A new metal-framed shopfront will be installed, along with timber mouldings to the existing windows on the Reeves Mews side.

Lighting enhancements will consist of two downlighters for the South Audley Street frontage and seven to the Reeves Mews frontage. The proposed lighting has been located at ground floor level and will be directed down towards the pavement to ensure that local amenity is not harmed in terms of light spill.

The existing stone ground floor frame will undergo refurbishment and repairs. New awnings and a non-illuminated fascia sign will be installed on the building. As these additions will be non-illuminated, they fall under deemed advertisement consent.

## **Planning policy Considerations**

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the City Plan 2019-2040 Plan unless material considerations indicate otherwise.

The relevant Local Plan Policies relating to this scheme include:

- Policy 38 – Design Principles
- Policy 39 - Westminster's Heritage
- Policy 40 – Townscape and Architecture

## **Design**

The proposed works relate to the ground floor frontages of the building only, The design scheme has been carefully considered to ensure the works comply with Westminster City Council's design policy's including policy 38, 39 and 40.

The design team has taken into consideration the character and appearance of the surrounding area to ensure that the proposed changes will contribute positively to the streetscape and the Conservation Area. The proposals will seek to maintain the traditional aesthetic of the area while incorporating modern elements that align with contemporary design standards. The materials colours and proportions of the proposed shopfront and signage have been selected to harmonise with the architectural context of the building.

Furthermore, the works to the ground floor frontage will not only enhance the visual appearance of the host building but will also contribute to the vitality and vibrancy of the local area. By creating an attractive and inviting storefront, our client aims to attract customers to the local area and support the success of local businesses, inline with the economic development objectives set out within the City Plan 2019-2040.

It is considered that the proposals will have a positive impact on the local area and are in accordance with the City Council's planning policies and guidelines. We are committed to working with the Council to ensure that the proposed development meets all necessary requirements and contributes to the overall improvement of the local area.

Enclosed with this letter, are the relevant documentation, including the site plan, drawings, and the Design and Access Statement, detailing the proposed alterations to the shopfront and signage.

We appreciate your time and consideration of our application. Should you, however, require any further information or clarification, please do not hesitate to contact me at [dzaire@monmouthplanning.co.uk](mailto:dzaire@monmouthplanning.co.uk)

Yours faithfully

*Monmouth Planning Limited*

**Monmouth Planning Limited**

Tel – 02070420410

Email – [dzaire@monmouthplanning.co.uk](mailto:dzaire@monmouthplanning.co.uk)