

Delegated Report**Development Planning****Address:** 235 Regent Street, London, W1B 2EL,

Case No.:	16/06124/FULL	TP:	PP-05264854
Date of Application:	16/06125/LBC	Date Valid:	04.07.2016
Date amended/ completed:	04.07.2016	8 Wk Date:	29.08.2016
Agent:	Mr Barnaby Collins / DP9	On behalf of:	
Development Plan Context:	– London Plan July 2011 – Westminster's City Plan: Strategic Policies 2013 - Unitary Development Plan (UDP) January 2007		

LB: II **CA:** Regent Street**Proposal:**

Installation of two external light fittings to illuminate store flag.

Consultations:

Residents Society of Mayfair and St James's - no response

Relevant Planning History:

16/06125/LBC

Installation of two external light fittings to illuminate store flag.
 Application Refused 31 August 2016

Considerations:

Permission is sought to allow illumination of the flagpole and flag advertisement outside 235 Regent Street (the Apple store). The building is grade II listed building and in the Regent Street conservation area.

The proposed spotlights are to go on top of the cornice above the main entrance, beneath the open pediment. The fittings themselves, though small and coloured to match the stone are unnecessary clutter in an architecturally significant part of the building.

There is a considerable amount of illumination to building facades in Regent Street, but the illumination of flags and flagpoles, of which there are many, is not typical. It is not considered appropriate to illuminate the flagpoles because this would draw unwarranted attention to a commercial feature in a night time streetscape that consists mainly of architectural illumination.

In the very high quality townscape of Regent Street, the illuminated flagpoles would be highly obtrusive and incongruous to the detrimental of the character and appearance of the Regent Street Conservation Area, and contrary to UDP policy DES 9. The proposal is therefore unacceptable in principle.

Recommendation:

Refuse permission - unacceptable in principle

Item No.

Case Officer or Morning Meeting Officer: Toby Cuthbertson	Date: 26 August 2016
--	-----------------------------

Reason (if over 8/13 wk deadline):

DRAFT DECISION LETTER

Address: 235 Regent Street, London, W1B 2EL,

Proposal: Installation of two external light fittings to illuminate store flag.

Plan Nos: A-C-410; A-M-410

Case Officer: Ken Powell

Direct Tel. No. 020 7641 2927

Recommended Condition(s) and Reason(s) or Reason(s) for Refusal:

Reason:

- 1 The illuminated flag and flagpole would be incongruous and obtrusive features of the street and they would fail to maintain or improve (preserve or enhance) the character and appearance of the Regent Street Conservation Area. This would not meet S25 and S28 of Westminster's City Plan: Strategic Policies adopted November 2013 and DES 8, DES 9 and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007.

Informative(s):

- 1 The illuminated flag requires advertisement consent.

Item No.