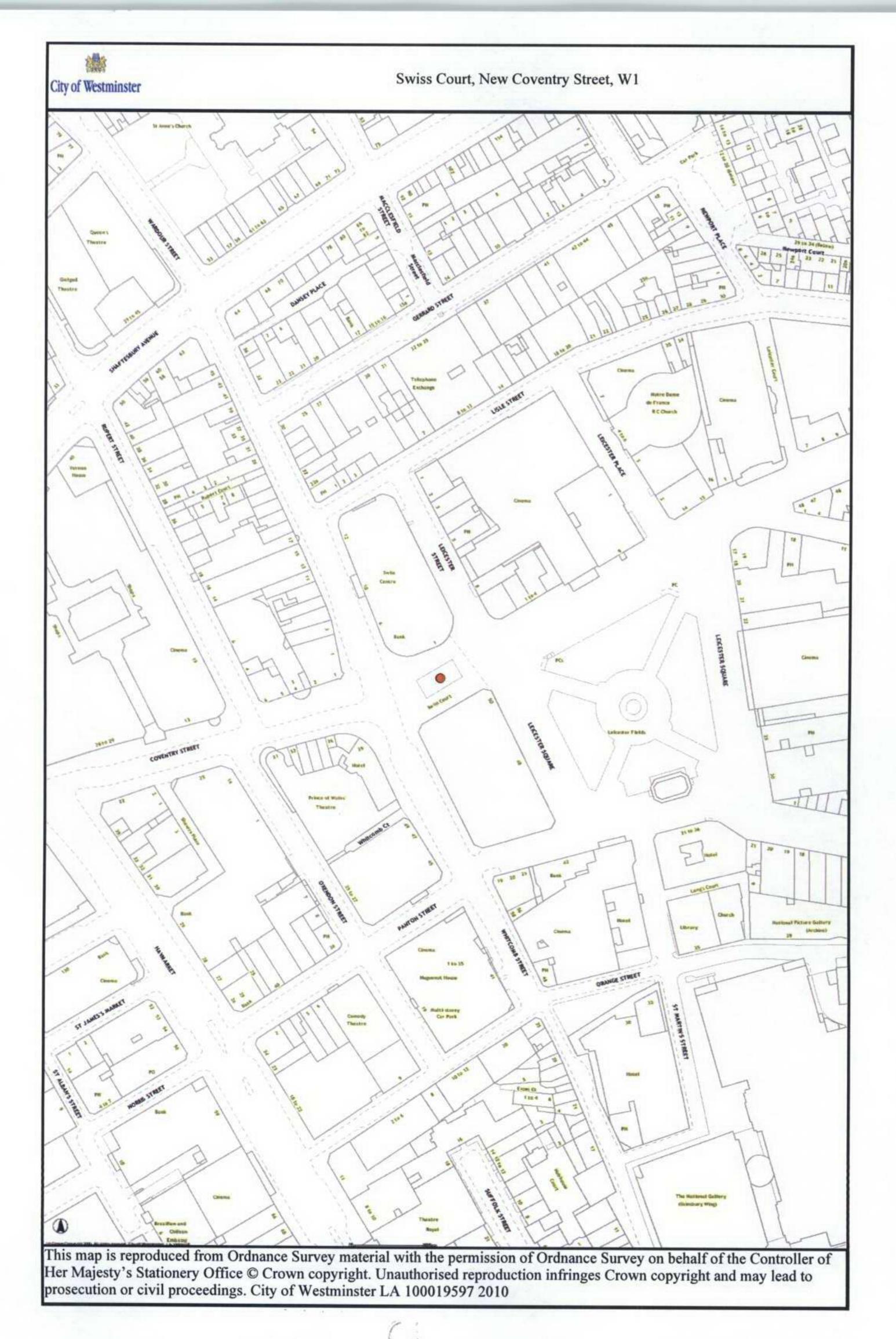
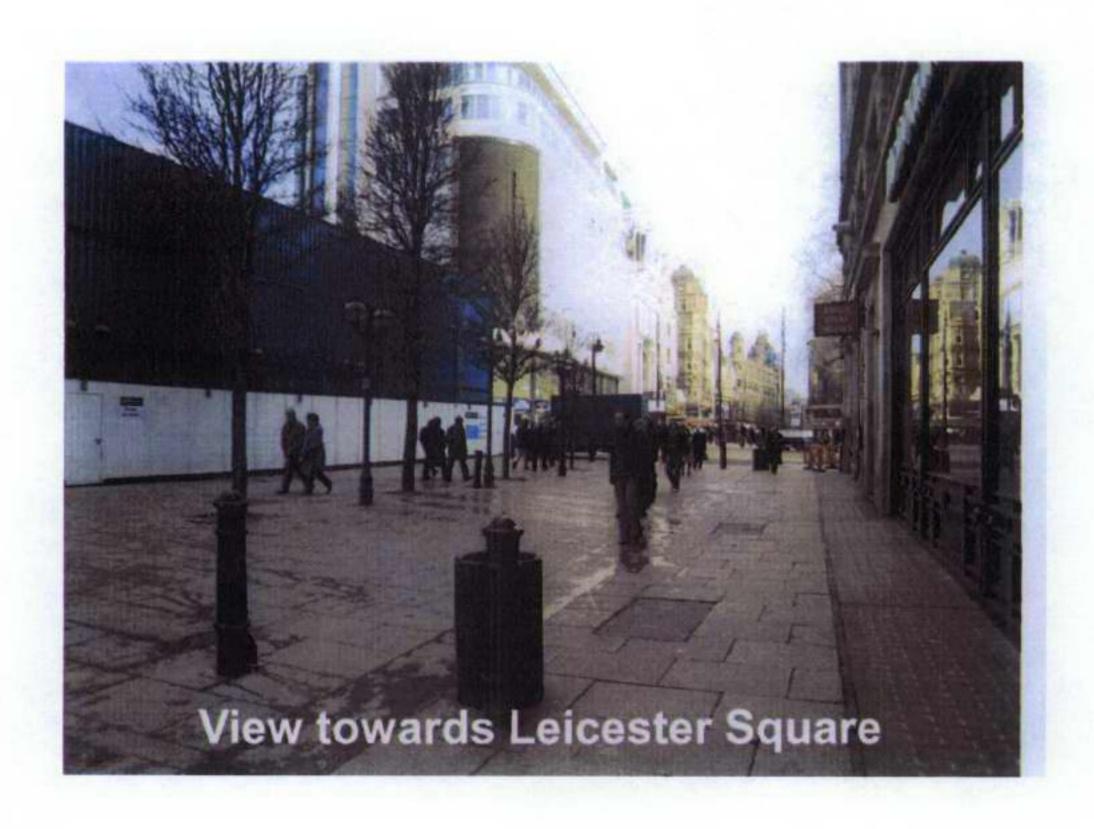
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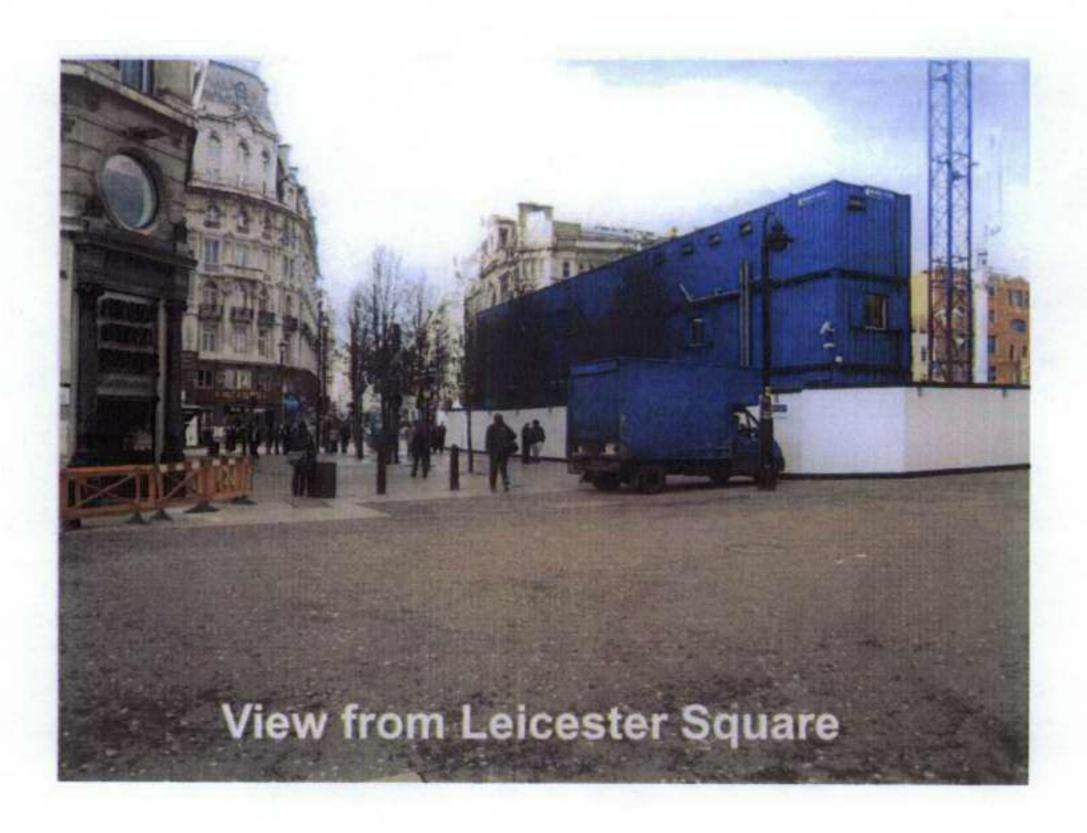
| PLANNING APPLICATIONS SUB-COMMITTEE                  | Date  | Classification          |                           |
|--|---|-------------------------|---------------------------|
|  | 22 July 2010  | For General Release     |                           |
| Report of  |   | Wards involved          |                           |
| Strategic Director Built Environment                 |   | St James's              |                           |
| Subject of Report                                    | Swiss Court, New Coventry Street, London, W1  |                         |                           |
| Proposal   | Installation of column structure to support the Swiss Glockenspiel clock. (Revised Design and Location) |                         |                           |
| Agent  | Jestico + Whiles  |                         |                           |
| On behalf of   | Switzerland Tourism   |                         |                           |
| Registered Number                                    | 09/00349/FULL   | TP / PP No              | TP/1987 : PP-<br>00633612 |
| Date of Application                                  | 16.01.2009  | Date amended/ completed | 01.06.2010                |
| Category of Application                              | Minor   |                         |                           |
| Historic Building Grade                              | Unlisted  |                         |                           |
| Conservation Area                                    | Leicester Square  |                         |                           |
| Development Plan Context - London Plan February 2008 | Within London Plan Central Activities Zone  |                         |                           |
| - Unitary Development Plan<br>(UDP) January 2007     | Within Central Activities Zone  |                         |                           |
| Stress Area  | Within Stress Area  |                         |                           |
| Current Licensing Position                           | Not Applicable  |                         |                           |

# 1. RECOMMENDATION

- 1. Grant conditional planning permission.
- 2. Agree the reasons for granting planning permission as set out in Informative 1 of the draft decision letter.







Swiss Court, New Coventry Street, W1

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## 2. SUMMARY

Permission is sought for re-erection of the Glockenspiel, formerly installed on the Swiss Centre, on a column sited centrally in Swiss Court off the northwest corner of Leicester Square. Reports were prepared for Sub-Committee on 19 March 2009 and 30 April 2009, but were withdrawn from the agenda on both occasions.

The key issues are the design and location of the Glockenspiel. The design has been substantially amended since the original proposal submitted in 2009, which generated a number of objections. Proposals for a large flat-arched structure have now been omitted in favour of a column design which is considered to be an appropriate design in an acceptable location.

## 3. CONSULTATIONS

2010 DESIGN

SOHO SOCIETY No objection.

## WESTMINSTER SOCIETY

Objection - loss of trees in Swiss Court; concerns regarding maintenance and bird fouling.

#### LEICESTER SQUARE ASSOCIATION

Objection - adverse impact on local views, inappropriate detailed design.

#### METROPOLITAN POLICE CONSULTATION UNIT

Any comments to be reported verbally.

#### **LFEPA**

The Brigade is satisfied with the proposals.

#### ENGLISH HERITAGE

No comment.

## DIRECTOR OF TRANSPORTATION

Any comments to be reported verbally.

#### **CLEANSING MANAGER**

Any comments to be reported verbally.

## ARBORICULTURAL MANAGER

Objection - loss of trees in Swiss Court.

#### ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS

No. Consulted: 802; Total No. of Replies: 1

One in support (Heart of London Business Alliance).

**2009 DESIGN** 

#### FORMER COUNCILLOR NICOLL

Supports the proposal.

## SOHO SOCIETY

No objection.

# WESTMINSTER SOCIETY No objection.

## LEICESTER SQUARE ASSOCIATION

Objection - adverse impact on local views, inappropriate detailed design.

#### METROPOLITAN POLICE CONSULTATION UNIT

Objection - Potential adverse impact on evacuation of the area, increased risk of crime, increased pedestrian congestion.

## **LFEPA**

Any comments to be reported verbally.

#### **ENGLISH HERITAGE**

Objection - adverse impact on local views, inappropriate construction materials and detailed design.

## DIRECTOR OF TRANSPORTATION

No objection.

## CLEANSING MANAGER

No objection.

## ARBORICULTURAL MANAGER

Any comments to be reported verbally.

#### ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS

No. Consulted: 802; Total No. of Replies: 11

Eleven objections (including six from No. 48 Leicester Square and four from Nos. 50 and 7-9 Leicester Square) - adverse impact on amenity (noise), local views, poor quality detailed design, creation of pinch-point, adverse impact on pedestrian movement, adverse impact on al-fresco dining area, adverse impact on viability of local business premises, conflict with the Leicester Square Action Plans and adopted Unitary Development Plan Design and Central Activities Zone policies.

## 4. BACKGROUND INFORMATION

## 4.1 The Application Site

The site is in the centre of Swiss Court (formerly known as New Coventry Street).

## 4.2 Relevant History

24 August 2007 - Planning permission was granted for "Redevelopment and construction of new building to provide an 11 storey building with two basement levels, consisting of retail (Class A1), hotel (Class C1), casino (Class D2) and 10 residential units at Nos. 10-12 Wardour Street".

As part of the Swiss Centre scheme (now under construction) a legal agreement was entered into to secure the cost of relocation and continued maintenance of the Glockenspiel.

Permission for relocation of the Glockenspiel on a steel framework at the western end of Swiss Court was granted on the 2 February 2006. This permission has now expired and was not implemented.

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Proposals for a revised design, still in the form of an arch but of greater size than previously approved were submitted in 2009. Reports were prepared for Sub-Committee on 19 March 2009 and 30 April 2009, but were withdrawn from the agenda on both occasions to allow further discussion of the design and location of the Glockenspiel.

## 5. THE PROPOSAL

The application seeks permission to re-erect the Glockenspiel in the centre of Swiss Court on a column structure approximately 10m high.

#### 6. DETAILED CONSIDERATIONS

## 6.1 Townscape and Design

#### Scale and Bulk

The 2006 approved design comprised an arch spanning 11.2m clad with stainless steel. The bells were to be hung above the street providing 4m clear headroom. On top of the bells a row of openable glass panels provided weather protection for the decorative mechanically-animated figures (automata) moving in an 11m x 1.1m display area. The arch measured 12.5m wide x 7.6m high on two legs measuring approximately 0.65m x 2.5m in plan.

The 2009 design envisaged a structure spanning 10.5m, with automata mounted to give a clear height of 3.5m above the street. In this proposal the bells were above the automata and covered by a canopy measuring 13.5m x 4.8m. Excluding the canopy overhang, the overall dimensions of the arch were 12.5m wide x 7.8m high on two legs measuring 3m x 1m in plan. To the north of the arch there would be an unobstructed pavement width of 5.9m and to the south 4m.

The current proposal envisages a structure of 9.95m height with a maximum diameter of 3.2m incorporating the original 27 bells, a rotating selection of processional figures approximately 0.8m high, and four 1.1m high figures standing amongst the bells.

The proposed structure is substantially smaller than the previously approved design of 2006 and the 2009 proposal. Thus its impact on the recently decluttered streetscape and the surrounding conservation area will be commensurately reduced. The revised design is considered to have fully addressed previous objections from English Heritage, The Leicester Square Association and a neighbouring property owner on this point.

#### Detailed design

The structure is to be built on a steel framework, and a simple palette of materials has been chosen with a limited number of colours – principally black and white, with some areas of red. Richness is added to the display with illuminated scenic panels representing Switzerland behind the processional figures.

The Glockenspiel will have two clock faces (facing east and west), 27 bells, a selection of moving figures forming an Alpine scene, and a further four figures representing Switzerland.

An opaque drum of laminated glass with 26 Canton shields will enclose the processional figures, being lowered to reveal the figures during each performance. Illumination will be provided to shine through the glazing to reveal the shields.

The restrained architectural composition is considered acceptable in terms of its scale and detailed design. It will be an attractive new feature of Swiss Court while still allowing full appreciation of neighbouring buildings.

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## Impact on views

Recent removal of obsolete and unnecessary street furniture in New Coventry Street has opened up the vista from Piccadilly Circus to Leicester Square. Thus, in views along New Coventry Street the Glockenspiel would be a prominent new feature. Similarly, it will be visible from the northern side of Leicester Square and from the upper floors of surrounding buildings.

The adopted Leicester Square Action Plan states, amongst its key objectives, that there is a need to declutter streets to reopen and maintain a pleasant open atmosphere. In this respect, the proposal meets the objective of the Action Plan. Therefore, it is considered that the proposed design has minimised its impact on local views

#### 6.2 Other relevant considerations

## **Public Art**

The scenic panels, behind the automata, are indicative at this stage and full details may be dealt with by condition.

## Trees and Landscaping

Swiss Court contains a short avenue of trees. Those nearest the Glockenspiel may require pruning in the short term to accommodate the new structure. However, any pruning, thinning or other changes to trees in the area would need to be the subject of separate applications for tree works. Future plans for landscaping Leicester Square envisage the possibility of removing trees from Swiss Court. With that in mind, the proposed montages forming part of this application seek to show how the Glockenspiel would appear in the street both with and without trees. In either scenario the proposed Glockenspiel is acceptable and works to the tress do not form part of this application. Objections to loss of trees are not therefore sustainable.

## **Crime and Disorder**

The Metropolitan Police commented in 2009 that while pleased there is ongoing development and regeneration of the area which they believe has a positive impact on reducing crime and disorder, there remain concerns about the proposal. No further comments have been received regarding the revised design

## 6.3 Amenity

The bells are to be rung Monday – Friday for up to five minutes commencing at 12:00, 17:00, 18:00, 19:00 and 20:00 and in addition to these times on Saturdays, Sundays and Public Holidays for five minutes commencing at 14:00, 15:00 and 16:00.

As a musical instrument, the Glockenspiel is intended to be clearly audible. The previous installation was considered to add pleasingly to the amenity of the area, and the limited duration of each musical interlude did not lead to any adverse noise impacts. No change is foreseen to result from the current proposal, and the duration/frequency of each performance may be controlled by condition.

It is considered that illumination of the Glockenspiel will not have an adverse impact on amenity.

# 6.4 Transportation/Parking

The Director of Transportation raised no objection to the 2009 proposal, but noted the 3.5m high clearance provided by the arch would not give sufficient headroom for emergency access. Any further comments, on the revised design, will be reported verbally. Nevertheless,

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it is noted that the greatly reduced footprint of the current proposal would have a lesser impact than the previous design and has the support of the LFEPA.

## 6.5 Economic Considerations

The applicant cites the Glockenspiel's benefits as a tourist attraction, and its potential to reinforce cultural links between Westminster and Switzerland. It is considered that the rebuilt and resited Glockenspiel will add positively to the surrounding area which is characterised by its noted entertainment and tourist orientated venues. Thus, it will have a beneficial impact in terms of maintaining the cultural vibrancy and economic activity in this part of the city.

## 6.6 Equalities and Diversities (including Disabled Access)

On the west face of the supporting structural column, an information panel including braille is to be provided. This is considered to be a welcome addition, and in association with the sound produced by the bells makes the Glockenspiel a fully inclusive street installation.

# 6.7 Other UDP/Westminster Policy Considerations

The site lies within the area of the Leicester Square Action Plan which was adopted in 2002.

#### 6.8 London Plan

The proposal does not raise strategic issues

# 6.9 National Policy/Guidance Considerations

The proposal in accordance with PPS1 and PPS5.

# 6.10 Planning Obligations

Construction and ongoing maintenance costs are secured by a legal agreement dated 24 August 2007.

## 6.11 Environmental Assessment (Including Sustainability and Biodiversity Issues)

An EIA is not required for a project of this scale.

The proposal may have an adverse impact on two trees in the long term. However, replacement planting (if necessary) would mitigate any adverse impact in terms of biodiversity and townscape impact.

#### 6.12 Other issues

None applicable.

#### 6.13 Conclusion

The proposal is acceptable in design and amenity terms. Therefore it is recommended for approval.

#### **BACKGROUND PAPERS**

- 1. Application form
- 2. Report to Planning Applications Sub-Committee dated 19.3.2009
- 3. Report to Planning Applications Sub-Committee dated 30.4.2009

## 2009 **DESIGN**:

- 4. Letter from former Councillor Nicoll dated 12.3.2009
- 5. Memorandum from Environmental Health dated 6.2.2009
- 6. Memorandum from Director of Transportation dated 2.3.2009
- 7. Letter from the Soho Society dated 2.2.2009
- 8. Letter from the Westminster Society dated 27.1.2009
- 9. Email from The Leicester Square Association dated 5.3.2009
- 10. Letter from English Heritage dated 20.2.2009
- 11. Email from owner of 1 Leicester Square/Coventry Street, The Trocadero and Coventry House dated 6.3.2009
- 12. Email from Four Communications Group plc (First Floor, 48 Leicester Square) dated 20.3.2009
- 13. Email from Four Communications Group plc (First Floor, 48 Leicester Square) dated 25.3.2009
- 14. Email from Ticketmaster UK Ltd (48 Leicester Square) dated 9.3.2009
- 15. Email from Ticketmaster UK Ltd (48 Leicester Square) dated 12.3.2009
- 16. Email from match.com (48 Leicester Square) dated 10.3.2009
- 17. Letter from Jones Lang LaSalle (re: 48 Leicester Square) dated 12.3.2009
- 18. Letter from Heart of London Business Alliance dated 10.3.2009
- 19. Letter from The Noble Organisation Ltd (re: 50 and 7-9 Leicester Square) dated 3.3.2009
- 20. Email from ATFC Ltd (re: 50 and 7-9 Leicester Square) dated 12.3.2009
- 21. Letter from DPP (re: 50 and 7-9 Leicester Square) dated 12.3.2009
- 22. Letter from DPP (re: 50 and 7-9 Leicester Square) dated 14.4.2009
- 23. Email from Metropolitan Police West End Safer Neighbourhood Team dated 16.3.2009

# 2010 REVISED DESIGN:

24. Memorandum for Arboricultural Manager dated 21.6.2010

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- 25. Memorandum from Cleansing dated 9.6.2010
- 26. Letter from English Heritage dated 18.6.2010
- 27. Letter from The Westminster Society dated 9.6.2010
- 28. Letter from The Soho Society dated 5.7.2010
- 29. Letter from LFEPA dated 18.6.2010
- 30. Email from Heart of London BID dated 17.6.2010

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT OR WISH TO INSPECT ANY OF THE BACKGROUND PAPERS PLEASE CONTACT MATHEW PENDLETON ON 020 7641 5971 OR BY FAX 020 7641 3158 OR BY E-MAIL – mpendleton@westminster.gov.uk

#### **DRAFT DECISION LETTER**

Address: Swiss Court, New Coventry Street, London

Proposal: Installation of column structure to support the Swiss Glockenspiel clock. (Revised

Design and Location)

Plan Nos: P01; Design & Access Statement Report - 19 May 2010.

Case Officer: Matthew Pendleton Direct Tel. No. 020 7641 5971

# Recommended Condition(s) and Reason(s):

1 You must apply to us for approval of samples of the following parts of the development:

1) all facing/cladding materials.

You must not start work until we have approved what you have sent us. You must then carry out the work according to these samples. (C26CB)

## Reason:

To make sure that the appearance of the structure is suitable and that it contributes to the character and appearance of this part of the Leicester Square Conservation Area. This is as set out in STRA 28, DES 1 and DES 5 or DES 6 or both and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007. (R26BD)

- 2 Notwithstanding any details or options shown on, or implied by, your drawings, you must apply to us for approval of detailed drawings (in full colour for items 3 and 4) showing the following:
  - 1) The printed text and Braille interpretation panel.
  - 2) The method of illumination of the structure and the manufacturers specification(s) for the lamps.
  - 3) The scenic panels
  - 4) The Canton shields

You must not start on these parts of the work until we have approved what you have sent us. You must then carry out the work according to the approved detailed drawings and specification(s).

#### Reason:

To make sure that the appearance of the structure is suitable and that it contributes to the character and appearance of this part of the Leicester Square Conservation Area. This is as set out in STRA 28, DES 1 and DES 5 or DES 6 or both and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007. (R26BD)

Prior to the commencement of works you must apply to us for the approval of details of antivandalism measures to include measures to prevent climbing of the structure. You must then carry out these measures in accordance with the approved details.

#### Reason:

To reduce the chances of crime without harming the appearance of the structure or the character of the Leicester Square Conservation Area as set out in STRA 18, DES 1 (B) and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007. (R16BB)

4 Unless agreed otherwise in writing by the City Council, the Glockenspiel shall only perform at

the following times:

- 1) Monday to Friday (excluding Public Holidays) for a period not exceeding 5 minutes commencing at 12:00, 17:00, 18:00, 19:00 and 20:00.
- 2) Saturdays, Sundays, and Public Holidays for a period not exceeding 5 minutes commencing at 12:00, 14:00, 15:00, 16:00, 17:00, 18:00, 19:00 and 20:00.

## Reason:

To protect neighbouring premises and occupiers from noise nuisance, as set out in STRA 13, STRA 16, STRA 17, and ENV 6 of our Unitary Development Plan that we adopted in January 2007.

- You must apply to us for approval of detailed drawings and a sample of the following parts of the development:
  - 1) anti-pigeon works.

You must not start work until we have approved what you have sent us. You must then carry out the work according to these detailed drawings and sample. (C26CB)

#### Reason:

To make sure that the appearance of the structure is suitable and that it contributes to the character and appearance of this part of the Leicester Square Conservation Area. This is as set out in STRA 28, DES 1 and DES 5 or DES 6 or both and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007. (R26BD)

## Informative(s):

SUMMARY OF REASONS FOR GRANTING PLANNING PERMISSION - In reaching the decision to grant planning permission the City Council has had regard to the relevant policies in the London Plan February 2008 and the City of Westminster Unitary Development Plan adopted January 2007, as well as relevant supplementary planning guidance, representations received and all other material considerations.

The City Council decided that in amenity, design and conservation area terms the Glockenspiel is acceptable.

In reaching this decision the following policies of the City of Westminster Unitary Development Plan were of particular relevance: DES1, DES 7, and DES 9.

You need to speak to our Highways section about any work which will affect public roads. This includes new pavement crossovers, removal of redundant crossovers, changes in threshold levels, changes to on-street parking arrangements, and work which will affect pavement vaults. You will have to pay all administration, design, supervision and other costs of the work. We will carry out any work which affects the highway. When considering the desired timing of highway works in relation to your own development programme please bear in mind that, under the Traffic Management Act 2004, all works on the highway require a permit, and (depending on the length of the highway works) up to three months advance notice may need to be given. For more advice, please phone 020 7641 2642. However, please note that if any part of your proposals would require the removal or relocation of an on-street parking bay, this is unlikely to be approved by the City Council (as highway authority). (109AC)

09/00349/FULL

- You will have to apply separately for a licence for any structure that overhangs the road or pavement. For more advice, please phone our Highways section on 020 7641 2642. (I10AA)
- Under the Highways Act 1980 you must get a licence from us before you put skips or scaffolding on the road or pavement. It is an offence to break the conditions of that licence. You may also have to send us a programme of work so that we can tell your neighbours the likely timing of building activities. For more advice, please phone our Highways Licensing Team on 020 7641 2560. (I35AA)
- You must apply for a licence from our Highways Licensing Team if you plan to block the road or pavement during structural work to support the building. Your application will need to show why you cannot support the building from private land. For more advice, please phone 020 7641 2560. (I36AA)
- You will need to re-apply for planning permission if another authority or council department asks you to make changes that will affect the outside appearance of the building or the purpose it is used for. (I23AA)
- This site is in a conservation area. By law you must write and tell us if you want to cut, move or trim any of the trees there. You may want to discuss this first with our Tree Officer on 020 7641 6096 or 020 7641 2922. (I32AA)

Swiss Glockenspiel - Design & Access Statement Report for Switzerland Tourism

Proposed detailed site plan

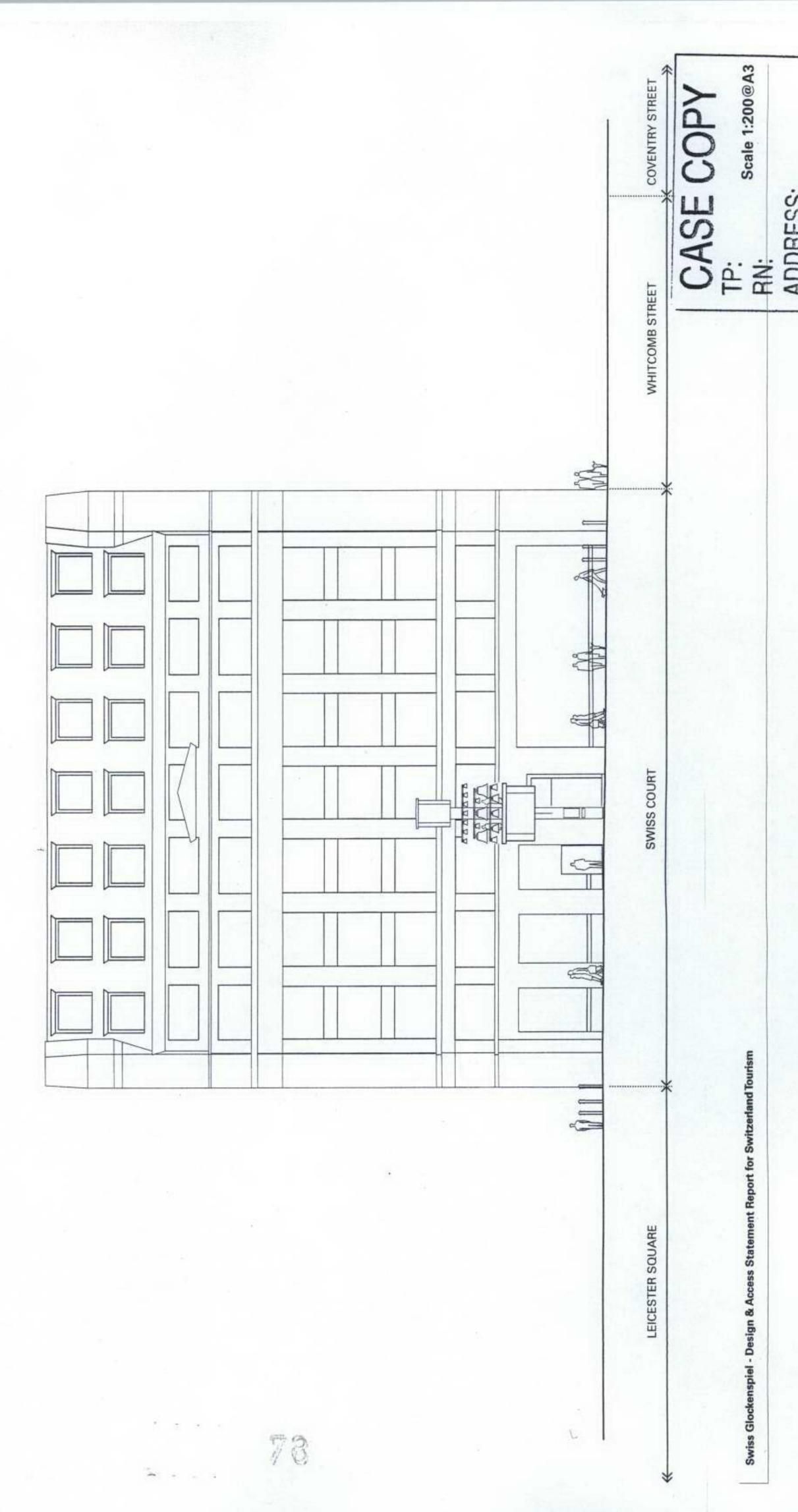
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Proposed north elevation 3.09

Swiss Glockenspiel - Design & Access Statement Report for Switzerland Tourism

Scale 1:200@A3

3.10



Swiss Glockenspiel - Design & Access Statement Report for Switzerland Tourism

Proposed west elevation

3.11

Swiss Glockenspiel - Design & Access Statement Report for Switzerland Tourism

Scale 1:100@A3

