

Pall Mall & St James's Street

Where: 62-63 Pall Mall and 2 & 3 St James's Street, SW1. Who For: Berry Bros. & Rudd

What: 238 sqm of retail floorspace.



62-63 Pall Mall and 2 & 3 St James's Street, SW1

Berry Bros. & Rudd is Britain's oldest wine and spirit merchant and the families and their forbearers have traded from the same shop at 3 St James's Street since 1698. However, they wanted to expand their retail operations and provide a new shop on Pall Mall. CMA Planning worked to secure the various planning approvals necessary, with the new shop opening in May 2017, which features a range of over 1,300 wines and spirits, from £10 to £10,000 a bottle.

In the first instance, CMA Planning secured planning permission and listed building consent from Westminster City Council for both internal and external alterations to their Grade II* premises at nos. 2 and 3 St James's Street.

CMA also secured planning permission for change of use of the ground floor of the adjacent building at 62-63 Pall Mall to create this new flagship retail store for Berry Bros. & Rudd, and form the installation of a new shopfront in this visually sensitive location, with the site being situated within the St James's Conservation Area, opposite the Grade I listed St James's Palace and next to a Grade II* listed building.

In addition, CMA secured advertisement consent on appeal for a new flag sign bearing the Berry Bros. & Rudd logo, which is to be displayed above the new shopfront of the retail store on Pall Mall.



Architect: Mowat & Company / Photography: Joakim Blockstrom