# 10 CONSERVATION AREA AUDIT STRATFORD PLACE





Publication Date: 16.06.2008

Status: Adopted Supplementary Planning Document

Hard copies available from: Conservation Area Audit,

Department of Planning and City Development,

Westminster City Council,

64 Victoria Street, London SW1E 6QP

**E-mail:** conservationareaaudit@westminster.gov.uk

Direct Tel: 020 7641 2850/8705/8019

Document ID No: 1356

Department of Planning and City Development Development Planning Services City Hall, 64 Victoria Street, London SW1E 6QP www.westminster.gov.uk

#### **PREFACE**

Since the designation of the first conservation areas in 1967 the City Council has undertaken a comprehensive programme of conservation area designation, extensions and policy development. There are now 55 conservation areas in Westminster. covering 76% of the City. These conservation areas are the subject of detailed policies in the Unitary Development Plan and in Supplementary Planning Guidance. In addition to the basic activity of designation and the formulation of general policy, the City Council is required to undertake conservation area appraisals and to devise local policies in order to protect the unique character of each area.

Although this process was first undertaken with the various designation reports, more recent national guidance (as found in Planning Policy Guidance Note 15 and the English Heritage guidance documents) requires detailed appraisals of each conservation area in the form of formally approved and published documents. This enhanced process involves the review of original designation procedures and boundaries; analysis of historical development; identification of all listed buildings and those unlisted buildings making a positive contribution to an area; and the identification and description of key townscape features, including street patterns, trees, open spaces and building types.

Given the number and complexity of Westminster's conservation areas the appraisal process has been broken down into three stages, the first of which is complete. This first stage involved the publication of General Information Leaflets or mini-guides for each conservation area covering in brief a series of key categories including Designation, Historical Background, Listed Buildings and Key Features.

The second stage involved the production of Conservation Area Directories for each conservation area. A Directory has now been adopted for 51 of the City's conservation areas and includes copies of designation reports, a detailed evaluation of the historical development of the area and analysis of listed buildings and key townscape features.

The City is now working on a programme to prepare Conservation Area Audits for each of its conservation areas. This will form the third and final stage of the appraisal process. As each audit is adopted as a Supplementary Planning Document, it will incorporate the Directory for that conservation area.

Councillor Robert Davis DL

Chief Whip and Cabinet Member for Planning

## **CONTENTS**

1	INTRODUCTION & POLICY CONTEXT	p. 7
2	LOCATION AND SETTING	p. 8
3	HISTORY	p. 9
4	CHARACTER OF THE CONSERVATION AREA	
	GENERAL	p. 12
	STREETS AND SPACES	p. 13
	ARCHITECTURE	
	Overview	p. 15
	Roof Profiles	p. 23
	Unlisted Buildings of Merit	p. 25
	Landmark Buildings	p. 25
	VIEWS	p. 27
	TOWNSCAPE DETAIL	
	Shopfronts	p. 27
	Railings & Boundary Treatments	p. 30
	Street Furniture	p. 31
	Public Art	p. 33
	Hard Landscaping & Original Street Surfaces	p. 33
	Trees and Soft Landscaping	p. 34
	LAND USES	p. 35
5	NEGATIVE FEATURES & ENHANCEMENT	p. 37
6	MANAGEMENT PROPOSALS	p. 41
7	GLOSSARY OF TERMS	p. 42
8	DIRECTORY OF BACKGROUND PAPERS & INFORMATION	p. 48
	SPD Background Documents	
	Designation and Extension Reports	
	List of listed buildings	
	Other Designations	
	Publications and Further Reading	
	Contacts	

### Table of Figures and Illustrations

Figure 1	Boundaries of the Conservation Area	p. 8
Figure 2	Roque's Map, 1746	p. 9
Figure 3	Stratford Place, c. 1815	p. 10
Figure 4	Horwood's Map, 1799	p. 10
Figure 5	Ordnance Survey Map, 1910	p. 11
Figure 6	Lioned Gatehouse, Stratford Place	p. 11
Figure 7	Stratford Place from Oxford Street	p. 12
Figure 8	Street Dining, James Street	p. 12
Figure 9	Streets & Spaces Map	p. 14
Figure 10	Building Ages Map	p. 15
Figure 11	Nos. 2 - 6 Stratford Place	p. 16
Figure 12	No. 7 Stratford Place	p. 16
Figure 13	Stratford House	p. 16
Figure 14	Nos. 14 - 15 Stratford Place	p. 17
Figure 15	Nos. 17 - 20 Oxford Street	p. 17
Figure 16	Nos. 354 - 358 Oxford Street	p. 17
Figure 17	Nos. 366 - 374 Oxford Street	p. 18
Figure 18	Selfridges, no. 400 Oxford Street	p. 18
Figure 19	St Christopher's Place (west)	p. 19
Figure 20	Nos. 23 - 31 St Christopher's Place	p. 19
Figure 21	St Christopher's Place (east)	p. 20
Figure 22	Wigmore Street, east of St Christopher's Place	p. 20
Figure 23	The Pontefract Castle Public House	p. 20
Figure 24	Nos. 46 - 48 James Street	p. 21
Figure 25	Nos. 30 - 38 James Street (east)	p. 21
Figure 26	Nos. 3 - 4 Picton Place	p. 22
Figure 27	No. 7 Picton Place and 23 - 29 Duke Street	p. 22
Figure 28	Nos. 17 - 18 Picton Place	p. 22
Figure 29	Roof Extensions Map	p. 24
Figure 30	Unlisted Buildings of Merit Map	p. 26
Figure 31	Views and Landmark Buildings Map	p. 28
Figure 32	Shopfronts on St Christopher's Place	p. 29
Figure 33	No. 36 James Street	p. 29
Figure 34	No. 14 James Street	p. 29
Figure 35	Lamb and Flag Public House, no. 24 James Street	p. 30
Figure 36	Pontefract Castle Public House, no. 71 Wigmore Street	p. 30
Figure 37	Railings and lamp holders, no. 12 Stratford Place	p. 31
Figure 38	Victorian railings, Marylebone Lane	p. 31
Figure 39	Lioned gatehouse, Stratford Place	p. 32
Figure 40	Public conveniences, Barrett Street	p. 32

Figure 41	Grey Wornum lampstandard, Stratford Place	p. 32
Figure 42	Oxford Street lampstandard	p. 32
Figure 43	Arches with Nico lamps, Gees Court	p. 33
Figure 44	City bollard	p. 33
Figure 45	St Marylebone boundary bollard	p. 33
Figure 46	'Queen of Time', Selfridges clock	p. 33
Figure 47	'Crystals' fountain, Barrett Street	p. 34
Figure 48	York stone paving, Gees Court	p. 34
Figure 49	Bronze plaque, St Christopher's Place	p. 34
Figure 50	Trees on Oxford Street	p. 35
Figure 51	Trees on Barrett Street	p. 35
Figure 52	Land Uses Map	p. 36
Figure 53	CCTV cameras, Barrett Street	p. 37
Figure 54	Alarm box, St Christopher's Place	p. 37
Figure 55	Ivanhoe Suite, no. 1 St Christopher's Place	p. 37
Figure 56	Shopfront, no. 7 Picton Place	p. 38
Figure 57	Kiosk, Stratford Place / Oxford Street	p. 38
Figure 58	Shopfronts at nos. 354 - 358 Oxford Street	p. 38
Figure 59	Roof plant, no. 26 James Street	p. 39
Figure 60	Damaged street surface, Barrett Street	p. 39
Figure 61	Damaged street surface, St Christopher's Place	p. 39
Figure 62	Replacement windows, James Street	p. 39
Figure 63	Negative Features Map	p. 40

## 1 INTRODUCTION AND POLICY CONTEXT

- 1.1 Conservation Areas are 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.' They are areas which are immediately recognisable for their distinctive townscape.
- 1.2 The City Council has a statutory duty to review the character and boundaries of its conservation areas. This Audit is the third, and final stage of a review process. The overall appraisal strategy is based upon the English Heritage publications: Guidance on Conservation Area Appraisals and Guidance on Conservation Area Management.
- 1.3 The Audit describes both the historical development, and character and appearance of the conservation area. It is designed to identify and explain important local features such as unlisted buildings of merit, unbroken rooflines and local views. In addition the audit also seeks to apply relevant Unitary Development Plan policies to the local context in order to preserve and/or enhance the character and appearance of the area.
- 1.4 This is a Supplementary Planning Document and will supplement Westminster's emerging Local Development Framework, as well as the saved policies in the Unitary Development Plan, as referred to below. It has been prepared in accordance with the advice contained in PPS12 and the Town and Country Planning (local development) (England) Regulations 2004. Consultation has been carried out in accordance with Westminster's Statement of Community Involvement. A sustainability appraisal and statement setting out how the public have been involved in preparation of the document is set out in the SPD documents which form an appendix to this document.

1.5 The Conservation Area Audit for Stratford Place was adopted as a Supplementary Planning Document on 16.06.2008. The Stratford Place Conservation Area was first designated on 26.09.1968 and subsequently extended on 17.07.1972 and 20.11.1990. The designation reports can be found in the Directory at the back of this document.

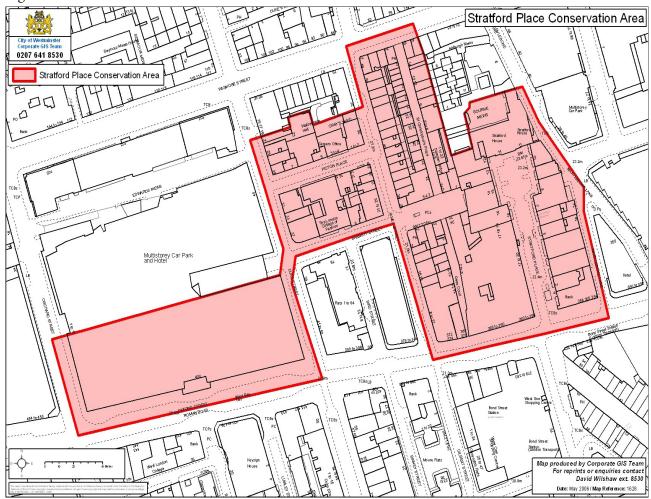
The Unitary Development Plan (UDP) is the statutory document setting out planning policies for developing land, improving transport and protecting the environment in Westminster. Relevant policies from the UDP are referred to throughout the audit.

General Guidance on additional planning controls in Conservation Areas can be found in the Council's Supplementary Planning Guidance: Development and Demolition in Conservation Areas and Conservation Areas: A Guide for Property Owners.

## 2 LOCATION AND SETTING

- 2.1 Stratford Place is a small conservation area, located towards the heart of the City of Westminster. The conservation area boundaries are fairly irregular, with a short section of Wigmore Street to the north, and the southern tail of Marylebone Lane to the east. The western boundary is formed by Duke Street and Orchard Street. Oxford Street is the southern boundary, between Marylebone Lane and Orchard Street, excluding the island of buildings between James Street and Duke Street.
- 2.2 Various other conservation areas adjoin Stratford Place: the Harley Street Conservation Area reaches beyond the north side of Wigmore Street; the Portman Estate Conservation Area lies to the northwest; the Mayfair Conservation Area is situated to the south of Oxford Street.

Figure 1: Boundaries of the Stratford Place Conservation Area



#### 3 HISTORY

- 3.1 The land now covered by the Stratford Place Conservation Area may have been settled in Roman times. The Roman road of Oxford Street was known to have a bridge crossing the River Tyburn, roughly at the point of the present day Stratford Place. This river and its crossing have been the most important factors in shaping the development of the area.
- 3.2 The River Tyburn flows south from Hampstead, and crosses the old Tyburn Road (Oxford Street) near the bottom of Marylebone Lane, on its way down to the Thames. At the point where the river crosses Oxford Street was the village of Tyburn. This neighbourhood would have been in deep country, on the fringes of the great Forest of Middlesex.
- 3.3 By the 13th century the River Tyburn had become a vital water supply for London, when in 1236 the Corporation of the City of London obtained a lease to bring water from the river to the City. Contact between the City and the Tyburn village consequently increased, and the responsibility to supervise the supply and maintain the bridge that crossed the river fell to the Corporation of London.
- 3.4 A Banqueting House was erected near the river around 1553, in which the Lord Mayor could be entertained during his yearly visit to the Tyburn conduit. This was located at the north east corner of the 'Banqueting House Bridge', near the point where Stratford Place was subsequently built.
- 3.5 On establishing a new water source for the City in the early 17th century, the Tyburn resource was no longer vital. The Banqueting House gradually fell into disrepair and was finally demolished in 1737.
- 3.6 In John Roque's Map of 1746 (Figure 2), the River Tyburn is clearly visible running from north to south, parallel with Marylebone Lane, before

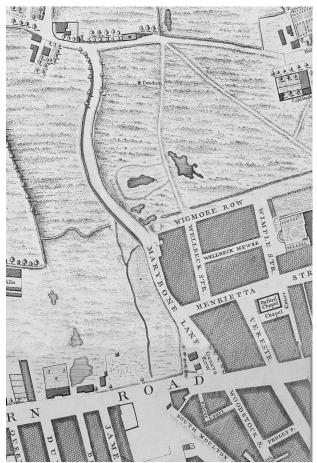


Figure 2: John Roque's Map, 1746 © Motco Enterprises

it goes under the Tyburn Road (Oxford Street). The Banqueting House has been demolished and the landscape is relatively undeveloped, despite urbanisation appearing to the east of Marylebone Lane. Duke Street, Bird Street and James Street have all been established to the south of Tyburn Road, in Mayfair, and the earliest stages of these streets extending northward are just beginning to show.

3.7 The Earl of Aldborough leased from the City of London a section of land to the west of Marylebone Lane where he planned and built a grand residence, Stratford Place, in 1771-4. Consisting of two uniform rows of houses, leading to a small square to the north side closed by the elegant Classical front of Aldborough House (now Stratford House). The entrance was marked on the Oxford Street front by two brick gatehouses, crowned by lions, originally closed by railings and a gate (Figure 3).

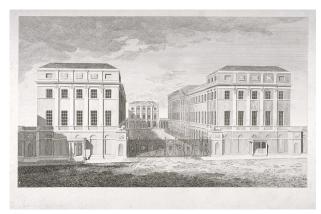


Figure 3: Stratford Place c. 1815 @ Guildhall Library

- 3.8 The view of Stratford Place from Oxford Street in c. 1815 (Figure 3) shows it standing alone in relative solitude, though Horwood's map reveals the vicinity was completely built up by 1799 (Figure 4). Stratford Place, however, would have been the grandest architectural composition in the area.
- 3.9 By the end of the 18th century, therefore, Wigmore Street has been established to the north, along with blocks of terraces between Orchard, Somerset Duke and James Streets. The terraces of Barrette Court (later St. Christopher's Place) and Jees Court (Gees Court) have also been laid out.

- 3.10 By the 19th century, the urban picture around Stratford Place had not altered much. However, the lesser streets of Barrett Court and St Christopher's Place had become an over-crowded slum, with as many as 45 families living in just 49 rooms. Appalled by the poverty and social conditions, the philanthropist Octavia Hill bought the south-west side of St. Christopher's Place around 1874 and rebuilt it with five storey model lodgings as her first building venture.
- 3.11 It wasn't until the retail boom of the early 20th-century that the pattern of development significantly altered the appearance of Oxford Street. The Ordnance Survey map of 1910 (Figure 5) shows the small terraces are being replaced by larger plots, which were to accommodate the first department stores. Selfridges was built at nos. 398-454 Oxford Street in 1908 and was one of London's first department stores.
- 3.12 In 1915, a huge Lyon's banqueting house was established on Oxford Street, between Stratford Place and Gees Court, replacing the western side of Stratford Place, as well as the lioned gatehouse on this side.

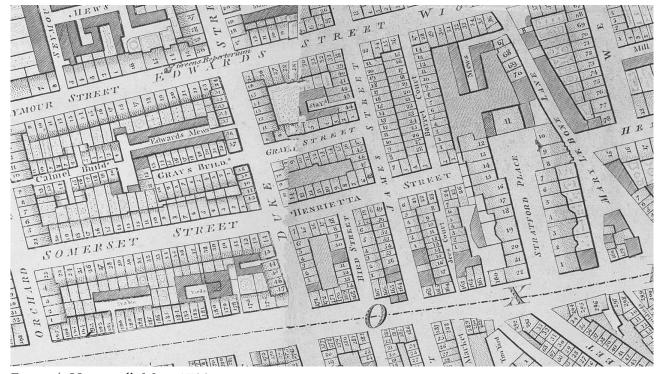


Figure 4: Horwood's Map, 1799 © Motco Enterprises Ltd.



Figure 5: Ordnance Survey, 1910 © Westminster City Council

- 3.13 Today Stratford Place is the only remnant of Georgian architecture in this stretch of Oxford Street. In 1959, a Building Preservation Order was placed on the surviving original buildings, thought to constitute the remaining part of a lay-out of high quality. The Oriental Club, a private gentlemen's club, was established in Stratford House in 1962 where it remains today. Though most of the west side of Stratford Place has been lost to large 20thcentury redevelopment, the terrace on the east side is nearly all complete. The eastern villa fronting Oxford Street was lost in 1890, but its lioned gate house has survived (Figure 6).
- 3.14 The stretch of Oxford Street has remained a largely commercial one with department stores and high street retailers occupying the ground floors. The once slum-filled streets behind, such as St. Christopher's Place, are now lined with smart shops and restaurants.



Figure 6: The remaining lioned Gatehouse (porter's lodge) outside Stratford Place, which is Grade II listed

#### Summary of Historical Development

- River Tyburn supplied water to the City of London since 13th-century
- Stratford Place laid out for the Earl of Aldborough in 1771-4
- 19th century social housing built to replace slums of St Christopher's Place
- Selfridges built on Oxford Street in 1908

## 4 CHARACTER OF THE CONSERVATION AREA

#### General

- 4.1 As a whole this is a lively conservation area with a strongly urban character and mixed townscape. Broadly it can be divided into three character areas: the retail frontage of Oxford Street; the formal composition of Stratford Place; and the more intimate streets and alleys in the vicinity of St. Christopher's Place.
- 4.2 Central to the character of the conservation area is Stratford Place, a quiet enclave of Georgian townscape that escapes the pace of Oxford Street. Its most notable characteristic is the formality of its buildings, in contrast to the more eclectic mix along Oxford Street. The consistent parapet line that leads to the pedimented facade at the end, framed by Willow trees, all help to create a unique environment in the heart of one of the busiest parts of London.



Figure 7: Stratford Place from Oxford Street

4.3 The Oxford Street frontage forms part of a major shopping and traffic artery, which is one of London's busiest roads. Consequently the atmosphere in this street is hurried, full of the bustle of shoppers, tourists and commuters. The large-scale buildings here, and their ground floor retail units, contribute to its commercial character. There is some variety in scale, though overall the frontages are wide, with Selfridges being the most distinctive.

4.4 In the streets immediately north of Oxford Street, the atmosphere changes. Gees Court, Barrett Street and St. Christopher's Place are narrow pedestrianised streets with an intimate character. These routes are enclosed by simple Victorian terraces and social housing, with a range of individual shops and restaurants at ground floor level. James Street is characterised by 19th century domestic terraces with restaurants at ground floor. Adding to the vibrancy of the area is the concentration of street dining here.



Figure 8: Street dining along James Street

4.5 A sub-character area is that west of James Street. The atmosphere is quieter, though there is a semi-industrial quality to the townscape. Some buildings relate to the 19th century terraces of James Street and have shops and restaurants at ground floor; others, however, are larger 20th century blocks.

Any proposal should take into account the character of its context. Policies, DES1a should be consulted on the principles of development, DES4 for infill development and DES5 for alterations and extensions. Original architectural features, materials and detail are vital to the quality of individual buildings and the character of the Conservation Area. Policy DES9c encourages reinstatement of missing features to the original design detail and materials.

## Streets And Spaces

- 4.6 The historic street layout and the relationship of built form to open space define the overall framework of an area. Within this framework, the fine grain of the townscape, including sizes of plots and building lines are important in establishing the pattern and density of development. This has a significant impact on the character of an area, dictating the scale of development and level of enclosure or openness.
- 4.7 The council has defined three categories of routes or spaces according to a combined analysis of their scale, level of enclosure and the function they perform within the area. These are defined as **Primary, Secondary** and **Intimate Routes and Spaces**. The map at Figure 9 shows the hierarchy of routes and spaces within the Stratford Place Conservation Area.
- 4.8 **Primary Routes** include the broad, busy thoroughfares of Oxford Street and Wigmore Street, which form the northern and southern boundaries to the conservation area. Oxford Street has been the principal route westwards from the City of London since Roman times and it continues to be one of London's busiest thoroughfares. Despite the size of buildings that align it, the width of Oxford Street provides a sense of space and openness. Although only a short stretch is included within the conservation area. Wigmore Street is also a primary route. where buildings step up in scale from the smaller routes behind.
- 4.9 **Secondary Routes** are Duke Street, Picton Place, James Street, Barrett Street, Stratford Place and Marylebone Lane. These streets and pavements are much narrower and quieter, with buildings occupying smaller plots and fronting directly onto the street. Marylebone Lane has an irregular form; as the route extends from Oxford Street it bends to the west, revealing its origins as an ancient

- lane. The rear elevations of Stratford Place on the west, and the large stores and car-parks on the east, give a sense of enclosure to this street. In contrast, Stratford Place retains its characteristically formal layout, with terraces forming a 'T' shaped close, terminated by Stratford House itself. The grandeur and regularity of the buildings that align Stratford Place adds to the formality of the space.
- 4.10 Intimate Routes are those pedestrianised routes that run north of Oxford Street. Gees Court is the narrowest, entered through a small opening on Oxford Street. Walking northwards, the space opens slightly but it still feels enclosed, loomed over by the tall side elevations of the Oxford Street stores. The section of Barrett Street, east of James Street, also has an intimate character with a pedestrian courtyard enclosed by buildings to three sides. Entered from the west, a set of gate posts separate this space from the busier traffic routes; the variety and differing heights of buildings make it an informal space. St Christopher's Place is a narrow pedestrian route leading to Wigmore Street, lined on either side with tenements and terraces, which front directly onto the street. The relatively large scale buildings here contribute to a sense of enclosure.

Dominant street patterns and the character of spaces should be respected and where historic patterns remain, these should be protected and reflected in any proposed schemes. Policies DES 1, 2, 4, 5, 7 and DES 12 should be consulted.

Figure 9: Hierarchy of Routes and Spaces in the Stratford Place Conservation Area Strafford Place Conservation Area Map produced by Corporate GIS Team For reprints or enquiries contact David Wilshaw ext. 8530 Date: May 2006 / Wap Reference: 162/ Keysign House Multistorey Car Park and Hotel Stratford Place Conservation Area Secondary Route/Space Intimate Route/Space Primary Route/Space City of Westmin ster Corporate GIS Team 0207 641 8530

#### Architecture

#### Overview

4.11 The architecture of the conservation area includes an eclectic mix of Georgian, Victorian and 20th Century buildings, which can broadly be divided into three character areas. The various architectural phases reflect the continual pressure of development on the area and changing uses occupying the buildings.

Figure 10 shows the approximate building ages in the conservation area.

#### **Stratford Place**

4.12 Stratford Place has the most formal architectural composition within the conservation area, formed of terraces of Georgian townhouses to the east and west, completed with the palace facade of Stratford House at the north end. However, though this enclave has the appearance of being quite architecturally unified, there are variations within it.

- 4.13 Beyond no. 358 Oxford Street (see para. 4.24), is a formal grouping that creates a palace facade with a pedimented front in the centre. This group were laid out in 1774 80, by Richard Edwin, and forms the eastern flank to the three-sided composition of Stratford Place.
- 4.14 The townhouses were originally three storeys above basement with a stucco-faced ground floor containing arch headed windows. The upper windows are all square headed timber sashes. A continuous projecting cornice with bottle balustrade above the second floor windows and a string course above the ground unites the group.
- 4.15 Nos. 2, 5, 6 and 7 are each three bays wide, while nos. 3 and 4 are both four bays. No. 4 has four slender lonic pilasters framing the upper storey windows. All would originally have been in brown brick though today there are variations in tone.





Figure 11: Nos. 2 - 6 Stratford Place (east)

4.16 The final property in this group, no. 7 marks the end before the line of buildings drops back. This has lonic pilasters framing the upper storey windows as well as vermiculated voussoirs around the ground floor doors and windows (Figure 12). The return elevation is fully articulated with recessed corner planes and a first storey blind arch. This treatment is mirrored in no. 16 of the opposite terrace.



Figure 12: No. 7 Stratford Place, ground floor

4.17 Various roof-level alterations have modified the original form of the terrace. Most notably the central five bays of the group have a flat-topped extensions rising above the pediment. No. 6 also has a later mansard roof extension.

4.18 The final buildings on the east side of Stratford Place are nos. 8 - 10. These properties are all set back behind the previous group and have similar boundary treatments around their basement lightwells. All are entirely stucco-faced and have pediments over each of the first floor windows. Again, roof level alterations have taken place, most notably no. 8 has a large two storey roof extension that sets it apart from the rest. The architecture along Marylebone Lane is made up of the rear elevations of these buildings on the east of Stratford Place.

4.19 The most important building of Stratford Place is the Grade I listed Stratford House, which, along with its side wings, occupies the entire north front of the terrace (Figure 13). Built as the centrepiece to the development, it forms a grand termination when viewed from Oxford Street. Faced in Portland stone ashlar, the ground floor is rusticated with vermiculated voussoirs around the arched windows and door. The central three bays have a giant engaged Ionic portico above the ground floor, supporting a carved frieze crowned with a pedimented and sculpted tympanum. All the windows have timber framed sashes.



Figure 13: Stratford House

4.20 The west side of Stratford Place has been most affected by redevelopment. Nos. 12 & 13, however, are originals and similar to nos. 8 & 10 opposite. No. 12 is only two bays wide, while no. 13 is three. Both are three storeys with mansards behind a bottle balustraded parapet and area railings.

4.21 Nos. 14 - 15 Stratford Place dates from 1954, by Ronald Ward & Partners. The architecture is neo-Georgian but does not mimic that of the original buildings; it is stone faced with festoons applied above the second floor windows. The bottle balustrade is continued from no. 13, though behind this is a double-height roof extension, making this building much taller than its neighbours.



Figure 14: Nos. 14 - 15 Stratford Place

4.22 The last original building in the west side of Stratford Place is no. 16, which is identical to no. 7 opposite. After this is the enormous block of nos. 17 - 20, built in 1931 by Gordon Jeeves. This fluted stone building rises seven storeys high and has multiple bays across its length. At ground level are four wide openings cut in, which provides a service entrance to the Oxford Street store.



Figure 15: 17 - 20 Oxford Street

#### **Oxford Street**

4.23 The Oxford Street frontage has a varied streetscape, dominated by Edwardian retail premises, interspersed with later in-fill blocks.

4.24 Nos. 354 - 358 Oxford Street fills the plot originally occupied by the east villa of Stratford Place (Figure 16). The only post WW2 building in this part of the conservation area, it is a rectangular block of glass and concrete by Seifert & Partners, 1969 - 70. With wide shopfront openings at ground and first floor level, the upper storeys have 16 openings to the front and eight on the Stratford Place return and slightly dwarfs the Georgian townscape, especially the lioned gatehouse to its west (see Negative Features).



Figure 16: Nos. 354 - 358 Oxford Street

4.25 Beyond Stratford Place are nos. 360 - 362 Oxford Street. This is a c. 1920s brick block of three storeys with mansard. Although later, Classical detailing to the upper storeys, such as a balustrade and lonic pilasters, deliberately echo the 18th century buildings of Stratford Place. At ground floor level, modern shopfronts are inserted beneath an attractive Classical fascia and surround.

4.26 Next at nos. 364 - 366 is Avon House, a taller building of c. 1915 by Lewis Solomon & Son. Above a ground and first floor in red brick are four storeys plus attic in white faience with a vertical emphasis.

4.27 At nos. 368 - 370 is a narrow and shorter building, easily lost amongst the scale of its neighbours. This is a c. 1920 building with modern shopfront and glazing inserted into the ground and first floors. Above this is a triple-height single opening framed with green tiles on a cream stucco front.

4.28 On the corner with James Street, no. 372-374 is an Edwardian four storey block with turreted corner and shape gables in the attic mansard. The red brick front has stone dressings around the windows and piers dividing the slightly bowed bays.



Figure 17: Nos 366 - 374 Oxford Street

4.29 The final building along the Oxford Street stretch is Selfridges at nos. 398 - 454. Occupying the entire block between Duke Street and Orchard Street, this 1908 edifice was, in its day, the height of technological innovation. The massive steel frame was left visible, allowing large stone elements and expanses of glazing between them. At ground floor level, the emphasis is a horizontal one with a run of large glazed windows. Above, each of the 21 recessed bays, containing bronze trimmed windows, is divided by giant fluted lonic pilasters. The upper storeys contain smaller square window openings and is finished by an oversized entablature before the roof storey.



Figure 18: Selfridges, nos. 398 - 454 Oxford Street

#### **Gees Court**

4.30 Entering Gees Court from Oxford Street, the architecture changes dramatically. The entire east side is faced with the return elevation of nos. 364 - 366 Oxford Street, which has a white glazed tile finish. On the west is the side elevation to nos. 368 - 70, with a red brick face and painted ground floor. After this return, the architecture has a late 19th century semi-industrial quality. Nos. 7 - 12 all have modern shopfronts inserted at ground level but above are small-scale warehouse buildings with double-height openings. They occupy narrow plot widths of two bays and are four storeys high.

#### St Christopher's Place

4.31 Entered from the north, via Wigmore Street, the architecture of St Christopher's Place is surprising in its relative simplicity. The buildings here form a continuous frontage to either side, though they are not uniform and range in date. In common, all front directly onto the street and have shopfronts at ground floor level, with three to five storeys of residential accommodation above.

4.32 The west side of St Christopher's Place was entirely rebuilt during the late 19th century, and contains two sets of tenement blocks. The first, at nos. 15 - 22, was built in 1877 (Figure 19). This is in brown brick with red brick window heads. First, second and third storey windows are relatively wide spaced and have recessed six-over-six sliding sashes. The roof storey has windows within each pointed gable. At ground floor are timber shopfronts, grouped by an arched fascia. Most attractive at this level are the residential entrance doorways, which have pointed hoods.



Figure 19: West side of St Christopher's Place



Figure 20: Nos. 23-31 St Christopher's Place

4.33 The next block of tenements is at the Grade II listed nos. 23-31, dated 1882. This front is livelier than its neighbour, in red brick with moulded brick dressings. Large Gothic arched windows surround the first floor windows. The upper storey windows have round heads and with brick string courses running between them. The shopfront openings at ground level are divided by plain pilasters decorated with applied flower motifs. The central bay contains the stairwell, which is highlighted by a vertical fenestration across the second and third floors and a shaped gable at roof level.

4.34 To the eastern side of St Christopher's Place the townscape has a more varied character (Figure 21). Moving north from Barrett Street, the first building, no. 1 St Christopher's Place, is of diminutive scale. A simply detailed early Victorian house, it is in painted brick with timber sashes and shopfront to ground floor level.

4.35 Sarsden Buildings, at nos. 2 - 4 is another attractive Victorian social housing block, dating from 1869. It is of five storeys but more simply detailed than those to the western side, in yellow brick with red brick dressings. It has recessed simple square headed timber sash windows set below brick arches.



Figure 21: Eastern side of St Christopher's Place

- 4.36 Moving northwards, the rest of the St Christopher's Place consists of a range of plain 20th-century infills of varying styles and dates. Nos. 6 8, a modern infill block, covers two original plots and is in red brick. Its window detailing creates a horizontal emphasis, at odds with the rest of the buildings in the street.
- 4.37 Adjacent to this, no. 9 is a modern yellow brick building, followed by two brick infills of earlier date. Before the corner with Wigmore Street is a particularly plain 1980s brick infill at nos. 12-14.

## 4.38 The conse

Wigmore Street

- 4.38 The conservation area also includes a small section of mixed townscape to Wigmore Street, either side of St Christopher's Place. This relates in scale and detail to the buildings in St Christopher's Place, in contrast to the rest of Wigmore Street, which tends to have architecture on a grander scale.
- 4.39 Moving east to west, no. 67 Wigmore Street is a four storey, two bay mid-Victorian stucco building, with pedimented window surrounds and moulded cornices.
- 4.40 Next to this at no. 68 Wigmore Street, is a five storey c. 1920 Classical Portland stone corner building, quite different to the rest of the buildings in this part of the conservation area. The Wigmore Street elevation has a dentil cornice, as well as a segmental pediment over the first floor centre window. The St Christopher's Place return elevation is three bays wide and more simply detailed.
- 4.41 The Pontefract Castle (Figure 23) occupies two buildings at nos. 71-73 Wigmore Street. Both of two bays, no. 71 is of stucco and similar in design to 67, whilst no. 73 is a very simple early/mid 19th-century building of a smaller scale and in painted brick.



Figure 22: Wigmore Street, east of St Christopher's Place



Figure 23: The Pontefract Castle

4.42 The Pontefract Castle is followed by a plain 1950s red brick infill building and then no. 77, occupying the corner with James Street. The latter is an attractive 1920s red brick building with stone dressings and a steeply pitched mansard.

#### **James Street**

- 4.43 The eastern side of James Street comprises an attractive stretch of 18th and 19th century houses, with shopfronts at ground floor level. Most are two bays wide and of stock brick, some painted. However detailing is not consistent and buildings vary from 4-5 storeys, some with mansards.
- 4.44 At the corner with Wigmore Street, no. 56 is the only listed property in this stretch and is a simply detailed yellow stock brick townhouse dating from the mid 18th-century. Its neighbour at no. 54 is similarly detailed and has the same proportions.
- 4.45 Nos. 50-52 have modern frontages but these may have been re-fronted and conceal earlier buildings behind. The parapet line is continued from no. 54 to 52 but drops slightly at no. 50. Both are four storeys and two bays, though no. 54 is in brown brick with red brick dressings.
- 4.46 Nos. 46 48 is a mid 20th-century infill with a double plot width. The scale, materials and detailing are inconsistent with the rest of the terrace (Figure 24).



Figure 24: Nos. 46 - 48 James Street



Figure 25: nos. 30 - 38 James Street (east)

- 4.47 The next range of buildings at nos. 44 38 step up and down slightly between plots, though all are three storeys and two bays wide. With slight variations between them, these are in yellow stock brick with red brick dressings around the windows. No. 38 is the shortest building in this stretch and has no attic mansard and little detailing, the brick facade has been painted.
- 4. 48 Buildings up to the end of James Street follow similar proportions and detailing. Nos. 36, 34 and 26 have painted fronts, while the others are in yellow brick with either red brick or stucco detailing. Nos. 26 & 28 form a pair of early 20th century flatted blocks. Above the residential doorways is a vertical bay of stairwell windows, while each building has a further two bays. No. 28 has retained its red brick dressings, and no. 26 has been painted.
- 4.49 The west side of James Street has more varied building types. Some are consistent in size, age and detailing with those on the opposite side of James Street, with two bays, three storeys and shopfronts at ground floor level. Others, however, are larger scale and later infill-developments, which relate more closely to the character around Picton Place.

#### **Picton Place and Around**

4.50 The vicinity around Picton Place has the most diverse range of buildings in the conservation area. The buildings age in architectural style and detailing though plot sizes tend to be larger than those on James Street.

4.51 On the north side of Picton Place, no. 2 is a 1970s red brick flat block, of six storeys with shopfronts. Nos. 3-4 is a six bay wide and four storey high office block, with basement lightwell behind area railings. The otherwise plain red-brick 1930s front has applied Classical detail to first and second floors, with lonic pilasters dividing each bays and supporting a dentil cornice.



Figure 26: Nos 3-4 Picton Place

4.52 The next two plots, no. 5 and 6 Picton Place, are both double-fronted four storey buildings with mansard roofs. Both have recessed 6-over-6 sliding sashes and shopfronts at ground floor level. While no. 5 has been painted, no. 6 is in red brick with stucco quoins and a heavy band between third and fourth storey windows.

4.53 No. 7 Picton Place and nos. 21 - 29 Duke Street are a group of early 19th-century townhouses. These are three bays wide and four storeys high, no. 29 Duke Street has a four bay return into Picton Place. All are stock brick, though nos. 21 and 27 have been painted. No. 29 has a stucco render and moulded cornice and

parapet. The window openings reduce in scale up the building, though many of the original timber sashes have been lost.



Figure 27: No. 7 Picton Place & 23 - 29 Duke Street

4.54 On the south side of Picton Place, nos. 15 - 16 and 17 - 18 are late 19th century mansion blocks in red brick with brick window aprons and quoins. Both have a small pedimented entrance and shopfronts at ground floor level with a further three storeys and attic mansards. While nos. 15 - 16 has retained its timber sashes with margin lights, the attractiveness of nos. 17 - 18 is compromised by the poor quality replacement windows (see Negative Features).

4.55 9-12 Barrett Street, (including nos.12-14 Picton Place) is currently being redeveloped as a new headquarters building.



Figure 28: Nos. 17 - 18 Picton Place

The handsome 19th century facade to Picton Place, with its round headed windows and will be retained, while the Barrett Street elevation will be a striking new composition in glass screened with highly textured acrylic, and will be prominent in views from Oxford Street.

4.56 The remainder of buildings date from the late 20th century onwards and are of large scale with shopfronts at ground level.

### **Roof Profiles**

- 4.56 Roof profiles are fundamental to the architectural character of any building or group of buildings and, as such, contribute to the character and appearance of conservation areas. Alterations at roof level including extensions, terraces, telecommunications equipment and roof plant can have a negative impact on this.
- 4.57 The Stratford Place Conservation Area has a varied roofscape with profiles including mansards, gables, unbroken parapets, pitched and flat roofs. With the exception of the Oxford Street frontage, buildings in the conservation area are largely of a consistent scale, not rising above 4 5 storeys.
- 4.58 Stratford Place itself was designed as a formal composition, with two symmetrical terraces to either side of Stratford House. Many of the buildings here have already had mansard roof extensions. Listed buildings are also concentrated within this area those not already extended may retain historic roof forms.
- 4.59 St Christopher's Place, James Street and around has a more varied roofscape. Many of the buildings have existing mansard extensions, whilst the Victorian tenement blocks are larger in scale, with distinctive pointed gables to the western side of the street. Other properties have simpler butterfly roofs set behind straight parapet cornices.
- 4.60 The Oxford Street frontage generally

has a larger scale of buildings, most dating from the 20th century.

4.61 As part of the conservation area audit, a survey of these roof profiles has been undertaken from street level. This includes identifying where buildings are completed compositions, where the varied skyline of a terrace or group of buildings is of interest, where the roof is exposed to long views from public places and where important historic roof forms would be lost. Where buildings are listed buildings, further analysis would be required to establish whether these buildings have historic roofscapes.

Buildings considered unlikely to be suitable for roof extensions are shown on the map at Figure 29.

Policy DES6 highlights instances where roof extensions and other roof structures are unlikely to be acceptable without proper justification.

Further advice is given in the publication 'Roofs: A Guide to Alterations and Extensions on Domestic Buildings (1995). 'Mews, a Guide to Alterations' explains how these policies apply in mews-streets.

Figure 29: Properties where roof extensions will not normally be acceptable Strafford Place Conservation Area Map produced by Corporate GIS Team For reprints or enquiries contact David Wilshaw ext. 8530 Date: May 2006 / Wap Reference: 1628 Bond Street Station Transpo PCs Multistorey Car Park and Hotel Properties that may be acceptable for a roof extension subject to further analysis Listed building that may be acceptable for a roof extension Subject to further analysis or detailed design Properties with existing roof extension or where an extension would not normally be acceptable Stratford Place Conservation Area City of Westmin ster Corporate GIS Team 0207 641 8530 TCBs \

## Unlisted Buildings of Merit

4.62 The listed buildings in the Conservation Area are centred on Stratford Place itself. (A full list is given in the Directory at the end of this document.) More modest unlisted buildings also contribute to the character and quality of the conservation area. This may be due to their value within the townscape, their architectural qualities or local historic and cultural associations. Defined as 'Unlisted Buildings of Merit', these properties are considered to be of value to the character and appearance of the conservation area and their demolition or unsympathetic alteration will normally be resisted.

4.63 All properties considered to be 'Unlisted Buildings of Merit' are identified on the map at Figure 30. Buildings that make either a neutral or negative contribution to the conservation area are also shown

Policy DES9 B states that permission will not normally be given for proposals which involve the demolition or substantial demolition of buildings which contribute positively to the character and appearance of the conservation area. Permission will only be granted where it can be demonstrated that the existing building cannot be repaired or adapted so as to extend its useful life and that the proposed development will preserve or enhance the character or appearance of the area. The requirement may be balanced against the City Council's other policy objectives.

## Landmark Buildings

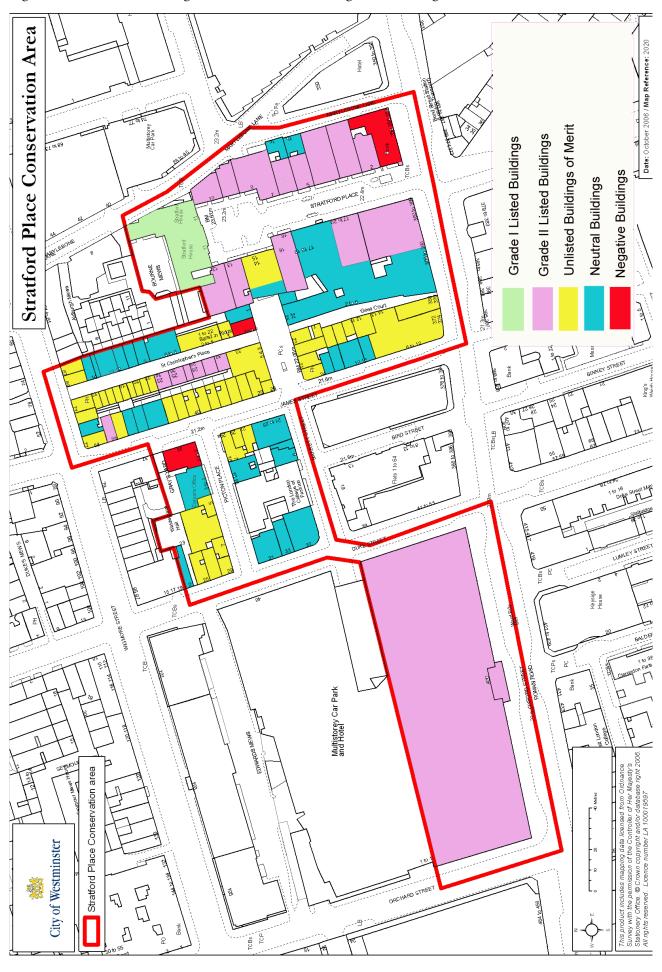
4.64 Landmark buildings are those that due to their height, location and detailed design stand out from their background. They contribute significantly to the character and townscape of the area, being focal points or key elements in views.

4.65 The vast 21-bayed front of **Selfridges** is considered to be of landmark quality, due to its size, and prominence on the street scene. It is also a world famous shopping store and one of the earliest of its type.

4.66 **Stratford House** marking the end to Stratford Place is also a landmark building. The formal composition of this symmetrical and pedimented front draws the eye. It is also the only Georgian front to remain along Oxford Street.

Landmark buildings are identified on the map at Figure 31.

Figure 30: Unlisted Buildings of Merit, Neutral & Negative Buildings



#### Views

4.67 **Local Views** are considered to be important in contributing to Westminster's townscape and historic character. By definition, these are localised views that can be of natural features; skylines; small landmarks and structures; attractive groups of buildings; views into parks; open spaces; streets or squares.

4.68 The following are identified as Local Views within the Stratford Place Conservation Area:

- View into Stratford Place from Oxford Street, with Stratford House as the focus
- View north from Gees Court towards St. Christopher's Place
- View south from Gees Court towards Oxford Street
- View from Barrett Street across James Street into the pedestrianised courtyard
- Views from Wigmore Street down St. Christopher's Place
- View along Oxford Street towards Selfridges

Local views are identified on the map at Figure 31.

4.69 Westminster City Council also identifies Metropolitan Views of importance, though none have been identified in the Stratford Place Conservation Area. A full list is given in the council's emerging Supplementary Planning Document 'Metropolitan Views'. Strategic Views are listed in the Directory.

UDP policy DES15 seeks to protect Local and Metropolitan Views. DES9 F seeks to protect the setting of conservation areas, having regard to local views into and out of the area. Policies to protect Strategic Views are set out at DES 14.

Reference should also be made to the Greater London Authority's emerging View Management Framework and Westminster City Council's emerging SPD 'Metropolitan Views'.

## Local Townscape Detail

4.70 Other features and details in the townscape also contribute to a sense of local distinctiveness. These can range from distinctive boundary treatments and street furniture, to trees and hard landscaping. Individually and collectively they contribute to the overall quality of Westminster's streetscape as well as enhancing individual areas of character within the city.

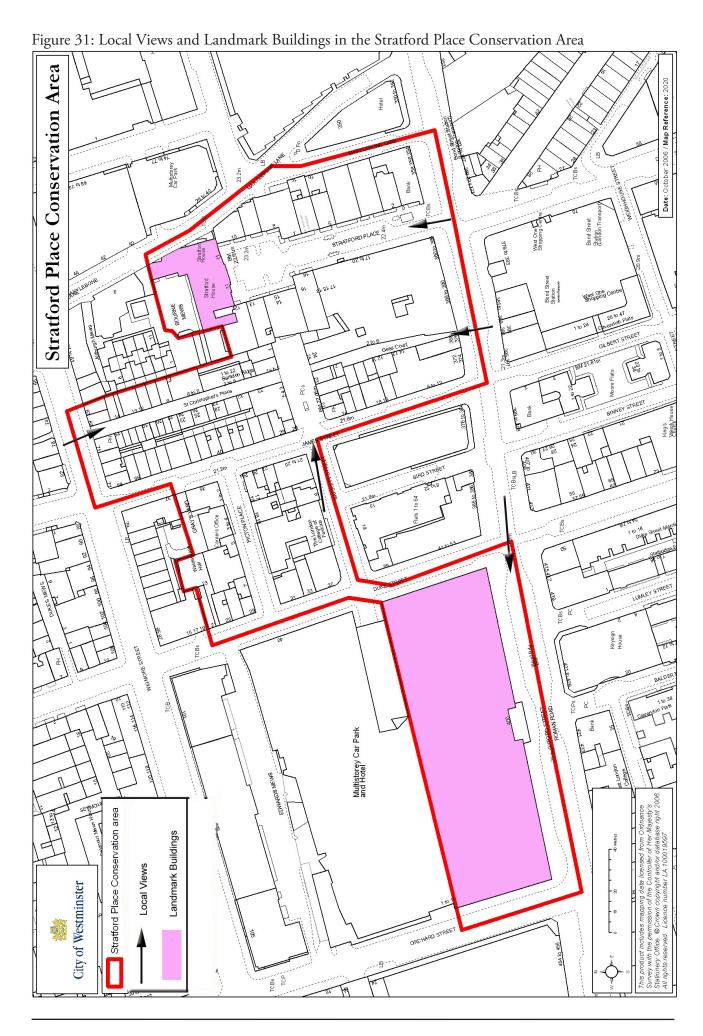
#### **Shopfronts**

4.71 Shopfronts, including well-designed contemporary ones, can be of great importance in contributing to the character and appearance of both individual buildings and the conservation area as a whole, and can be of historic and architectural interest in their own right.



Figure 32: Shopfronts on St Christopher's Place

4.72 There are a variety of shopfronts in the Stratford Place Conservation Area, ranging in age, detail and quality. The small independent boutiques and shops in Gees Court and St Christopher's Place are all late 20th century insertions. However, their materials, detailing and sympathetic design means these shopfront relate well to their surroundings and make a positive contribution to the area.



4.73 The best shopfronts in the conservation area are either Victorian originals or good quality 20th century insertions. No. 36 James Street for example is a traditional shopfront set within a surround of carved consoles and projecting cornice. The narrow fascia contains an etched glass sign of 'T. Burrows'. The shop and residential doorways are also separate, side by side to the left of the display window.



Figure 33: T. Burrows, 36 James Street

4.74 Also of interest is no. 14 James Street; this early to mid 20th century front has a curved glass front with granite stallriser. The display windows are detailed with cast iron mullions and decorated transom lights. The frame has timber pilasters and consoles and projecting entablature, with the fascia set proportionally below.



Figure 34: No. 14 James Street

4.75 Although most of the original shopfronts in the area have been lost, many have retained their historic surrounds of timber pilasters, carved consoles and entablatures. These are important features and should be retained as they enliven the street scene and the conservation area as a whole. The best retention of these features exists along James Street.

#### **Pub Fronts**

4.76 There are only a small number of public houses in the conservation, where these do exist, they provide variety and interest in the townscape.

4.77 The Lamb and Flag at no. 24 James Street is a late 19th-century corner pub front with an angled entrance. Of particular interest is the gold and etched glass fascia below the projecting cornice. A number of Windsor lanterns are affixed to the pub front below the fascia and the window openings sit on a timber stallriser.



Figure 35: The Lamb and Flag, 24 James Street

4.78 The Pontefract Castle, 71 Wigmore Street, is the other public house in the conservation area (Figure 36). Also occupying a corner plot, there is a two bay front on Wigmore Street and a two bay return to St Christopher's Place. The multi-paned windows are slightly bowed and sit on panelled stallrisers. A number of Windsor lanterns are fixed to the pilasters, below a modern glass fascia board.



Figure 36: The Pontefract Castle, 71 Wigmore Street

4.79 The City Council seeks to retain original shopfronts and shopfront detail wherever possible and new signage should use materials and detailing sympathetic to the age and style of the building and conservation area.

The relevant City Council policy concerning historic shopfronts and the design of new ones is DES5 C. Reference should be made to the design guide 'Shopfronts, Blinds and Signs: A Guide to their Design' (1990) and 'Advertisement Design Guidelines' (1992). Guidance specific to pubs and cafes can be found in 'Food and Drink Premises'

#### **Railings and Boundary Treatments**

4.80 Railings and boundary walls can contribute significantly to the character of a conservation area. They add interest and variety of scale in the street scene and provide a sense of enclosure, separating spaces of differing character and often marking the boundaries between public and private spaces.

4.81 Given its predominantly commercial focus, there are few examples of railings and boundary treatments in the conservation area as a whole. The most extensive and best preserved railings

belong to Stratford Place itself, where the buildings were originally designed to be set back behind railing enclosures.



Figure 37: Original Georgian railings with lamp brackets and boot scrapers, 12 Stratford Place

4.82 The earliest examples of railings are in Stratford Place and are wrought iron with simple, spiked finials (Figure 37). Later cast iron replacement railings have a slightly heavier appearance with standards with ornamental heads such as urns.

4.83 Along with the original early Georgian railings, Stratford Place also has some fine wrought iron lamp brackets. Boot scrapers were also an ironwork feature of the original Georgian threshold; a few boot scrapers still remain in Stratford Place.



Figure 38: Victorian railings, Marylebone Lane

4.84 Later Victorian railings are less common in the conservation area. Some heavy twisted railings with spiked finials mark the side boundary to Stratford House, along Marylebone Lane (Figure 38). Another example are outside the Sarsden Buildings on St Christopher's Place.

The City Council will seek to preserve and repair boundary features of interest. Council policy in respect of these is DES7 C & D and further guidance can be found in the design guide 'Railings in Westminster: A guide to their Design, Repair and Maintenance.'

#### **Street Furniture**

4.85 Westminster has a fascinating collection of historic street furniture, some of which is listed. The appropriate maintenance and protection of this is important, as is the need to prevent modern street clutter from detracting from its setting.



Figure 39: Porter's lodge at Stratford Place

4.86 Stratford Place has a wide range of street furniture of varying dates and quality. Of most historic interest, is the porter's lodge at the junction of Stratford Place and Oxford Street, one half of a pair which formerly marked the entrance to Stratford Place, which was closed by a gate (Figure 3).

4.87 The remaining lodge is a gate pier, large enough to incorporate a small room for a porter. Dating from 1744 it is of stock brick with stone dressings. The cornice is topped by a Coade stone lion. The roundel above the single door is inscribed 'Stratford Place', and a stone panel to the Oxford Street elevation depicts an urn and gryphons in relief, also Coade stone. The door is of six flush beaded panels, and is surmounted by a semicircular fanlight.

4.88 The railings and canopy to underground public conveniences form an island in the centre of pedestrianised Barrett Street. The site is marked on Ordnance Survey maps from 1910 onwards, though the current configuration seems to be a composite of different ages. The dwarf brick walls around the stairs, along with their stone coping and cast iron railings appear to be late Victorian or Edwardian in date and the four bollards that protect the structure date from this period. The canopy however is later 20th-century (Figure 40).



Figure 40: Public conveniences, Barrett Street

4.89 There is also a wide range of lampstandards in the conservation area, some historic and many contemporary. Stratford Place itself has Grey Wornum standards (Figure 41), an appropriate match for the restrained architecture of its buildings. Oxford Street has its own special lampstandards - an early 1990s design incorporating brackets at different levels (Figure 42).



Stratford Place



Figure 41: Grey Wornum, Figure 42: Oxford Street lampstandard

4.90 Gees Court and St Christopher's Place have attractive scrolled iron arches across the pedestrian walkway, incorporating a central Nico lantern (Figure 43). The north entrance to St Christopher's Place is similarly marked with a cast iron arch holding a central lampstandard.

4.91 Also found within the conservation area are reproduction Windsor lampstandards on Wigmore Street and James Street, utilitarian modern standards on Marylebone Lane and Picton Place and Duke Street.



Figure 43: Arches with Nico lanterns, Gees Court

4.92 Various bollards also contribute to the street furniture in the conservation area. These range from purely functional bell and cannon bollards to more decorative City bollards (Figure 44). An old boundary bollard, which was used to delineate the boundary of St Marylebone is at the corner of Barrett Street and James Street (Figure 45).





Figure 44 & 45: City bollard and old St Marylebone boundary bollard

Policy DES7 B intends to protect these historic and characteristic features of the street scene.

#### **Public Art**

4.93 Westminster has a high concentration of public art, both in its streets and open spaces, and integrated into its buildings. Public art in Stratford Place is limited to a single example of free standing art – the fountain in Barrett Street, and a few examples of art incorporated into buildings.



Figure 46: 'Queen of Time', Selfridges

4.94 Standing over the central entrance to Selfridges is a clock and winged figure, named the 'Queen of Time' by Gilbert Bayes, 1931. The polychrome figure stands on the carved prow of a ship, holding an orb with small figure, and surrounded by three subsidiary figures.



Figure 47: 'Crystals', by William Pye

4.95 The fountain in Barrett Street is by water sculptor William Pye, called 'Crystals'. It was installed as part of the redevelopment scheme in this area 1993-1997.

Policy DES 7 A in the UDP encourages the provision of public art in association with all large development proposals.

## Hard Landscaping and Original Street Surfaces

4.96 Traditional surface treatments such as setts and paving can be important elements in the townscape of an area. Paving, if well-designed, maintained and in high quality materials, contributes to the character of an area, providing the backdrop to the surrounding buildings.

4.97 Gees Court has attractive York stone paving, with a slightly uneven and ageworn surface. This is the only historic paving to remain in the conservation area and contributes to the charm of this narrow alley.



Figure 48: Historic York stone paving, Gees Court

4.98 Barrett Street and St Christopher's Place also have York stone paving, though this was introduced as part of a landscaping scheme from 1997. York stone is a high quality paving material, which makes a positive contribution to the area.

4.99 The thresholds to the shops along St Christopher's Place retain large stone slabs which are older than the York stone. These enliven the street as well as provide a historic reminder. The 1997 St Christopher's Place improvement scheme also included the setting of bronze plaques showing St Christopher (Figure 49).

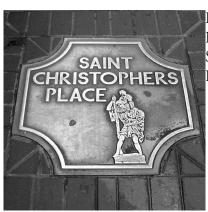


Figure 49: Bronze plaque, St Christopher's Place

UDP policy DES7 E seeks to promote good quality paving materials by the Council and in private schemes. For guidance on best practice relating to both street furniture and public realm works, the Westminster Way is the Council's emerging public realm manual.

#### **Trees & Soft Landscaping**

4.100 Trees and green spaces are vital to the quality of urban environments in both visual and environmental terms. They contribute significantly to the character and appearance of conservation areas and the local townscape, providing a soft edge within urban landscapes as well as bringing environmental benefits. Often a single tree can provide a focal point, whilst avenues or a group of mature trees may form part of an historic planting scheme or an estate layout.

4.101 Both sides of Oxford Street are planted with rows of Pyrus Calleryana - a Chinese ornamental pear tree with vivid spring blossoms. There are 16 Pyrus outside Selfridges, and a further six between James Street and Marylebone Lane.



Figure 50: Pyrus Calleryana on Oxford Street

4.102 James Street is planted with seven Alnus Cordata of various ages, plus one at the east end of Barrett Street. These will grow tall, though not broad, making them suitable for the narrow spaces of the conservation area; they also provide shade to the outside dining that is prevalent along James Street during the summer.



Figure 51: Quercus Palustris, Barrett Street

- 4.103 Also in eastern Barrett Street are two Quercus Palustris Red or Pin Oaks. These mature trees form an important part of the setting of the pedestrianised Barrett Street.
- 4.104 Stratford Place is planted with four mature Salix Alba White Willow. The formal positioning of these trees accords well with the formal layout of Stratford Place, and gives the broadening of the culde-sac the character of a small square.
- 4.105 All trees within conservation areas are protected and the City Council must be given six weeks notice of any intention to fell or lop a tree.

UDP policy ENV 16 seeks to protect trees which make a significant contribution to the character and appearance of a conservation area.

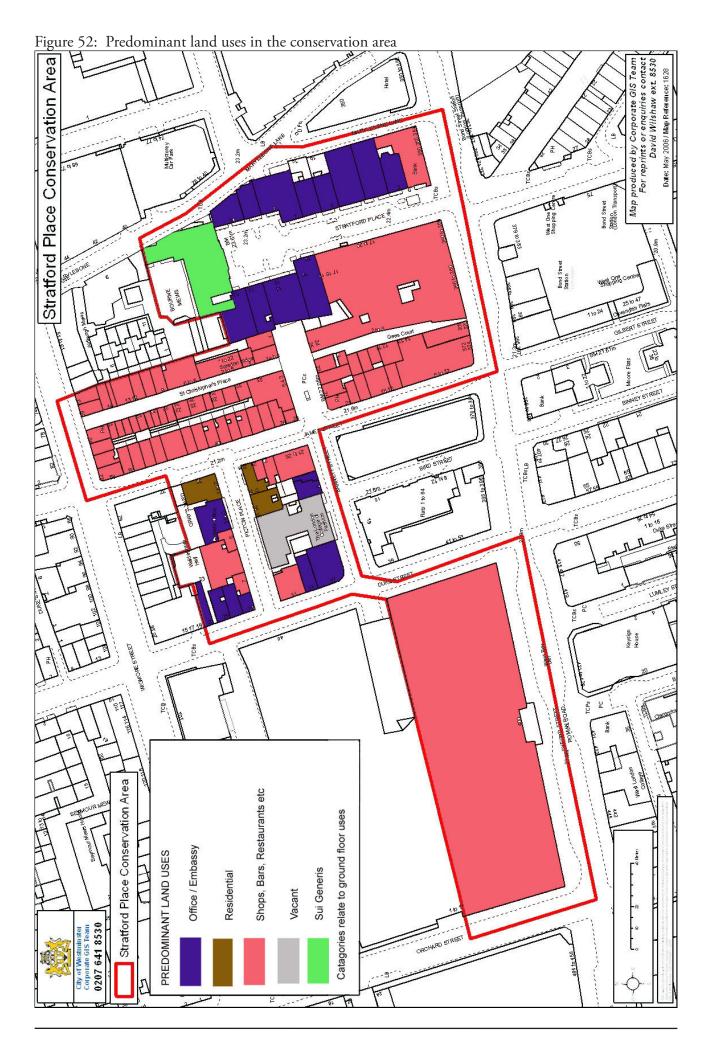
Advice on trees and their protection is given in the City Council design guide: 'Trees and Other Planting on Development Sites.'

#### Characteristic Land Uses

- 4.106 Land uses also contribute significantly to the character and appearance of a conservation area. These not only have a direct influence on the building typology or make-up of an area but also on the nature, atmosphere and use of the public spaces and streets. Particular uses may be of historic importance and will have dictated the evolution of an area.
- 4.107 In **Stratford Place**, although originally designed for residential use, the larger-scale buildings are now mostly occupied by embassies, commercial or professional firms, with some residential use on the upper floors.
- 4.108 The pedestrian thoroughfares of **St Christopher's Place and Gees Court** retain a mixture of small-scale retail units and cafes, with residential to the upper floors.
- 4.109 The eastern end of **Barrett Street and James Street** provides a lively entertainment area and a focus for restaurants, bars and cafes, with a high concentration of street dining.
- 4.110 **Picton Place** and around have a quieter character, with a mixture of commercial, office and residential uses.
- 4.111 The **Oxford Street** frontages provide the focus for larger scale retail activity, with Selfridges forming the dominant landmark within this part of the conservation area.

The predominant (ground floor) land uses in the conservation area are identified on the map at Figure 52.

The City Council will consider the contribution of existing and proposed uses to the character, appearance and setting of the conservation area. DES9 E is the relevant UDP policy



# 5 NEGATIVE FEATURES & ENHANCEMENT

5.1 Negative features are those elements which detract from the special character of an area and therefore present an opportunity for change. This can include both small features and larger buildings and sites. It may be that simple maintenance works can remedy the situation or in some cases there may be an opportunity to redevelop a particular site.

Negative features in the Stratford Place Conservation Area are described below and shown on a map at Figure 66.

#### **Clutter on Building Facades**

5.2 A number of small accretions on building facades can cumulatively have a detrimental impact, even where individual changes are relatively minor. In the Stratford Place Conservation Area, the installation of security devices - burglar alarm boxes, CCTV cameras and entry phones - has had a negative impact. Where security devices are necessary, they should be sited discreetly to avoid an adverse impact on the streetscape.





Figures 53 and 54: Security cameras attached to no. 23 Barrett Street and alarm box, no. 22 St Christopher's Place

#### **Unsympathetic Infill Development**

- 5.3 Stratford Place Conservation
  Area has comparatively little post-war
  development, and much of what exists is of
  neutral character, respecting the scale and
  materials of the older buildings of the area.
  However, some buildings do detract from
  the special character of the area.
- 5.4 Nos. 354 358 Oxford Street, whilst of some merit in terms of individual design, forms an incongruous termination to Stratford Place, and is ultimately detrimental to its overall composition. The building does not relate to the original Georgian townscape in either scale or character, in contrast to nos. 360 362 Oxford Street.
- 5.5 No. 1 St Christopher's Place is c.1970 with louvred openings facing St Christopher's Place and timber and aluminium casements facing Barrett Street. The materials and detailing are at odds with the prevailing 19th century buildings in this area. The entrance to the Ivanhoe Suite is cluttered and has a large internally illuminated box sign above the entrance.



Figure 55: Entrance to no. 1 St Christopher's Place

#### **Shopfronts**

5.6 In general, shopfronts should relate to the proportions and detail of the buildings in which they are set, as well as to the surrounding townscape. The vast majority of shopfronts in the conservation area are well designed, however, some have a negative impact; examples are nos. 7 & 18 Picton Place, and nos. 354-358 Oxford Street.



Figure 56: No. 7 Picton Place

5.7 The shopfront at no. 7 Picton Place is of poor quality in terms of design and materials. The fixed canopy, the vinyl sign obscuring the original fascia board, and the air conditioning unit fixed above the entrance combine to have a negative impact on the townscape.



Figure 57: Kiosk outside Stratford Place

5.8 The kiosk at the corner of Stratford Place and Oxford Street also has a negative impact on the conservation area (Figure 59). The design and materials are modern and of poor quality and relate badly to the surroundings.



Figure 58: 354-358 Oxford Street

5.9 The shops between Marylebone Lane and Stratford Place form the ground floor of this modern 20th century office building. The materials used, principally plastic and glass, and a lack of careful design means this run detracts from the quality of the area. Fascias have been installed with little regard for the well defined building line of the block, additional signs installed above fascia level, and projecting signs compete with one another for visibility.

#### Plant and Flues

5.10 When carelessly sited both equipment such as air conditioning units and other additions such as pipework and flues can have a negative impact on individual buildings and the wider street scene. The careful siting of equipment and choice of materials and colour can significantly reduce the impact of these elements.

5.11 There are some examples in the conservation area of poorly sited plant. No. 26 St James Street (Figure 61) has various roof-top flues and equipment. These would be better sited so that they are not visible from the street, or from

neighbouring buildings. Inappropriately sited air conditioning units are sited in several basement lightwells in Stratford Place, which impacts on the quality of the buildings in closer views.



Figure 59: Roof-top plant at No. 26 James Street

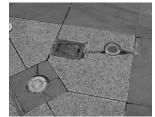
#### **Public Realm**

5.12 In general, Stratford Place has an attractive and well maintained public realm. However some areas would benefit from enhancement. The opening to the Bond Street underground station located on Stratford Place detracts from the quality of the public realm. The entrance, along with several planters around it, are in red brick and in no way relate successfully to the character of the conservation area.

5.13 The Stratford Place Conservation Area also has a wide variety of hard surfaces treatment. The lack of overall consistency however, with some streets having a jumble of different paving materials also detracts from the quality of the environment.

5.14 Stratford Place, for example, has a wide range of surface treatments. It would be improved by a single high quality paving material. Similarly the pavements of James Street are of a broad mix of materials, which would also benefit from greater consistency with the rest of the conservation area. Some of the street

surfacing in St Christopher's Place is in a poor state, likely to have been damaged as a result of vehicles manoeuvring in the area.





Figures 60 & 61: Damaged paving to Barrett Street/St Christopher's Place

#### **Replacement Windows**

5.15 Sliding timber sashes are the traditional window types most of the Georgian and Victorian buildings in the conservation area. There are, however, examples of buildings where the sash windows have been replaced with poorly designed replacements (Figure 65). Timber sash windows should be retained and repaired wherever possible.



Figure 62: Poor quality replacement windows, 50 & 52 James Street

The City Council will take appropriate steps to ensure the preservation and enhancement of its conservation areas. Schemes for the improvement and enhancement of conservation areas will be encouraged and initiated where possible. Any proposal will be judged against policies DES1 and DES9.

Figure 63: Negative Features in the Stratford Place Conservation Area Stratford Place Conservation Area Map produced by Corporate GIS Team For reprints or enquiries contact David Wilshaw ext. 8530 Multistorey Car Park and Hotel Stratford Place Conservation Area Loss of architectural detail Poor quality shopfronts Painted brickwork Security Features Plant & Flues etc. Street Furniture Hard Surfaces City of Westmin ster Corporate GIS Team 0207 641 8530

## 6 Management Proposals

- 6.1 It is expected that the effective management of the Stratford Place Conservation Area can, for the most part, be met through an effective policy framework and the positive use of existing development control and enforcement powers. The analysis of the character and appearance of the conservation area within this audit therefore identifies those elements the council will seek to protect, as well as negative features which may present opportunities for change or enhancement.
- 6.2 Each section of the audit is linked to relevant policy guidance, providing the framework for the future management of the area. Other statutory designations and existing controls in place to manage the conservation area are listed in the Directory. This also includes a list of documents, supplementary planning guidance and planning briefs relevant to the management of the Stratford Place Conservation Area.
- 6.3 The following table provides a list of proposals related specifically to those features identified as 'negative' in Section 5.

Negative Feature	Action
Clutter on Building Facades	Increase circulation and availability of the audit and design guides to ensure property owners are aware of the best conservation practice and the importance of timely maintenance of historic properties
• Plant, Wires and Flues	<ul> <li>Removal, re-siting, re-housing of any redundant pipework, wires and alarms to be sought as part of any new development or refurbishment proposals</li> <li>Prepare new guidance on Plant and Air conditioning to encourage awareness of best practice</li> <li>Enforcement action to be taken to secure the</li> </ul>
	removal of unauthorised accretions where possible
Unsympathetic infill development	Any new proposals for infill development should reflect the plot widths, predominant scale, and architectural detail of the conservation area and should include an analysis of the character and appearance of the conservation area, making reference to findings within the audit
	Any redevelopment adjacent to the Bond Street underground station should make reference to the Crossrail Bond Street Western Ticket Hall Planning Brief
Loss of Architectural Detail	Reinstatement of original design and detail to be encouraged as part of any refurbishment schemes  Output  Description:
	<ul> <li>Raise awareness of original design detail by increasing circulation of the audit and design guides to property owners and developers</li> </ul>
	• Enforcement action to be pursued on unauthorised works, where possible

#### 7 GLOSSARY OF TERMS

#### **Acanthus**

A plant with thick, fleshy, scalloped leaves used on carved ornament such as CORINTHIAN and COMPOSITE CAPITALS and other mouldings

#### **Accretions**

A gradual build-up of small additions and layers

#### **Aedicule**

The framing of a door, window, or other opening with two columns, PIERS or PILASTERS supporting a GABLE, LINTEL, plaque or an ENTABLATURE and PEDIMENT

#### **Architraves**

The lowest of the three main parts of an ENTABLATURE or the moulded frame surrounding a door or window

#### **Art Deco**

From the Paris Exposition Internationale des Arts Decoratifs et Industriels Modernes,1925. An early 20th century movement in the decorative arts, architecture and fashion. Considered to be an opulent, eclectic style, influenced by a variety of sources. Characterised by use of materials such as aluminium and stainless steel and the use of bold forms, sweeping curves, CHEVRON patterns and sunburst motifs

#### **Art Nouveau**

Meaning 'New Art'. A movement that emerged at the end of the 19th century, which advocated the use of highly-stylized nature as the source of inspiration. Correspondingly organic forms, curved lines, especially floral or vegetal.

#### **Arts & Crafts**

A major English aesthetic movement, at its height between 1880 - 1910. Inspired by the writings of John Ruskin, a reformist movement searching for authentic and meaningful styles as a reaction to the machine-made production of the Industrial Revolution. Its best known practitioner is William Morris, who founded the SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS.

#### **Balconettes**

A small projecting balcony from a wall, enclosed by railings or BALUSTRADE, more

decorative rather than functional

#### **Baroque**

An architectural style of the 17th and 18th centuries characterised by dramatic and exuberant decoration, using expansive curvaceous forms, large-scale and complex compositions. Used in palaces, churches and national buildings as a means of creating emotional involvement and a dramatic impression.

#### Bay

A vertical division of the exterior of a building marked by fenestration, an order, buttresses, roof compartments etc.

#### **Bay Window**

An angular or curved projecting window.

#### **Beaux Arts**

Translated as "Fine Arts". A classical architectural style taught at the Ecole des Beaux Arts in Paris 1885-1920. Depended on sculptural decoration along conservative modern lines, using French and Italian BAROQUE and Rococo formulas with an impressionistic finish.

#### **Bottle Balustrade**

A assemblage of bottle shaped moulded shafts in stone supporting the COPING of a PARAPET or the handrail of a staircase.

#### **Butterfly Roof**

A roof formed by two gables that dip in the middle, resembling butterfly's wings. The roofs were particularly popular in Britain during the 19th century as they have no top ridges and were usually concealed on the front façade by a parapet. The roof gave the illusion of a flat roof, an essential part of CLASSICAL architecture, but accommodated Britain's wet climate.

#### **Buttress**

A mass of masonry or brick-work projecting from or built against a wall to give additional strength.

#### Canopy

A projection or hood over a door, window etc.

#### Canted

Architectural term describing part, or segment, of a façade which is at an angle of less than

90° to another part of the same façade.

#### Cantilevered

A horizontal projection (e.g. a step, balcony, canopy or beam) supported by a downward force. Without external bracing and appears to be self-supporting, cantilever construction allows for long structures without external bracing.

#### Capital

The head or crowning feature of a column.

#### Cartouche

An ornamental panel in the form of a scroll or sheet of paper with curling edges, usually bearing an inscription and sometimes ornately framed.

#### **Casement Windows**

A metal or timber window with side hinged leaves, opening outwards or inwards.

#### **Cast Iron**

An iron-based alloy containing more than 2% carbon. The molten iron is poured into a sand cast or mould rather than hammered into shape by a blacksmith. The allows for regular and uniform patterns and a high degree of detail to be represented. The finished product is chunkier, though more brittle, than WROUGHT IRON.

#### Chevron

A type of moulding forming a zig-zag pattern.

#### **Chimney Stack**

Masonry or brick-work containing several flues, projecting above the roof and terminating in chimney pots.

#### Classical

A revival or return to the principles of Greek or Roman architecture and an attempt to return to the rule of artistic law and order. Begun in Britain c. 1616 and continued in successive waves up to 1930s.

#### **Coade Stone**

An artificial cast stone with a mottled surface, invented in the late 18th century and used up to the early 19th century for all types of ornamentation.

#### **Coal Hole Cover**

A circular, metal or wooden plate covering a hole in the pavement where domestic coal deliveries were dropped into a vaulted bunker beneath the pavement

#### Colonnade

A row of columns carrying an ENTABLATURE or arches

#### Composite

A mixed order combining the scroll-like ornament of the IONIC order with the leaves (ACANTHUS) of the CORINTHIAN order.

#### Console

An ornamental bracket with a curved profile and usually of greater height than projection.

#### Coping

A capping or covering to a wall, either flat or sloping to throw off water.

#### Corbel

A projecting block, usually of stone, supporting a beam or other horizontal member.

#### Corinthian

One of the CLASSICAL orders, which is an enriched development of the IONIC CAPITAL. Featuring stylized ACANTHUS leaves, which sometimes appear blown sideways. Unlike the DORIC and IONIC column capitals, a Corinthian capital has no neck beneath it, just a moulded ring or banding. The Corinthian column is almost always fluted.

#### Cornice

In classical architecture, the top projecting section of an ENTABLATURE. Also any projecting ornamental moulding along the top of a building, wall, arch etc., finishing or crowning it

#### Cresting

An ornamental ironwork finish along the top of a screen, wall or roof.

#### Cupola

A dome, especially a small dome on a circular or polygonal base crowning a roof or turret.

#### **Curtain Wall**

A non-load-bearing wall, which can be applied in front of a framed structure. Manufactured from a variety of materials such as aluminium, steel and glass; with sections to include windows and spaces between.

#### Dentil

Meaning 'tooth'. A small square decorative block used in series in CORNICES.

#### **Doric**

One of the CLASSICAL orders. Doric columns historically stood directly onto the flat pavement without a base; fluted and topped by a smooth CAPITAL that carried an ENTABLATURE.

#### **Dormer Window**

A window placed vertically in a sloping roof and with a roof of its own. Name comes from French 'to sleep'.

#### **Dressings**

Stone worked to a finished face, whether smooth or moulded, and used around an angle, window or any feature.

#### **Eaves**

The under part of a sloping roof overhanging a wall.

#### Edwardian

Edwardian period refers to the reign of Kind Edward VII, 1901–1910, although is sometimes extended to include the period up to the start of World War I in 1914.

#### **English Bond**

A method of laying bricks so that alternate courses or layers on the face of the wall are composed of headers (end) or stretchers (long edge) only.

#### **Entablature**

The upper part of an order consisting of ARCHITRAVE, FRIEZE, and CORNICE.

#### **Faience**

A type of glazing used on ceramics.

#### Fanlight

A window, often semi-circular, over a door, in Georgian and Regency buildings, with radiating glazing bars suggesting a fan. Or any window over a door to let light into the room or corridor beyond

#### **Fascia**

The wide board over a shopfront, usually carrying its name

#### **Fenestration**

The arrangement of windows in a building's façade

#### **Festoon**

A carved ornament in the form of a garland of fruit and flowers, tied with ribbons and suspended at both ends

#### **Finial**

A vertical mounted spike, sometimes with formal ornament, used on railings and on tops of buildings

#### Flemish Bond

A method of laying bricks so that alternate headers (end) and stretchers (long edge) appear in each course on the face of the wall

#### **Fluting**

Shallow, concave grooves running vertically on the shaft of a column or PILASTER.

#### **Frieze**

A decorative band running between the ARCHITRAVE and CORNICE.

#### Gable

The upper portion of a wall at the end of a PITCHED ROOF. Can have straight sides or be shaped or crowned with a PEDIMENT, known as a Dutch Gable.

#### Gauged brick

Brick moulded, rubbed or cut to an exact size and shape, for arches or ornamental work

#### **Gault brick**

Brick made from Gault Clay – an uncommon clay which, when fired, produces light, almost buff, blue brick.

#### Georgian

The period in British history between 1714 - 1830 and the accession of George I and death of George IV. Also includes the Regency Period, defined by the Regency of George IV as Prince of Wales during the madness of his father George III.

#### Gothic

A style of European architecture, particularly associated with cathedrals and churches, that began in 12th century France. The style emphasizes verticality, with expanses of glass, pointed spires, flying BUTTRESSES, ribbed vaults, pointed arches and sculptural detail. The style focused on letting more light to enter

buildings than was possible with older styles. A series of Gothic revivals began in mid-18th century England and continued into the 20th century, largely for ecclesiastical and university buildings.

#### Grille

A fretted metal band, often in shopfronts, to allow for the flow of air.

#### Heterodox

A six sided feature.

#### **Hipped Roof**

A roof with sloped instead of vertical ends.

#### Ionic

One of the CLASSICAL orders. The Ionic column is characterised by paired scrolls that are laid on the moulded cap of the column.

#### **Italianate**

Describes the style of villas which developed in England as a result of the Picturesque Movement of the 1840s. A rebellion against the CLASSICAL styles of architecture. The style includes lavish exterior ornamentation such as extended CORNICE mouldings, QUOINS, PORTICOS and floral designs.

#### Keystone

The central stone of an arch, sometimes carved.

#### Lightwell

A shaft built in to the ground to let light into a building's interior at basement level, allowing below-ground rooms windows and natural light.

#### Loggia

A gallery open on one or more sides, sometimes pillared.

#### **Mansard Roof**

Takes its name from the French architect, Francois Mansart. Normally comprise a steep pitched roof with a shallower secondary pitch above and partially hidden behind a PARAPET wall. The design allows extra accommodation at roof level.

#### **Mansion Block**

A type of high-density housing used in the Victorian era. Exteriors were often red brick with elaborate stone decoration.

#### Mews

A block or row of stables with living accommodation above, and subservient to grander buildings with which they were paired and serviced.

#### Mezzanine

A low storey between two higher ones.

#### Modernism

A cultural movement that emerged in France before 1914, rejection of 'traditional' forms of art and architecture and a celebration of progress. The most commonly used materials are glass for the façade, steel for exterior support, and concrete for the floors and interior supports. Floor plans were functional and logical and the style became most evident in the design of skyscrapers.

#### Modillion

A small bracket or CONSOLE of which a series is used to support the upper part of a CORNICE.

#### **Mullions**

A vertical post or upright dividing a window or other opening.

#### **Oriel Window**

A window which juts out from the main wall of a building but does not reach the ground. Often supported by CORBELS or brackets.

#### **Parapet**

A low wall, placed to protect from a sudden drop – often on roofs.

#### **Pediment**

A CLASSICAL architectural element consisting of a triangular section or GABLE found above the ENTABLATURE, resting on columns or a framing structure.

#### **Pentelic Marble**

A pure white, fine grain marble quarried from the Pentili mountain range in Greece.

#### Pier

A solid masonry support or the solid mass between doors and other openings in buildings.

#### **Pilaster**

A shallow PIER or rectangular column projecting only slightly from a wall and, in CLASSICAL architecture, conforming with one

of the orders.

#### **Pitched Roof**

A roof consisting of two sloping halves that form a peak in the middle where they meet.

#### **Polychromy**

Term used to describe multiple colours in one entity, especially used during VICTORIAN era. Used to highlight certain features or façades.

#### **Portcullis**

A GRILLE or gate historically used to fortify the entrances to medieval castles. It appears frequently as an emblem in heraldry.

#### **Portico**

A roofed space, open or partly enclosed forming the entrance and centre-piece of the façade of a building, often with detached or attached columns and a PEDIMENT.

#### **Portland Stone**

A light coloured limestone from the Jurassic period quarried on the Isle of Portland, Dorset.

#### **Queen Anne**

A revival style popularised in the 1870s by Richard Norman Shaw. Used broad historic precedents, combining fine brickwork, TERRACOTTA panels, limestone detailing, ORIEL windows and corner towers, asymmetrical fronts and picturesque massing.

#### Quoins

Dressed stones at the corners of buildings, usually laid so their faces are alternately large and small. From the French word coin meaning corner.

#### Romanesque

The dominant style of the 11th and 12th centuries until the emergence of GOTHIC. Characterised by clear easily comprehended schemes. Adopted as a revival style in the 19th century.

#### Rustication

Masonry cut in massive blocks separated from each other by deep joints. Used in lower parts of exterior walls. Effect often imitated using STUCCO renders.

#### Sash Window

A window formed with sliding glazed frames running vertically.

#### Soffit

The exposed underside of any overhead component of a building.

#### **Stallriser**

A key element in a traditional shopfront, usually wood, which protects the lower part of the shopfront and encloses the shop window and entrance

#### Stucco

Plasterwork or an exterior render, often finished to imitate fine stonework

#### **Terracotta**

Fired but un-glazed clay with a distinctively orange/red colour.

#### **Terrace**

A row of attached houses designed as a unit. Triglyphs

Blocks separating the square spaces in a DORIC FRIEZE.

#### **Tripartite Windows**

A window formed of three elements.

#### **Turrets**

A small and slender curved tower.

#### Tuscan

One of the CLASSICAL orders. A stocky simplified version of the DORIC order. The column has a simpler base and was un-fluted, while CAPITAL and ENTABLATURE are without adornments.

#### **Venetian Windows**

A window with three openings, the central one arched and wider than the others.

#### Victorian

Period often defined as the years of Queen Victoria's reign, 1837-1902, though the Reform Act of 1832 is often taken as the start of this new cultural era.

#### Wrought Iron

Made by iron being heated and plied by a blacksmith using a hammer and anvil. Predates the existence of CAST IRON and enjoyed a renaissance during the revival periods of the late 19th century. Wrought iron is not as brittle as cast and seldom breaks.

#### Stock Brick

The most commonly used type of building brick

found in London. Its distinctive colour and soft appearance comes from the yellow clay they are made from, found in Kent. In the London atmosphere they weather down to a greyish black colour.

#### **York Stone**

A natural stone used traditionally in for paving, laid in large slabs or 'flags'.

## 8 CONSERVATION AREA DIRECTORY

## **CONTENTS**

Designation and Extension Reports	p. 49
List of Buildings of Special Architectural and Historic Merit	p. 60
Strategic Views	p. 65
Areas of Special Archaeological Priority	p. 65
Regulation 7 Directions	p. 65
Article 4 Directions	p. 65
Design Guides and Planning Briefs	p. 66
Further Reading	p. 67

# CITY OF WESTMINSTER TOWN PLANNING COMMITTEE REPORTS STRATFORD PLACE CONSERVATION AREA

- 1. Preliminary Designation 27/7/68
- 2. Original Designation 26/09/68
- 3. Designation of Extension 17/07/72
- 4. Proposed Extension (second) 03/07/90
- 5. Designation of Second Extension 20/11/90

<sup>\*</sup>Note: the reports which follow are incomplete as the original reports have been edited to exclude irrelevant sections.

## CITY OF WESTMINSTER

#### TOWN PLANNING COMMITTEE - 27 JUNE 1968

#### **CONSERVATION AREAS**

#### Stratford PLACE AREA

#### REPORT BY DIRECTOR OF ARCHITECTURE AND PLANNING

In accordance with a report approved by the Committee on 29 June 1967, concerning the Civic Amenities Act, 1967, and Conservation Areas, studies have now been made of the areas centred around Harley Street/Portland Place and Stratford Place.

#### Stratford Place Conservation Area

Stratford Place is a small isolated close off Oxford Street comprising a grand mansion at its north end, Derby House, built in 1773, and originally a range of houses on each side leading up to the wide forecourt of Derby House. Most of the west side has been rebuilt, part of its very unsympathetically, but the formal composition has been maintained in plan, and almost the whole of the eastern side still remains making this a valuable group of buildings.

Included in this area, although constituting a separate entity is St Christopher's Place, a narrow pedestrian street. Although the buildings themselves are of no importance, it has considerable potential as a lively area for small shops and cafes without traffic, noise and hazards; some rebuilding and renovation work is in hand now to provide small shop units.

#### Recommendation:

- 1. That the areas outlined on Map No. CD.J.0015 be approved as suitable for designation as conservation areas, subject to consultations.
- 2. That the Greater London Council be consulted.
- 3. That the Howard de Walden Estate be consulted as the owner of the majority of the properties in Harley Street Conservation Area.
- 4. That the Victorian Society and the Civic Trust be consulted.

F G WEST

DIRECTOR OF ARCHITECTURE AND PLANNING

# CITY OF WESTMINSTER TOWN PLANNING COMMITTEE – 26 SEPTEMBER 1968 DESIGNATION OF CONSERVATION AREAS B. STRATFORD PLACE

#### REPORT BY DIRECTOR OF ARCHITECTURE AND PLANNING

On 27 June 1968, the Committee considered the Stratford Place area and authorised consultations with the Greater London Council, with the Victorian Society, the St Marylebone Society and the Civic Trust. St Christopher's Place has been omitted from the area on the instruction of the Committee. Map No. CD.J.0015 attached to this report shows the boundaries of the areas as approved by Committee together with amendments recommended in this report. The Map to a large scale No. CD.CO.0011 will be on display.

- 4. St Marylebone Society welcomes the proposals for designation of conservation areas.
- 5. Victorian Society No comments have been received from the Victorian Society but it is understood that these will be available for Committee and a verbal report will be given.

A Mr William Robins has put forward a detailed case for the inclusion of St Christopher's Place in the conservation area. He pointed out that it is a quiet, traffic-free court in the heart of London's shopping district, mainly occupied at ground floor level by small antique shops, providing a pleasant place in which to saunter and browse, away from the crowed surrounding main roads; he related the history of its original development about 1770 and the rebuilding of parts in about 1874; he referred to the current thinking on banning traffic from some shopping streets, pointing out that St Christopher's Place provides just such a pedestrian oasis, and concluded with suggestions for improvements.

#### Recommendations

2. That the officers be authorised to carry out the statutory consultations with the Greater London Council and request its comments within one month, and, subject to any observations received within the specified period, to proceed with the designation (under section 1 of the Civic Amenities Act 1967) of the Stratford Place Conservation Areas as shown edged in thick black lines on Map No. CD.CO.0011.

F G WEST

DIRECTOR OF ARCHITECTURE AND PLANNING

CITY OF WESTMINSTER

## TOWN PLANNING COMMITTEE – 17 FEBRUARY 1972 ST CHRISTOPHER'S PLACE, W1

#### REPORT BY DIRECTOR OF ARCHITECTURE AND PLANNING

1. On the 27 June 1968, the Committee considered a report recommending the designation of the suggested Stratford Place Conservation Area which included St Christopher's Place within its boundary.

The report suggested that the narrow pedestrian street, leading into Wigmore Street, had considerable potential as an area for small shops and cafes free from noise and hazards of traffic.

- 2. At the time, the Committee did not consider that the street was particularly attractive and they were also most concerned about the state of the empty and some derelict buildings on the western side (St Christopher's Buildings erected in 1874 through the effects of Octavia Hill). It was felt that whilst these buildings remained in the state, with only the ground floor shops in use, the street itself was rather a sham and should not be included within the conservation area.
- 3. Today, although these properties remain empty, their facades have been extensively renovated and new shop windows of a pleasing and unified design have been introduced. Throughout the street renovations and new works have been carried out and there can be little doubt that it is now a very pleasant place in which to saunter and enjoy the displays of antique and other similar wares. The public house on the corner, the cafes and the forecourt displays also help to create an atmosphere which to many typify a conservation area.

The front facade of the St Christopher's Buildings have no great architectural merit but they do possess some historical interest and have a character which forms a most appropriate backcloth to the street. The other buildings are of a more mixed type but they are reasonably harmonious and unobtrusive.

- 4. The tenants of many of the properties in St Christopher's Buildings have formed an Association to maintain and improve the quality of the street and the adjacent area. Their objectives include an overall scheme of decoration, provision of seats, better paving, signs, lighting and perhaps the planting of appropriate trees. These are all schemes which reflect the aims and objectives of the Civic Amenities Act, 1967.
- 5. Various schemes for the redevelopment of St Christopher's Buildings have been mooted, but so far none has been acceptable. It is considered that, should the demolition of these buildings be considered an appropriate course of action in the future, any new development should be most carefully considered in relation to the well established scale and character of the area.
- 6. In the wider context, the street is part of a pedestrian way linking Oxford Street and Wigmore Street, although at the moment the southern arm of this complex is no more than a rather gloomy alley. Nevertheless, in any long term redevelopment it may be possible to create an extension of St Christopher's Place thus adding to the amenity of the area and to the City as a whole.

Recommendation:

With the above factors in mind, the Committee may wish to reconsider the previous decision and add St Christopher's Place and its immediate environs to the Stratford Place Conservation Area.

F G WEST

DIRECTOR OF ARCHITECTURE AND PLANNING

#### CITY OF WESTMINSTER

STATUS: FOR GENERAL RELEASE

COMMITTEE: PLANNING AND DEVELOPMENT

**DATE: 3 JULY 1990** 

REPORT OF: DIRECTOR OF PLANNING AND TRANSPORTATION

SUBJECT: PROPOSED CONSERVATION AREA EXTENSIONS

WARD: BAKER STREET, BAYSWATER, BELGRAVE, BRYANSTON, CAVENDISH, CHURCHILL, CHURCH STREET, LANCASTER GATE, MILLBANK, REGENTS PARK, ST GEORGE'S, ST JAMES'S, VICTORIA, WEST END

BACKGROUND PAPERS: LIST ATTACHED

#### SUMMARY

- 1.1 As part of the City Council's District Plan policy (Chapter 10 para 10.44(ii)): 'to review its conservation areas and boundaries periodically, and whilst doing so to take account of any representations of interested parties' additional conservation areas and conservation area extensions are proposed. The review has been undertaken at the request of the Committee and of individual members who have at various times requested the extension of conservation area boundaries.
- 1.2 This report seeks the Committee's approval in principle to the designation of new conservation areas and conservation area extensions and authority to proceed with the consultation necessary prior to final designation.

#### 2. RECOMMENDATIONS

That the areas named in the following list, described in this report and shown in the attached maps be approved in principle, subject to consultations for designation as conservation areas or extensions to existing conservation areas and that the results of the consultations be reported back to Committee.

Proposed Conservation Area Designations/Extensions Map No.

12. Stratford Place CA Extension W1 XI

#### BACKGROUND

3.1 This report stems from the Planning and Development Committee of 21 November 1989 when 'it was felt that a general review of conservation areas in the City should be

undertaken'.

- 3.2 Since 1967, and in response to the Civic Amenities Act of that year the City Council has designated and extended conservation areas to cover the greater part of the City.
- 3.3 The first designations covered only the very best areas but more areas were added as the City Council reflected public appreciation of conservation in the urban scene and the general provision that designation provides.
- 3.4 The Committee will be aware that over the last few months several have been presented proposing that additional areas should be protected by conservation area legislation. This report is intended to be comprehensive to coincide with the preparation of the City Council's Unitary Development Plan and is based on a City-wide survey which highlighted remaining areas of quality or important locations which qualifies them for consideration. The designation of canal side areas, however, will be subject to separate consideration and a report on this will be presented to members at the next Committee.
- 3.5 For the most part, the report proposes numerous small areas to be given conservation area status, either by the creation of new areas or extensions to existing ones. The reasons for the proposals are not always the same and for clarity they have been grouped into areas of similar characteristics.
- C. Extensions to Existing Conservation Areas to include Good Design Fringe Areas
- 12. Stratford Place Conservation Area Extension W1(Map XI)
- 3.7 Brief descriptions and reasons for designation of the above areas are as follows:
- 3.8 Extensions to Stratford Place Conservation Area W1 (Map XI)

The domestically-scaled east side of St James's Street which is associated with the St Christopher's Place/Gees Court shopping area is already within the Stratford Place Conservation Area. The west side of the street is not of the same quality except at its junction with Picton Place and Picton Place itself. It is therefore proposed that this area should form a westerly extension of the Stratford Place Conservation Area. The area is proposed to include also the 'Selfridges' Building facing Oxford Street.

- 5. FINANCIAL IMPLICATIONS
- 5.1 Apart from the initial costs of advertising the designations, the additional yearly expenditure for advertising planning applications 'on site' and in local newspapers should not exceed £1,000.

Local Government (Access to Information) Act 1985

**Background Papers** 

1. Report to Planning and Development Committee 21 November 1989.

CITY OF WESTMINSTER

STATUS: FOR GENERAL RELEASE

COMMITTEE: PLANNING AND DEVELOPMENT

DATE: 20 NOVEMBER 1990

REPORT OF: DIRECTOR OF PLANNING AND TRANSPORTATION

SUBJECT: RESULTS OF CONSULTATIONS AND OTHER MATTERS CONCERNING PROPOSED CONSERVATION AREA EXTENSIONS

WARD: BAKER STREET, BAYSWATER, BELGRAVE, BRYANSTON, CAVENDISH, CHURCHILL, CHURCH STREET, LANCASTER GATE, MILLBANK, REGENT'S PARK, ST GEORGE'S, ST JAMES'S, VICTORIA, WEST END, WESTBOURNE, QUEENS PARK

**BACKGROUND PAPERS: LIST ATTACHED** 

#### SUMMARY

The Planning and Development Committee of 3 July 1990 gave approval in principle to the designation of new conservation areas, conservation area extensions and authority to proceed with consultations leading to their proposed designation. They also asked for a number of associated matters to be investigated or undertaken, and in particular requested that a booklet be produce and made available to the public which explains the nature and extent of control exercised by the City Council within conservation areas.

This report presents the responses from consultees and seeks approval for the conservation area designations. Appendix 1 contains the text of a proposed conservation area booklet.

#### 2 RECOMMENDATIONS

- 2.1 That Committee resolve to designate the new conservation areas and conservation area extensions listed in Appendix 2 of this report and authorise the Director of Planning and Transportation to give notice of the designations in the London Gazette and at least one local newspaper circulating in the areas, to the Secretary of State for the Environment, English Heritage and the adjoining Boroughs and to take such other steps as may be necessary to implement the designations.
- 2.2 That the text of the proposed conservation areas booklet be noted.

#### BACKGROUND

- 3.1 Members will recall the reasoning and description of the proposed conservation areas and conservation area extensions in the report to Committee on 3 July 1990.
- 3.2 A schedule of consultees is attached as Appendix 3 at the back of this report, together with a summary of the comments received.
- a. In the report to the Committee in July it was stated that the Secretary of State has in recent years included in the list of buildings of Architectural and Historic Interest, not only buildings constructed in the 1920s and 1930s but also some built since 1945 such as the Economist Building in St James Street. It is therefore appropriate that the City of Westminster should recognise the quality of its own developments of the period and the

part the Councils of the former City of Westminster and Boroughs of St Marylebone and Paddington took in promoting them.

Members considered that the publication of the brief in these terms provided adequate safeguards, and that conservation area designation was unnecessary.

In the light of previous Committee decisions, designation is not recommended by this report. Should Committee wish to reconsider its earlier decision not to recommend designation further consultation could be undertaken later this year and a report considered at its January meeting.

3.4 A further report to Committee will be necessary to cover the possible designation of conservation areas adjoining the Grand Union Canal. Authority to undertake public consultation on these designations was given by Committee at its meeting in September.

#### 4. FINANCIAL IMPLICATIONS

The cost of giving the necessary notices and taking such steps as may be necessary to implement the designations is of the order of £3,000.

Local Government (Access to Information) Act 1985

#### **Background Papers**

- 1. Report to Planning and Development Committee, July 1990.
- 2. Copies of all representations received as a result of public consultations, together with the responses of the City Council.

#### **APPENDICES**

- Text of proposed Conservation Area booklet.
- 2. Areas to be designated as Conservation Areas.
- 3. List of consultees and summary of comments received.
- 4. Observations of the Director of Planning and Transportation on responses received.

Appendix 2

AREAS TO BE DESIGNATED AS CONSERVATION AREAS

Proposed Areas Adjacent to Existing Conservation Areas to Include Good Quality Fringe Developments

5. Stratford Place Conservation Area, W1 XI

#### LIST OF CONSULTEES

The Victorian Society Councillor Richard H Nicholls

The Georgian Group Councillor Andreas N Gledhill

The Westminster Society Councillor Duncan J Goldie-Scott

The Knightsbridge Association Councillor William W Griffiths

St Marylebone Society Councillor K P Ivens

The St John's Wood Society Councillor Judith Anne Werner

Councillor A G Lazarus

Paddington Waterways and Maida Vale Councillor Joseph Glickman

Society

Covent Garden Community Association

Councillor Jillian A Selbourne
Covent Garden Forum of Representatives

Councillor P J J Batty
Fitzrovia Neighbourhood Association

Councillor A M Mallinson

Soho Society Councillor Lady Shirley Porter

Residents' Association of Mayfair

Councillor R S J Michaels

South East Bayswater Residents'
Association

Councillor John Moreland

Hyde Park Estate Association Councillor R J Davis

Bayswater Residents' Association Councillor S H Milton

The Marylebone Association Councillor J K Hunt

Councillor A M Hooper Director of Planning and Communications

LB Camden

Councillor M E Rossi

Councillor D A Berens

Borough Planning Officer Royal Borough

Councillor A E Barns of Kensington and Chelsea

Councillor M C Brahams Director of Town Planning and Economic

Councillor B L M Griffiths

Development LB Lambeth

Councillor Elizabeth Blois

The Borough Planner LB Wandsworth

Councillor Elizabeth Flach

The Thirties Society

Councillor J Bianco Crown Estate Commissioners

Councillor John Bull

North East Thames Regional Health

Authority

Riverside Health Authority

Councillor Nicholas F Markham Thames Water PLC

Councillor H C J Marshall Ancient Monuments Society

Councillor Jennifer Edwards The Civic Trust

Councillor Gavin J Miller Council For British Archaeology

English Heritage Historic Buildings and Operations Planning Division Monuments Commission for England Post Office, London Postal Region, Controller Buildings and Mechanisms Landscape Institute Division Royal Fine Arts Commission River Thames Society Save Britain's Heritage Westminster Property Owners Association Society for the Protection of Ancient Buildings Architectural Association Inc. Charlotte Street Association British Property Federation East Marylebone Planning Forum London Fire and Civil Defence Authority Hyde Park Estate Residents' Association British Telecom London Region The Knightsbridge Association National Rivers Authority Thames Region The Marylebone Association Cities of London and Westminster Trades Council The Marylebone Village Residents' Association Craft Advisory Council The Georgian Group Association The Paddington Society Princess Court Residents' Association **Dolphin Square Tenants** Hugh Bullock, Gerald Eve Ltd. East Marylebone Residents' Association The Jermyn Street Association Working Grosvenor and Belgravia Residents' Party Association The Northern Section of Greater London The Harrowby and District Residents' Archaeology Association Oxford Street Association Lillington Gardens Tenants Association The Pimlico Neighbourhood Aid Centre The Mayfair, Piccadilly and St James's Association The Pimlico Society Millbank Estate Tenants Association St James's Association Paddington Federation of Tenants and St John's Wood Protection Society Residents' Associations The Strand Association Peabody Tenants Group Westbourne Neighbourhood Association Pimlico Residents Action Group Westbourne Amenity Society Forum Pimlico Tenants and Residents' Association **LEB Head Office** 

Post Office, London Postal Region,

Mr Mark Balaam, Borough Liaison Officer

London Planning Advisory Committee

**London Tourist Board** 

The Residents Association of Mayfair

North West Thames Regional Health

Paddington & North Kensington Health Authority

Authority

In addition to draft consultations by letter a notice was printed in all local newspapers on 256 July 1990 inviting comments and giving addresses of local public libraries where maps showing the boundaries of the proposed conservations or extensions could be inspected.

The period of consultation, as with previous conservation area designations, lasted 28 days, between 20 July 1990 and 17 August 1990. However, comments were accepted after this period.

Extensions to Existing Conservation Areas to Include Good Quality Fringe Areas

4. Stratford Place Conservation Area, W1 X

No comments have been received on this proposal

#### SUMMARY OF RESPONDENTS

With no objection – 15 respondents

Fitzrovia Neighbourhood Association

The Princess Court Residents' Association

Royal Borough of Kensington and Chelsea

Harrowby and District Residents' Association

The Soho Society

Charlotte Street Association

North East Thames Regional Health Authority

Bayswater Residents' Association

British Rail Property Board – South East Region

London Fire Brigade North Area

Gerald Eve Chartered Surveyors

National Rivers Authority

**Knightsbridge Association** 

Royal Mail

North West Thames Regional Health Authority

2. With objections/reservations – 4 respondents

Grimley J R Eve

Clifford Chance

**MEPC** 

**Grosvenor Estate Holdings** 

Total 19 respondents

## List of Buildings of Special Architectural and Historic Merit

The list of buildings of special architectural and historic interest set out overleaf was prepared in 2006. As new buildings are constantly being listed, this list should not be treated as being definitive.

At the time of preparation there were 2 Grade I, 74 Grade II\* and 360 Grade II listed buildings and 8 listed structures.

#### **LISTED BUILDINGS**

Building Name/Number	Street	Grade
56	James Street	II
Selfridges, 400	Oxford Street	II
360-366	Oxford Street	II
St Christopher's Buildings 23-32	St Christopher's Place	II
Porter's Lodge	Stratford Place	II
2	Stratford Place	II
3	Stratford Place	II
4	Stratford Place	II
5	Stratford Place	II
6	Stratford Place	II
7	Stratford Place	II
8	Stratford Place	II
9	Stratford Place	II
10	Stratford Place	II
Stratford House, 11	Stratford Place	I
12	Stratford Place	II
13	Stratford Place	II
16	Stratford Place	II
20	Stratford Place	II

#### DESCRIPTION OF THE LISTED BUILDINGS

#### TQ 2881 SE STRATFORD PLACE W1

No. 11 (Stratford House; the Oriental Club)

GV1

Town mansion. 1771-73 by Richard Edwin for the Honourable Edward Stratford, later the second Earl of Aldborough. Portland stone ashlar, slate roof. A design very close in style to that of the Adam Brothers at that date. Three storeys, originally of 5 bays with 3 bay pedimented centre break and 2 bay single storey wings, the latter heightened to 3 storeys in 1890 and 1908. Rusticated ground floor with vermiculated rustication and voussoirs to semi-circular arched windows and doorway linked by impost string. First floor has tall windows in shallow architraves with paterae friezes and shallow pediments segmental flanking centre. Square architraved second floor windows. Plinth, first floor plait band and moulded second floor string course. Moulded cornice, the original centre block with frieze and balustraded parapet with urns. The centre-piece of 3 bays has a giant engaged lonic portico above ground floor supporting bucrania and festoon frieze surmounted by pediment with sculpted tympanum. All windows retain glazing bar sashes. Very fine interior; the hall stone and black marble paved, arcaded walls with Wedgwood plagues in frieze, Louis XVI style staircase inserted by Lord Derby after 1908; the bar (original dining room) with ceiling and frieze in Adam manner; the drawing room (Lord Aldborough's ballroom) with plaster ceiling of similar type but with painted panels by Biagio Rebecca; the small drawing room with barrel vaulted ceiling, the roundels also painted by Biagio Rebecca; the Library of 1902 in Adam style and the ladies drawing room with French Louis XV boiseries for Lord Derby; late C18 large room with apsidal end screened by Corinthian columns to rear first floor; exceptional quality original mahogany doors and door furniture and very fine statuary marble chimney pieces original to Lord Aldborough's occupation of the house etc. East wing with ballroom added 1909 by G H Jenkins and Sir Charles Allom. The Antique Collector: Geoffrey Evans; December 1971.

#### TQ 2881 SW JAMES STREET

No. 56 (east side)

House; now with shop, mid C18 (1760s) altered c1800 and subsequently. Yellowish brick in Flemish bond with red-brick flat arches to windows; roof concealed. Four storeys with cellar, 2 bays; the top storey added c1800. Ground floor has door to house on left (of 5 panels, boarded), with overlight, and late C20 shopfront on right, all in late C19 shopfront surround having end pilasters with plinths and fluted brackets (right one removed). Horned 12-pane sashes to 1st floor; 2-light 4-pane casements to 2nd floor; horned 6-pane sashes to 3rd floor. Parapet with flat coping. Stack to right side. Rear: ground floor addition not of special interest; unhorned 12-pane sashes to stair. Interior: c1800 stair with moulded closed string, stick balusters, columnar newels with block finials, and moulded handrail, rises from ground to 3rd floor. Panelling to stair and entrance hall, some of the panels replaced. Entrance hall archway. Moulded bead and reel cornices to 2 former ground floor rooms (now shop). 1st floor principal room has fireplace with decorative iron surround to grate and wooden architrave with Greek-key cornice; flanking round-arched wall cupboards with moulded shelves; panelled window reveals; simple moulded cornice. Rear room retains fireplace side-cupboards. 2nd floor principal room has shallow, plain, cornice. 3rd floor rooms has C19 iron fireplace surrounds, but earlier cupboards. Various panelled doors throughout. James Street was laid out some time between 1761-9.

#### TQ 2881 SE STRATFORD PLACE W1

10.9.54 Porter's Lodge in front of No 1

GV II

Former porter's lodge to Stratford Place. 1774 by Richard Edwin. Yellow stock brick and stone dressings. One storey and one bay, square on plan. Semi-circular arched doorway to west and blind similar arched windows to flanks. Stone plinth, stone plat band above doorway and cornice and blocking course surmounted by couchant lion sculpted in stone. Stone rounded between plat band and cornice above doorway inscribed with incised seriff 'Stratford Place'. Plaque in similar position facing Oxford Street carved in sharp but shallow relief with urn flanked by gryphons. Originally there was a pair to this lodge on the opposite side with gates between.

#### TQ 2881 SE STRATFORD PLACE W1

10.9.54 Nos. 2 to 7 (consecutive)

GV II

Terrace houses. 1774 by Richard Edwin. Brown brick with stucco dressings, slate roofs. Three storeys basement and dormered mansard. Nos. 2, 5, 6 and 7 are each of 3 windows wide, Nos 3 and 4 have 4 windows each. Semi-circular archivolt arched windows and doorways with linking impost string course to ground floor, the openings of No. 7 with vermiculated rustication and voussoirs in stone whiles Nos. 3 and 4 have plain stucco facing. Revealed glazing bar sashes to upper floors articulated by giant order of lonic pilasters supporting stucco entablature, pediment over No. 4 and balustraded parapets to the flanking houses; sill bands to first and second floors. Wrought iron area railings. A symmetrical composition balancing the opposite side of this cul de sac approach to Stratford House.

#### TQ 2881 SE STRATFORD PLACE W1

10.9.54 Nos. 8 to 10 (consecutive)

GV II

Terrace house. 1774 by Richard Edwin. Stuccoed brick, slate roofs. Three storeys and basement, Nos. 8 and 9 with additional attic storeys, No. 10 with dormered mansard. No. 8 and 9 have 3 windows each, No. 10 has 5. Ground floor sash windows and doorways have semi-circular arches linked as arcade by impost strings. Revealed sashes to upper floors with glazing bars, flat arches; those on first floor surmounted by alternating pediments. Plat bands and sill courses to first and second floors; main entablature over second floor. Interior of No. 8 retains marble chimney pieces on ground and first floors but otherwise houses have been rebuilt internally. Wrought iron area railings. A symmetrical composition balancing the opposite side of this cul-de-sac approach to Stratford House.

#### TQ 2881 SE STRATFORD PLACE W1

10.9.54 Nos. 12 to 13

GV II

Pair of surviving houses from terrace on west side of Stratford House forecourt. 1774 by Richard Edwin. Stuccoed brick with slate roofs. Similar design to Nos. 8 to 10. Three storeys, basement and dormered mansard. Three and 5 windows wide. Semi-circular arched ground floor windows and doorways with archivolt arches recessed for one order and linking impost string. First floor windows with alternate segmental and straight pediments, plain surrounds to second floor, all sashes with glazing bars. Plat bands and sill courses. Projecting cornice and parapet. Wrought iron area railings. Part of a symmetrical composition balancing the opposite side of the cul de sac approach to Stratford House.

#### TQ 2881 SE STRATFORD PLACE W1

10.9.54 Nos. 16 GV II

Terrace house. 1774 by Richard Edwin. Brown brick with stucco dressings and slate roof. Similar design to No. 7. Three storeys, basement and dormered mansard. Three window wide. Rusticated ground floor with impost string linking semi-circular arched windows and doorway. Glazing bar sashes to upper floors articulated by giant order of lonic pilasters, stucco entablature and balustraded parapet. Plat band and sill courses. Wrought iron area railings. Part of symmetrical composition balancing the opposite side of this cul-de-sac approach to Stratford House.

#### TQ 2881 SE STRATFORD PLACE W1

10.9.59 No. 20 (formerly listed as Nos. 20, 21 and 22)

GV II

Reproduction of terrace house. Mid C20 reproduction of original design of houses similar to Nos. 2 to 6 opposite of 1774 by Richard Edwin. Brown brick and stucco possibly reusing some original material, slate roofs. Three storeys and dormered mansard, 6 windows wide in all semi-circular arcaded openings on ground floor. Balustraded parapets. Originally conceived as symmetrical composition balancing the opposite side of this cul-de-sac approach to Stratford House.

#### TQ 2881 SE STRATFORD PLACE W1

10.9.54 Nos. 23 to 31 (consec.)

GV II

Block of tenements with shops. Dated 1882. Redbrick with cut brick enrichment and with some rendering; slate roofs. Commercial gothic style. 5 storeys. 11 windows wide with end pavilions and off centre gabled entrance pavilion slightly advanced. Pointed arched entrance to flats. The shopfronts and deep set 1st floor sash windows contained in arcade. The end pavilions have set-out, cusp-headed gabled portal features through 2nd and 3rd floors. Top floor rendered above main cornice with set forward brick gables in 3rd, 5th and 9th bays. Ornamented panel over entrance to flats inscribed "South St Christopher's Buildings" and "1882" inscribed on 1st floor above.

#### TQ 2881 SW and SE OXFORD STREET W1 (north side)

10.9.54 Nos. 360 to 366 (even)

GV II

Offices and shop. Mid C20 block on corner of Stratford Place q.v. Brick and stucco trim, slate roof. Late C18 style. Three storeys and mansard attic. Mid C20 plate glass and steel shopfront under C 18 style fascia. Upper floors 10 windows wide to Oxford Street, articulated through first and second floors by stuccoed Ionic pilasters. Balustraded parapet. Sash windows. Similar 4 bay return. Listed for group value only.

5.2.70 No. 400 (Selfridges Store) (consec.)

GV II

Department store. The eastern 10 bays built first (1907-09) and whole range completed 1928; by Francis Swales, Frank Atkinson, Dainel Burnham (as consultant) and J. J. Burnet. Stone clad steel frame; concealed roof. Vast building occupying entire block. Uncompromising, American commercial Beaux Arts design, on the theme of a giant colonnade. Podium ground floor, 3 storeys contained in giant order and attic storey. 21 bays wide. Central main entrance and the plate glass display windows, with bronze trim, all articulated by short pillars with cartouche and garland enrichment to corner piers. The giant colonnade has engaged lonic columns with enriched fluted shafts and terminal antae; the window bays fully glazed in tripartite bronze-finish meal frames, the floor levels screened by moulded bronze-finish panels; the centre, above is slightly recessed so that the framing columns are freestanding; between them, surmounting the entrance, is a huge 11 foot high enamelled bronze figure and clock, by Gilbert Bayes. Attic storey with enriched cartouche panels. Enriched bracketed and dentilled crowning cornice and balustraded parapet. Identical return elevations. Interior has lost much of its original decoration but one set of lifts retains enriched gilded metal panel facing.

Edwardian Architecture; Alistair Service

#### STRATEGIC VIEWS

The Primrose Hill/ Palace of Westminster Strategic View cuts through the Conservation Area from north to south.

#### AREAS OF SPECIAL ARCHAEOLOGICAL PRIORITY

The Harley Street Conservation Area is affected by two areas of Special Architectural Priority.; The Marylebone village area and the Tyburn Settlement.

The Tyburn Settlement area of archaeological Priority is located mostly to the North of Oxford Street and is centred on Marylebone Lane. Today the River Tyburn flows under part of this area. The site may have been settled in Roman times and there were certainly settlements there in Saxon and Medieval periods.

Marylebone Village is of special archaeological priority is situated to the south of Marylebone Road, centred on the northern part of Marylebone High Street. There is evidence of a village in this location during Saxon and medieval times.

## REGULATION 7 DIRECTIONS

The whole area is affected by the requirement that any advertisement for the sale or letting of land (including estate agents boards advertising shops, houses, flats or offices) must be given consent by the City Council as local planning authority. Displaying an advertisement without first obtaining consent is a criminal offence.

## **ARTICLE 4 DIRECTIONS**

There are no Article 4 Directions affecting the Conservation Area.

#### PUBLICATIONS & SOURCES OF FURTHER INFORMATION

#### **Unitary Development Plan**

Westminster's Planning Policies are set out in the adopted City of Westminster Unitary Development Plan January 2007. This can also be viewed on the Internet at: www. westminster.gov.uk

#### **Design Guides and Publications**

Other Westminster City Council publications, produced by the Department of Planning and City Development are listed below. These are available from One Stop Services (see Contact Details) or can be viewed on the Westminster City Council website.

- 1. Conservation areas: A Guide to property Owners
- 2. Development and Demolition in Conservation Areas
- 3. A Guide to Providing Access for All
- 4. Design Matters in Westminster Supplementary Planning Guidance on Creating Good City Architecture
- 5. A Planning Guide for Food and Drink Premises
- 6. Guidelines for the Placing of Tables and Chairs on the Highway
- 7. Boardwatch- A Guide to the Design and Display of Estate Agents Boards
- 8. Shopfronts, Blinds and Signs
- 9. Advertisement Design Guidelines
- 10. Design Guidelines for Shopfront Security
- 11. Railings on Domestic Buildings in Westminster
- 12. Roofs: A Guide to Alterations and Extensions on Domestic Buildings
- 13. Conservatories: A Guide to Design and Planning Procedures
- 14. Satellite Dishes: A Guide to Instillation, Siting and Design
- 15. A Guide to the Siting of Security Cameras and Other Security Equipment
- 16. Public CCTV Systems Guidance for Design and Privacy
- 17. Designing out Crime in Westminster
- 18. Façade Cleaning The Removal of Soiling and Paint from Brick and Stone Facades
- 19. Stucco: A Guide to its Care and Maintenance.
- 20. Lighting Up the City A Good Practice Guide for the Illumination of Buildings and Monuments

- 21. Plant and Air Conditioning Equipment Guidance Notes on Applications for Planning Permission
- 22. Public Art in Westminster
- 23. Trees and Other Planting on Development Sites
- 24. A Brief Guide to Planning Enforcement
- 25. Repairs and Alterations to Listed Buildings
- 26. The Listing of Historic Buildings: A Guide for Owners and Occupiers.
- 27. The Protection of Historic Buildings in Westminster A Guide to Structural Alterations for Owners, Architects and Developers
- 28. Strategic Views in Westminster

#### **Planning Briefs**

Bond Street Station: Eastern Ticket Hall Draft Planning Brief, May 2005 http://www3.westminster.gov.uk/planningpublications/cf-results.cfm

#### **Further Reading**

- 1. R. Bowden Marylebone And Paddington (Westminster City Archives) 1995
- 2. F. Barker & P.Jackson *The History of London in Maps* (Barrie and Jenkins), 1990
- 3. A Prospect of Westminster. Chapter 10 Marylebone (Westminster City Council), 1989
- 4. G. MacKenzie Marylebone (MacMillan), 1972
- 5. C. White St Marylebone Past and Present (Burrows Guide), 1957
- 6. The Fascination of London Press, 1902
- 7. S. Bradley & N. Pevsner *The Buildings of England. London 3: Northwest and London 6: Westminster* (Yale University Press), 2003
- 8. L. Jacobs The Streets of St Marylebone, 1955

# WESTMINSTER CITY COUNCIL CONTACTS LIST

#### **General Planning Information**

To find out if a property is listed or in a conservation area or is affected by a Regulation 7 or Article 4 Direction and to obtain copies of design guidance or planning application forms or to report a breach of planning control: Planning Records (Customer Service Centre) Tel: (020) 7641 2513 or Fax: (020) 7641 2515. E-mail: PlanningInformation@westminster. gov.uk

#### **Planning Advice**

For advice about planning permission, conservation area, listed building or advertisement consent, design and restoration advice, restrictions in Article 4 Direction Areas, lawful development certificates contact:

South Area Team (Addresses in SW1, SW7, WC2 and EC4)

Tel: (020) 7641 2681 or Fax: (020) 7641 2339

E-mail: SouthPlanningTeam@westminster. gov.uk

Or write to:

**Development Planning Services** 

Department of Planning and City Development

Westminster City Council

City Hall, 64 Victoria Street,

London SW1E 6QP

#### **One Stop Services**

Where you can view or purchase the Council's Unitary Development Plan and other documents giving advice on access and design matters. The address is:

62 Victoria Street, SW1 (Open 8.30am - 7pm Monday, Tuesday, Wednesday, Thursday & Friday; 9am - 1pm Saturday)

#### **Trees**

For advice on trees, planting, works to trees and tree care and Tree Preservation Orders, tree planting programmes and greening policies:

Tree Section

**Environment and Leisure Department** 

Westminster City Council

City Hall, 64 Victoria Street

London SW1E 6QP Tel: (020) 7641 2618 or Fax: (020) 7641 2959

#### **Further Information**

For contacts regarding other frequently used services refer to the City Council's booklet 'A-Z Guide, Your Guide to Council Services' available from One Stop Services, Libraries and Council Information Points or by contacting: Tel: (020) 7641 8088 or Fax: (020) 7641 2958

#### Local History

For information on all aspects of local history contact:

City of Westminster Archive Centre 10 St. Ann's Street London SW1P 2XR General Enquiries: Tel: (020) 7641 5180

Alternatively you can ring the City of Westminster General Inquiries number for assistance. Tel: (020) 7641 6000

#### **Translation Service**

If English is not your first language and you do not have a relative or friend who can translate this document for you, we can arrange to send you a translation. Please write to the address below, giving your name, address and first language.

#### Spanish

Puede que el inglés no sea su lengua materna y si no tiene un amigo o familiar que pueda traducirselo, nosotros podemos enviarle una traducción. Por favor escriba a la dirección que a continuación figura indicando su nombre, dirección y su lengua materna.

#### French

Si l'anglais n'est pas votre langue principale et si vous n'avez pas un ami ou un membre de votre familie qui puisse le traduire pour vous, nous pourrons vous en faire parvenir une traduction. Escrivez à l'adresse ci-dessous en donnant votre nom, adresse, et premiere langue.

#### **Portuguese**

Talvez Înglês não seja a sua primeira lingua, e caso você não tenha um amigo ou parente que possa traduzi-lo para você, nos podemos tomor providências para que uma tradução lhe seja envida. Favor escrever para o endereço abaixo, dando o seu nome, endereço e a sua primeira lingua.

#### Chinese

如果英語不是你的母語,而且你沒有親戚或朋友能為你翻譯這份文件,我們可以安排寄給你一份翻譯。請寫信到以下的地址,告訴我們你的姓名,地址和母語。

#### Bengali

যদি ইংরেজী অপিনার প্রথম ভাষা না হয় এবং আপনার কোনো আত্মীয় বা বন্ধু না থাকে, যিনি আপনার জন্য এই ডকুমেন্ট অনুবাদ করতে পারেন, তাহলে আপনাকে আমরা একটি অনুবাদ পাঠাতে পারি। অনুগ্রহ করে নিচের ঠিকানায় নিখুন, আপনার নাম, ঠিকানা ও প্রথম ভাষা উল্লেখ করুন।

#### **Arabic**

إذا لم تكن الانكليزية هي لغتك الاصلية، ولا يوجد لديك من أقارب أو أصدقاء ممن يستطيع مساعدتك في ترجمة هذه الوثيقة، فمن الممكن أن نرتب لك مترجماً. يرجى الكتابة إلى العنوان أدناه مع ذكر اسمك وعنوانك ولغتك الاصلية.

#### Urdu

اگر انگریزی آپ کی پہلی زبان نہیں ہے، اور آپ کا کوئی ایسا رشتہ داریا دوست نہیں ہے کہ جواس دستاویز کا ترجمہ آپ کے لئے کرسکے، تو ہم آپ کے لئے ترجمہ بھوانے کا انتظام کرسکتے ہیں، برائے مہر بانی، اپنا نام، پت، اور پہلی زبان جو آپ بولتے ہیں، نیچے دئیے گئے پتہ پر کھیں۔

#### Farsi

چنانچه انگلیسی زبان اصلی شما نیست و فامیل و دوستی نیز ندارید تا این سند را برایتان ترجمه کند، میتوان ترجمه آن را برایتان ارسال کنیم. برای این کار لطفاً با ذکر نام، آدرس و زبان مادری با آدرس زیر مکاتبه کنید.

#### Serbo Croat

Ako engleski nije vaš maternji jezik i nemate rođaka ili prijatelja koji bi mogli da vam prevedu ovaj tekst, mi vam možemo poslati prevod. Molimo vas da napišete pismo na dole pomenutu adresu i da u njemu navedete vaše ime, adresu i maternji jezik.

Conservation Area Audits Team
Department of Planning & City Development
Westminster City Council
64 Victoria Street
London SW1E 6QP

The City Council also makes available many documents in Braille, on tape and in large print. If you require any of the information contained in these documents in one of these alternative formats please contact: (020) 7641 8088.