

Mayfair Neighbourhood Plan – draft 3.0 – dated 7 October 2016
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MAYFAIR NEIGHBOURHOOD PLAN

2017-2037

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7 October 2016

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FOREWORD

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EXECUTIVE SUMMARY

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List of Abbreviations

The Forum

Designated Mayfair Neighbourhood Forum Area	Area / Mayfair
Mayfair Neighbourhood Forum	Forum
Mayfair Neighbourhood Plan	Plan

Statutory

Community Infrastructure Levy	CIL
Community Infrastructure Levy Regulations 2010	CIL Regs
London Squares Preservation Act 1931	1931 Act
Neighbourhood Planning (General) Regulations 2012	2012 Regs
Planning Act 2008	2008 Act
Planning and Compulsory Purchase Act 2004	2004 Act
Planning (Listed Buildings and Conservation Areas) Act 1990	Listed Buildings Act
Town and Country Planning Act 1990	1990 Act

Policy

Central Activities Zone	CAZ
National Planning Policy Framework	NPPF
Planning Policy Guidance	PPG
The London Plan	London Plan / LP
West End Special Retail Policy Area	WESRPA
Westminster City Plan	City Plan / CP

Other

Greater London Authority	GLA
Transport for London	TfL
Westminster City Council	WCC

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List of Policies

PR: Transforming Mayfair's Streetscene

GS: Mayfair's Green Spaces

R1: Retail Encouragement And Direction

R2: Tyburn Retail Frontage

R3: Special Policy Areas (Pre SPA Incorporation Into City Plan)

R4: Retail Public Realm Improvements

R5: Oasis Areas

R6: Public Convenience

R7: Shopfronts

R8: Retail Servicing and Deliveries

R9: Creative Originals

RU1: Residential use in West Mayfair

RU2: Complementary uses in West Mayfair

RU3: Residential Amenity

RU4: Construction Management

C: Commercial Growth in Mayfair

SC: Community Uses

SM1: Preserving the special character of Shepherd Market

SM2: Public Realm Improvements in Shepherd Market

D: Design

ES1: Air Quality

ES2: Sustainable Water

SG: Sustainable Growth

PL1: Park Lane's Crossings

PL2: Park Lane's Public Realm

PL3: Transforming Park Lane

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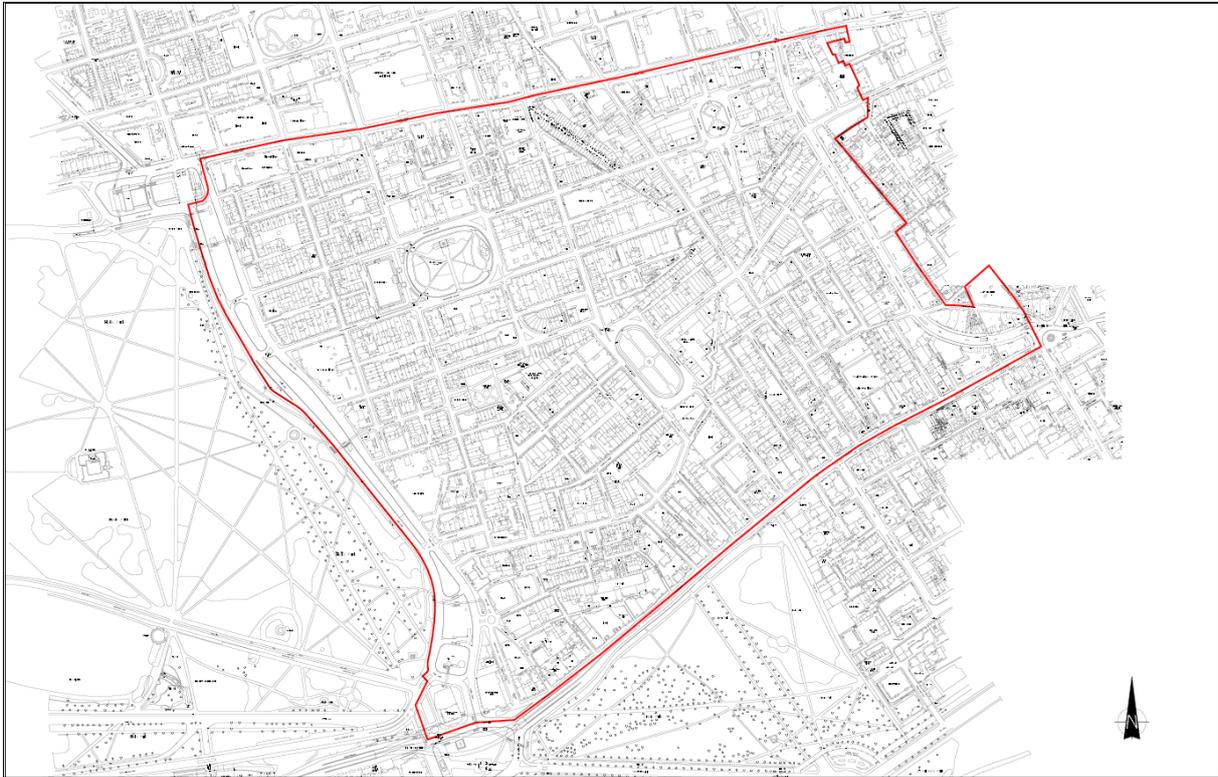
PART I – BACKGROUND

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1. INTRODUCTION

1.1 The Plan

1.1.1 This is the Mayfair Neighbourhood Plan. It applies to the Mayfair Neighbourhood Forum's Area.



1.1.2 The Plan sets out the Forum's vision, objectives and planning policies for Mayfair for the next twenty years.

1.1.3 The Plan is the embodiment of the Forum's work since its incorporation in 2014. In particular:

- (a) It articulates a single, long-term vision for Mayfair, and brings together in one voice all business, resident, governmental and other stakeholders in the area.
- (b) It establishes policies which, when adopted, will govern the way planning decisions are made within Mayfair. The policies will stand alongside the London Plan¹, and Westminster's City Plan², and carry equal weight³. The presumption⁴ will be that

¹ The London Plan: The Spatial Development Strategy for London Consolidated With Alterations Since 2011 (March 2016).

² Westminster's City Plan – Consolidated with Basement and Mixed Use Revisions (July 2016).

³ It will be part of the Development Plan for the area: Planning and Compulsory Purchase Act 2004 s.38(2).

⁴ *City of Edinburgh Council v Secretary of State for Scotland* [1997] 1 W.L.R. 1447 at (for instance) 1449H.

proposed development within Mayfair will be approved if it accords with this document, and refused if it does not.⁵

- (c) It makes recommendations for long-term infrastructure improvements in Mayfair to which sums of money held by WCC⁶ can be applied.

1.1.4 The Plan has been drafted to comply with international and domestic legislation, with national policy and guidance, and in general conformity with regional and local planning policy. In particular, the plan advocates and demands 'Sustainable Development'⁷ in Mayfair, in all its manifestations.

1.1.5 Chapter 1.3 sets out the history of the Forum, leading to the making of the Neighbourhood Plan. It sets out, in tabular form, the various limbs of compliance; and the various documents which this Plan has considered and applied.

1.1.6 In the face of a rapidly changing physical and policy backdrop directly affecting Mayfair, it is important that the Plan stays relevant and up to date throughout its life. The Forum will continue to monitor and refine its goals and aspirations as expressed in this document as the Plan period progresses.

1.1.7 The Plan is structured in three parts:

Part I The Forum's vision for Mayfair, the evolution of objectives for the Area, four policy areas of overarching importance for Mayfair, and other essential background to the Plan.

Part II Planning Policies for Mayfair, split into four topics: Transforming Public Realm, Enhancing Experience, Building on Heritage, and Directing Growth.

Part III Identification of infrastructure requirements, priorities, non-planning policy aspirations, and monitoring.

1.1.8 The structure of the policies in Part II follows the below format:

Introductory text

Relevant policy context and reasoned justification

Policy (sometimes split into 'strategic aspirational goals', and matters for development control)

⁵ "Unless material considerations indicate otherwise" – 2004 Act s.38(6).

⁶ Pursuant to the CIL Regs.

⁷ National Planning Policy Framework

- 1.1.9 The text in bold is the policy itself. The accompanying text explains and justifies the policy in more detail.

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1.2 Our Vision

1.2.1 London is "the greatest city on earth"⁸. It is "dynamic, ever changing... It has led in industrial and scientific innovation, while also enjoying a globally-recognised heritage. Wealth and poverty, old and new, city and suburban rub shoulders."⁹

1.2.2 Westminster is "at the heart of London" and "one of the most recognised, celebrated and exciting places in the world."¹⁰ It is

*the seat of government and the Monarchy, thriving business clusters, a focus for culture and entertainment, a centre of learning and research and a hub for commerce and retailing. It is home to many government departments, law courts, places of worship of international importance, embassies and diplomatic institutions and other functions of the state. This activity is centred on the West End, a major national and international asset.*¹¹

1.2.3 Mayfair is the jewel set within London's crown. Within its one square mile¹², all of these wonders are embodied.

1.2.4 There is rich architectural and built form heritage, including some of the Nation's most important buildings. Quiet, beautiful residential streets run into busy, internationally acclaimed shopping frontages. The area's thriving business population have long associations with the area. There are famous arts and antiques associations; the location synonymous with bespoke tailoring: Savile Row; acclaimed restaurants and clubs; some of the country's finest hotels; and picturesque historic squares, a refuge from the bustle of London's West End. The advent of Crossrail will inject yet more life and activity from international hubs into the area.

1.2.5 The historic Tyburn and Conduit Mead rivers still flow under the ground, creating fascinating intersections in the streetscape, and which have to some degree determined the boundaries of the historic estates and ownership within Mayfair.

1.2.6 Whilst there is a predominantly commercial feel to Mayfair¹³, particularly in the central and eastern parts, the residential feel of the area has largely survived.

1.2.7 The character of the area changes from street to street. At the boundaries of the area, there are the grand streetscapes of Park Lane, Oxford Street, Regent Street and Piccadilly with their larger and more imposing frontages, and, particularly in respect of Regent Street and Piccadilly, clusters of significant listed buildings. These frontages in turn face onto the great

⁸ '2020 Vision: The Greatest City on Earth. Ambitions for London', by Boris Johnson, GLA (June 2013).

⁹ LP paragraph 1.2.

¹⁰ CP para 2.1.

¹¹ Ibid

¹² Contrast, for instance, the one square mile of the City, and its entirely different character and built form.

¹³ WCC Conservation Area Character Appraisal

parks – Hyde Park and Green Park, major green lungs for London as a whole. Whilst not a part of the Area, these internationally famous parks form a significant neighbouring influence on the way people move and go about their business within Mayfair. Within Mayfair, at an entirely different scale, are historic mews streets, where historic stabling and coach houses to support the grand mansions have been transformed into peaceful residential and business locations.

1.2.8 Mayfair truly is a wonderful, exciting place to live, work, and to visit.

1.2.9 Mayfair is also a place full of challenge and opportunity. There are strong and compelling reasons both to preserve and enhance what is here, and also to intensify and increase activity. It is a place subject to huge change during the course of every day. As WCC describe it (in relation to the whole of Westminster), its

*residential population of 230,000 swells to over 1 million every day, due to the influx of workers, visitors and tourists. This pressure is intense, at times overwhelming, and is central to both the city's character and many of its challenges. This level of movement and activity means that Westminster's more tranquil places; its parks, squares and residential enclaves are particularly valued. It also means that the residential environment offered is very different from that found in most other parts of London, with housing and commercial activity in very close proximity.*¹⁴

1.2.10 Crossrail's opening, at an early point in the Neighbourhood Plan period, will introduce millions of new visitors quickly and efficiently into the heart of Mayfair, every day. The success of the Crown Estate's regeneration work on Regent Street, and Grosvenor's on Mount Street, point to an exciting future for internationally renowned retail brands to flourish¹⁵. Equally, many areas of Mayfair, such as its green spaces, and quieter residential neighbourhoods, are more focused on enhancing what is there, rather than encouraging further rapid change.

1.2.11 Mayfair has a diverse mix of residents including the very young, very old and disabled. The area is required to provide a peaceful, safe and accessible neighbourhood for these residents, as well as remaining an internationally renowned area, attracting visitors from all over the world.

1.2.12 As a mixed business and residential forum, our task has been to balance and respond to these challenges and opportunities in a way which respects and honours the voices and demands of this prestigious area for the long term.

¹⁴ CP para 2.2.

¹⁵ For instance, an increasing number are headquartering their operations in the area.

1.2.13 Our vision¹⁶, therefore, is to:

Make Mayfair the most desirable and attractive area of London in which to live, work, and to visit.

1.2.14 We have defined certain core values¹⁷ which together form part of the overarching vision:

<i>A treat for the eyes</i>	Our streetscapes are assets which embrace Mayfair's heritage and are designed and maintained to the highest standard for all to enjoy.
<i>Where everything works</i>	Continual improvement to infrastructure will ensure that it meets the needs of both businesses and residents.
<i>Everything you need</i>	planning and licensing decisions are made to ensure Mayfair remains attractive to visitors, businesses and residents.
<i>A delight to move around</i>	the needs of pedestrians and cyclists come before those of motorists.
<i>Safe and Clean</i>	Crime, nuisance and pollution of all types are deterred and limited by all permitted means.

1.2.15 The Plan delivers on this vision and core values. There are:

- Detailed policies to do with design, and improvements to the public realm will enhance Mayfair's streetscapes.
- Identified current infrastructure shortcomings and aspirational future project ideas in view of the increased pressure the opening of Crossrail will have on Mayfair.
- Detailed policies to do with the protection of green spaces within Mayfair, the preservation of important buildings which perform community functions, and the enhancement of retail in the way it provides for local and international customers.
- Enhancements to public realm throughout Mayfair will improve the pedestrian and cyclist experience.
- A detailed air quality policy is included in Mayfair for the first time, and the Forum's proposals include a set of desired neighbourhood management issues for the Forum to address alongside public partners.

¹⁶ See 2016 Consultation Report, page 5.

¹⁷ See 2016 Consultation Report, page 5.

1.3 Evolution of the Plan

Introduction

- 1.3.1 The Forum was designated as a business and residential neighbourhood forum by WCC on 10 January 2014.
- 1.3.2 Public consultation took place in summer 2014 out of which a vision for Mayfair and objectives for the Plan were formulated. The vision and 23 objectives were consulted upon and finalised in the summer of 2015.¹⁸
- 1.3.3 The Forum then worked on turning the objectives into 'policy ideas', both on an area-wide and area-specific basis. These policy ideas were the subject of a feedback session at a summer event in Grosvenor Square in summer 2016 and via an online questionnaire.
- 1.3.4 We are now consulting on the draft Plan prior to submission to WCC for independent examination, and then referendum.
- 1.3.5 This process is set out in the following two tables: (a) chronology diagram [one used for feedback event]; and (b) evolution of policy.

[CHRONOLOGY INFOGRAPHIC & POLICY MAPPING INFOGRAPHIC]

Evolution of policy and character areas

- 1.3.6 After receiving the consultation feedback on the draft objectives in summer 2015, the Forum considered how best to turn the objectives into policy.
- 1.3.7 Some of the objectives were already fully covered in existing adopted policy, and the Forum was not proposing to add anything additional. Examples are OB2 concerning a balance and range of housing for Mayfair. Others cannot be secured by planning policy such as OB1. These objectives have not therefore been taken forward in the Plan itself.¹⁹
- 1.3.8 Some objectives go into matters concerning licencing and neighbourhood management issues. Whilst in some places these have made it into the Plan, these do not have the status of planning policy. An example is OB20 concerning the coordination of waste management.²⁰
- 1.3.9 Some objectives, such as OB11 and OB16 dealing with improvement in Mayfair for pedestrians and cyclists, and a reduction in the impact of traffic, are clearly area-wide in their application. These have then formed the basis for new area-wide policies.

¹⁸ A full list of objectives is at Appendix iv.

¹⁹ See generally appendix ix.

²⁰ See chapter 8.

- 1.3.10 Other objectives were clearly applicable to only part of Mayfair but not its entirety. For instance OB4, dealing with support and enhancement for Mayfair as London's leading destination for high quality retail, and OB9, dealing with focussing night time economy away from residential areas.
- 1.3.11 The fact of some objectives being clearly applicable to only part of Mayfair, or indeed part of an objective being applicable to one area, and another part being applicable to another, led the Forum to consider how, adopting a spatial approach, Mayfair could be divided into character areas.
- 1.3.12 There has been much debate around the character areas as they have emerged, and their applicability in the Plan. The debate has focussed around:
- (a) The appropriateness of different areas being specified at all, and the danger of having distinct policy regimes applying.
 - (b) A reluctance to crystallise shifting paradigms - Mayfair being intrinsically dynamic and varied across its entirety.
 - (c) The dangers of over-simplifying: running the risk of producing a blanket approach which misses opportunities for local distinctiveness within sub-areas.
 - (d) How to recognise and honour the differences between Regent Street, Oxford Street and Park Lane – all very different in and of themselves – and the very secluded residential streets in West Mayfair.
- 1.3.13 The Forum has concluded that there is some restricted utility in a character map for the purposes of applying some, but not all, of the objectives. We highlight elsewhere the dynamic nature of some of Mayfair's uses, developments and aspirations.
- 1.3.14 The character area map divides Mayfair into three main areas:
- (a) West Mayfair, predominantly residential in character;
 - (b) Central Mayfair, a clear mix of sub-areas where residential, retail, and commercial (particularly professionals working in property and financial services) characters interact; and
 - (c) East Mayfair, dominated by commercial, retail, and 'creative'²¹ uses. The length of Oxford Street as it falls within the Area is included in East Mayfair.
- 1.3.15 The use of these three areas in the Plan is very restricted.²²

²¹ For instance the Royal Academy, Savile Row, and Cork Street.

1.3.16 In addition, the map identifies other distinct areas within Mayfair:

- (a) Park Lane,
- (b) Shepherd Market, and
- (c) Squares and Public Gardens

1.3.17 Retail, which was one of the areas of debate, now has its own map and set of area-wide policies; the relevant frontages spread across character area boundaries, and do not necessarily determine in and of itself an area's character.

1.3.18 Separate maps also illustrate:

- (a) The extent of existing adopted development plan policy affecting Mayfair (see further chapter 2 and appendix ii below);
- (b) Key cultural and community buildings in Mayfair which are singled out for their particular and special contribution to the Area (see further [section 3.3/map reference] below);
- (c) Conservation Areas and Listed Buildings;
- (d) Growth Areas.

²² See policies xyz.

1.4 Current and emerging development plan policy

Introduction

- 1.4.1 There is already extensive development plan policy prescription in place affecting Mayfair. The Area is also entirely built up. Any significant redevelopment taking place will in almost any case involve demolition. Proposed new buildings are already well prescribed in their form and scale. Equally, as a result of the existing policy for the area, greater growth and intensity of use is inevitable. The neighbourhood's response to this challenge is contained in this Plan.
- 1.4.2 Whilst the Plan must be in general conformity with the Development Plan,²³ and its policies should reflect and support the existing framework,²⁴ it is not the purpose of the Plan to repeat what is already in existence in policy terms. The policies should be distinct to reflect and respond to the unique characteristics and planning context of Mayfair,²⁵ and plan positively to support the wider public aspirations.²⁶
- 1.4.3 The purpose of this chapter is therefore to lay out the key existing policy framework affecting Mayfair, and the policy framework that may, although currently in draft form, come into existence during the lifetime of the Plan. In so doing, it will be clear how the policies of this Plan move beyond the existing policy for the area, and how the Plan reflects the unique characteristics and needs of Mayfair as compared with elsewhere in Westminster and London as a whole.

Adopted Policy

- 1.4.4 The Development Plan currently comprises:
- (a) The London Plan 2016, and
 - (b) Westminster's City Plan 2016.
- 1.4.5 The London Plan is the Mayor of London's regional planning policy for London. It sets out both policy aspirations, and a regional strategy with which local authorities must comply in their local plans. It provides an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. Amongst other priorities of focus, the London Plan addresses transport, economic development, housing, culture, a range of social issues and a range of environmental issues. It sets out a framework for the development and use of land in London. The Plan describes London as a City which has experienced "constant change" in its 2000 year history.

²³ TCPA 1990, Schedule 4B, Paragraph 8(2)(e).

²⁴ NPPF 184.

²⁵ PPG "Neighbourhood Planning" Paragraph 041.

²⁶ NPPF 184.

- 1.4.6 Of particular relevance to Mayfair, the London Plan sets out policies addressing housing, waste, strategic views, the Central Activities Zone, the retail hierarchy, the West End Special Retail Policy Area, pedestrian priority, office and residential protections, air quality, and transport enhancements.
- 1.4.7 Westminster's City Plan contains WCC's local planning strategy. It sets out the vision for the City of Westminster up to and beyond 2026/2027, and puts in place a policy framework to deliver that vision. It contains the strategic policies for the borough which govern the way planning decisions are made within it.
- 1.4.8 Of particular relevance to Mayfair, Westminster's City Plan sets out policies such as the Central Activities Zone, and the Core Central Activities Zone (Core CAZ) – within which Mayfair entirely falls; a reiteration of the West End Special Retail Policy Area; the Savile Row special policy area; mixed use policies ensuring office and residential floorspace comes forward in a balanced fashion; policies relating to design and heritage protection; and open space.
- 1.4.9 In the next chapter, we consider in detail two existing policies which have a dominant effect on all development in Mayfair – the Central Activities Zone designation, and the West End Special Retail Policy Area.

Emerging Policy

- 1.4.10 WCC have consulted on 19 booklets with emerging proposals for inclusion within the City Plan, one of which - the mixed use and office to residential conversion booklet - has now already been incorporated. We expect most, if not all, of these booklets to be amalgamated into the City Plan in some form during the first five years of this Neighbourhood Plan. They have been addressed, where relevant, within this Plan.
- 1.4.11 A new special policy area is being introduced by WCC to enhance and encourage public and commercial art galleries. The area is centred around Cork Street, and part of Bond Street. Whilst it is currently proposed to be called the "Mayfair Special Policy Area", as can be seen from the map at appendix ii, it is in fact a very limited, albeit important, area in the south east of the Area. At the same time, the existing Savile Row Special Policy Area is being updated. The proposed amendments have now been examined successfully and currently therefore carry a good deal of weight in planning decision making. They are expected to be adopted and to form part of the development plan on or before the adoption of this document.²⁷
- 1.4.12 The Forum understands that WCC are in the process of preparing new booklets for consultation purposes, dealing with the West End, and taller buildings. Whilst these carry no

²⁷ See <https://www.westminster.gov.uk/examination-special-policy-area-and-policies-map-revisions>

weight at present, their emergence may have an important impact on Mayfair during the lifetime of this Plan.

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2. KEY LEGAL AND POLICY CONSTRAINTS

2.1 The Central Activities Zone

The London Plan

2.1.1 The Mayor's vision for London is to ensure that London should

excel among global cities – expanding opportunities for all its people and enterprises, achieving the highest environmental standards and quality of life and leading the world in its approach to tackling the urban challenges of the 21st century, particularly that of climate change²⁸.

2.1.2 To achieve this, the London Plan identifies six detailed objectives²⁹. These include ensuring that London remains an internationally competitive and successful city, whilst still maintaining strong, secure and accessible neighbourhoods.

2.1.3 The London Plan splits the greater London area into 3 distinct regions³⁰: Outer London, Inner London and the Central Activities Zone. Each area has a distinctive part to play in the capital's development over the period to 2036³¹.

2.1.4 The Central Activities Zone (CAZ) has a unique character. It contains the largest concentration of London's financial and globally-orientated business services. It is a cultural centre. It contains a range of retail centres from the internationally important areas of the West End to more local centres primarily meeting the needs of residents. It is also home to more than 280,000 Londoners³². The London Plan seeks to protect and enhance this unique area by ensuring that development within the CAZ meets strategic and local needs whilst not compromising the quality of the residential neighbourhoods, heritage and environment.

2.1.5 Three of the main functions of the CAZ are identified as business, retail and night-time economy,³³ which must be encouraged and supported. In protecting predominantly local activities, the London Plan identifies that local planning policy should identify, protect and enhance predominantly residential neighbourhoods within the CAZ.³⁴ This should not, however, compromise the strategic functions of the CAZ³⁵.

2.1.6 These strategic functions include³⁶:

²⁸ LP para 1.52.

²⁹ LP para 1.53.

³⁰ LP Map 2.2.

³¹ LP para 2.2.

³² LP para 2.44.

³³ LP paras 2.47-2.49.

³⁴ LP Policy 2.12A(a)

³⁵ LP para 2.57.

³⁶ See LP policies 2.10 and 2.11.

- Supporting the mix of local and strategic uses which form the globally iconic core of one of the world's most attractive and competitive business locations;
- Supporting the retail offer of the CAZ, particularly Knightsbridge and the West End, as global shopping destinations and enhancing and expanding retail capacity, particularly on identified CAZ frontages;
- Sustaining and managing the attractions of the CAZ as one of the world's leading visitor destination which includes recognising and improving the night-time economy; and
- Bringing forward development frameworks for opportunity and intensification areas to benefit local communities, including the West End Special Retail Policy Area.

City Plan

- 2.1.7 Over 50% of the Westminster City boundary falls within the Central Activities Zone.
- 2.1.8 The City Plan vision seeks to accommodate growth and change to ensure the continued economic success of the City, whilst providing opportunities and a high quality of life for its communities including residents, workers and visitors³⁷.
- 2.1.9 Westminster is identified as one of the most important office locations,³⁸ with new business floorspace directed towards the CAZ, whilst still maintaining its unique mixed character. Additionally, retail demand is estimated at 285,000sqm net additional floorspace up to 2026, with the main increases being directed towards the West End Special Retail Policy Area (chapter 2.2 below) and in particular, to the international shopping streets at Oxford, Regent and Bond Streets³⁹. Westminster will also continue to play a definitive role in London's tourism, arts, educational, service and entertainment sectors⁴⁰.
- 2.1.10 Business, entertainment, cultural and retail uses are highlighted as core uses of the CAZ⁴¹, whilst also recognising that over 21,500 people live within the area.
- 2.1.11 WCC's planning policy therefore encourages development which promotes the CAZ functions and promotes a mix of uses within the CAZ to support its vitality, function and visiting populations.⁴²
- 2.1.12 The central part of the Westminster CAZ is characterised by an intense level and range of activities and is identified by the City Plan as the "Core CAZ"⁴³. The Core CAZ is an

³⁷ CP p.19.

³⁸ CP para 2.37.

³⁹ CP para 2.38.

⁴⁰ CP para 2.39.

⁴¹ CP para 3.1.

⁴² CP policies S1 and S6.

economic powerhouse and international destination, home to global companies, world-class hotels, 40 theatres, 20 cinemas, 30 museums and galleries, 2,500 restaurants, public houses and bars and over 2,000 shops⁴⁴.

2.1.13 This area contains a higher intensity of activities and uses which may not be appropriate within other areas of the wider CAZ. The benefits of this genuine mixed use are considered to outweigh the additional management needs that may be generated by a complex environment⁴⁵.

2.1.14 Mayfair is entirely within the Core CAZ designation.

Retail

2.1.15 The retail offer of the Core CAZ is highlighted as an essential element and in particular the famous shopping destinations of Oxford Street, Regent Street and Bond Street. "Town Centre" models are considered irrelevant within the Core CAZ and retail is encouraged in any location⁴⁶.

2.1.16 WCP policy identifies Primary Shopping Frontages, CAZ Frontages (towards which larger scale retail is encouraged) and "other shopping centres" (within which smaller-scale retail is to be encouraged)⁴⁷.

2.1.17 Primary Shopping Frontages within the West End are Oxford Street, Bond Street and Regent Street. These streets are identified as appropriate locations for international large-scale retail.

2.1.18 Other shopping centres are localities which "*contain a range of distinct shopping areas, and where retail floorspace is encouraged. Whilst they are not designated as CAZ Frontages, they contribute to Westminster's unique and varied world class retail offer*". Shepherd Market and South Audley Street / Mount Street are identified as "other shopping centres" within the Mayfair Neighbourhood Plan area.

2.1.19 Within the Core CAZ, the City Plan designates the West End as a Special Retail Policy Area⁴⁸, highlighting the importance of retail to this area of London.

Entertainment Uses

2.1.20 The Core CAZ contains one of the largest clusters of cultural and entertainment uses in the country centred around the West End. Whilst this has been acknowledged as one of the

⁴³ CP para 3.3.

⁴⁴ CP para 3.24.

⁴⁵ CP para 3.6.

⁴⁶ CP para 3.26 and policy S6.

⁴⁷ CP policy S6.

⁴⁸ See Chapter 2.2 below.

important strategic functions of the Core CAZ, the WCP recognises that within certain locations, the saturation of entertainment uses is causing harm to residential amenity, health and safety and the character and functions of the area⁴⁹.

2.1.21 The City Plan therefore designates the "West End Stress Area", within which new entertainment uses will only be allowed where they are small-scale, low impact and will not result in an increased over concentration of late-night uses.

2.1.22 Part of the West End Stress Area falls within the Area, roughly covering streets one block to the west of Regent Street.⁵⁰

The Mayfair Neighbourhood Plan and the CAZ

2.1.23 As Mayfair is entirely within the Core CAZ, a range of business, commercial, cultural and retail uses is appropriate throughout, with residential uses playing a complementary purpose. Retail is encouraged anywhere in Mayfair.

2.1.24 These existing policies are exciting, dynamic and transformative. The Forum takes the opportunity to build upon these policies to support the importance of this area and ensure that Mayfair retains its international status. In particular, this Plan takes the opportunity to be more fine-grained in the application of these broad gestures – directing and encouraging new retail and entertainment development in certain locations, whilst also specifically identifying the quieter residential areas over which the existing WCC policies brush.

⁴⁹ CP para 3.29.

⁵⁰ See area shaded x on existing policy map at appendix ii.

2.2 West End Special Retail Policy Area

2.2.1 As set out in Section 2.1, retail is highlighted as an essential element of the character and quality of the Core CAZ. Visitors from around the world are attracted to the West End.⁵¹

2.2.2 In order to help sustain and enhance this part of the City, the City Plan identifies the West End Special Retail Policy Area.⁵² As well as the Core CAZ retail policies, additional planning policies apply to this area which seek to enhance the unique retail offering in this location.

2.2.3 Within the WESRPA, key challenges are: pedestrian congestion, the requirement of "oasis areas" away from the main retail streets, legibility and way-finding and requiring exceptional design and townscape⁵³.

2.2.4 In order to address these, the following priorities apply:

- to improve the retail space;
- appropriate retail growth;
- improve the pedestrian environment;
- improve public transport provision;
- develop "oasis areas" of rest, improve linkages between retail areas and visitor attractions; and
- provide appropriate service uses to complement the shopping environment⁵⁴.

2.2.5 The Mayfair Neighbourhood Area contains three of the most iconic shopping frontages in the world. It is a global shopping destination. The success and enhancement of Oxford Street, Regent Street, and Bond Street is therefore of fundamental importance to the Forum.

2.2.6 The West End Partnership⁵⁵ is a relatively new public/private initiative to respond to these challenges and priorities. It seeks to be a catalyst and mechanism to enable the West End to accommodate growth, whilst at the same time strengthen its unique cultural character, amenity and openness. Their recent policy proposals⁵⁶ provide exciting and coherent ideas for the long term development of the major retail streets in the West End.

2.2.7 The Mayfair Neighbourhood Plan seeks to identify those areas which can be improved, in a way that is compatible with the other uses and unique offering of Mayfair to the Core CAZ.

⁵¹ CP para 3.31.

⁵² See area shaded x on existing policy map at appendix ii.

⁵³ CP paras 3.34-3.37.

⁵⁴ CP policy S7.

⁵⁵ A public/private initiative, formed in 2013.

⁵⁶ 'Vision 2030', and 'Delivery Plan 2015 – 2030'

The Plan also identifies specific oasis areas, as well as adding new oasis areas to those already identified.

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2.3 Conservation Area and Listed Buildings

Introduction

- 2.3.1 A conservation area is an area which has been designated because of its special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.⁵⁷
- 2.3.2 Mayfair is almost entirely designated within either its own, or adjoining conservation areas.⁵⁸ The character area appraisal (May 2004) is out of date, and so the Forum has provided its own update at (appendix iii). This provides a full description of the area, and its character, appearance, and architectural history. We also intend to produce a full conservation area audit, and, when complete, this will further inform the character of the area.
- 2.3.3 A listed building is a building which has been designated because of its special architectural or historic interest. Unless the list entry indicates otherwise, a listed building includes not only the building itself, but also any object or structure fixed to the building, and any object or structure within the curtilage of the building which, although not fixed to the building, forms part of the land and has done so since before 1 July 1948.⁵⁹
- 2.3.4 There are over 700 listed buildings in the area, of which 44 are Grade II*, and 14 are Grade I.⁶⁰
- 2.3.5 There is extensive heritage protection provided in statute and national policy which has a Mayfair-wide impact on any proposed development.

Statutory Protection

- 2.3.6 All development in the area needs to comply with the statutory protection afforded to conservation areas and, where relevant, listed buildings.
- 2.3.7 As a result of its designation within a conservation area, when considering any proposed development in Mayfair, special attention needs to be paid to the desirability of preserving or enhancing the character or appearance of the area⁶¹. That means cause no harm whatsoever.⁶²
- 2.3.8 The conservation area appraisal provided with this Plan is therefore of crucial importance in the determination of all planning applications for development in Mayfair. The character and

⁵⁷ See s.69 Listed Buildings Act, and PPG "Conserving and enhancing the historic environment" paragraph 23.

⁵⁸ See Heritage map at appendix ii. The Regent Street Conservation Area impinges slightly into the Area on the east side. There is a small area of north Mayfair which is not in any conservation area.

⁵⁹ See s.1(5) Listed Buildings Act, and PPG "Conserving and enhancing the historic environment" paragraph 22.

⁶⁰ See Heritage Map at appendix ii and Conservation Area Appraisal at appendix iii.

⁶¹ Listed Buildings Act s.72(1).

⁶² *South Lakeland District Council v Secretary of State for the Environment and another* [1992] 1 ALL ER 573

appearance of the area, as established by that document, must be preserved or enhanced with any application for development.

- 2.3.9 Proposed works affecting Mayfair's listed buildings and their setting require consent⁶³ (a listed building consent). In considering whether or not to grant consent, special regard shall be had by the decision maker to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.⁶⁴ The same preservation test is applicable when a decision maker decides whether or not to grant planning permission for development which affects a listed building or its setting⁶⁵.
- 2.3.10 Any identified harm caused by a proposal, whether affecting a conservation area or a listed building, will be given considerable importance and weight in the proposal's determination. Where harm is identified, there will be a presumption against the grant of the development.⁶⁶ Harm can in theory be outweighed by powerful enough public benefits, according to the degree of harm caused.⁶⁷

National Policy Protection

- 2.3.11 Great weight should be given to conservation of listed buildings and the character of the conservation area.⁶⁸
- 2.3.12 As heritage assets within Mayfair are irreplaceable, national policy requires that proposals which represent any harm or loss require clear and convincing justification. Substantial harm to or loss of a Grade II listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, for instance Grade I and II* listed buildings, should be wholly exceptional.⁶⁹
- 2.3.13 Proposals which will cause substantial harm to heritage assets should be refused consent.⁷⁰ Less than substantial harm caused by a proposal will be weighed against the public benefits secured.⁷¹
- 2.3.14 There may be proposals which enhance or better reveal a conservation area's significance. These should be encouraged.⁷² There is a recognition that not every building within a conservation area necessarily contributes to its significance; there may be detractors.⁷³

⁶³ S.7(1) Listed Buildings Act

⁶⁴ S.16(2)

⁶⁵ S.66(1)

⁶⁶ *Barnwell Manor Wind Energy Ltd v East Northants DC and others* [2014] EWCA Civ 137; *R (on the application of Forge Field Society & Others) v Sevenoaks DC & Interested Parties* [2014] EWHC 1895 (Admin).

⁶⁷ NPPF 133, 134, and 138.

⁶⁸ NPPF 132.

⁶⁹ NPPF 132.

⁷⁰ NPPF 133.

⁷¹ NPPF 134.

⁷² NPPF 137.

Conclusion

- 2.3.15 Mayfair already enjoys extensive protection from any development which adversely affects its character, and for its many listed buildings. The purpose of policies in the Plan and the new character area appraisal will therefore be to ensure that the character and significance of the various heritage assets within Mayfair are stated clearly and decisively. In that way, for the purposes of development control, it will be more clear how a proposal responds to the applicable statutory protections.

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⁷³ NPPF 138.

2.4 The Elizabeth Line⁷⁴

2.4.1 Crossrail is one of Europe's largest railway and infrastructure projects. When it opens⁷⁵, thousands of additional passengers will enter Mayfair on foot every day. The current estimate is that 14,350 people will exit the Bond Street Crossrail stations from 7am to 10am Monday to Friday⁷⁶.

2.4.2 Crossrail is the top strategic transport priority for London,⁷⁷ and is essential to the delivery of London's strategic objectives.⁷⁸ These include providing what is regarded as "much-needed" additional transport capacity to the West End, where:

*it will support the future development of that area as London's premier retail and leisure location.*⁷⁹

2.4.3 One of the London Plan's strategic objectives for the CAZ is to optimise development and redevelopment opportunities that can be supported by Crossrail.⁸⁰ This includes urban realm enhancements around Bond Street and Tottenham Court Road.⁸¹ Emerging national policy will encourage greater density at commuter hubs, particularly residential density.⁸²

2.4.4 There is local commitment to support and promote improvements to transport infrastructure, including public realm and servicing improvements necessary to mitigate the impacts of increased passenger numbers at Bond Street.⁸³

2.4.5 Mayfair will be heavily impacted by the development of Crossrail, both in terms of built form with the two new Bond Street Station interchanges, but also with the vast increase in numbers of people walking into Mayfair and through it to work, live and visit.

2.4.6 Crossrail also therefore represents a major opportunity for Mayfair to enhance the pedestrian environment and public realm on key streets in Mayfair, the potential to transform the pedestrian environment in Oxford Street, and the catalyst for greater development densities at the key station entrances.⁸⁴

⁷⁴ Whilst Crossrail has recently been renamed the Elizabeth Line (as announced by Boris Johnson during HM The Queen's visit to the Bond Street Crossrail station on 23 February 2016), all references to it in adopted and emerging policy currently refer to it as Crossrail. References in the Plan have therefore stayed with the existing policy wording where appropriate.

⁷⁵ Currently due in a phased approach from 2018-2019.

⁷⁶ 'Westminster Walking Strategy 2016-2033' (Consultation Draft May 2016), para 3.10.

⁷⁷ LP policy 6.4B(a).

⁷⁸ LP para 6.21.

⁷⁹ LP para 6.21.

⁸⁰ LP policy 2.10A(I).

⁸¹ LP table 6.1

⁸² DCLG: "Consultation on proposed changes to national planning policy", pp.9-10.

⁸³ CP policy S43.

⁸⁴ 'Westminster Walking Strategy 2016-2033' (Consultation Draft May 2016), paras 3.15 and 3.16.

- 2.4.7 Two planning briefs exist in relation to the two Bond Street Crossrail interchanges.⁸⁵ Their main purpose is to influence the final design of the station entrances and to ensure that the impacts of Crossrail on these two areas are kept to a minimum.
- 2.4.8 These planning briefs include specific design considerations which are to be incorporated into the final development, together with acceptable land uses to surround the new interchanges. They seek to encourage uses appropriate within the CAZ, with residential use given first consideration.
- 2.4.9 The briefs are largely limited to the station sites themselves and their immediate settings, and do little to address the possibilities for improvements within the wider setting of the interchanges or within Mayfair as a whole.
- 2.4.10 The limited proposals which are suggested, although not explored further, include:
- Requiring active frontages wherever possible to enliven the street scene and allow passive surveillance. No specific sites or frontages are identified which could deliver this.
 - In relation to the interchange at Davies Street, the promoters of Crossrail are encouraged to work alongside the Grosvenor Estate to develop its public realm proposals within this location.
 - The West One Shopping Centre is identified as having potential for redevelopment or major refurbishment and the promoters of Crossrail are again encouraged to work alongside the owners of this building in this regard, although no specific proposals are suggested.
- 2.4.11 Whilst these Briefs suggest some general proposals which could assist in reducing the impact of Crossrail on the Bond Street sites, there is the opportunity for more specific development proposals and public realm improvements to be identified. As gateway sites into the area, the opportunity exists for superb new development, and high quality new public realm to deliver on the strategic and local policy priority given to pedestrian movements, and the need to accommodate the large numbers of new workers and visitors arriving into Mayfair every day.

⁸⁵ Bond Street West Crossrail Planning Brief (adopted September 2009), and Bond Street East Crossrail Planning Brief (adopted September 2009).

PART II – PLANNING POLICIES

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3. TRANSFORMING PUBLIC REALM

A treat for the eyes

A delight to move around

3.1 The Mayfair Streetscene

Introduction

- 3.1.1 The success of Mayfair's public realm is critical to transform what is already a wonderful place, into the most desirable and attractive place in the world to live, work, and visit.
- 3.1.2 There are parts of Mayfair where this success has already been achieved. Mount Street has recently been enhanced with beautiful pavements, road and seating areas in and around the Connaught Hotel. Regent Street similarly has set a high bar for the success of retail enhancement strategies, and has successfully drawn many large international brands into redeveloped shop space.
- 3.1.3 Surprisingly, however, there are many parts of Mayfair which require urgent transformation and attention. Streets such as Bond Street, Berkeley Street, Park Lane, Oxford Street (particularly around Marble Arch), and even Savile Row are in poor state and provide a bad experience for all. These few examples are all the more surprising given the status and international importance of these specific routes. The areas around squares also provide poor and conflicting pedestrian and cyclist experiences – including Berkeley Square and Grosvenor Square.
- 3.1.4 Crossrail's opening in 2018 will only serve to exacerbate those parts which are sub-standard.
- 3.1.5 There is a clear need for comprehensive public realm enhancements across Mayfair. This Plan brings together all the various recent work which has been undertaken by public and private stakeholders, and presents a unified list of projects which together will deliver the Forum's overall vision.

Objectives

- 3.1.6 Two objectives consulted upon by the Forum in 2015 focussed specifically on improving public realm within Mayfair:

OB10: Ensure the public realm around licensed premises works well for everyone.

OB11: Improve Mayfair for pedestrians and cyclists.

- 3.1.7 During the 2015 consultation these two objectives received a high level of support (86% and 84% respectively). Following on from this, the Forum considered how these objectives might

relate to the specific character areas that were identified within Mayfair. Using those character areas, the following policy recommendations were consulted on during the 2016 Consultation:

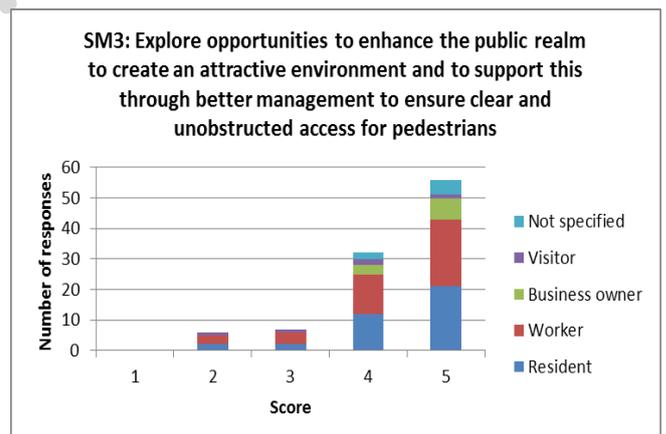
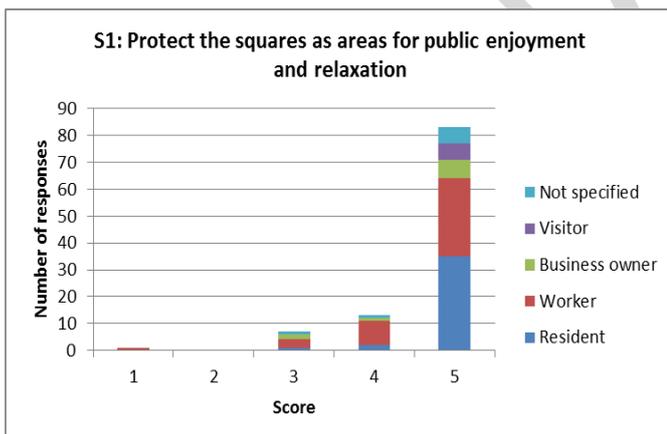
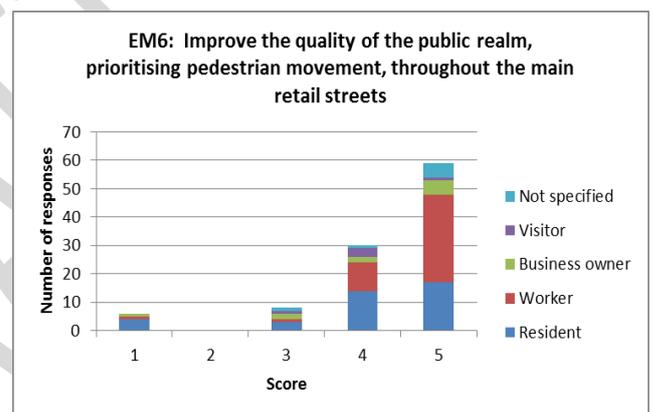
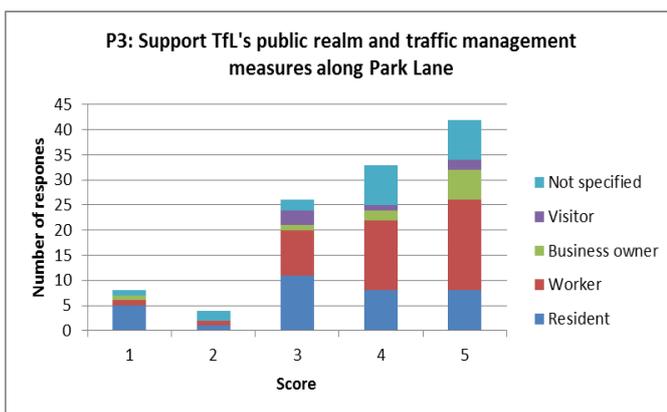
P3: Support TfL's public realm and traffic management measures along Park Lane.

EM6: Support the New West End Company's, Grosvenor's, the Bond Street Partnership's, and TfL's public realm improvements

S1: Protect the Squares as areas for public enjoyment and relaxation

SM3: Explore opportunities to enhance the public realm to create an attractive environment and to support this through better management to ensure clear and unobstructed access for pedestrians

3.1.8 As demonstrated on the graphs below, support for these policy recommendations was high.



Existing Policy and Policy initiatives

- 3.1.9 The London Plan encourages walking and improvements to the pedestrian environment.⁸⁶
- 3.1.10 The City Plan includes a series of policies that relate to the quality of the public realm, which seek to ensure that development prioritises and improves the quality of the pedestrian environment.⁸⁷
- 3.1.11 WCC acknowledge for themselves a role in delivering change in this area.⁸⁸
- 3.1.12 All of these priorities, in particular the prioritisation of pedestrians, have found more detailed expression in various documents which deal in part with Mayfair:
- The Westminster Way SPD⁸⁹
 - The Walking Strategy (2016-2033)⁹⁰
 - The Report of The Roads Task Force⁹¹, and TfL's response to it⁹²
 - "Safe Streets for London: The Road Safety Action plan for London 2020"⁹³, and its daughter document the "Pedestrian Safety Action Plan"⁹⁴.
- 3.1.13 For instance, within Mayfair, the Walking Strategy identifies the potential to transform the pedestrian environment along Oxford Street linked with the opening of Crossrail, involving a reduction on the volume of buses using Oxford Street and reconfiguration of taxi ranks. The strategy also refers to poor air quality, with Marble Arch, Park Lane and the junction at Hyde Park Corner being locations where the air quality is notably poor. The strategy outlines a range of opportunities for improving the quality of the pedestrian environment. This includes the reallocation of highway space, which might comprise: (a) full pedestrianisation of streets; (b) the widening of footways; (c) part pedestrianisation of smaller side streets at certain times of the day; (d) decluttering streets through removal of excess street furniture; or (e) public realm enhancements, including well-designed shared spaces in appropriate locations.
- 3.1.14 The Roads Task Force report includes aspirations for roads and streets in the CAZ, for instance:
- A world-class public realm and re-imagined iconic streets and places.

⁸⁶ LP policy 6.10.

⁸⁷ For example CP policies S41 and S43 and para 2.48.

⁸⁸ Westminster's Local Implementation Plan (2011).

⁸⁹ WCC 2011

⁹⁰ Recently released for consultation by WCC from August-September 2016.

⁹¹ 'The vision and direction for London's streets and roads' (July 2013). The Roads Task Force is an independent body set up by the then Mayor of London in 2012 to tackle challenges facing London's streets and roads.

⁹² 'Delivering the vision for London's streets and roads – TfL's response to the Roads Task Force' (July 2013)

⁹³ 'Safe Streets for London The Road Safety Action Plan for London 2020', TfL (June 2013)

⁹⁴ 'Pedestrian Safety Action Plan', TfL (undated)

- A great environment for walking and cycling, with increased priority.
- Area-wide 20mph zone.
- Continued access for goods, services and visitors coming into central London, but with dynamic traffic management to handle flows and priority.
- Shifting of heavy goods vehicles out of hours.
- Ultra-low emissions environment and vehicles.
- Efficient movement within the centre, for example for people arriving at stations or going about their working day.

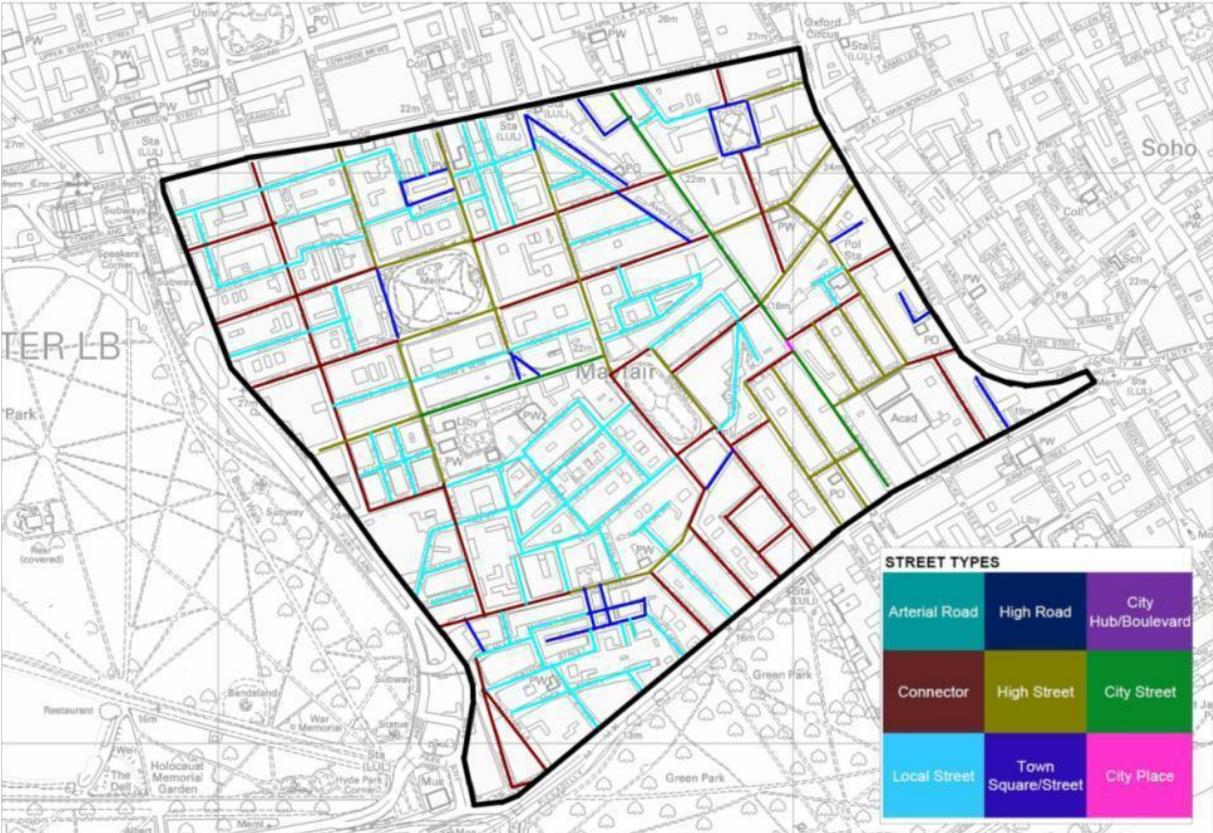
3.1.15 Enhancing the quality of streets and spaces, and providing for a better pedestrian environment is a clear and overriding strategic priority.

Existing Public/Private Improvement initiatives

3.1.16 Mayfair's public realm, and the need to enhance it, has already been widely recognised. There are many existing initiatives which are at various stages of preparation. Notable amongst them are:

- The West End Partnership Delivery Plan 2015-2030
- East Mayfair Public Realm Vision – Royal Academy, Pollen Estate
- Brook Street/Davies Street 2-way – TfL and WCC
- Berkeley Square Masterplan – BDP on behalf of Grosvenor.
- Mayfair Public Art – Royal Academy and Forum
- Public Realm Handbook – Grosvenor, Cynthia Grant and Modus Operandi
- Mayfair Traffic Management and Public Realm Study⁹⁵ (including an analysis of current street types in Mayfair).

⁹⁵ Prepared by Grosvenor and West End Partnership in collaboration with Professor Tony May, TfL and WCC (November 2014).



3.1.17 The role of the Plan in relation to these initiatives is, in respect of those principles which the Forum supports: to endorse those principles; be an advocate for them; control and direct how publically available funding should be directed; demand that new developments in the vicinity of these improvement areas contribute to necessary enhancements; and to provide a comprehensive overview of what might otherwise be disjointed and disparate enterprises, and provide a locus for a unified style of provision to be discussed and agreed.

Existing Conditions

Perimeter Routes

3.1.18 The Area is bounded by Oxford Street, Regent Street, Piccadilly, and Park Lane. Of these important shopping, public transport, and traffic routes, only Regent Street is of an acceptable quality.

- (a) Park Lane offers a poor pedestrian experience. Its pavement is small. The road itself is an unnecessary multi-lane highway. It provides a clear physical and psychological barrier to Hyde Park. As a result, businesses and developments fronting onto the east side of Park Lane have understandably shown their back to the road.⁹⁶ Whilst the

⁹⁶ Historically this was the case as Hyde Park was an undesirable location with associated nuisance. Recent buildings though have followed that pattern.

central reservation provides an area of open space, it is unusable and provides no respite other than, in places, a dumping ground.

- (b) Piccadilly suffers similarly to Park Lane. In comparison to Park Lane, the road is much more developed in its retail and visitor interest, yet the pavement is small, there is a barrier to Green Park, views to St James's Palace and St James's Church have not been enhanced, and an opportunity to link the Royal Academy with Fortnum and Masons on the south side has not been taken. Some enhancements have taken place, with the recent return to two-way traffic, and a new Green Park underground entrance on the south side of Piccadilly allowing direct access from Green Park itself into the station. However, the area around Green Park underground station on the north side is highly congested with pedestrians at most times of day, and is dangerous. There are few clear and obvious north-south crossing routes in this area.
- (c) Oxford Street has been the subject of many recent policy initiatives and political statements. At the time of this Plan, there are clear Mayoral ambitions to pedestrianize the street in some fashion.⁹⁷ The pedestrian environment remains however heavily trafficked, with appalling air quality⁹⁸, and poor quality pavements.
- (d) The junctions of these perimeter routes are notorious for bad pedestrian experience and poor air quality – in particular Hyde Park Corner and Marble Arch.

3.1.19 All of these present significant opportunities for enhancement.

Around Squares

3.1.20 Mayfair's green spaces are essential lungs in which the West End is able to breathe and be at peace.⁹⁹ Surprisingly, given their importance, the traffic and pedestrian environment around all but one of Mayfair's green spaces is confusing, badly provided, and a deterrent:

- (a) Grosvenor Square has a confusing set of pedestrian crossings – particularly poor in the two eastern corners. The pavement quality and size around the square is deficient. The west side of the square was closed to traffic in the aftermath of the terrorist attacks of 11 September 2001¹⁰⁰.
- (b) Berkeley Square is perhaps the worst public realm environment around the squares of Mayfair. It is hard to find the best way to enter the square. Traffic comes too fast and too heavily around the square, and is often congested. It is difficult to find a way

⁹⁷ Valerie Shawcross, Deputy Mayor for Transport, announced plans to ban all traffic along Oxford Street from Tottenham Court Road to Marble Arch to the London Assembly on 13 July 2016.

⁹⁸ According to studies carried out by King's College London, and reported in the Guardian on 8 January 2016.

⁹⁹ See policies at chapter 3.2 below.

¹⁰⁰ Emerging proposals for the redevelopment of the American Embassy, to the west of Grosvenor Square, include enhancements to this side of the Square.

across the square when visiting streets in the vicinity from one location to another. The pavement quality is poor.

- (c) Hanover Square has been disabled by the Crossrail Bond Street Station East entrance works. This is a temporary problem. However, on the opening of Crossrail, it will be affected by an outpouring of new pedestrians seeking to move through Mayfair – both for the offerings in Mayfair itself, and to get to other destinations – including Piccadilly, Hyde Park, Green Park and Buckingham Palace, and Regent Street.

Bond Street

- 3.1.21 Perhaps most surprising of all, the internationally recognised Bond Street has a poor public realm experience in terms of pavement quality, pedestrian opportunities, and heavy traffic flows. Undoubtedly the retail offer suffers. There has been some little progress in recent times, due to the management and direction of the New West End Company. This street also suffers considerably from poor coordination of waste and delivery traffic. Some consolidation has recently occurred, but this could be greatly increased.

Regent Street and Mount Street

- 3.1.22 Regent Street and Mount Street are the two successes of Mayfair in terms of public realm improvements. Through careful, thoughtful, and beautiful design improvements, the retail offer has been able to develop and grow to become high quality, international destinations in their own right.
- 3.1.23 Part of our initiative as a forum will be to bring all of Mayfair's streets and public realm areas up to the high standard set by these two streets, whilst not necessarily seeking replication.

Opportunities

- 3.1.24 All the issues identified above present opportunities to transform the area. For instance:
 - (a) Transformative rethinking of Park Lane with the dual aim of opening up the eastern side, and significantly enhancing accessibility to Hyde Park. This will produce dramatic long term enhancements for the whole of Mayfair. This is addressed in more detail in chapter 6.2 below.
 - (b) Crossrail's opening means that areas around the two new stations at Davies Street and Hanover Square present significant welcoming public realm opportunities to introduce people into the area. Schemes will need to deliver wider strategies to cope with the influx of people than just pavement widening outside stations.
 - (c) The enjoyment of Mayfair's wonderful squares will be significantly enhanced by easing the access to them, and the space around them.

- (d) The provision of identified oasis areas close to the international shopping streets will enhance the shopping experience and thereby improve the streets themselves.

3.1.25 The policies in this chapter therefore provide an overarching framework for public realm improvements throughout Mayfair directing initiatives to which all developments in the area might contribute.

PR: Transforming Mayfair's Streetscene

Strategic

PR1 Improvements to the quality of the public realm will be sought across Mayfair.

Development Control

PR2 To be supported, applications for new development should demonstrate how they contribute to improving the quality of the pedestrian environment through being consistent with initiatives and strategies endorsed by this Plan.

PR3 All proposed developments should make financial contributions through s.106 agreements to fund the delivery of improved streets and spaces in the vicinity within Mayfair as specifically identified in this Plan.

PR4 Financial contributions should help deliver the following public realm projects:

- (a) **Enhancing pedestrian accessibility through wider and safer pedestrian crossings at key junctions, along the main streets bounding the neighbourhood plan area, to squares and green spaces within the neighbourhood plan area, and to Hyde Park and Green Park.**

In particular:

- (i) **Improvements to pedestrian access on all four sides of Berkeley Square**
- (ii) **Crossing improvements at the southern end of Stratton Street (Green Park Station exit)**

- (b) **Delivering new, quieter, alternative pedestrian routes through Mayfair which incorporate effective modern wayfinding.**

In particular:

- (i) **Weighhouse Street – Brown Hart Gardens – North Row**
- (ii) **Making unified routes through Mayfair mapped and signed, as shown on plan [].**

- (c) Delivering ‘oasis’ areas along and set back from Oxford Street, Park Lane, Piccadilly and Regent Street as shown on plan [] and in compliance with policy R5 below.
- (d) Rationalising vehicular movement around Mayfair's squares to create new areas of public space and enhancing access to the squares.
- (e) Reconfiguration of Park Lane to turn the existing southbound carriageway into a pedestrian and cyclist route (see in more detail policy PL3 below).
- (f) A Mayfair wide public-realm strategy that identifies appropriate street materials for different locations, reflecting the character and quality of the built form.
- (g) Redesigning streets such that they encourage lower-speeds and help enforce a 20mph speed limit.
- (h) Delivering a Mayfair wide public art strategy in conjunction with the Royal Academy's public art strategy.
- (i) Improved cycle routes through Mayfair providing better connections to Hyde Park and Green Park.
- (j) Provide public realm enhancements and new public art along the Tyburn Retail Opportunity Frontage to establish it as a unified route.
- (k) Increase the number of public toilets.

PR5 The following public realm projects have been identified as supporting the policy objectives above and should be supported through s.106 and CIL receipts:

- (a) Oxford Street West project
- (b) West End Partnership's Bond Street enhancements
- (c) Publica's East Mayfair Public Realm – vision and strategy.

PR6 The projects outlined above should be read in conjunction with area-wide and character area policies within the rest of the Neighbourhood Plan, where further detail is provided on specific schemes. CIL priorities are set out in Chapter 7.

3.2 Green Spaces

Introduction

- 3.2.1 Mayfair contains several green spaces of great importance to the Area, and the City as a whole: Grosvenor Square, Berkeley Square, Mount Street Gardens, and Hanover Square. There are also new and emerging exciting areas of public realm, such as Brown Hart Gardens. Mayfair also contains several important private gardens which contribute to the public sense of space and tranquillity by breaking up the built environment.
- 3.2.2 Mayfair's Squares are some of the earliest and historically most important garden squares in the country. They largely define and determine the street plan, which radiates from Grosvenor Square, Hanover Square, and Berkeley Square. Whilst the size of the squares remains largely unchanged from their original layout, the planting, design and usage has changed very significantly.
- 3.2.3 The green spaces of Mayfair are one of its richest assets, cherished by residents, workers and visitors alike. These spaces perform several interrelated and vital functions. They are places for the local resident and working communities to rest and to reflect. They are places for nature to flourish. They introduce an atmosphere of tranquillity into areas of bustling importance. They afford opportunities for communities to hold events for the benefit of Mayfair. They themselves contain listed buildings, sculptures and fountains. They provide opportunities for sporadic public art. They still perform the purpose the original architects intended when laying Mayfair out; and they allow contemporary use to flourish.
- 3.2.4 There is clear and decisive protection for these green spaces, and their use, in both statute and in policy. Despite this protection, the Forum is clear that these green spaces could be greatly improved and enhanced, and that there is a need for greater protection from uses which might interrupt the public's enjoyment.

Legal Status

National Heritage Act 1983

- 3.2.5 The 1983 Act allows a register to be drawn up which contains gardens and other land of special historic interest.¹⁰¹ The main purpose of this register is to celebrate designed landscapes of note, and to encourage appropriate protection. By drawing attention to sites in this way, the register increases awareness of their value and encourages those who own them, or who otherwise have a role in their protection and their future, to treat these special places with due care. Registration is a material consideration in the planning process,

¹⁰¹ The ability to draw up a register of gardens was originally inserted in to the Historic Buildings and Ancient Monuments Act 1953 by the National Heritage Act 1983 (schedule 4 paragraph 10).

meaning that planning authorities must consider the impact of any proposed development on the landscapes' special character.¹⁰²

- 3.2.6 Grosvenor Square and Berkeley Square are both Grade II registered.¹⁰³

London Squares Preservation Act 1931

- 3.2.7 The 1931 Act authorises the use of protected squares for no purposes other than an ornamental garden, pleasure ground, or ground for play, rest or recreation. It is an offence to erect or place any building or other structure on or over any protected square, except where necessary in connection with the authorised use.¹⁰⁴ An injunction can be applied for to protect the squares from any apprehended breach.¹⁰⁵ In the case of Mayfair, it is WCC's responsibility to enforce the provisions of the 1931 Act.¹⁰⁶

- 3.2.8 Berkeley Square and Hanover Square are both protected by the 1931 Act.¹⁰⁷ Grosvenor Square was protected by the 1931 Act until 1946¹⁰⁸.

Planning (Listed Buildings and Conservation Areas) Act 1990

- 3.2.9 All of Mayfair's green spaces fall within the Mayfair Conservation Area. They are specifically referred to as contributing to the conservation area, both in terms of heritage, layout, and amenity, within the conservation area character appraisal.¹⁰⁹ Any proposal must therefore preserve or enhance the conservation area.¹¹⁰

- 3.2.10 Many of the squares contain listed structures within them. There is similar protection (as with conservation areas) conferred on the setting of the listed structures, which will, in those cases, include the squares themselves.¹¹¹

- 3.2.11 Brown Hart Gardens is listed as a Grade II structure and one of a very rare number of "roof gardens" to be so designated.

Tree protection

- 3.2.12 All trees in Mayfair are protected trees,¹¹² and they are the subject of local guidance on their protection and enhancement, having regard to their positive impact on townscape, amenity, biodiversity and historic character.¹¹³

¹⁰² See Historic England website, "Registered Parks and Gardens".

¹⁰³ List entry numbers 1000807 and 1000516 of Historic England's Register of Historic Parks and Gardens.

¹⁰⁴ 1931 Act s.3.

¹⁰⁵ *Ibid* s.3(10).

¹⁰⁶ *Ibid* s.3(11).

¹⁰⁷ *Ibid* Schedule 1.

¹⁰⁸ Roosevelt Memorial Act 1946 s.2(2).

¹⁰⁹ Although the character area appraisal incorrectly identifies "none" as being protected by the 1931 Act.

¹¹⁰ Listed Buildings Act s.72(1), and see in more detail chapter 2.3 above.

¹¹¹ Listed Buildings Act, s.66(1), and see in more detail chapter 2.3 above.

Policy Status

3.2.13 Policy protection for green spaces in Mayfair is currently contained in:

- (a) the adopted development plan:
 - (i) the London Plan, and
 - (ii) the City Plan
- (b) the NPPF
- (c) supplementary planning guidance:
 - (i) City of Westminster Open Space Strategy SPD 2007
 - (ii) Historic Parks and Gardens 1996, and
- (d) emerging policy:
 - (i) Open Space and Green Infrastructure, WCC Booklet 10, July 2014
 - (ii) Planning and Pollution Control, WCC Booklet 11, July 2014
 - (iii) Public Realm and Advertisements, WCC Booklet 12, July 2014.

The Development Plan

3.2.14 The London Plan seeks to make London a place which "delights the senses" by, amongst other things, making the most of and extending its wealth of open and green spaces and natural environment, realising its potential for improving Londoners' health, welfare and development.¹¹⁴ Part of that extension is to be in the CAZ.¹¹⁵

3.2.15 The London Plan acknowledges that communities now have the possibility of identifying smaller-scale green spaces of particular local significance through local and neighbourhood plans for special protection. These are to be designated Local Green Spaces and the policy applying to them will be consistent with Green Belt policy.¹¹⁶ There is high protection given to existing open space¹¹⁷, trees¹¹⁸, and the Mayor has established policy for a network of

¹¹² Within the meaning of the 1990 Act – by dint of the land being inside the Mayfair Conservation Area (s.211(2)) – unless individually the subject of their own Tree Preservation Order.

¹¹³ 'Trees and the Public Realm – a tree strategy for Westminster' (WCC 2011).

¹¹⁴ LP policy 7.2.

¹¹⁵ LP para 7.17.

¹¹⁶ LP paras 7.6A and 7.58A.

¹¹⁷ LP policy 7.18.

¹¹⁸ LP policy 7.21.

green infrastructure, so that green spaces in London are protected, expanded, and managed.¹¹⁹

3.2.16 The City Plan refers to green space in Mayfair as being under "pressure"¹²⁰, and as being in an area deficient in publicly accessible play space and deficient in open space considered suitable for informal play¹²¹. To address this, the City Plan seeks to "protect and enhance" the green spaces in Mayfair.¹²² It is essential to resist the loss of even the smallest open spaces.¹²³

3.2.17 Certain sites are also specified as "Sites of Importance for Nature Conservation" (SINC). These are to be protected and enhanced, and any proposals, whether temporary and permanent, will need to demonstrate that they do not have a detrimental impact on the habitats or populations supported in these sites. SINCS will be protected and managed for their ecological value as the priority.¹²⁴

NPPF

3.2.18 The NPPF seeks to protect existing open space. Such land should not be built on, unless:

- (a) an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- (b) the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- (c) the development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.¹²⁵

3.2.19 Local communities through neighbourhood plans are able to designate green areas as Local Green Space¹²⁶, a designation which in effect will apply the most restrictive green belt policy to it.¹²⁷ Where such a designation has been made, only very special circumstances will justify a departure from the space's protection.¹²⁸ Local Green Spaces should only be designated in specified circumstances¹²⁹ - all of which are met in the case of Mayfair's green spaces.

¹¹⁹ LP policy 2.18.

¹²⁰ CP para 5.53.

¹²¹ CP figure 47, p.135.

¹²² CP policy S35.

¹²³ CP policy S35 and reasoned justification p.136.

¹²⁴ CP policy S36.

¹²⁵ NPPF 74.

¹²⁶ NPPF 76.

¹²⁷ NPPF 78.

¹²⁸ NPPF 87.

¹²⁹ NPPF 77.

3.2.20 As heritage assets, the NPPF also deals with the protection of heritage green space from harm and destruction. Due to their irreplaceability, any harm or loss to a heritage green space should require clear and convincing justification. Substantial harm to or loss of a Grade II listed park or garden should be exceptional.¹³⁰ In cases of substantial harm, the proposal should be refused¹³¹; where less than substantial harm will be caused, the harm should be weighed against the public benefits of the proposal.¹³²

Supplementary guidance

3.2.21 WCC have set a strategy of protecting green space, enhancing quality and attractiveness, improving access, and working with communities to achieve the aims of the overall strategy¹³³. Some of the ways to achieve this will be seeking appropriate contributions and provision through 106 agreements, planning briefs and area action plans.¹³⁴

Emerging policy

3.2.22 Emerging policy increases protection and focus on green spaces in Mayfair. Policy S35 of the City Plan will no longer just refer to "[p]rotecting all open spaces", but in addition to "[p]rotecting and enhancing all open spaces", their quality, heritage and ecological value, tranquillity and amenity.¹³⁵ Development will "not be permitted" in these locations apart from in very regularised circumstances¹³⁶.

3.2.23 Disturbances caused by development which affect the tranquillity of open spaces will not be permitted. The relative tranquillity of the open space and any adverse impact on the soundscape will be key considerations when determining applications, to be weighed against the functions of the open space and benefits of the development or temporary event.¹³⁷

3.2.24 Of particular concern to the Forum, the emerging WCC policy however goes on to describe the management of temporary events in the public realm. According to new strategic policy Emerging Policy S18A, they will be supported.

*Where they are beneficial to the city, its people and enterprises and, individually or cumulatively, do not have unacceptable impacts on Westminster's streets, spaces, residents or businesses. Events must be organised in ways that minimise the impact on the amenity of residents, businesses and others and the quality of the public realm maintained.*¹³⁸

¹³⁰ NPPF 132.

¹³¹ NPPF 133.

¹³² NPPF 134.

¹³³ 'City of Westminster Open Space Strategy' (WCC February 2007).

¹³⁴ Ibid pp.26-7.

¹³⁵ Booklet 10, p.10.

¹³⁶ Booklet 10, draft policy CM35.2, p.12.

¹³⁷ Booklet 11, draft policy CM32.4, p.21.

¹³⁸ Booklet 12, draft policy S18A, p.17.

3.2.25 The Forum does not support this emerging policy.

Existing Conditions

Grosvenor Square

3.2.26 Grosvenor Square is currently in a good condition, but, with the prospect of a change in control of the management of the Square, there is the opportunity for greater improvement. It hosts the annual "Summer in the Square" event, held by Grosvenor. At all other times it is open to the public for use.

3.2.27 There are three listed structures in the Square: the Eagle Squadron Memorial (Grade II)¹³⁹; Statue of President Roosevelt (Grade II)¹⁴⁰; and the Police Public Call Box to the north east of the square (Grade II)¹⁴¹. A number of the surrounding properties facing the square are also listed, including most notably the United States of America Embassy¹⁴² on the west side.

3.2.28 The surrounding traffic arrangements require attention – it is not straightforward to access the square, particularly in the two eastern corners.

Berkeley Square

3.2.29 Berkeley Square is in mixed condition.

3.2.30 There are two listed buildings, both of which are in need of repair and restoration: the Statue of Woman of Samaria (Grade II)¹⁴³ in the south of the Square; and the former Pump House in the centre (Grade II)¹⁴⁴. The Square is surrounded by a large number of listed buildings which face on to it.

3.2.31 The Square is currently circumnavigated by busy traffic running clockwise. It is hard to access the square on foot, and often the pedestrian access points are in the wrong places when wanting to cross the roads, particularly on the east of the square. There is an opportunity to pedestrianize parts of the periphery of the square, and for two way traffic in other areas. This will enable fantastic pedestrian public realm improvements, and enhance accessibility. For instance Bruton Place is at best convoluted to access if you are walking from the west side of the square.

3.2.32 The quality of the walkways and grass in the square often need attention. It has quite a scruffy appearance.

¹³⁹ Historic England list entry number 1430215.

¹⁴⁰ Historic England list entry number 1066737.

¹⁴¹ Historic England list entry number 1237489.

¹⁴² Historic England list entry number 1393496.

¹⁴³ Historic England list entry number 1066430.

¹⁴⁴ Historic England list entry number 1357211.

3.2.33 Berkeley Square is the Mayfair square most affected by the introduction of commercial events. There are currently planning permissions for the annual Glamour Awards and London Real Estate Forum in June and the LAPADA and PAD art and antiques fairs in September and October. Both of these have been granted in perpetuity with conditions that dates for the 2017 events and future years have to be agreed with WCC.¹⁴⁵

[Text Box:

Child's Play

As one 5 year old was recently overheard to say in Berkeley Square: "it's awful that the Council thinks it's ok to take away what little park space there is for kids and families to enjoy. Surely kids should be entitled to run around near their homes?"

3.2.34 Both events involve the erection of fixed structure marquees over the northern half of the square which in 2016 covered and rested upon the northern part of the Grade II listed pump house and shelter in the centre of the square.

3.2.35 The events cause substantial disruption to the public's enjoyment of the square with poor levels of remediation, particularly the condition of the grass in the winter months. There is an apparent failure of the commercial events to restore the square after the events have finished.

Hanover Square

3.2.36 Hanover square will see great change following the new public realm improvements in advance of the opening of Crossrail in 2018.

Mount Street Gardens

3.2.37 These gardens are an oasis of peace and tranquillity hidden away from the main streets. They have an enjoyable liveliness with the school and are often used as an informal play and recreation space.

3.2.38 Mount Street Gardens is a Site of Importance for Nature Conservation of Local Importance.

Relevant Objectives

3.2.39 The following objectives, with their 2015 consultation responses, are most relevant to the Squares and gardens:

OB8 – Support, enhance and grow cultural assets

88% agree, 3% disagree, 9% no opinion

¹⁴⁵ See WCC planning permissions reference 16/00870/FUL and 16/01776/FUL.

OB12 – improve amenity in public squares by reducing commercial events, facilitating cultural and community activities and increasing public access and usability.

74% agree, 11% disagree, 15% no opinion

OB13 – improve pedestrian access to the squares

81% agree, 6% disagree, 13% no opinion

3.2.40 The following policy ideas were developed, with their 2016 feedback responses:

S1: Protect the squares as areas for public enjoyment and relaxation

[insert bar chart]

S2: Encourage the use of the squares for community activities

[insert bar chart]

S3: reduce the number of days given to commercial events

[insert bar chart]

S4: permit commercial events only where a minimum of 75% of the square remains free for public use

[insert bar chart]

S5: require all commercial events to submit an event management plan detailing how the square will be protected and any damage (eg to grass) remediated

[insert bar chart]

S6: require a percentage of the profit from any commercial event to be invested into the improvement of the square (to be directed by the Mayfair Neighbourhood Forum)

[insert bar chart]

3.2.41 S1, S2, S5 and S6 all have wide support. S3 and S4 are equivocal.

[MH - potential new enhancements section – new public art, and new monuments as per WCC monuments policy?]

GS: Mayfair's Green Spaces

Strategic

GS1 Grosvenor Square, Berkeley Square, Hanover Square, and Mount Street Gardens are Local Green Spaces.

GS2 Local community use of all green spaces in Mayfair is encouraged, and will in principle be promoted by the Forum and WCC.

GS3 Proposals which enhance Mayfair's green space as places to play, rest, or for recreation will be supported.

Development Control

GS4 Income generating events, such as those currently held in Berkeley Square, will be resisted, unless the events:

- (a) Demonstrate in advance that:**
 - (i) there is no adverse impact whatsoever on local amenity in terms of noise, pollution, visual amenity, parking, and accessibility to the green space,**
 - (ii) the buildings or structures to accommodate the events are of the highest architectural and physical standard that can be expected for such temporary structures,**
 - (iii) the events will only be held in months of the year where public use of the green spaces is most limited – in other words from October – March,**
 - (iv) the cumulative total of days during which parts of the green spaces are inaccessible to the public due to the construction, occupancy, and then dismantling of the structures in question, are both kept to the shortest length of time reasonably necessary, and in any event do not exceed 28 days in any calendar year, and**
 - (v) the event will be open to the public;**
- (b) Comply with the requirements in (a) above;**
- (c) Remediate the green spaces as part of the dismantling of the structures, so that all damage to any aspect of the green space is repaired immediately, and the green space is otherwise in the condition pertaining immediately prior to the event taking place; and**
- (d) Cross-subsidise (from income received from the event) further enhancements to the green spaces over and above the required remediation in (c), for example by reserving funds to make improvements to listed structures in the green spaces, and otherwise to make public realm enhancements required by this Plan.**

GS5 Enhancements to the public realm around Mayfair's green space will be supported. In particular (but not exclusively) the following measures are supported:

- (a) pedestrianizing parts of the periphery of Berkeley Square to increase the amount of space available to pedestrians, and to enhance way finding across and through the Square,**
- (b) improving pedestrian crossings to and from all squares, both in number, quality, and positioning, in all places,**
- (c) making pavements and other movements and routes around squares more legible, and**
- (d) introducing oases in newly enhanced public realm areas, including more seating, planting, and public art.**

GS7 Any development (whether building operation or material change of use) proposed to or within buildings which front onto Mayfair's squares and gardens will pay special attention and regard to the preservation and enhancement of the green space in question and its character (both in terms of physical enhancement to the green space, and in terms of the design and scale of the development), and will be supported where enhancement is achieved.

3.3 **Greening**

DRAFT

4. ENHANCING EXPERIENCE

Where everything works

Everything you need

4.1 Retail

Introduction

4.1.1 Mayfair is recognised the world over for its shopping. The Forum celebrates that. Many of the policies which follow in this chapter look at enhancing that provision still further. Having regard to expected levels of retail growth in the area, we direct new retail opportunities to areas within Mayfair which the Forum consider are appropriate.

4.1.2 Mayfair is also home to a residential population who rely on local amenity shopping in daily life. People who work in Mayfair also to a certain degree rely on amenity shopping. The Forum celebrates this too. It is an essential part of creating a sustainable community - enhancing Mayfair as a place to live, as well as a place to visit. Some of the policies in this chapter are directed at that sort of retail provision.

4.1.3 Two of the consulted upon objectives focused on the retail provision within Mayfair and addressed the two differing types of retail:

OB4: Support and enhance Mayfair as London's leading destination for high quality retail, art galleries, restaurants and hotels.

OB5: Recognise the importance and value of Mayfair's local amenity shops and support and maintain their presence.

4.1.4 The Forum recognises the importance of both of these types of retail to the character of the area, particularly amenity retail. The particular importance of this was highlighted during the 2015 consultation. OB4 received 84% support, and OB5 received 90% support, making it one of the top-5 supported objectives. The level of support received from residents and workers in relation to both of these objectives was comparable.

4.1.5 These overarching retail objectives were refined to relate to the different character areas during the 2016 Consultation, where the following policy recommendations were consulted upon:

WM2: Small residential amenity shops should be encouraged in West Mayfair

WM3: Loss of amenity retail in West Mayfair will not be permitted unless it can be demonstrated that there is insufficient demand for such amenity retail provisions and/or similar provision is made elsewhere in West Mayfair.

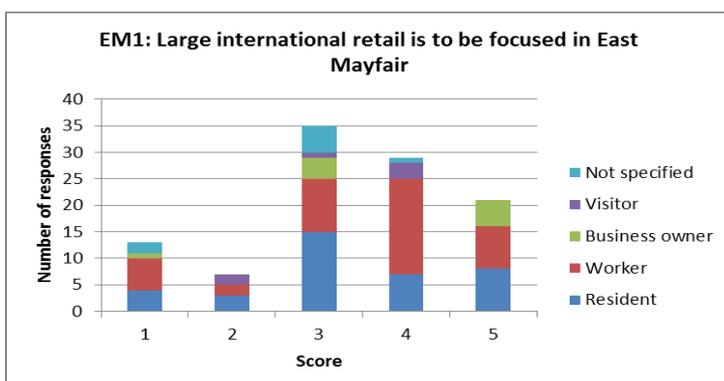
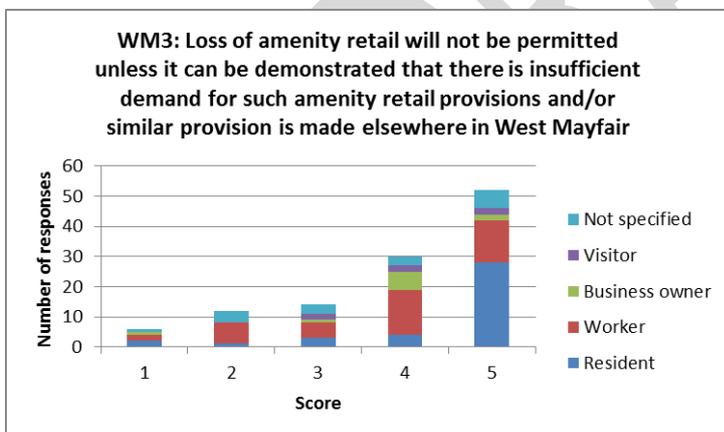
EM1: Large international retail is to be focused in East Mayfair.

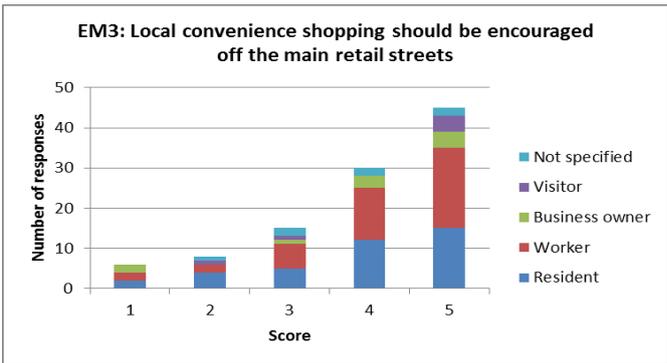
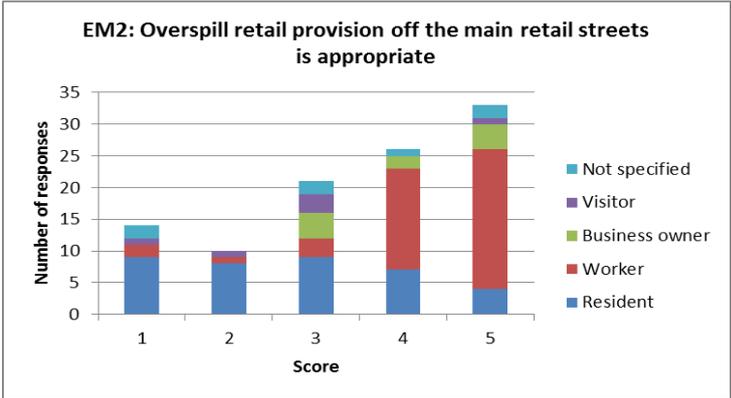
EM2: Overspill retail provision off the main retail streets is appropriate in East Mayfair.

EM3: Local convenience shopping should be encouraged off the main retail streets in East Mayfair.

SM2: Protect existing retail uses to ensure that sufficient local convenience shopping is maintained to provide for the day to day needs of people in the area

4.1.6 Whilst all of the above policy recommendations were generally supported, the importance of local amenity and convenience shopping was again demonstrated by the high level of support received in relation to policy recommendations WM2, WM3 and EM3.





4.1.7 The policies that follow are split into three broad areas:

- (a) Securing world class retail for the long term, including the encouragement of new retail in the area, the direction of new retail opportunity locations, and the districts in Mayfair where specialist retailers deserve particular designation and support;
- (b) Securing a world class environment to support retail, including addressing issues concerning the public realm in and around retail areas, designating specific locations for oases to recuperate close to the international shopping streets, and addressing the need for public convenience in and around the retail locations; and
- (c) Maximising the positive impact of retail on the area, including shopfronts, servicing, and supporting bespoke and creative retail functions.

4.1.8 The retail frontages map (appendix ii) identifies existing main retail locations within Mayfair, including:

- (a) West End Retail Frontage – the internationally acclaimed Oxford Street, Regent Street, Bond Street, and surrounds, comprising amongst other things famous established luxury anchor shops such as Selfridges, and Liberty;
- (b) Mayfair Shopping Frontage – still containing internationally famous brands, but with a smaller scale, boutique feel, such as Mount Street, and South and North Audley Street;

- (c) Tertiary Shopping Frontage – being existing retail provision which supports the more important retail functions, and also supports the local community, such as within Shepherd Market; and
- (d) Savile Row, synonymous with bespoke tailoring, and the subject of its own WCC designated special policy area.

4.1.9 The purpose of the maps' frontage designation is to identify ground floor uses, although in places the retail expands to basement, and, in the case of the West End Retail Frontage, upper floors.

Securing world class retail for the long term

Policy R1: Retail Encouragement and Direction

4.1.10 Retail is already enthusiastically encouraged anywhere in Mayfair.¹⁴⁶

4.1.11 As well as its large international retail offer, centred around Oxford Street, Regent Street, and Bond Street ("large-scale retail"), Mayfair makes an individual contribution to the Core CAZ through its secondary retail offer, or "Mayfair Shopping Frontage". These are characterised by smaller-scale retail units and are predominantly occupied by high-end and luxury retailers ("small-scale retail"). Whilst supporting London's world renowned shopping status, it would not be appropriate for large retail floorplates to be located here. The Forum considers that the location of these retail units is unique and special to Mayfair and is something which should be encouraged and protected.

4.1.12 Whilst Mayfair, and particularly the Mayfair Shopping Frontages are identified as being key in terms of Core CAZ functions and contribute to the special character and nature of Mayfair, these retail offerings should not be encouraged at the cost of local amenity shops which support the residential community within Mayfair.

4.1.13 No "local shopping centres" are identified by the City Plan within the Area. Whilst the usual "Town Centre" designations are not appropriate within the Core CAZ, there are still pockets of shopping frontages within Mayfair which service the needs of local workers and residents – for instance a newsagent, pharmacy, stationers, hairdressers ("local convenience retail").

4.1.14 The needs of the local population also needs to be maintained, managed and enhanced¹⁴⁷. As well as providing for the day-to-day needs of people in the area, local shops encourage people to walk and provide opportunities for social interaction. People who are less mobile are particularly dependant on local shops and services.¹⁴⁸

¹⁴⁶ CP policy S6 and S7, and see chapters 2.1 and 2.2 above.

¹⁴⁷ LP policy 4.8

¹⁴⁸ CP policy S21.

Policy R1 Retail encouragement and direction

Strategic

R1.1 Within the West End Retail Frontage, large-scale retail development is encouraged and supported in accordance with City Plan policies S6 and S21.

Development Control

R1.2 Within Mayfair Shopping Frontages:

a) A1 retail development appropriate to the character of this frontage is encouraged.

b) The loss of A1 retail units will be resisted, except where:

i. It can be demonstrated that the unit is no longer viable, as demonstrated by at least 12 month's vacancy despite reasonable attempts to let; or

ii. It can be demonstrated that re-provision is to be made within the same or a nearby Mayfair Shopping Frontage; or

iii. The proposed use is for either a non-A1 retail use or an A3 café or A3 restaurant use or a mix of those uses and is considered appropriate in terms of scale, character and location and supports the main shopping function of the Mayfair Shopping Frontage.

R1.3 Within Tertiary Shopping Frontages:

a) The loss of A1 "local convenience retail" uses will be resisted, except where:

i. it can be demonstrated that the unit is no longer viable, as demonstrated by at least 12 months' vacancy despite reasonable attempts to let;

ii. It can be demonstrated that re-provision is to be made within the same or a nearby Tertiary Shopping Frontage; or

iii. where the proposal would not be detrimental to the character and function of the Tertiary Shopping Frontage, or to the vitality or viability of the Tertiary Shopping Frontage.

b) Proposals for non "local convenience retail" must not cause or intensify an existing over-concentration of A3 and entertainment uses within a street or area.

R1.4 Stand-alone "local convenience retail" is encouraged within other areas falling outside of West End Retail Frontages, Mayfair Shopping Frontages or Tertiary Shopping Frontages provided that such a use would not:

- (a) be to the detriment of the overall use of a street or area,**
- (b) be harmful to the character of the vicinity - in terms of scale and appearance, or**
- (c) have a harmful impact upon any adjacent residential amenity.**

R1.5 Stand-alone retail 'huts' such as exist along Oxford Street are not supported. Development which provides greater density at the expense of these huts is supported.

Policy R2: Retail Opportunity Frontage

- 4.1.15 As well as supporting, endorsing, and enhancing the encouragement afforded by local and regional policy, the Forum is identifying¹⁴⁹ a new retail frontage for future growth and enhancement to accommodate the likely growth of retail in the plan period. This will ultimately become part of the Mayfair Retail Frontage.
- 4.1.16 Whilst the City Plan considers that typical "town centre" models are irrelevant within Mayfair and retail should be encouraged anywhere,¹⁵⁰ smaller areas, such as Covent Garden Market, South Molton Street and Carnaby Street are retail destinations in their own right. Additionally, Shepherd Market and South Audley Street/Mount Street are identified within the City Plan as "other shopping frontages" - distinct shopping areas which contribute to Westminster's unique and varied world class retail offer. The Forum considers that there are additional areas within Mayfair which could also seek to perform this function within Mayfair, as well as the Core CAZ.
- 4.1.17 The Tyburn is an ancient stream which runs through Mayfair, originally starting at South Hampstead and meeting the River Thames by Whitehall Stairs. Within Mayfair, the Tyburn runs underneath South Molton Street, Avery Row, Bourdon Street, Bruton Lane, Lansdowne Row, the top of Curzon Street, and Half Moon Street. Part of the Tyburn can still be seen within the basement of Grays Antique Centre on Davies Street. This river is a historic and important feature of Mayfair, one which the Forum considers could be the inspiration for a new retail route through Mayfair, drawing attention to the interesting streetscape that this route has created, as it meets the planned streets of the great estates in Mayfair.
- 4.1.18 The proposed route has been mapped on the retail frontages map. We are seeking to transform what in parts are back streets into a place: a retail-lined pedestrianized street with active ground floor frontages and intimate spaces. Road crossings will be marked to ensure the route is maintained, and a public realm strategy will be developed to enhance and unify the whole.
- 4.1.19 In places, the route is already well provided with retail, such as within the area called "The Lanes of Mayfair" - South Molton Street, Avery Row, and around. The proposed route also

¹⁴⁹ See the language of LP policy 2.11.

¹⁵⁰ CP policy S6.

contains streets which, at present, are underutilised, comprise backs of buildings and which could be brought to life by encouraging retail-led development with a unified route, with a mix of complementary uses. Bruton Lane is most obvious in this category, and, as well as being an opportunity for new shops to open up, this might be a suitable location for shop stalls and a farmer's market. Curzon Street has some activity, which could be enhanced in the long-term by positive policies to encourage retail in this alignment taking people from the new Bond Street West Crossrail Station south through Mayfair, and then to the west towards Hyde Park. There is currently a physical block to the route by way of a building on Bruton Place.

Policy R2 Tyburn Retail Frontage

Strategic

R2.1 Retail will be encouraged within the Tyburn Retail Opportunity Frontage.

Development Control

R2.2 The Tyburn Retail Opportunity Frontage when activated should be considered as a Mayfair Shopping Frontage for the purposes of policy R1.

R2.3 Proposals to enhance the public realm along the alignment of the Tyburn Retail Opportunity Frontage will demonstrate compliance with a holistic strategy for the route (as encouraged by policy PR1).

Policy R3: Special Policy Areas

4.1.20 Within the City Plan, Savile Row is identified as a Special Policy Area to which special policy protection for tailoring applies. The Forum considers this to be particularly important recognising its special status as the internationally renowned home of the finest menswear tailoring in the world, playing an important role in Britain's status as a leader in creativity and fashion and where the continued existence of the unique cluster of tailoring workshops enables the Savile Row Bespoke Association to train through its apprenticeship scheme.¹⁵¹

4.1.21 Emerging proposals to enhance protection within Savile Row, and to designate a new "Mayfair" Special Policy Area have recently been examined, and are awaiting adoption by WCC. The Mayfair Special Policy Area is identified as an area containing art galleries, antiques traders and niche retail. The proposed Mayfair Special Policy Area will cover an area reaching from Piccadilly up to Grosvenor Street encompassing the Royal Academy, Burlington Gardens, Cork Street, Clifford Street, Albemarle Street, Dover Street, Grafton Street, the east side of Berkeley Street and the area between Bruton Place and Bruton Street.

4.1.22 Under the emerging City Plan revisions:

¹⁵¹ Through which 62 apprentices have successfully passed since 2007.

- (a) The protection for tailoring in Savile Row will be enhanced. There is encouragement for more tailoring, and protection from its loss; there is particular protection against a move to general A1 retail unless certain criteria are met; and the general mixed use policy dealing with office and residential uses does not apply in the area.
- (b) Art galleries, antiques traders and niche retail will be protected and encouraged in the "Mayfair" SPA area.

4.1.23 During consultation for this Plan, the specialist uses of these special retail areas were identified as uses which should be reinforced further than the proposed WCC policy currently proposes. At present, the Forum considers that the uses are not adequately protected, although it is acknowledged that there are more robust emerging policies being brought forward.

4.1.24 We therefore set out below the draft text of the special policy area wording for Mayfair and Savile Row. Until such time as the SPAs are incorporated into the City Plan, these policies will perform that function. As and when the SPAs are incorporated, the Neighbourhood Plan text will revert to that underneath.

R3: Special Policy Areas (pre SPA incorporation into City Plan)

Mayfair Special Policy Area

1. Development in the Mayfair Special Policy Area will support and enhance its international reputation as a centre for the art trade, complemented primarily by other commercial uses.

2. Existing art galleries and antiques trader uses will be protected. WCC will generally seek the re-provision of existing gallery or antique trader space, or space historically used for such purposes, as part of development proposals, to be secured by legal agreement.

3. New art galleries are encouraged and will be secured by legal or s.106 agreement where appropriate.

4. New retail uses should be in keeping with the character and function of the street or area in which they are located, and where appropriate should sell items or offer services falling in the following categories:

- a) Bespoke**
- b) Unique or one of a kind**
- c) Antique**
- d) Limited edition**

5. The city council will work with landowners to protect and promote clusters of specialist retailers in Mayfair.

6. New residential use is not generally appropriate within the Special Policy Area and should be subordinate to the provision of more complementary commercial uses, including offices. The requirement for residential from office floorspace as set out in City Plan policy S1 sections (B) and (C) does not apply in the Special Policy Area.

Savile Row Special Policy Area

1. Development in the Savile Row Special Policy Area will complement and enhance its role as an international centre of excellence for bespoke tailoring.

2. Existing bespoke tailoring uses will be protected.

3. New bespoke tailoring will be allowed, particularly at basement and ground floor levels, and will be secured by legal agreements.

4. New A1 retail will only be permitted at ground, lower ground floor and first floor levels, subject to the following criteria, to be secured by legal agreement where appropriate:

a) no bespoke tailoring uses being lost;

b) each retail unit being no larger than 300 sqm gross;

c) the retail use should sell bespoke, unique, limited edition or one of a kind products; and

d) the retail function should be complementary to the character and function of the Special Policy Area.

5. Land use swaps will only be acceptable within the Special Policy Area where the other criteria within this policy are met, and where:

a) there is no net loss of bespoke tailoring floorspace, outside of necessary minor alterations to facilitate the land use swap; and

b) the accommodation offered provides higher quality or larger bespoke tailoring space.

6. New residential use is not generally appropriate within the Special Policy Area and should be subordinate to the provision of more complementary commercial uses, including offices. The requirement for residential from office floorspace as set out in City Plan policy S1 sections (B) and (C) does not apply in the Special Policy Area.

R3: Special Policy Areas (post SPA incorporation into City Plan)

Mayfair Special Policy Area

1. Significant weight should be given to the Mayfair SPA policies¹⁵² in the City Plan.

2. High quality retail, as manifested by quality of shopfronts, brand, and offer to the surrounding area, will always be encouraged in accordance with the Policy S6 of the City Plan.

¹⁵² As currently drafted – see the full text above.

Savile Row Special Policy Area

1. Significant weight should be given to the Savile Row SPA policies¹⁵³ in the City Plan.
2. All applications in the vicinity of Savile Row will pay due regard to the special character and appearance of Savile Row, and its predominant use for bespoke tailoring. Where any negative impact is associated with such a proposed development, developments, to be accepted, will either compensate for that impact in financial contribution to Savile Row public realm projects, or bespoke tailoring activities.

Securing a world class environment to support retail

Policy R4: Retail Public Realm Improvements

- 4.1.25 In order to enhance and support the continued success of the international retail in Mayfair, particular focus is needed on public realm in and around the retail frontages.¹⁵⁴
- 4.1.26 The WESRPA makes specific policy provision for improvement to pedestrian environment and improved public realm and access, including:
- ***Improved pedestrian environment*** to manage the significant pedestrian flows and address the adverse impacts of pedestrian congestion in the Primary Shopping Frontages
 - ***Improved public transport provision*** and access to it, including Crossrail stations at Tottenham Court Road and Bond Street
 - ***Improved linkages to and from surrounding retail areas and visitor attractions***
- 4.1.27 Given that retail is appropriate anywhere in Mayfair¹⁵⁵, and we have identified many other frontages within Mayfair where retail thrives and should be enhanced, the three WESRPA bullet points cited above should be applicable throughout Mayfair to support the importance of existing and emerging retail areas.
- 4.1.28 Policy PR1 already addresses public realm improvements and initiatives across Mayfair, and in part specifically relates to proposals around retail frontages.
- 4.1.29 The Forum considers that all new development which would have any increase upon the number of pedestrians already using the Primary Shopping Frontages, should demonstrate how the public realm is to be improved ultimately to an exceptional standard to mitigate the effect of any such increase.¹⁵⁶

¹⁵³ As currently drafted – see the full text above.

¹⁵⁴ CP policy S6.

¹⁵⁵ CP policy S6.

¹⁵⁶ Cf CP policy S7 third bullet.

4.1.30 Rightly, much focus is on the West End Retail Frontages – partly through their designation within the WESRPA. Whilst the City Plan identifies that public realm improvements around the Primary Shopping Frontages located in East Mayfair are required in order to support the function of these areas, no specific plans or projects are identified.

4.1.31 The Forum has consulted with major stakeholders within the East Mayfair area (including large land owners and Transport for London) and has identified proposals which achieve the priorities set out in City Plan policy S7. These include many already referred to in Chapter 3.1 above¹⁵⁷.

4.1.32 In particular,

- a) The West End Partnership's proposals which seek to ensure increased investment in public spaces, homes, offices, shopping and leisure needed to secure the West End's success, and to provide an improved quality of life to the very people that create the heart of this unique place¹⁵⁸.
- b) The Bond Street Development Plan which seeks to rejuvenate Bond Street, making it the best place in the world to enjoy luxury fashion, watches, jewellery and fine art, as well as being an interesting place to stroll¹⁵⁹.
- c) North East Mayfair Public Realm Study which highlights the projects being brought forward through third party schemes¹⁶⁰.

Policy R4 – Retail Public Realm Improvements

R4.1 All development proposed in East Mayfair will contribute to the following enhancements to the public realm in and around the West End Retail Frontages and Special Policy Areas:

- **Bond Street Development Plan**
- **North East Mayfair Public Realm Study**
- **West End Partnership Proposals**

R4.2 In particular, funding secured will be directed by the Forum and WCC towards the following initiatives which seek to implement the City Plan priorities within the East Mayfair area and which should be supported and encouraged:

- **2030 Vision - West End Partnership and Delivery Plan 2015 - 2030**

¹⁵⁷ See paragraph [3.1.13].

¹⁵⁸ 'The West End Delivery Plan 2015-2030'.

¹⁵⁹ Bond Street Development Plan consultation materials.

¹⁶⁰ Prepared by Urban Flow Transport Consultants.

- **Bond Street Enhancements**
- **East Mayfair Public Realm Vision**

R4.3 The improvement of the public realm around Mayfair Shopping Frontages and Tertiary Shopping Frontages will be encouraged and supported with the following priorities:

- a) Improved pedestrian environment to manage the pedestrian flows through the area, ensuring clear and unobstructed access within the shopping frontages and adjoining areas. And**
- b) Development and improvement of the existing public realm, including seating areas and appropriate street lighting and furniture.**

R4.4 These priorities will be achieved through any development proposed in these areas both themselves providing for physical improvements by condition or s.106 Agreement, and making a financial contribution towards that end, such contribution to be applied by WCC in accordance with the public realm improvement priorities in this Plan.

Policy R5: Oasis Areas

4.1.33 So called 'oasis areas' are areas in and around retail frontages which provide quiet places of rest and reflection for shoppers to "recharge". They could comprise seating areas, additional planting, wider pavements, and A3 café and restaurant uses (where appropriate in terms of scale and location), and are intended to support the main retail frontages as defined in this Plan.¹⁶¹

4.1.34 Mayfair contains several mews streets. Although of a wide range of use and activity, they tend to provide a quieter and peaceful environment away from bustling streets.

4.1.35 The Forum has identified specific Oasis area locations – as shown on plan [...].

Policy R5: Oasis Areas

The following are to be "Oasis Areas" which will support the retail frontages as defined by this Plan, as illustrated on plan [...]

- **Hanover Square**
- **Brown Hart Gardens**
- **Brooks Mews / Avery Row / Lancashire Court**
- **Dering Street**

¹⁶¹ CP policy S7 – but now applied to all retail frontages in this Plan.

- **Conduit Street / Mill Street**
- **Sedley Place**
- **South Molton Lane / Brook Street**
- **Clarges Mews**
- **Heddon Street**
- **Tenterden Street**
- **North Row/Balderton Street/Weighhouse Street**

Policy R6: Public Convenience

- 4.1.36 There is a lack of public convenience facilities within Mayfair. Public toilets are identified as a vital service for both Londoners and visitors to the city. Public toilets can support businesses in boosting customer footfall, giving people more confidence to move around the City and helping to keep London clean.¹⁶²
- 4.1.37 There is existing protection in the City Plan policies for public conveniences.¹⁶³ In response to local consultation, however, this policy does not go far enough to address the need for further facilities within Mayfair.
- 4.1.38 Emerging policy will require public toilets to be provided along with proposals for large retail developments, leisure and entertainment developments, tourist attractions, and transport interchanges.¹⁶⁴ Whilst this is a positive proposed step, Mayfair needs action now, and in more defined locations to support the aims and aspirations of the identified retail frontages.

Policy R6: Public Convenience

- R6.1 New large-scale retail uses in the West End Retail Frontage should provide safe, secure and publicly accessible toilets, unless it can be demonstrated to the Council's satisfaction that this would be impracticable.**
- R6.2 These should be accessible for all, with space for changing facilities for disabled people and baby changing and separate feeding, and clearly signposted.**
- R6.3 The loss of existing public toilets within existing retail floorspace will only be permitted where services are to be re-provided to a higher standard in the immediate vicinity.**

¹⁶² 'Public toilets in London – Update' (London Assembly, July 2011)

¹⁶³ CP policy S34. "Social and Community Facilities" is defined as including "public toilets".

¹⁶⁴ CM34.1 in WCC Booklet 7 "Social and Community Uses".

R6.4 All proposals in and around West End Retail Frontages and Mayfair Retail Frontages will contribute through s.106 Agreements and CIL to improvements to existing, and the provision of new accessible public toilets in Mayfair.

[need a plan identifying where the current ones are; which of the current ones need enhancement, and which are fine; and the sort of areas where we think new ones should go]

Maximising the positive impact of retail on the area

Policy R7: Ensuring high quality shopfronts

4.1.39 The shopfront contributes as much to the quality of the public realm in and around retail areas as the built form. It has the most visual impact, and therefore must be closely and carefully considered.

4.1.40 Due to the high quality retail frontages identified in this Plan, the quality of shopfronts in Mayfair are generally very high. The Forum wants to ensure however that this standard is enhanced still further, that new retail proposals are required to contribute to visual amenity by having high class shopfronts, and that sub-standard shopfronts are encouraged to improve.

4.1.41 Mayfair, perhaps of all the areas in Westminster, has "an underlying and subtle local distinctiveness", with "a particular air of refinement, which distinguishes it from other parts of the capital."¹⁶⁵ Shopfronts ought to respond to the character and appearance of Mayfair by paying special attention to the conservation area character appraisal in this Plan.¹⁶⁶ Shopfronts should respond to the building in which they are located, and the character and function of the wider retail frontage, as well as the characteristic elements of Mayfair as a whole. Emerging policy goes some way to highlighting architectural and heritage protection in shop fronts, but it is neither clear when this policy will come forward, nor precisely how this applies to Mayfair.¹⁶⁷

4.1.42 In light of the importance of shopfronts to Mayfair's role as an international retail area, it is considered that more detail should be added to help guide the design of new commercial development. The Forum therefore supports the preparation of shopfront guidance specific to the Area. Should the "Mayfair Shopfront Guidance" be implemented, any proposals for new shopfronts and shop signs will be expected to be in accordance with this.

4.1.43 The Mayfair Shopfront Guidance will recognise three distinct areas in Mayfair:

¹⁶⁵ 'Design Matters in Westminster' SPG (2001), p.6.

¹⁶⁶ See 'Shopfronts, Blinds and Signs - A Guide to their Design' SPG (1990) paragraph 2, and see further chapter 3.3.

¹⁶⁷ 'Design – Developing Westminster's City Plan' (WCC Booklet No.8), CM28.7.

- (a) The large retail shops and built form of the international retail thoroughfares on the periphery of Mayfair of Regent Street, Oxford Street, Park Lane, and Piccadilly.
- (b) Appropriate shop fronts in the other recognised international West End Retail Frontage of Bond Street. And
- (c) Appropriate shop fronts in Mayfair Shopping Frontages and Tertiary Shopping Frontages, and new shop fronts across the area.

4.1.43 The Guidance will also recommend that sides and backs of shops are activated where possible by high quality frontages in addition.

Policy R7: Shopfronts

R7.1 Well-designed improvements to existing shopfronts will be welcomed. Proposals for new shopfronts should be designed to be well proportioned and enhance the character of the building, the Shopping Frontage, and the conservation area within which it is located.

R7.2 Proposals for new or altered shopfronts should be prepared in accordance with the guidance and principles set out in the City Plan Shop Front SPG, the (as yet unpublished) Mayfair Shopfront Guidance, or any other appropriate good practice guidance.

R7.3 Shopfronts are expected to be of a high quality design and should demonstrate that they would enhance the character of the building and the surrounding streetscape. In order to achieve this, the following design features will be supported:

- **The protection of original architectural detail, and where appropriate its reinstatement;**
- **If lighting of a shopfront is proposed, this should be via individual lamps or high quality strip lighting;**

R7.4 The following design features will be resisted:

- **the installation of solid or perforated external shutters; and**
- **the use of plastic signage, unless there is demonstrably no harm to the character and appearance of the retail frontage, and the surrounding streetscape.**

Policy R8: Ensuring servicing and deliveries are managed in the most effective and least intrusive manner

4.1.44 The consultation exercises undertaken by the Forum gave a clear message that there is poor coordination of servicing and delivery vehicles in the area – particularly on the most important retail frontages such as Bond Street. We are therefore introducing policy to

encourage measures which will improve air quality and promote solutions which would reduce the need for vehicle movements.

4.1.45 Existing policy already seeks to ensure that freight servicing and deliveries should be managed in such a way that minimises adverse impacts, which may include provision for shared delivery arrangements and restrictions on types of vehicles¹⁶⁸. However, no specific measures or requirements have been identified.

4.1.46 The international importance of the existing retail in Mayfair, and the potential for exciting growth in retail, warrants a more directive approach.

4.1.47 [Might be worth proposing targets for vehicle reductions... are there studies available for this?]

4.1.48 This policy is applicable to retail, but equally so to commercial and large scale residential development (development comprising additional residential floorspace over existing built footprint).

Policy R8: Retail Servicing and Deliveries

R8.1 All new retail development, commercial development, and large scale residential development should demonstrate (through the provision of a delivery service plan with the application) how steps have been taken to provide improved waste and servicing arrangements in existing shopping frontages, including but not limited to how retail servicing is met by:

- a) **Consolidating waste and retail servicing within the shopping frontage or immediate area; and**
- b) **Provide for servicing by electric vehicles or, other zero carbon measures.**

R8.2 Existing retailers will have regard to the WCC and Forum policy to secure the consolidation of vehicle movements in Mayfair, and the Forum will ensure that targets [what might these be?] are met with returns being provided to WCC.

R8.3 New retail development, commercial development, and large scale residential development will have conditions imposed restricting servicing hours to times which do not impact on neighbouring uses in particular residential uses.

Policy R9: Supporting bespoke and creative retail by encouraging nearby craftsmen use

4.1.49 Part of what makes Mayfair's retail offer unique is the proximity of world-class specialist retailers to their supporting craftsmen: bespoke tailoring occurs above tailors' shops in Savile

¹⁶⁸ CP policy S42.

Row; picture framers and other "creative originals"¹⁶⁹ support the arts world, represented by the great auction houses, the Royal Academy, and smaller galleries, particularly in and around the special policy areas in Mayfair; book binding occurs alongside antiquarian book sellers; jewellery work occurs alongside the famous shops in Old Bond Street; to name but a few examples.

4.1.50 This close proximity brings great benefits: it increases the sustainability of the rightly famous specialist retail offerings in Mayfair; there is the potential to support desirable emerging young talent in the production associated with these specialist uses; it supports the vital function of art and culture in Mayfair; and, as Savile Row have demonstrated with their apprenticeship scheme, there is the potential for social transformation through providing creative learning and skills based training.

4.1.51 These are an important element of the strategic uses which are to be supported and encouraged in the Core CAZ, and a major element in the Westminster economy.¹⁷⁰

4.1.52 The obvious threat to the existence of these uses in close proximity to the specialist retailers is the rental market in Mayfair.

Policy R9: Creative Originals

Strategic

R9.1 Creative originals are essential to the success of Mayfair's art, culture, and specialist retail offer.

Development Control

R9.2 Proposals for new specialist retail in Mayfair will be encouraged where supported by accompanying supporting uses.

R9.3 Proposals which involve the loss of creative original floorspace will be resisted where there is an existing and active link with the specialist retail market in Mayfair and St James's, unless being replaced nearby.

¹⁶⁹ CP Glossary.

¹⁷⁰ "Creative Industries" – CP paras 3.24, 4.20, and 4.35.

4.2 Residential

Introduction

- 4.2.1 The residential scale of Mayfair's built form is a fundamental part of what makes Mayfair such a beautiful, peaceful and compelling place to live, work and visit. Even in those areas which have become important office and retail locations in their own right, the original residential buildings have been allowed to flourish. This is in stark contrast to other significant mixed use areas in London such as Holborn or the City.
- 4.2.2 West Mayfair is a sub-area within Mayfair notable for its retention of residential use as the predominant use. Whilst there remains a range of uses within it (its main complementary uses are office and retail), it is predominantly in residential use, if not on the ground floor then certainly on upper floors. It has a quieter and much less commercial feel than Central and East Mayfair. This comparative tranquillity is coming under increasing pressure given Mayfair's location in the Core CAZ and the additional challenges that the Night Tube and Crossrail will bring.
- 4.2.3 There are also residential units across Mayfair.
- 4.2.4 In adopted local and London wide policy, the existence of residential neighbourhoods within internationally important commercial areas is recognised as a matter of generality.¹⁷¹ Such a community is "intrinsic to the uniqueness and success" of the CAZ, and plays "a major role in defining the character of different parts of the CAZ".¹⁷² However there is no real existing policy differential for such an area: for instance, the Core Central Activities Zone policies simply washes over the whole of Mayfair.
- 4.2.5 With the exceptions of the local distributor roads of Brook Street, Grosvenor Street and Park Street and North Audley Street to the north of Mayfair and a number of local link routes, all other roads within Mayfair's borders are small local access roads. The intricate and narrow nature of the roads, particularly to the south of Mayfair, combined with the residential predominance of the area, means that it is essential that effective construction traffic management and residential amenity measures are secured for all development in West Mayfair.
- 4.2.6 The Forum is therefore specifically identifying West Mayfair as a predominantly residential neighbourhood, which, whilst complimenting and not compromising the strategic functions of the Core CAZ¹⁷³, nevertheless demands discrete protections for its important residential community, which is intrinsic to the essence of Mayfair.

¹⁷¹ LP paras 2.12A(a) and 2.57; CP policy S6 ("complementary residential"). See also chapter 2.1 above.

¹⁷² CP para 2.22.

¹⁷³ CP policy S6 and LP para 2.57.

4.2.7 More widely, residents across Mayfair have understandable concerns with the protection of their amenity – principally as a result of the night-time economy.

Objectives

4.2.8 The 2015 Consultation did not focus on specific character areas in relation to the objectives consulted upon. The policies that have been drafted to specifically relate to West Mayfair have however been borne out of the following objectives:

OB1: Reduce the number of empty homes in Mayfair.

OB2: Ensure a balanced range of housing in value and size in Mayfair, open to a broad range of incomes.

4.2.9 During consultation these objectives received lower levels of agreement than other objectives. Whilst OB1 received a high level of support (81%), OB2 received one of the lowest levels of support (72%), albeit still high.

4.2.10 The City Plan is seeking to address the range of housing available within Westminster¹⁷⁴ and it is not considered that this Plan can provide further detail on this.

4.2.11 Additionally, whilst objective OB1 was highly supported, it is an objective that does not strictly relate to land use and therefore little if anything can be done in planning policy.

4.2.12 However, having identified character areas within Mayfair, the Forum considers that West Mayfair is the most appropriate location where residential development should be encouraged and protected, and where office and other commercial uses may be less appropriate.

4.2.13 Throughout Mayfair, there is good reason to support residents, even where they have 'come to' the bustling environment already existing. A high quality of life for all Mayfair's communities, and a high quality environment for residents, workers and visitors alike remains an expression of what sustainable development in Mayfair should be.¹⁷⁵ Additionally, as Mayfair grows, it is important that the worst effects of development during construction, are managed, monitored and minimised.

4.2.14 On that basis, the following policy recommendations were proposed:

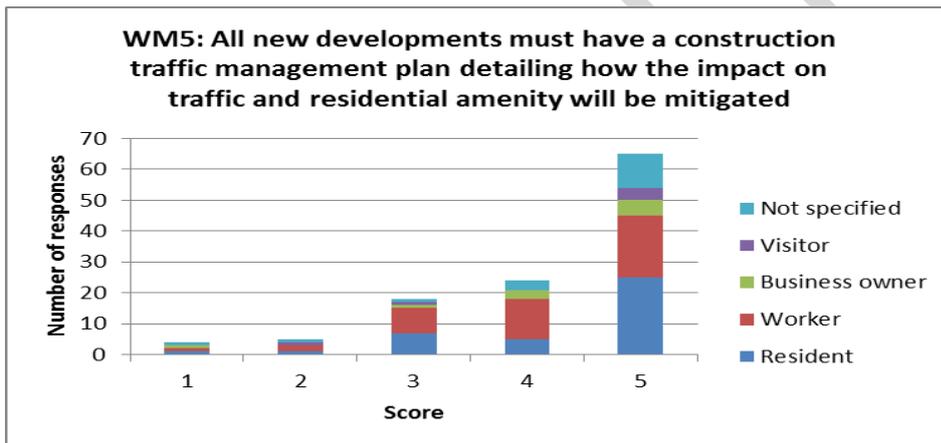
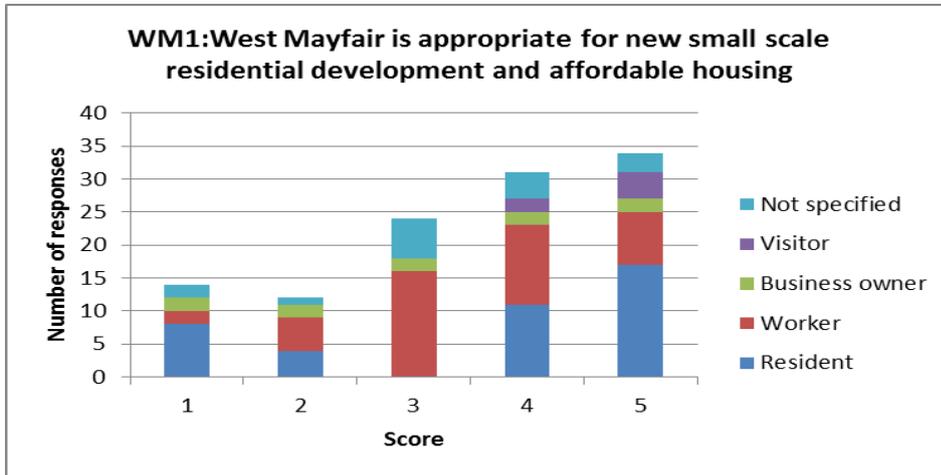
WM1: West Mayfair is appropriate for small scale new residential development and affordable housing.

¹⁷⁴ Emerging policy S14 of City Plan [where is it emerging?]

¹⁷⁵ WCC Spatial Vision – CP p.19.

WM5: All new developments in West Mayfair must have a construction traffic management plan detailing how the impact on traffic and residential amenity will be mitigated.

4.2.15 Both of these recommendations again were highly supported during the 2016 Consultation.



4.2.16 The policy protections are to be read alongside other policies in this Plan, but cover in particular:

- (a) Provision and protection of residential use in West Mayfair;
- (b) Complementary uses to the predominantly residential function of West Mayfair; and
- (c) Across Mayfair, protecting residential amenity, and managing construction effects.

Residential use in West Mayfair

4.2.17 The provision of residential use in Mayfair is already heavily prescribed in adopted policy.¹⁷⁶ The focus instead for the Forum is to ensure that residential use remains recognised, encouraged, and protected in West Mayfair, and to support its status as a complementary neighbourhood within the Core CAZ.¹⁷⁷

Policy RU1: Residential use in West Mayfair

RU1.1 Proposals for development in this area should respond positively to the character and quality of West Mayfair as a predominantly residential neighbourhood.

RU1.2 Development will be supported which provides for a mix of residential unit size which are in keeping with the scale, character and context of the area (see also Design Policy 3.1). Applicants will be required to demonstrate how their proposal accords with the identified demands in the housing marketing assessment¹⁷⁸.

RU1.3 Net loss of residential units in West Mayfair should be restricted.

Complementary uses in West Mayfair

4.2.18 West Mayfair contains some streets notable for their private offices (such as Upper Brook Street), and complementary retail provision (such as North Audley Street).

4.2.19 The provision of office floorspace is strongly protected alongside residential in Westminster generally¹⁷⁹. Retail is appropriate "anywhere"¹⁸⁰ in West Mayfair, and South Audley Street/Mount Street are designated as "Shopping Centres"¹⁸¹. The Forum wish to protect and enhance retail provision which remains complementary to the sub-area's predominant residential feel¹⁸², and which remains affordable to it.¹⁸³

4.2.20 Community facilities are essential as part of the support for the local residential community.¹⁸⁴

Policy RU2: Complementary uses in West Mayfair

RU2.1 In West Mayfair, offices will remain appropriate alongside residential in accordance with City Plan policies.

¹⁷⁶ See for instance CP policy S1.

¹⁷⁷ CP policy S6.

¹⁷⁸ 'Westminster Housing Markets Analysis', Wessex Economics, December 2014.

¹⁷⁹ See for instance WCC City Plan S1.

¹⁸⁰ CP policy S6.

¹⁸¹ City Plan Appendix 2: "a locality which contains a distinct shopping area and where retail floorspace is encouraged."

¹⁸² See LP policy 4.8, CP policy S21 and paras 4.30 and 4.32.

¹⁸³ LP policy 4.9.

¹⁸⁴ See CP policy S34 and chapter [3.3] above.

RU2.2 In West Mayfair, proposals for retail and entertainment uses will be supported where they complement and support the residential function and character of West Mayfair.

RU2.3 There should be no net loss of tertiary retail and community facilities unless it can be demonstrated that there is insufficient demand for the use, or that similar provision is made elsewhere in Mayfair.

RU2.4 WCC CIL and s.106 receipts should be used to strengthen community facilities (see infrastructure requirements chapter 5 below).

Residential Amenity

4.2.21 The Forum recognises that across Mayfair, residential use is a "complementary" use to support the strategic functions of the Core CAZ. Nevertheless, it is a balanced approach not simply to abandon those residents who freely choose to reside in the busiest parts of the City.

Policy RU3: Residential Amenity

RU3 Proposals for new entertainment uses in Mayfair must demonstrate how they protect the amenity of nearby residential units by creating no additional adverse effects such as noise, and rubbish between 11pm and 7am.

Construction management

4.2.22 Development in and around West and other parts of Mayfair is currently putting a heavy burden on the small and intimate road network. With substantial developments currently proposed in the sub-area, that pressure is likely to increase. It is not clear whether existing proposals have considered and addressed the cumulative effect on the residential road network of several proposals being developed out together, in terms of the increase in construction traffic and road closures.

4.2.23 Whilst major developments are required to consider and submit for approval traffic management schemes,¹⁸⁵ in West Mayfair it is appropriate for all developments to do so. Noise should be minimised and contained¹⁸⁶. The community must be consulted in the process of approval.

Policy RU4: Construction Management

RU4 To be supported, all new development proposals in Mayfair must submit a construction traffic management plan to the Council, in consultation with the Mayfair worker and resident community in the vicinity, detailing how the impact on traffic and residential amenity will be

¹⁸⁵ Town and Country Planning (Environmental Impact Assessment) Regulations 2011, and CP policy S29.

¹⁸⁶ CP policy S32.

mitigated such that the development will have a neutral temporary and permanent effect, and which complies with the Construction Code of Practice. Plans are required to consider cumulative impacts with other developments in the vicinity.

DRAFT

4.3 Commercial

Introduction

- 4.3.1 Commercial and other non-residential activity is the priority in Mayfair.¹⁸⁷
- 4.3.2 In particular, the Forum has recognised that Central Mayfair (see appendix ii), lying between the international retail destinations of East Mayfair, and the predominantly residential neighbourhoods of West Mayfair, performs a strong commercial function. It is the location within which growth in the commercial sector is encouraged by the Forum.
- 4.3.3 Many of the surviving domestically-scaled buildings in Central Mayfair have changed their use a number of times and are seen as highly desirable office headquarters. Restaurants and discreet bars characterise the side streets and the area has a number of important private members clubs, a westward extension to St. James's.
- 4.3.4 In particular, the area has become known for commercial activity relating to the property and financial sectors, as well as containing embassies, hotels, and Mayfair Shopping Frontages.
- 4.3.5 Residential use thrives alongside the commercial in Central Mayfair – most notably perhaps along Davies Street and Hill Street.

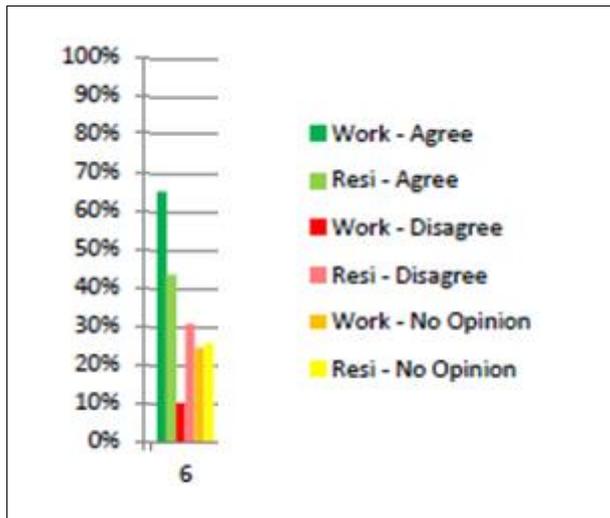
Objectives

- 4.3.6 Many of the consulted upon objectives are applicable in this area, but are covered elsewhere in the plan, including [OB11 (ref to policy), OB14 (ref to policy), OB15 (ref to policy), OB16 (ref), OB17 (ref), and OB18 (ref) – complete once table populated].
- 4.3.7 There is only one remaining objective applicable solely in this area, namely protection for existing office use and encouragement of further office use in the area. The Forum consider it beneficial to locate such office use away from the heavily retail and residential areas to the east and west respectively.
- 4.3.8 Objective OB6 was:

Encourage retention of existing and the provision of new offices, to protect against net loss of office floorspace in Mayfair.

- 4.3.9 In consultation in 2015, this objective received the most equivocal of responses. Whilst there was overall support from both workers and residents, there was the highest amount of dissension.

¹⁸⁷ CP policy S18.

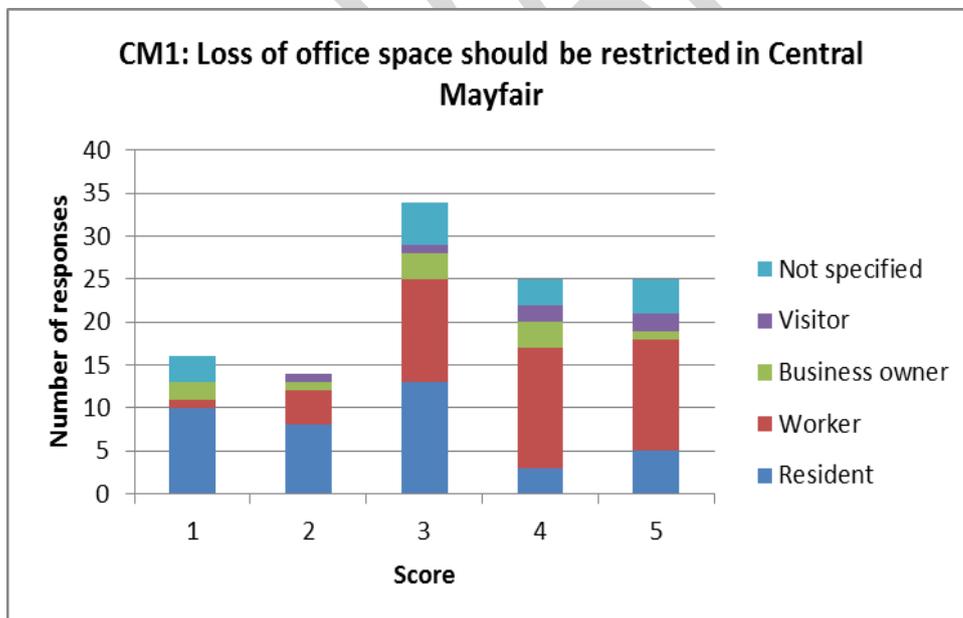


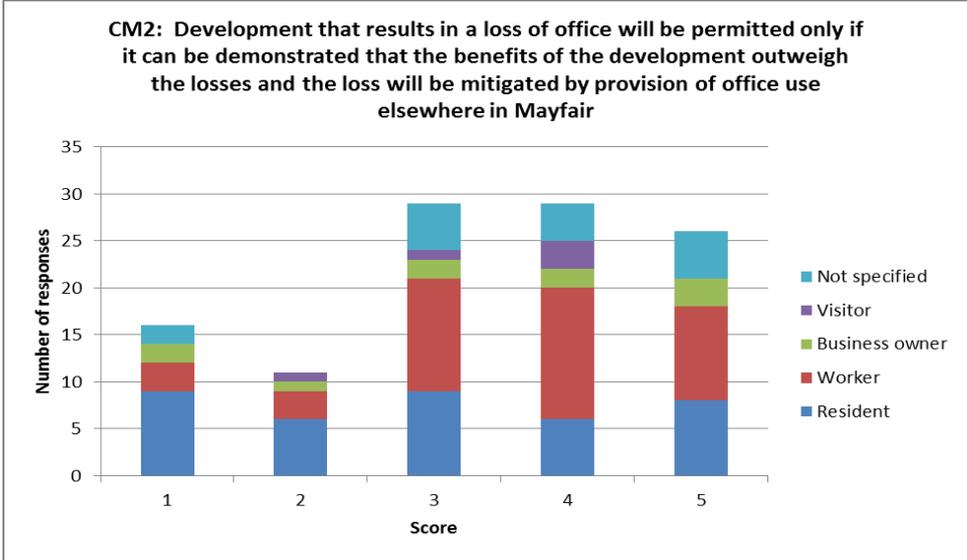
4.3.10 We consulted on the following policy recommendations in 2016:

CM1: Loss of office should be restricted in Central Mayfair

CM2: Development which results in a loss of office will only be permitted if it can be demonstrated that the benefits of the development outweigh the losses and the loss will be mitigated by provision of office use elsewhere in Mayfair.

4.3.11 Again, whilst overall positive, feedback was mixed.





Existing Office Protection

4.3.12 WCC policy recognises that Mayfair and elsewhere within the Core CAZ accommodates the greatest proportion of Westminster's office stock. There has been a sustained period of office losses since 2010/11 – 167,000sqm between then and 2013/14 - indicative of unprecedented changes to market conditions linked to the exceptionally strong performance of the housing market.

4.3.13 Newly updated WCC policy encourages new office use, directing it to Mayfair amongst other key clustering locations, and prevents changes of use from office to residential other than where certain criteria are met.¹⁸⁸ Further, where certain large increases of residential floorspace are proposed in office buildings, policy requires the reprovision of office floorspace as part of the development on site.¹⁸⁹

Way Forward

4.3.14 Rather than providing for strict restrictions on changes of office use, which would be a more negative application of WCC's policies, we wish to encourage and direct the greatest new office floorspace to within Central Mayfair. We have nothing more to add on the restrictions applying to office to residential conversions as described in WCC policies S1 and S20.

Policy C: Commercial Growth in Mayfair

C1 New office floorspace will be encouraged in Central Mayfair, whether forming part of new development or created as a result of the application of WCC policies relating to residential conversions.

¹⁸⁸ CP policy S20.

¹⁸⁹ CP policy S1.

C2 The loss of office floorspace to residential in Central Mayfair will be resisted.

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4.4 Cultural and Community Uses

Introduction

4.4.1 Social, community, and cultural buildings are vital in Mayfair. As more growth comes forward, and transport links such as Crossrail are delivered, the number of people needing to access these buildings for the services they provide will only increase. Certain community uses also provide valuable support to people experiencing deprivation and homelessness, which in turn addresses the issue in Mayfair of beggars on streets. There is a land value disparity between developing existing buildings for residential or office use in Mayfair on the one hand, and developing or retaining buildings for social and community use. There is little incentive to provide new social, community and cultural buildings as a result.

4.4.2 During the 2015 Consultation, we consulted on the following objectives which related to social, cultural and community uses within Mayfair:

OB7: Enhance and promote non-retail community services and amenities.

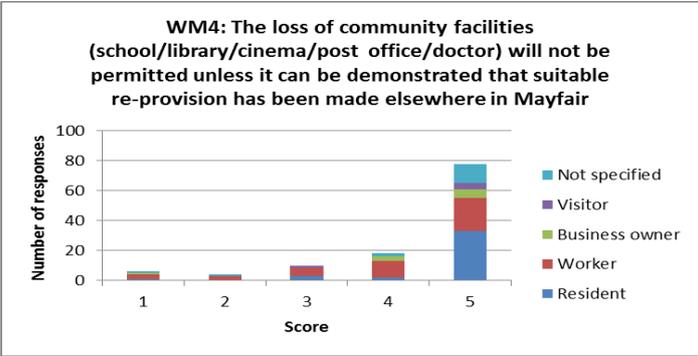
OB8: Support, enhance and grow cultural assets.

4.4.3 Support was high for these objectives at 76% and 88% respectively.

4.4.4 The majority of community facilities previously identified fell within the West Mayfair character area and the following policy recommendation was consulted upon on that basis:

WM4: The loss of community facilities (school/library/cinema/post office/doctor) will not be permitted in West Mayfair unless it can be demonstrated that suitable re-provision has been made elsewhere in Mayfair

4.4.5 This policy recommendation received a high level of support across the board during the 2016 Consultation.



4.4.6 Whilst it was initially thought the majority of the social and community uses lay within the West Mayfair area, it has since been acknowledged that a number of buildings across Mayfair should also be recognised for their social, community and cultural value and the

policy below therefore relates to the whole of the Mayfair, area and not just the West Mayfair sub-character area.

Existing Policy Framework

- 4.4.7 There is good protection for buildings of cultural and community value in adopted and emerging Westminster policy. However in certain instances, the Forum think protection should and can go further.
- 4.4.8 Existing WCC policy S34 protects existing social and community floorspace and encourages new floorspace.
- 4.4.9 The existing protection is that a change to the social and community provision on a particular site will only be allowed where the existing provision is being reconfigured, upgraded, or relocated in order to improve services and meet identified needs as part of a published strategy by a local service provider. There will be a need to demonstrate improvement, and that no alternative provider is willing to take the space.
- 4.4.10 Emerging proposals which currently have some weight as material considerations put more onerous requirements on a move away from social and community use, requiring an applicant to demonstrate that the site has been marketed for a period of 12 months to demonstrate the non-availability of alternative providers.¹⁹⁰
- 4.4.11 Government policy has also moved towards further protection for local social and community uses – most notably now embodied in the ability to designate buildings as assets of community value, preventing sale for a moratorium period while community groups investigate funding availability, and becoming a material consideration in the determination of planning applications.¹⁹¹

The 'Notable Buildings' Map

- 4.4.12 The Forum have developed and consulted upon a map which highlights those buildings in Mayfair which the locality considers to be important enough for special designation.

[insert map]

These include churches, notable Grade 1 listed buildings such as the Royal Academy and Apsley House, the Curzon Cinema¹⁹², Saint George's Primary School (the only school in the area), the Mayfair Library, the Royal Institution, and the Handel Museum. Their existence, both through use and built form, are intrinsic to the character, culture, and sustainable

¹⁹⁰ Social and Community Uses, Booklet No.7, Westminster City Plan Consultation - CMP Revision February 2014.

¹⁹¹ See Localism Act 2011 ss.87-92.

¹⁹² Built in 1963-66 by H. G. Hammond for Sir John Burnet, Tait and Partners, architects and described by Historic England as "the finest surviving cinema building of the post-war period, it is also the least altered."

development of Mayfair, as they provide the facilities which residents, workers, and tourists enjoy and need.

4.4.13 More generally, there is wide community support for the protection of all existing pubs across Mayfair.¹⁹³

Policy SC: Community Uses

SC1 Applications to change the use of Notable Buildings, pubs, and other community uses in Mayfair will be resisted, other than a change to a different community use.

SC2 Development resulting in a change of use or loss of floorspace of Notable Buildings will be refused, unless suitable re-provision is at the same time secured within Mayfair.

SC3 Applications to change the use of all existing pubs within Mayfair will be refused, unless:

(a) the existing pub has been actively marketed as such for a period of not less than 12 months; and

(b) this floorspace has been widely marketed at a reasonable market value and other terms for pub floorspace that are comparable to the market values for pub floorspace in that locality.

Where pub floorspace can be changed as a result of this policy, the preferred replacement use will be other social or community floorspace, or Class A4 use.

SC4 Policy SC3 may be used as evidence to justify an Article 4 direction removing permitted development rights to change the use of pubs in Mayfair.

¹⁹³ Draft policy WM3 and 4.

4.5 Shepherd Market

Introduction

- 4.5.1 Shepherd Market is a unique, small-scale retail and entertainment use area. In the mid-18th Century, Edward Shepherd was commissioned to develop the site, an intimate collection of small streets between Piccadilly and Curzon Street. It was completed in the same century, with paved alleys, a duck pond, and a two-storey market topped with a theatre.
- 4.5.2 In modern times, it is beginning to thrive as a destination for small restaurants, clubs, shops and pubs, with the large Curzon Cinema adjoining.
- 4.5.3 There is a great deal of local support for the enhancement of Shepherd Market and its function as a retail and entertainment location in keeping with the traditional character of the area. Objective SM2 ("protect existing retail to ensure that sufficient local convenience shopping is maintained to provide for the day-to-day needs of locals") is now found within Policy R1 above. This chapter therefore addresses the other policy objectives, namely:
- (a) Ensuring new proposals are in keeping with the small-scale character of the Market;
 - (b) Directing enhancements to the public realm; and
 - (c) Ensuring compliance with existing controls on outdoor use to protect local residential amenity associated with licensed premises.

Preserving the special character of Shepherd Market

- 4.5.4 Shepherd Market has a more intimate and secluded feel from the busier main streets elsewhere in Mayfair and therefore makes a unique contribution to Mayfair, balancing the Core CAZ by providing excellent complementary uses such as restaurants, pubs and cafes.¹⁹⁴
- 4.5.5 In Westminster, WCC have designated certain "West End Stress Areas" where entertainment uses have reached a level of saturation.¹⁹⁵ In these areas:

"New entertainment uses will need to demonstrate that they are appropriate in terms of the type and size of use, scale of activity, relationship to any existing concentrations of entertainment uses and any cumulative impacts and that they do not adversely impact on residential amenity, health and safety, local environmental quality and the character and function of the area.

In order to ensure that these entertainment uses do not have a detrimental impact on the city it is vital that their effects are closely monitored and controlled. New entertainment uses

¹⁹⁴ LP policy 2.11, and CP policy S1(2).

¹⁹⁵ CP policy S24.

which operate late at night...have the potential to create a disproportionate impact on the surrounding areas."

- 4.5.6 Given the consultation feedback received, it is appropriate to class Shepherd Market as a Local Stress Area.¹⁹⁶ Shepherd Market meets the above characteristics of a "Stress Area". It is a unique area, characterised by small streets and small commercial units, occupied by a mix of retail and entertainment uses. It is unable to cope with a higher level of entertainment uses, given its scale and character.
- 4.5.7 The Forum considers that additional protection is required for Shepherd Market to safeguard its small-scale and unique character and to avoid a harmful concentration of entertainment uses being permitted. There is particular concern over the outdoor use of licensed premises, given the close proximity of residents within Shepherd Market, for which additional policy protection is required.
- 4.5.8 The definition of "small-scale" will be interpreted in accordance with the size and nature of a development proposal, against the scale of the surrounding streetscape, the adjacent unit sizes and the intensity of neighbouring uses.

Policy SM1: Preserving the special character of Shepherd Market

SM1 Within Shepherd Market:

- (a) **New entertainment uses will only be permitted in Shepherd Market where they are small-scale, low-impact and will not result in an increased concentration of late-night uses within the area, or an increase in harm to residential amenity.**
- (b) **Where appropriate under SM1(a) above, new entertainment uses will also need to demonstrate that they are appropriate in terms of its relationship to the existing concentration of entertainment uses in Shepherd Market and that they do not adversely impact on local environmental quality and the character and function of the area.**
- (c) **Any new or increased outdoor use related to an existing or a proposed entertainment use will only be allowed where it will not result in an increase in harm to residential amenity.**

Improvements to the Public Realm in Shepherd Market

- 4.5.9 Shepherd Market is identified within the Plan as a Tertiary Shopping Frontage, yet has a unique scale and character. The public realm, and particularly pedestrian access, is lacking in quality in some areas.

¹⁹⁶ Cf the designation in CP policy S6.

4.5.10 In order to achieve improvements to the public realm to enhance the retail and entertainment experience in Shepherd Market¹⁹⁷, the Forum supports and endorses the proposals of the Shepherd Market Association of Retail and Traders to enhance the public realm and pedestrian experience in Shepherd Market, including:

(a) [infill according to SMART proposal]

Policy SM2: Public Realm Improvements in Shepherd Market

SM2 The Forum has identified the following [] within Shepherd Market which would improve the public realm in accordance with policy [] and improve the pedestrian environment in accordance with City Plan policy S41.

- (a) Part pedestrianisation?
- (b) Improvement to White Horse Street / access to and from Piccadilly
- (c) Improvements to Shepherd Street and Trebeck Street [what improvements?]
- (d) Exploring greening opportunities for Shepherd Market

Surfacing of the Market area to encourage greater pedestrian use and activity whilst recognising the servicing and access needs of local commercial activity.

¹⁹⁷ As required by CP policies S6 and S41.

5. BUILDING ON HERITAGE

A treat for the eyes

Everything you need

Safe and clean

5.1 Design

Introduction

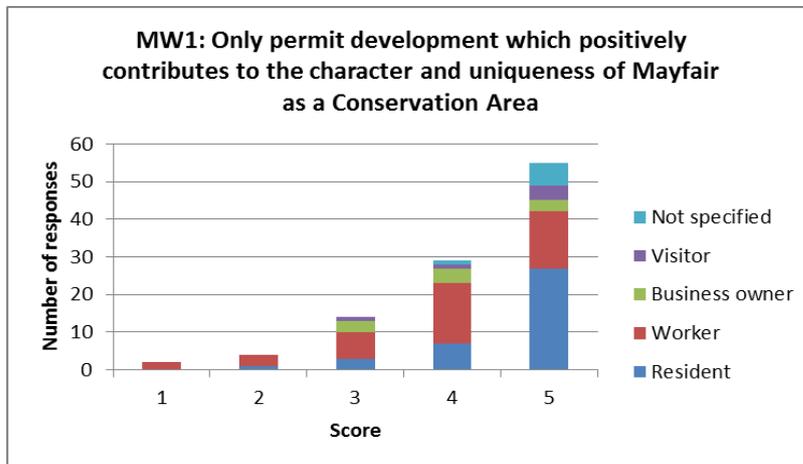
- 5.1.1 Exemplary design stands at the heart of sustainable development.¹⁹⁸
- 5.1.2 Mayfair's heritage is one of the most prestigious in the Country.¹⁹⁹ The buildings and spaces that have formed Mayfair are historic and beautiful.
- 5.1.3 An approach is therefore warranted which supports only the most impressive and sound design proposals for development in the area, responding intrinsically to the existing vernacular and character, and only being permitted where the Conservation Area is enhanced. Whilst this might be manifest in modern architecture as opposed to pastiche, only the highest standards will be accepted, through independent verification.
- 5.1.4 Design is a key principle within the vision and values created by the Forum. Not only do the values aim to create streetscapes which are designed and maintained to the highest standard, it also goes to the heart of the overall vision; to make Mayfair an attractive area within which to live, work and visit.
- 5.1.5 During 2015 Consultation, this was reflected in objective OB18 which stated:
- All new buildings and the refurbishment of existing buildings should enhance the special character of Mayfair.*
- 5.1.6 This was a top-5 scoring objective, with 90% of respondents agreeing, 9% having no opinion and only 2% disagreeing.
- 5.1.7 WCC already have a number of detailed design and sustainability policies. The Forum therefore has explored how these could be refined. One of the key characteristics of the Area is that it is almost entirely within the Mayfair Conservation Area. On that basis, the following policy recommendation was drafted:

¹⁹⁸ See NPPF 9, 17 bullet 4, and 56-68; PPG "Requiring Good Design" paragraphs 56-66; LP policies 7.1, 7.4, 7.6, 7.8, and 7.9; and CP policy S28.

¹⁹⁹ See Conservation Area Appraisal at appendix iii, and chapter 2.3 above.

MW1: Only permit development which positively contributes to the character and uniqueness of Mayfair as a Conservation Area

5.1.8 Again, this received a high level of support during 2016 consultation.



5.1.9 [Text on sustainability]

5.1.10 [Specific conservation area detractors, taken from the appraisal]

Policy D: Design

D1 Proposals for new built development in Mayfair will only be supported where they are of the highest quality of design.

D2 To be supported, proposals must enhance the character and appearance of Mayfair by reference to the Conservation Area Appraisal at appendix iii. Proposals which only preserve (and do not enhance) the character of Mayfair will only be permitted where they represent:

- (a) exemplary environmental and sustainable development in the terms of policies ES1 and ES2, and
- (b) the finest modern architecture and materials which respond positively to the character and appearance of the area.

D3 Applications for building operations in Mayfair will be refused unless they include as part of the application submission:

- where the application is required to be accompanied by a Design and Access Statement²⁰⁰, the DAS must include evidence of how the developer and its design team has responded to Mayfair's internationally significant character and heritage,

²⁰⁰ By virtue of article 9 of the Town and Country Planning (Development Management Procedure)(England) Order 2015

both in terms of the Conservation Area, the Character Area as designated by this Plan, and the setting of listed buildings in the vicinity.

- **Where the application is not required to be accompanied by a DAS, a heritage statement must be included with the application setting out the same points.**
- D4 Proposals will be supported where they fundamentally reflect the existing vernacular of Mayfair, in terms of its heights, scales, palettes of materials, and uses. Departures from the existing vernacular will only be permitted in the most exceptional circumstances and where design of the highest quality has been proposed and independently verified.**
- D5 External electrical wires and aerials should be hidden from view, or, if this is not possible, have their visual impact minimised.**
- D6 Plant and equipment such as air conditioning units should be hidden from view or, if this is not possible, have their visual impact minimised.**

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5.2 Environment and Sustainability

5.2.1 Sustainability is at the heart of WCC policy, as well as the NPPF. In light of this the following objective was identified by the Forum for consultation during 2015:

OB14: All new development in Mayfair should seek to achieve exemplary sustainable standards.

5.2.2 Whilst this objective received a high level of support (88% of respondents indicating agreement), during discussions following the 2015 Consultation it was unclear how the Plan could seek to add to the already comprehensive policies put in place by WCC. During the 2016 Consultation no specific policy recommendation was made in relation to sustainability.

Air Quality

5.2.3 The air quality in Mayfair and the greater Westminster area is recognised in the City Plan as being some of the poorest air quality in the United Kingdom, with concentrations of nitrogen dioxide and particulates regularly exceeding national and international acceptable levels.²⁰¹ Air quality is a particular challenge in Mayfair: Oxford Street, in particular at its western extremity around Marble Arch, has been proven to exceed air quality emission targets in its own right²⁰². This is despite Mayfair's location near Hyde Park, Green Park, and a number of green squares, which do little to mitigate the detrimental impact on human health of the area's poor air quality. Whilst road traffic is a major pollutant, gas combustion (principally from domestic and commercial boilers) is a comparative issue.

5.2.4 Development will need to consider its impacts holistically, so that one element of the air's health is not improved to the detriment of another (as has been seen in London with the encouragement of diesel vehicles and decentralised power generation at the cost of local air quality.) Therefore, developers should demonstrate that they have considered all emissions holistically and embed win-win solutions that will achieve multiple environmental, social and economic objectives simultaneously by, for example, improving air, climate, energy, health and transport. Where possible, new developments should compare their proposed emissions with those of the existing development and use layman's language in their communications.

5.2.5 The Forum is also committed to 'science-based emissions reductions targets' for greenhouse gases (e.g. carbon dioxide (CO₂) and tropospheric ozone (O₃)) and energy use in order to reduce total greenhouse gas emissions in Mayfair in line with the most ambitious global goals provided by the Paris Agreement (i.e. 1.5oC above base level).

5.2.6 A key element in reducing all emissions is producing energy from renewable sources. In the future the Forum expects development to minimise its carbon and other greenhouse gas

²⁰¹ CP policy S31 and supporting text.

²⁰² According to studies carried out by King's College London, and reported in the Guardian on 8 January 2016.

emissions by, amongst other things, producing as much renewable energy on site as possible e.g. through the installation of solar windows, solar panel systems for heating water, photovoltaic cells that convert sunlight to electricity and air or ground source heat pumps.

ES1 Air Quality

ES1.1 Development which makes a significant improvement to the quality of Mayfair's air will be supported.

ES1.2 Development which makes a significant improvement to air quality will:

- (a) Achieve an improvement in the internal and external air quality and reduction in greenhouse gases of the application site and surrounding areas by:
 - (i) achieving a zero local emissions to air and zero total emissions by 2020;**
 - (ii) helping Mayfair to reduce all air pollutants below WHO guidelines; and**
 - (iii) complying fully with the most ambitious international standards such as ASHRAE's Air Quality Guide, BREEAM, BS:EN 13779 (2012), ISO 16890, LEED and WELL.****
- (b) Supply its needs locally as far as possible from renewable sources (a minimum of 25% of total energy need locally by 2020 and 50% locally by 2025).**
- (c) Generate as much energy as possible on site using renewable sources (a minimum of at least 25% of its total energy needs locally by 2020 and 50% locally by 2025). Energy will not be renewable if it incorporates directly or indirectly biomass burning, combined heat and power plants, gas boilers or diesel generators.**
- (d) Use offsite sources of renewable electricity where possible.**
- (e) Include adaptation measures to minimise residual environmental impacts on those using the development.**

Sustainable Water

5.2.7 Water is taken for granted. A plan which is sustainable for the future must treat it both as a precious resource and as a potential threat. This needs to be factored into all development so that water is conserved when it is scarce and, when it is not, channelled in ways that are safe and free from pollution. Water quality must also be protected and enhanced for current and future generations.

5.2.8 Household water use is a testing ground for creating the strategies and social behaviours necessary for water use reduction in agriculture and industry. Householders are the largest

growing consumers of water, yet householders should have the greatest ability to influence the amount of water that they use. The way in which development is designed can play a part in assisting householders in reducing their consumption of water. Development should therefore be designed to ensure that total water consumption is reduced.

- 5.2.9 The impacts that water has on London and may have in the future are potentially severe and linked with other environmental policies and problems, in particular climate change. Flooding is identified as a particular concern in the City Plan for instance.
- 5.2.10 Development should increase the capacity and resilience of the network locally and further afield where possible e.g. the use of non-return valves should be considered.
- 5.2.11 There is also growing concern about the quality of the water and the amount of pollutants that are discharged from households and other buildings into the riparian system. Development should therefore seek to include measures which reduce the impact of solids and ‘down the drain’ chemical pollutants e.g. bleach, cooking fats, microbeads and wipes.

ES2 Sustainable Water

- ES2.1 Development which seeks to reduce water consumption will be supported.**
- ES2.2 Development which improves the quality and content of waste water will be supported. In particular, design proposals which include measures that reduce the impact of solids and ‘down the drain’ chemicals e.g. bleach, cooking fat, microbeads and wipes.**
- ES2.3 Development proposals should detail how water consumption and measures to improve the quality of waste water have been considered.**
- ES2.4 All new development must adopt a sustainable drainage plan that minimises surface run-off and addresses storm water and clean and dirty water needs locally e.g. drinking, cooking and bathing water and sewage.**
- ES2.5 Development must ensure that water discharged from the development into drainage or sewerage is, as far as possible, free from pollutants.**

6. DIRECTING GROWTH

Where everything works

A delight to move around

Safe and clean

6.1 Growth Areas

Introduction

- 6.1.1 In Mayfair, as in the rest of London, "the only prudent course is to plan for growth."²⁰³ London's population is growing possibly at the rate of 117,000 per annum.²⁰⁴ Job growth in Westminster is likely to reach 14.3% between 2011-2036.²⁰⁵ Retail growth in the WESRPA is estimated at 210,000sqm between 2006-2026.²⁰⁶ It is right that growth should be supported and managed across all parts of London.²⁰⁷
- 6.1.2 WCC's spatial vision seeks to accommodate growth and change within other key values such as valuing unique heritage, ensuring economic success, providing opportunities and a high quality of life for all of its communities and a high quality environment for residents, workers and visitors alike.²⁰⁸
- 6.1.3 The Forum therefore is directing sustainable growth²⁰⁹ in Mayfair: to accommodate and support greater retail and commercial floorspace; locating growth in sustainable Mayfair locations; ensuring growth happens in such a way that enhances the quality of life for residents, workers, and visitors; highlighting key Mayfair uses, and supporting greater growth for those. Of course, such growth is already supported anywhere within Mayfair²¹⁰; our aim in the Plan is to direct where that growth is most appropriate.
- 6.1.4 Growth, for the purposes of this chapter, means growth in:
- (a) density,
 - (b) amount of mixed use floorspace,
 - (c) numbers of units (where subdivision is appropriate), and

²⁰³ LP para 1.47.

²⁰⁴ LP para 1.10B.

²⁰⁵ LP table 1.1 p.20.

²⁰⁶ CP para 2.38.

²⁰⁷ LP policy 1.1B.

²⁰⁸ CP p.19.

²⁰⁹ NPPF 6, 14, and 17 third bullet.

²¹⁰ CP policy S6 first bullet.

- (d) activity (by providing restaurants, cafes, galleries, shops, and other uses which animate the streetscene for the public).

Growth Areas

6.1.5 The Growth Areas map highlights five areas for greater growth and activity:

- (e) Around transport hubs, in particular the new Crossrail Bond Street Stations West and East, and routes from them.
- (f) In the north east corner of Mayfair created by Oxford Street and Regent Street.
- (g) Park Lane.
- (h) Tyburn Retail Frontage.
- (i) Along the south side of Oxford Street.

Around transport hubs

6.1.6 Sustainable development involves locating new development in locations where the need to travel is minimised, giving priority to pedestrian and cycle movements, and in locations where there is access to high quality transport facilities.²¹¹ The tenor of emerging policy is to direct even greater density to transport hubs, as that is the most sustainable location for it.²¹²

6.1.7 The key transport hubs of Mayfair are Marble Arch, Green Park, Bond Street, Oxford Circus and Piccadilly Circus. Of these, Marble Arch is already the subject of intensifying proposals²¹³; there are no proposals to upgrade either Piccadilly Circus or Green Park tube stations further, and it is already both unsustainably busy in the immediate surroundings, and built form in the vicinity is dense.

6.1.8 Bond Street station, with the introduction of Crossrail exits on Davies Street and Hanover Square²¹⁴, will have significant and high quality new transport infrastructure, available in the early part of the Plan period. Greater density of development and greater activity at street level on pedestrian routes around the station exits (for instance the northern part of Davies St) is therefore sustainable, and appropriate in response to the influx of pedestrians. The West One Shopping Centre is a particular example both of where a better retail and mixed use offering could be delivered with greater density, and an opportunity to respond positively to other policies in this Plan, such as Design.

²¹¹ NPPF 34-35.

²¹² DCLG: 'Consultation on proposed changes to national planning policy', pp.9-10.

²¹³ See WCC planning permissions 14/11220/FULL and 16/01554/FULL.

²¹⁴ See chapter 2.4.

Retail Growth

- 6.1.9 East Mayfair, and in particular the northern part of it, is a key location for further retail growth, and supporting mixed use development. Located in the apex of Oxford Street and Regent Street, and within easy walking distance of the new Crossrail Bond Street exit at Hanover Square, it is a sustainable location to drive growth in density and mixed use activity.
- 6.1.10 Responding to the importance of Oxford Street to the national economy, the Forum supports the West End Partnership's proposals for greater density along Oxford Street, and bringing greater activation of public uses in the area immediately south of it. Such growth will support Oxford Street's improvement in response to the transformation of Regent Street.
- 6.1.11 The Plan allocates a new retail frontage to support an existing alignment, and to encourage retail growth and activity in what are currently back streets (see policy R2 above).

Park Lane

- 6.1.12 Given Park Lane's importance to Mayfair, both for the potential for growth, and in the context of accessibility of green space, that is dealt with separately in chapter 6.2 below.

Policy SG: Sustainable Growth

- SG Growth is encouraged in the areas designated by this Plan, subject to demonstrating compliance with all other policies in this Plan, in particular PR, D, ES, R1, and GS.**

6.2 Park Lane

Introduction

6.2.1 Park Lane has been identified as its own character area. It is dominated by three main features that make the area unique in Mayfair:

- (a) A multi-lane highway with 40mph speed limit;
- (b) Hyde Park to the west; and
- (c) Large hotels such as the Marriot, Grosvenor House, Dorchester, London Hilton, and Intercontinental located on the east side.

6.2.2 These all present a series of challenges and opportunities, some of which have been mooted in the past, but which the Forum now wishes to draw to a head and resolve for the better of Mayfair and everyone who visits it.

6.2.3 Policy recommendation P1 – "reinforce Park Lane as a location for luxury hotels and luxury car showrooms" - had a very equivocal response at the feedback event in 2016. There were roughly equal numbers of people who strongly disagreed, disagreed, had no opinion, agreed, and strongly agreed. The Forum has therefore decided not to pursue this policy proposal further.

6.2.4 That therefore leaves three policy aspirations for the area which have received strong support, and which are all interrelated around improvements to the quality of the public realm, particularly for pedestrians, on Park Lane:

- (a) Improving east-west connectivity from Mayfair to Hyde Park;
- (b) Improving the Park Lane public realm; and
- (c) Making transformational changes to the way Park Lane operates as a through route and as a pedestrian environment.

Enhancing access to Hyde Park

6.2.5 Hyde Park is Central London's most important green space, and is conferred high policy protection through its designation as Metropolitan Open Land (MOL). Improvements to the accessibility of the park are encouraged as they are likely to help human health, biodiversity and quality of life.²¹⁵ Remarkably, Park Lane itself also falls within the MOL designation, although the central reservation's green space is almost entirely useless and unused for

²¹⁵ LP policy 7.5 and para 7.56.

anything other than blocking views of Hyde Park, making it seem even more inaccessible, and, in certain locations, as a construction material dumping ground.

- 6.2.6 As a matter of generality, existing policy encourages the enhancement of connections to open spaces²¹⁶, the priority of pedestrian movement²¹⁷, and access to green spaces²¹⁸, including the provision of safe and easy access to the open and green space network.²¹⁹ The character of the public realm that leads into major green spaces especially for pedestrians is key to the integration of green infrastructure and landscape into the urban fabric.²²⁰
- 6.2.7 Park Lane operates as a physical and psychological barrier. It prevents easy access to Hyde Park for Mayfair's residents, workers, and visitors. This is despite TfL's recent attempts to improve pedestrian crossings, and to reduce the need to use the poor quality and abused subways.
- 6.2.8 The policy imperatives – to improve pedestrian access to green spaces – are badly contravened in this location. There is therefore, in Park Lane, a potentially significant transformation for the experience of living, working and visiting Mayfair which would deliver on extensive existing policy support for the principle. Clear and easy safe routes across Park Lane could be provided. Better accesses into Hyde Park could be provided. Wayfinding opportunities could be taken to direct users of Crossrail through Mayfair to Hyde Park, including following the Tyburn retail frontage.
- 6.2.9 The Forum therefore recommends that further crossings at grade are introduced, subways greatly enhanced and policed, and the traffic reduced and slowed.

Policy PL1: Park Lane's Crossings

PL1 Development which delivers improvements to pedestrian and cyclist access to Hyde Park will be encouraged and supported, including by way of CIL funding opportunities and Section 106 contributions for any development in Mayfair. These funds will be put towards

- (a) The improvement of the pedestrian crossing outside the Dorchester;**
- (b) Reuse and improvement of subways – public toilets/cycle storage; and**
- (c) Funding for delivery strategies for traffic enhancements in accordance with Policy PL3**

Improving Park Lane's Public Realm

²¹⁶ CP policy S35.

²¹⁷ CP policy S41.

²¹⁸ LP policy 7.1.

²¹⁹ LP policy 7.4.

²²⁰ LP policy 7.16.

- 6.2.11 The public realm on the east side of Park Lane is both poor and dangerous. Pavements are inadequate in terms of size and quality. Air quality is abysmal. Traffic moves very fast alongside. The issues are most pressing in the northern part of Park Lane, but apply with great force along its entire length. It is a dispiriting place to walk, and dissuades all but the most hardy pedestrians from traversing north south, let alone east west.
- 6.2.12 The opportunity for improvements are obvious: the existing conditions are a long way from an "attractive and safe pedestrian environment" with priority given to walking;²²¹ they are a long way from having the negative impact of traffic minimised.²²²
- 6.2.13 Understandably, the many regionally significant hotels along Park Lane have turned their back on the street. Even main entrances to the hotels such as the Grosvenor House Hotel feel unsafe, requiring parking on Park Lane itself.
- 6.2.14 The Forum's aspirations are to deliver on existing local and London wide policies for Park Lane.

Policy PL2: Park Lane's Public Realm

PL2 Development proposals will be supported which deliver improvements to Park Lane's public realm, including by way of CIL funding opportunities and Section 106 contributions where appropriate to deliver:

- (a) Wider pavements on the east side of Park Lane**
- (b) Tree planting**
- (c) Public Art**
- (d) Signage and better way finding**
- (e) Measures to reduce the conflict between pedestrians, cyclists and vehicular traffic**
- (f) Traffic reduction measures**

Transformational change to Park Lane

- 6.2.15 The deficiencies – particularly when compared to adopted policy objectives - and solutions identified above are obvious.
- 6.2.16 A wholesale rethinking of Park Lane is required, in order to achieve existing strong policy objectives, and those of the Forum.

²²¹ CP policy S41.

²²² LP policy 7.5 and supporting text paragraph 7.18.

6.2.17 There are three potential solutions:

- (a) Solution 1 stands in its own right, but applies as part of solutions 2 and 3. The pavement on the east side of Park Lane should be dramatically increased to create a wide and generous pedestrian thoroughfare. The hotels and other land owners facing onto Park Lane will be encouraged to open their premises out onto the pedestrian walkway, activating spaces for street cafes, shops, and restaurants to enliven the street scene.²²³ The central reservation should be removed altogether, and the western carriageway made two-way. The width of the crossing to Hyde Park from the east side of Park Lane will thereby be halved, and there will be no visual blocks. A larger number of pedestrian crossings can then be provided. The speed limit should be reduced to 30mph with more regular traffic lights. On-street coach parking will be removed and taken into an improved underground car park on Park Lane.
- (b) Solution 2 involves the tunnelling of Park Lane entirely underground, to create a wonderful pedestrian environment with shared cycle and taxi drop off locations, and Hyde Park opening its eastern boundary entirely. This solution has been discussed and endorsed at London-wide level.²²⁴ The changes brought about in Solution 1 should also be brought forward together with Solution 2.
- (c) Solution 3 involves the lowering of Park Lane [to disguise some vehicles and to ease the provision of bridges over it.] The changes brought about in Solution 1 should also be brought forward together with Solution 3.

6.2.18 Some of these solutions have been considered in the past, but have foundered, principally due to lack of resource.

6.2.19 With the ability the Forum has to designate infrastructure priorities, and to direct s.106 and CIL funding, the Plan should be seen as the catalyst which delivers this obvious and transformational result.

Policy PL3: Transforming Park Lane

PL3 All development in Mayfair will contribute towards funding, along with public and other private sector partners, transformational change to Park Lane which will comprise:

- (a) Solution 1 as a minimum; and**
- (b) In addition, Solutions 2 or 3, if the public benefits are considered on greater analysis to be significantly positive over and above those secured by Solution 1.**

²²³ To deliver on other established policy objectives such as CP policy S6 and the retail policies in the CP.

²²⁴ "Way to Go!" (Mayor of London, 2008), p,27

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PART III - PRIORITIES, INFRASTRUCTURE, MANAGEMENT, MONITORING AND REVIEW

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7. INFRASTRUCTURE REQUIREMENTS

7.1 CIL and s.106

How the Community Benefits from s.106 Agreements and CIL

- 7.1.1 A key consideration which affects a decision whether or not to grant planning permission, is the way a proposed development responds to and impacts on its surroundings. In the past, local councils set out in policy those areas to which they expected all developments to contribute, so that area wide improvements could be secured. Examples might be new family housing developments making financial contributions to the improvement or provision of new schools; or securing the provision of affordable housing. As well as area wide improvements, developments would then also have to mitigate site-specific negative impacts caused by the proposal in question.
- 7.1.2 Traditionally, these material considerations would be resolved by a combination of planning conditions attached to a permission, and s.106 Agreements.
- 7.1.3 In 2010, the Government introduced a new tax on development to standardise some of the area wide contribution which a development makes. This is known as the Community Infrastructure Levy²²⁵. All councils have the opportunity to specify in a list what infrastructure they would like to see improved and enhanced over the lifetime of a plan²²⁶, and to set a standard levy per additional square foot of built development which a proposal will generate. Each development pays the levy to the Council, who then applies the funds to the specified infrastructure.²²⁷
- 7.1.4 CIL has not replaced s.106 Agreements altogether; they are still used to secure site specific infrastructure and other requirements not covered by the CIL payment.²²⁸
- 7.1.5 As the 'Collecting Authority'²²⁹, WCC hold all receipts from CIL and s.106 Agreements to spend on their own infrastructure requirements.
- 7.1.6 Once the Plan is made, the Forum is able to specify to WCC our own list of infrastructure requirements. At least 25% of CIL money paid by Mayfair development must then be spent within Mayfair. WCC must engage with the Forum and agree with us how that money is to be spent in Mayfair.²³⁰
- 7.1.7 Further, the policies in the Plan provide justification for specific developments contributing via s.106 Agreements to new infrastructure in their vicinity. They also outline the sort of

²²⁵ See the 2008 Act Part 11, and the CIL Regs.

²²⁶ CIL Regs 123.

²²⁷ CIL Regs 59.

²²⁸ CIL Regs 123(3).

²²⁹ CIL Regs 10.

²³⁰ PPG "Community Infrastructure Levy" para 073.

priorities which new development might affect and are required to resolve in order to mitigate their impact.

Allocation of CIL Receipts

7.1.8 In respect of the 25% CIL receipts for Mayfair developments which WCC must spend in Mayfair, the allocation of funds is, in principle, broad. There is freedom to spend the money in Mayfair on "the provision, improvement, replacement, operations or maintenance of infrastructure or anything else that is concerned with addressing the demands that development places on an area."²³¹

This Plan's Priorities

7.1.9 This Plan therefore sets priorities:

- (a) Of specific infrastructure of Mayfair-wide importance to which the 25% of CIL receipts should be allocated;
- (b) A generic list of priorities to which new development will need to contribute as material considerations (our own 'reg 123 list'); and
- (c) A list of other improvements in Mayfair to which developments in the vicinity will need to contribute via s.106 agreements, regardless of their inclusion within Westminster's regulation 123 list.

7.1.10 Whilst the requirements and priorities of the Plan in this regard are set out in full in the relevant sections above, these are summarised in the three tables below.

Ongoing Monitoring of CIL Spending and Review

7.1.11 London Borough control of the 25% of CIL money earned locally is a wider issue that has been taken up by the Neighbourhood Planners Network.²³² Its intention is to ensure that borough councils provide greater clarity and certainty that CIL money will be used to address the priorities raised locally and that communities will have a clear say in this. The Forum supports this position and separately will write to the Mayor of London requesting:

- (a) To publicise Mayoral best practice guidance for Boroughs on consultation and engagement on Neighbourhood CIL.
- (b) The Mayor committing to review annual monitoring reports on Borough CIL spend and publishing an assessment of the extent to which neighbourhood level priorities

²³¹ CIL Regs 59F(3).

²³² <http://www.neighbourhoodplanners.london/>

(including those set out in 'made' neighbourhood plans) have been realised. This could be done alongside the annual report on the use of Mayoral CIL.

- (c) The Mayor to lead an awareness raising program for the importance of neighbourhood planning and CIL across London.
- (d) The Mayor to recognise, in Mayoral initiatives, the role of neighbourhood planning and CIL in delivering on London-wide priorities.

7.1.12 The Forum will review the spending on CIL and CIL priorities annually at its annual general meeting.

7.1.13 Any proposed changes to the CIL spending priorities will be published for comment by the community and any other interested parties. Once finalised, the new list will be published on the Forum website and in any published literature as appropriate.

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7.2 Infrastructure requirements, and 'reg 123 list'

[Set out three tables:

1. Specific infrastructure items which are of Mayfair-wide importance, and therefore reasonably should receive the 25% allocation first and foremost – for example Broadband, the Park Lane enhancements, Bond St enhancements.
2. Generic list of priorities for infrastructure – our own 123 list – as per consultation.
3. Other items (greening / hanging baskets? Landscaping? Etc etc) to which developers should contribute via s.106 agreements.]

Reserve right to update table in accordance with objectives

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8. NEIGHBOURHOOD MANAGEMENT

8.1 The Forum has identified neighbourhood management issues within Mayfair that cannot directly be addressed by way of planning policy but which need to be addressed so that the Forum's vision to 'make Mayfair the most desirable and attractive area of London to live work and visit' can be achieved.

8.2 Many of the issues identified fall within the remit of licensing and the Forum's ambition is to improve the identified shortcomings of licensing by continuing discussions with WCC on how these can be improved:

Issue	Action
Idling (chauffeur cars, minicabs)	Work with WCC to move from an educational to interventionist approach (parking attendants to move on idling vehicles/encourage engines to be switched off)
Reduce traffic flow	Work with WCC to promote and encourage alternative means of transport
Nuisance and anti-social behaviour: <ul style="list-style-type: none"> • Pedicabs • Begging • Rough sleeping • Busking (particularly with amplification) • Sex trade adverts in phone boxes • Abuse of residents' parking bays • Pugging (forceful sales techniques of cosmetic sellers) • Shisha establishments • Feeding of pigeons 	Work with WCC to explore ways that these types of nuisance and anti-social behaviour can be reduced and managed
Dirty streets following rubbish collections	Work with WCC to co-ordinate street cleaning after rubbish collections

<p>Ineffective licensing resulting in detrimental impact on residential amenity</p>	<p>A dialogue is already taking place between WCC and local resident groups and the consensus is that:-</p> <ol style="list-style-type: none"> 1. There should be a presumption in favour of core hours for any licence affecting residential amenity. 2. There should be restrictions on outside drinking as to:- <ol style="list-style-type: none"> a) numbers b) space c) time 3. The cumulative impact of licences should be taken into account either formally or unofficially when new licences are being considered.
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8.3 The Forum has also identified the following neighbourhood management aspirations:

Aspiration	Action
<p>Promote Mayfair's green spaces as a place for community activity</p>	<p>Identify community stakeholders to collaborate with. Take inspiration from events such as Grosvenor's Summer in the Square event.</p>
<p>Forum to be represented at Safer Neighbourhood/Ward Panel Police meetings</p>	<p>Forum to take this action forward with relevant bodies</p>
<p>Introduce a Rotterdam Model of policing where instead of annual targets, police give a grant of so many man-hours per month to be used according to the precise needs of the area concerned.</p>	<p>Forum to take this action forward with relevant bodies</p>
<p>Sponsorship of a Mayfair in bloom competition</p>	<p>Forum to action with other community sponsors</p>

9. MONITORING AND REVIEW

How does this document live and get reviewed?

9.1 The Forum will continue beyond this Plan being made. Whilst the main focus of the Forum to date has been on the production of the Plan, there are other functions too:

- (a) Promoting local events and community engagement
- (b) Commenting on planning applications of note in the area
- (c) Being a sounding board for other local community groups
- (d) Discussing issues of importance to membership about the way Mayfair is changing
- (e) Being an organisation to lobby WCC on these issues.

9.2 These functions will continue on after the Plan has been made. In addition, the Forum will monitor implementation of the policies in this plan, particularly:

- To ensure funding is being applied correctly
- Policies are being applied consistently and interpreted correctly in response to applications
- Reviewing the policies and updating where appropriate

9.3 The life of the Plan is 20 years. We anticipate that revisions and updates will be required in response to changes in the environment, infrastructure being delivered, and priorities of the community evolving. These will require separate consultation and adoption processes, which will be managed by the Forum and WCC.

9.4 The Neighbourhood Planning Bill is currently before Parliament for consideration. The Government is seeking to refine aspects of how the legislation governing neighbourhood planning operates, including clarifying:

- (a) the status of draft plans in planning decision making²³³;
- (b) the process for how minor amendments to adopted plans can be made²³⁴;
- (c) the effect of parish council boundary changes on designated neighbourhood areas²³⁵; and
- (d) how local planning authorities will provide assistance to neighbourhood forums during the process of drafting, consultation and making of neighbourhood plans.²³⁶

²³³ Clauses 1-2.

²³⁴ Clause 3.

²³⁵ Clause 4.

²³⁶ Clauses 5-6.

10. NEXT STEPS

- 10.1 Before the draft plan is submitted to WCC for independent examination, the Forum is required to publicise the draft plan for a minimum of 6 weeks, and to consult relevant consultation bodies so that as much feedback as possible can be collated on the draft plan from the people who live, work or carry on business in Mayfair.²³⁷
- 10.2 The feedback from the pre-submission consultation will then be considered and a finalised draft plan submitted to WCC for its consideration. This will be accompanied by a consultation statement explaining the consultation to date on the draft plan, and a statement explaining how the draft plan meets the basic conditions required for a neighbourhood plan.²³⁸ The Forum's current timetable anticipates submission to WCC in December 2016.
- 10.3 WCC then has a duty to publicise the draft plan for a further 6 weeks²³⁹, following which it must submit the draft plan for independent examination by an inspector. Independent examination is the process by which an inspector decides whether the draft neighbourhood plan meets the basic conditions for a neighbourhood plan.
- 10.4 If and when the inspector recommends that the draft plan has met the basic conditions it is then able to proceed to referendum. WCC are responsible for the referendum and as the Mayfair neighbourhood area has been designated as a business area two referendums are required; one for the residents, and one for the businesses of Mayfair.²⁴⁰
- 10.5 A majority is required in both referendums in order for the plan to be made. If this is achieved, WCC must adopt the neighbourhood plan as soon as reasonably possible subject to any concerns it may have regarding compliance with international environmental and human rights law.²⁴¹
- 10.6 If a majority is not achieved in either one of the referendums then it is up to WCC to decide if the plan should be made. Planning Policy Guidance advises that WCC should set out its criteria for making this decision before the referendum process starts.²⁴²
- 10.7 Adoption means that the plan will become part of the statutory local development plan for Mayfair.

²³⁷ 2012 Regs regulation 14. A list of the statutory consultation bodies can be found at Schedule 1 of the 2012 Regs.

²³⁸ 2012 Regs reg.16-17, and 1990 Act Schedule 4B paragraph 8(2).

²³⁹ 2012 Regs reg 16.

²⁴⁰ 2004 Act s.38A(5).

²⁴¹ Ibid.

²⁴² See [Planning Practice Guidance](#) "Neighbourhood Planning", paragraph 63.

APPENDICES

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Class means a class as defined in the Town and Country (Use Classes) Order 1987.

Convenience Goods basic goods or services which people may need on a weekly, if not daily, basis. Convenience goods retail uses include grocers and newsagents, and fall within A1 Retail in accordance with the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments]

Entertainment Use A3 restaurants and cafés, A4 public houses and bars, A5 takeaways and other entertainment uses including D2 live music and sui generis nightclubs and private members' clubs.

Local convenience retail small-scale retail unit selling convenience goods, or a non-retail unit providing a service to visiting members of the public

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iv Objectives and destination of objectives to draft policies to policies in this plan

Objective Number	Objective	Plan reference
Housing		
OB1	Reduce the number of empty homes in Mayfair.	Not taken forward.
OB2	Ensure a balanced range of housing in value and size in Mayfair, open to a broad range of incomes.	Not taken forward.
Land Use		
OB3	Support and enhance established clusters of specialist uses or character that reflect Mayfair’s heritage	3.2 – Retail, specifically R3 (Special Policy Areas - Mayfair Special Policy Area & Savile Row Special Policy Area).
OB4	Support and enhance Mayfair as London’s leading destination for high quality retail, art galleries, restaurants and hotels.	3.1 – Public Realm. 3.2 – Retail. 3.3 – Buildings of cultural and community value.
OB5	Recognise the importance and value of Mayfair’s local amenity shops and support and maintain their presence.	3.2 – Retail, specifically policy R1 3&4. 2.1 – West Mayfair.
OB6	Encourage retention of existing and the provision of new offices, to protect against net loss of office floorspace in Mayfair.	4.2 – Central Mayfair, specifically CM1.
OB7	Enhance and promote non-retail community services and amenities.	2.1 – West Mayfair, specifically WM2.
OB8	Support, enhance and grow cultural assets.	3.3 – Buildings of cultural and community value.

OB9	Focus the night-time economy away from residential areas.	2.1 – West Mayfair, specifically policy WM2.
Public Realm		
OB10	Ensure the public realm around licensed premises works well for everyone.	3.1 – Public Realm. 4.5 - Shepherd Market.
OB11	Improve Mayfair for pedestrians and cyclists.	3.1 – Public Realm. 4.4 – Green Spaces. 4.6 – Park Lane.
Public Space		
OB12	Improve amenity in public squares by reducing commercial events, facilitating cultural and community activities and increasing public access and usability.	4.4 – Green Spaces.
OB13	Improve pedestrian access to the squares	3.1 – Public Realm. 4.4 – Green Spaces, particularly GS6.
Sustainability		
OB14	All new development in Mayfair should seek to achieve exemplary sustainable standards.	3.4 – Design. 3.5 – Environment and sustainability.
OB15	Encourage the greening of Mayfair through a Green Infrastructure Audit to encourage green walls, green roofs and street planting.	3.1 – Public Realm. 3.5 – Environment and sustainability.
Traffic		
OB16	Reduce the impact of traffic.	3.1 – Public Realm.

OB17	There should be no net loss of visitor, resident or commercial parking spaces in Mayfair.	4.4 – Green Spaces, specifically GS5(a)(i).
Architecture		
OB18	All new buildings and the refurbishment of existing buildings should enhance the special character of Mayfair.	3.4 – Design.
OB19	Ensure that where they are subject to change, that all ground floor commercial frontages, including shop fronts, signage, external lighting and outdoor furniture complement and enhance the character of the building and the street.	3.4 – Retail, specifically R7 (Shopfronts).
Neighbourhood Management		
OB20	Co-ordinate waste management to reduce vehicle movements and noise.	6 – Neighbourhood Management.
OB21	Promote district and building waste solutions that reduce or avoid the need for vehicle movements.	6 – Neighbourhood Management.
OB22	Protect existing and future residents from the impact of the night time economy and seek to limit the impact of other noise nuisance.	4.1 – West Mayfair, specifically WM2 & WM3. 4.2 – Central Mayfair, specifically CM2. 6 – Neighbourhood Management.
OB23	Encourage measures to improve air quality.	3.5 – Environment and sustainability, specifically ES1 (Air Quality).
OB24	To create a safe and nuisance free	6 – Neighbourhood

	environment for everyone.	Management.
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ix Table of how Forum objectives are currently addressed in adopted development plan policy

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Grosvenor Square is the largest public open space in Mayfair, and at eight acres is one of the largest garden squares in Westminster. It formed the central point of the development of the Grosvenor Estate in Mayfair from 1721 and, although presently managed by The Royal Parks²⁴³, it remains the focal point of the Estate.

American diplomatic presence has been a constant since 1785, so much so that during World War Two it was known as Eisenhowerplatz. A number of other statues commemorate American politicians and servicemen. The mix of hard and soft landscaping is not currently a happy one and the visual amenity of the square could be enhanced.

Hanover Square is the earliest of Mayfair's garden squares. Named after George I, it was laid out in 1717 and is particularly important in the development of London's formal townscape as it aligns with Cavendish Square to the north and the church of St. George to the south. Like Grosvenor Square its architectural setting has, in the Twentieth Century, changed from the small scale to the more civic and its planting and layout has changed beyond recognition over nearly three hundred years. In the wake of Crossrail, WCC have commissioned a study which will transform the appearance of the garden for the fifth and perhaps the final time. The square contains a number of distinguished statues.

Berkeley Square was laid out in 1730. It is celebrated for its perimeter of London Plane Trees. Planted in 1789, they are probably the most mature in London and give the Square the greatest arboricultural presence in Mayfair. There is little planting in the square which is formally laid out with grass plats.

Mount Street Gardens are the only gardens to have largely retained their original planting and design. They were laid out in 1889 on the site of the former burial ground to St George's Hanover Square and today are characterised by "memorials" of a quite different type - benches in the memory of the many Americans and others who have enjoyed the secret tranquillity of the gardens over the years.

Brown Hart Gardens are perhaps the most unusual open space in Mayfair. The site began life as Duke Street Gardens but in 1906, with the creation of the old Duke Street electricity substation the open space was raised into a terraced garden, planted in an Italianate fashion. The architect of the substation, Sir Stanley Peach, gave the gardens a flamboyant Edwardian Baroque architectural framework, which remains intact to this day. The gardens were closed in the 1980s but transformed and re-opened by the Grosvenor Estate in 2013 and now boast a rich and varied series of container planters, public art and a café.

²⁴³ On behalf of the Department for Culture, Media and Sport (DCMS). [NH - do you know the status of the Bill you referred to?] is currently before Parliament to put the Square back into private management on behalf of DCMS by the private freehold owners of the Square.

xii Table of stakeholder published objectives and the Forum's response

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