

CONSERVATION AREA AUDIT



CLEVELAND
STREET

44



City of Westminster

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

PREFACE

Since the designation of the first conservation areas in 1967 the City Council has undertaken a comprehensive programme of conservation area designation, extensions and policy development. There are now 54 conservation areas in Westminster, covering 76% of the city. These conservation areas are the subject of detailed policies in the Unitary Development Plan and in Supplementary Planning Guidance. In addition to the basic activity of designation and the formulation of general policy, the City Council is required to undertake conservation area appraisals and to devise local policies in order to protect the unique character of each area.

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

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

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

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

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INTRODUCTION

1.1 Conservation Areas are areas of special architectural and historic interest, the character and appearance of which it is desirable to preserve and enhance. They are areas which are recognisable for their distinctive and interesting townscape.

1.2 The City Council has a statutory duty to review the character and boundaries of its conservation areas. This Audit is the third and final stage of a review process. The overall appraisal strategy is based upon the English Heritage publications Conservation Area Appraisals and Conservation Area Management.

1.3 The first stage (Mini-guide) and second stage (Directory) documents have already been adopted. The Mini-guide is a leaflet which provides a brief description of the area and its characteristics. The Directory provided a detailed source of factual information such as listed building descriptions. This has now been incorporated as part of the Audit providing an Appendix of factual information.

1.4 The Audit describes both the historical development, and character and appearance of the conservation area. It is designed to identify and explain important local features such as unlisted buildings of merit, unbroken rooflines and local views. In addition the audit also seeks to apply relevant Unitary Development Plan policies to the local context in order to preserve and/or enhance the character and appearance of the area.

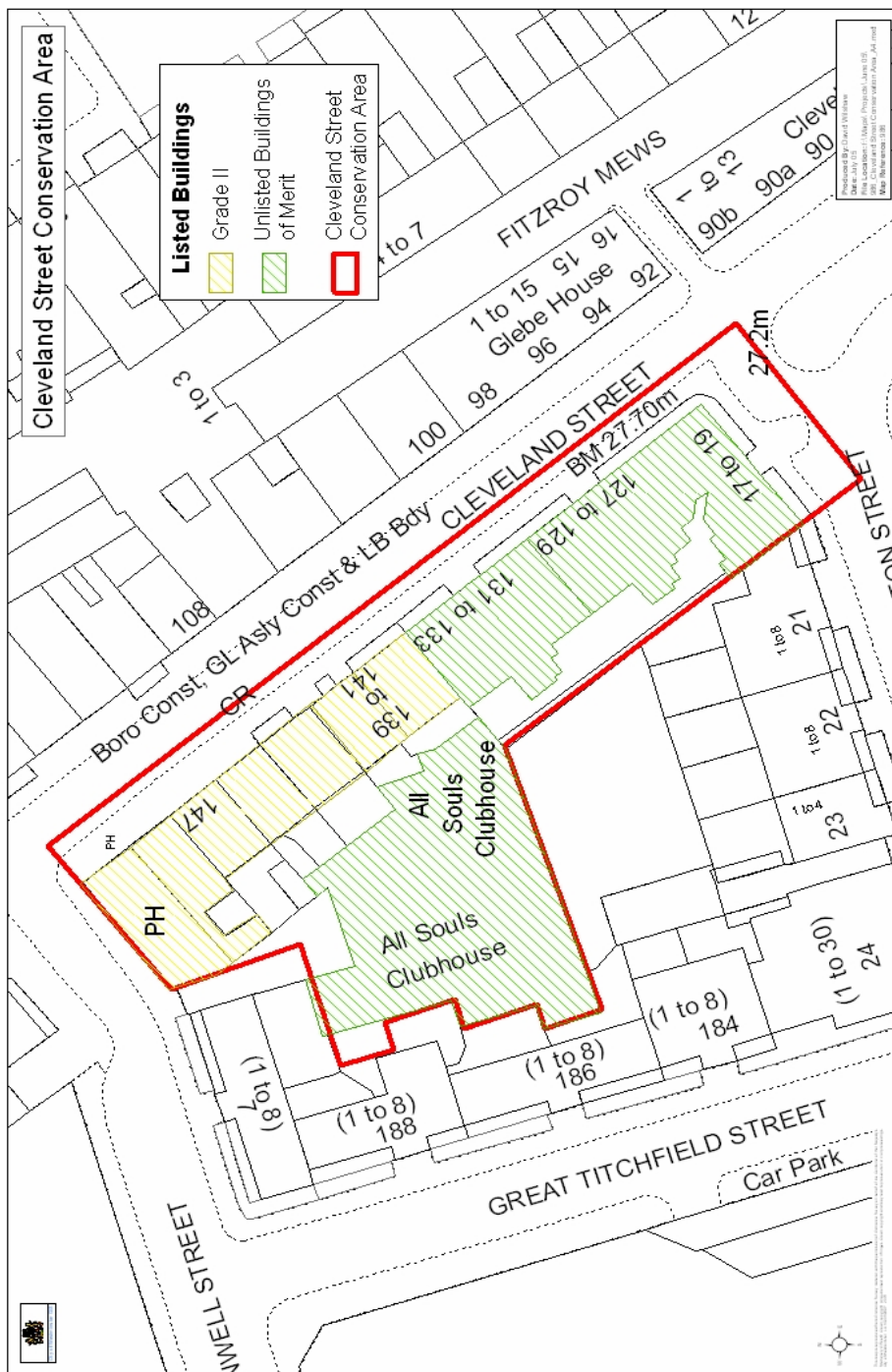
1.5 The Conservation Area Audit for Cleveland Street was adopted as Supplementary Planning Guidance by the Cabinet Member for Planning and Customer Service on 11 April 2006. The Cleveland Street Conservation Area was designated on 20 November 1990. The designation reports can be found in the Directory, Section 1, at the back of this document.

The draft replacement Unitary Development Plan (RUDP) as agreed by full Council 13th December 2004, along with the UDP which was adopted in July 1997, is the statutory document setting out planning policies for developing land, improving transport and protecting the environment in Westminster. Relevant policies from the replacement UDP are referred to throughout the audit.

2 CONSERVATION AREA BOUNDARIES

2.1 The Cleveland Street Conservation Area is located at the north-eastern periphery of Westminster, south east of Regent's Park and the Marylebone Road. This is a very small conservation area, incorporating a short stretch of west Cleveland Street, between Greenwell Street to the north and Carburton Street to the south. The conservation area boundary follows Westminster's border with the London Borough of Camden, as well as Camden's Bloomsbury Conservation Area (Sub Area 1: Fitzroy Square).

Figure 1: Cleveland Street Conservation Area



3 HISTORIC DEVELOPMENT

3.1 The Cleveland Street Conservation Area lies within the boundaries of the ancient marsh and forested county of Middlesex and the Hundred of Ossulton. More specifically, it falls just inside the Parish of St Mary le Bone, which derives its name from the small 'bourne' (a Saxon word for brook) that used to run west of Oxford Street. East, beyond Cleveland Street, lay the Parish of St Pancrall.

3.2 Up until the 1700s, the vicinity around Cleveland Street was an obscure area of undeveloped marshland, separated from the metropolis by open fields and hunting paths. The route along Cleveland Street gradually evolved into 'Green Lane', an established countryside pathway that divided the Parishes of St Pancras and St Marylebone (**Figure 2**). The road then became known as Upper Newman Street, and later Norfolk Street, and provided the boundary line between the Great Portland and Southampton Estates.

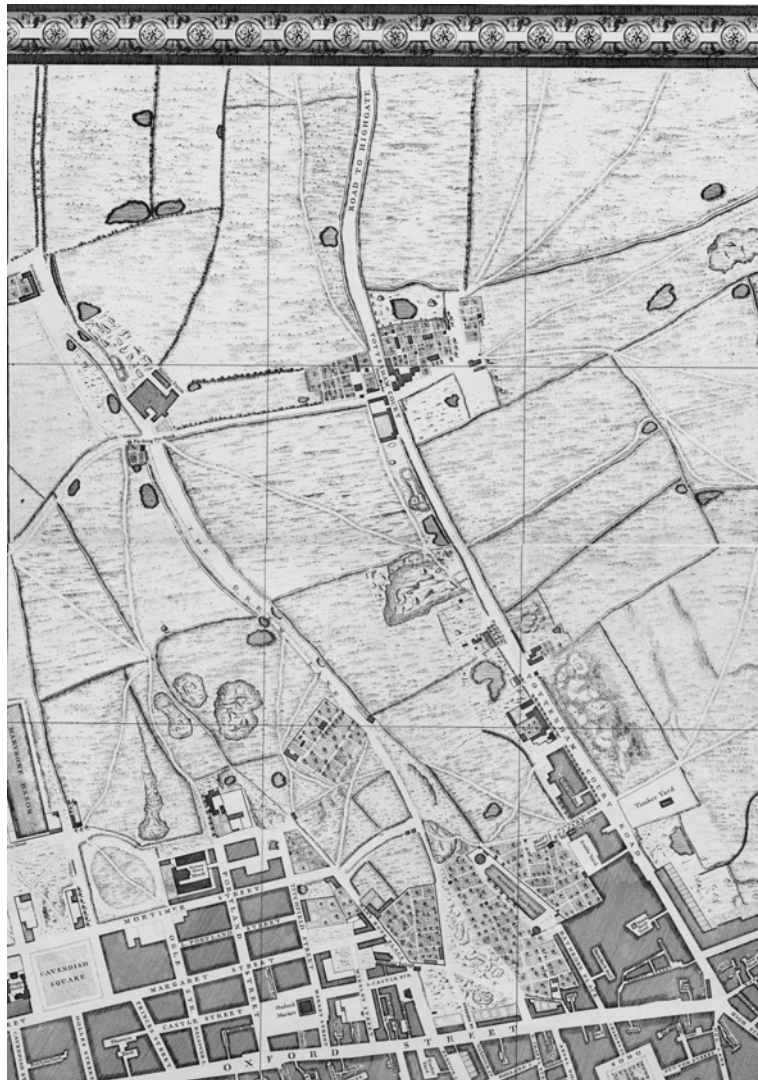


Figure 2: John Roque's Map 1746
Showing Green Lane, which later became known as Cleveland Street.

3.3 The Fitzroy Family were the wealthy landowners and proprietors of the huge Southampton Estate; and Cleveland Street was named after Henry Fitzroy's mother and mistress of Charles II, the Duchess of Cleveland. Building upon the Southampton Estate was laid out and rapidly developed in the last few years of the 18th century, and largely conceived by Charles Fitzroy, in anticipation of the growth of London northwards from Oxford Street (**Figure 3**). Fitzroy hoped to attract members of high society to live within the new development and commissioned Robert and James Adam to design and plan fashionable, quality homes and streets.

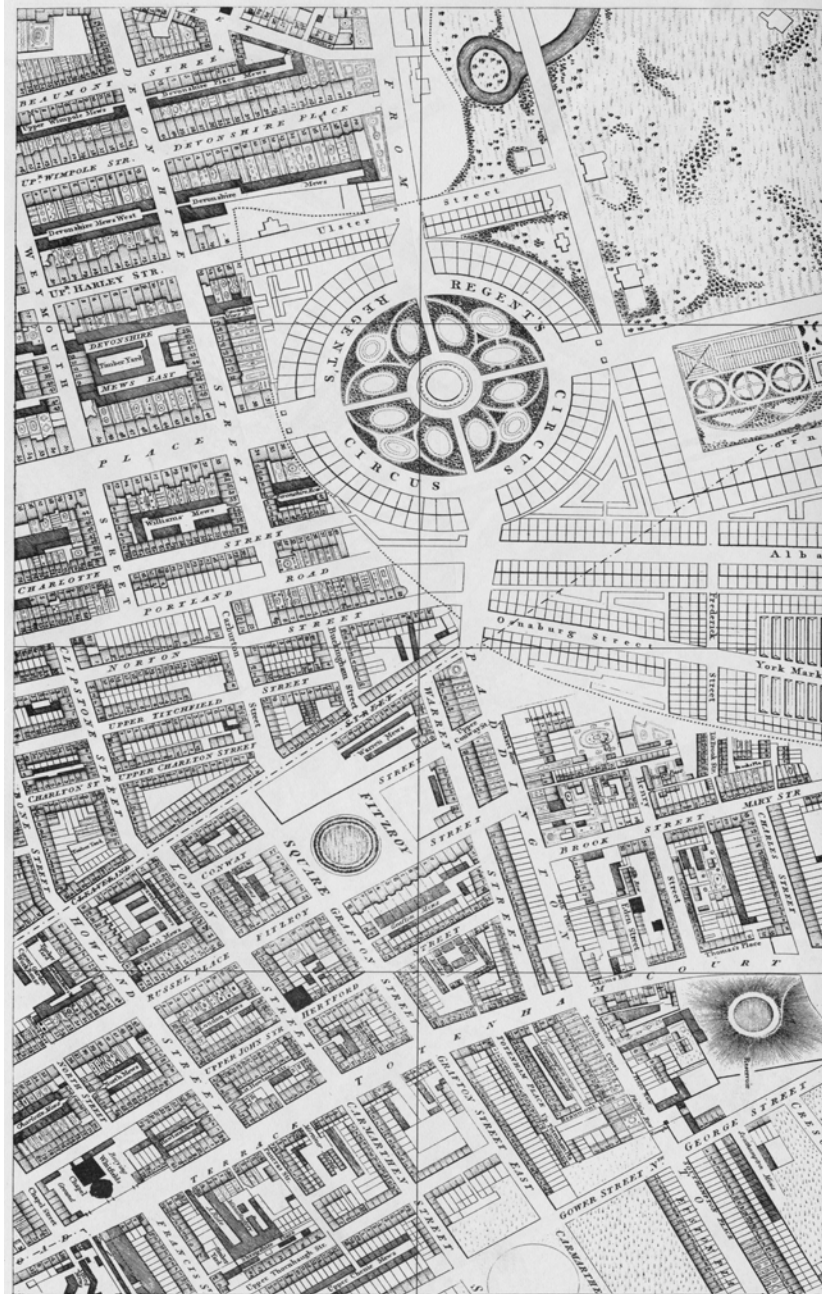


Figure 3: Horwood's Map 1793
The Southampton Estate development of Fitzroy Square is shown in relation to surrounding streets, of which Cleveland Street is one.

3.4 The principal focal point of the Southampton Estate was Fitzroy Square, and the Adams Brothers completed the terraces on the east then south sides in the early 1790s. Although impressively designed, the grand architecture soon proved futile, as houses meant for gentry were sub-divided and inhabited by families of inferior status to that which the Fitzroy's had hoped for. The lower social standing of the residents, combined with political factors such as the Peninsular War, inadvertently delayed the completion of Fitzroy Square till about 1828. As a result, the northern and western sides were architecturally less ambitious and have a plainer elevation treatment, although still in keeping with the original Adam design.

3.5 The streets radiating beyond Fitzroy Square, such as Cleveland Street, were designed with simplistic and functional architectural qualities, intended to accentuate the special treatment given to the central Square. As the area failed to retain the fashionable society that was hoped for, many ground floors of the residential terraces in the Southampton Estate were converted into shops and workrooms. This conversion largely took place in the early part of the 19th century, and this decline in the social status of the area changed the character of the area to one with an increasingly commercial focus.

3.6 As houses in this area were sub-divided, they presented affordable accommodation for struggling artists and immigrants. The vicinity flourished as a district for artists, writers, poets and musicians and became known as the 'Old Latin Quarter'. During the 1930s the area became known as 'Fitzrovia' and home to numerous residents of social and artistic importance, namely George Bernard Shaw and Virginia Woolfe. Cleveland Street is also significant in terms of its associations; Charles Dickens lived on the street as a child and returned to live here as a young man. Samuel Morse, the American painter and inventor of the Morse Code, lived at 141 Cleveland Street between 1812-1815, an English Heritage Blue Plaque recognises this.

3.7 As the area became less affluent and more commercially focused, industrial buildings began to fill rear yards. In addition, the Victorian period saw rows of Georgian terraced houses being demolished and replaced by mansion blocks, such as that at Nos. 127-133 Cleveland Street. Today, the vicinity around the Conservation Area still contains workshops and buildings for educational purposes that have become characteristic uses. The Conservation Area itself is largely residential although the ground floors are non-residential in use and include a restaurant and a clubhouse All Soul's Church, Langham Place. This also occupies the mid 19th century semi-industrial buildings.

3.8 This district has significance as a physical record of social and cultural history, which in turn has contributed to a great sense of community pride. The majority of Fitzrovia is contained within Camden's Bloomsbury Conservation Area, and today Cleveland Street provides the boundary between Westminster and Camden. There are a large number of local groups and tenants associations, such as the 'Fitzrovia Neighbourhood Association'.

4 CHARACTER OF THE CONSERVATION AREA

GENERAL

4.1 Cleveland Street is an extremely small conservation area, comprising only the short stretch of buildings between Carburton and Greenwell Streets. It has an intimate and primarily residential character. Being narrow with one-way traffic flow, the street stays relatively un-congested, despite its central location. However, the mix of independent shops, cafes and businesses that are in close proximity contribute to a thriving atmosphere. There has been widespread and often unsympathetic 20th century redevelopment along the rest of the Westminster side of Cleveland Street and, as such, this Conservation Area is an historic fragment particularly worthy of protection.

4.2 This conservation area is particularly important as part of the setting for the London Borough of Camden's Bloomsbury Conservation Area. The buildings in Camden, on the eastern side of Cleveland Street, (**Figure 4**) also have a Georgian scale and character. On this side, more of the ground floors are occupied by cafes and restaurants, some with attractive shopfronts and this contributes to a lively atmosphere. These buildings are also key to the Conservation Area's character and the protection of Cleveland Street is therefore shared between Councils.



Figure 4: The Camden side of Cleveland Street shows the mixed land uses at street level with the BT tower landmark in the distance.

ARCHITECTURE

4.3 The architecture of Cleveland Street Conservation Area can be divided into three sections with differing styles and building ages. At the centre, and of primary importance in terms of the character of the area, is a stretch of Grade II listed Georgian terraced houses. In contrasting style, on the corner with Greenwell Street, is a Grade II listed, mid 19th century public house. Finally, a large plot on the corner with Carburton Street is occupied by a Victorian mansion block. Although in different styles, together these buildings form an attractive group. For the purpose of this Audit, each will be considered in turn below:

No's 139 to 149 Cleveland Street



Figure 5: Nos. 139 to 149 Cleveland Street

4.4 **No's 139-149 Cleveland Street** forms the centrepiece to the conservation area. This terrace is characterised by its simplicity, uniformity and proportion, as often emphasised in Georgian architecture, and is most closely related in character to the buildings on the opposite side of Cleveland Street. Dating from c1790 – 1800, they are constructed of yellow stock brick in Flemish bond. Each plot is of 2 bays and 4 storeys over basement with a consistent elevational treatment and pattern of fenestration above ground floor level. At roof level, they are simply detailed with a row of butterfly roofs, set behind an unadorned parapet.



Figure 6: This picture, taken in 1964, shows 141 Cleveland Street before significant alterations to the facade.

4.5 Many of the properties have been subdivided into a number of residential flats; others have commercial premises at ground floor level. As such, the ground floor treatment varies, disrupting the rhythm of the terrace to some extent. No 147 and 149 have a modern render finish whilst 145 has been painted. All Souls Clubhouse', nos. 139 to 141, has a rusticated stucco treatment to the ground floor level. Basement lightwells can be seen from street level in all but no. 145 Cleveland St, which has had a shopfront inserted at ground floor level.



Figure 7: No 143, the only property with original ground floor treatment. Retaining two sashes and the lightwell, although with a modern shopfront to the basement.

Figure 8: Nos. 139-141, 'All Souls Clubhouse', has a rusticated stuccoed ground floor.



Windows

4.6 Windows along this terrace follow typical Georgian hierarchy, diminishing regularly above first floor level. The upper storeys have largely retained their original treatment, having four-paned, single glazed, timber sliding sashes, set back from the face of brickwork with white painted reveals and projecting sills supported by small console brackets. Above each window are radiating flat arches picked out in the red brick. At ground floor level most of the original windows have been replaced, and only 143 retains timber sashes.



Figure 9: Window Detail

Doors

4.7 Doors are generally six panelled and of painted timber. These are set within semi-circular arched doorways, originally with brick arches above. The original doors are in oak, with recessed panes on the middle and frieze

panels, and flat panels on the lower half. Nos. 139, 145 and 147 are original doors, as is No. 149a although this example has had the lower panels altered. Many have original radial fanlights. (**Figures 10-12 below**)



Figure 10: No. 139



Figure 11: No. 147



Figure 12: No. 149a

4.8 There are also a number of replacement doors (**Figures 13-15**) along this terrace, but, although generally six panelled, they tend to be of inferior materials and quality. Some of the ground floor doorways, for example at Nos. 147a and 149, have been inserted where a window would have been, to provide private entrances for the sub-divided accommodation above.



Figure 13: No. 143



Figure 14: No. 147a



Figure 15: No. 149

4.9 There is no consistency in terms of door furniture along the terrace, although a few traditional handles and door knockers have survived. The original doors would have had a central door knob below the middle panels

and a decorative knocker placed higher. Some of the letter boxes date from the Victorian Period, for example at No. 149A. Door knockers would have originally been polished brass, but surviving examples have been encrusted with layers of paint.

4.10 To the rear of All Souls Clubhouse is a small industrial Victorian infill block of stock brick with hipped slate roof and large semi-circular arched windows. Brickwork has been painted and the building has been altered with new entrance at ground floor level and a large metal fire escape.

The George and the Dragon Public House, 151 Cleveland Street.

4.11 Occupying a prominent corner plot at No. 151 Cleveland Street, is the George & Dragon Public House. This Grade II listed building has elaborate finishing in Italianate style.



Figure 16:
Cleveland Street Elevation



Figure 17:
Greenwell Street Elevation

4.12 Rebuilt or re-clad circa 1850, the building consists of three storeys plus attic, with a two storey extension to the rear. Three windows wide to Cleveland Street and with a four window return to Greenwell Street, the building's stucco finish forms a striking contrast with the simpler architecture of its neighbours.

4.13 To the ground floor is an attractive timber shopfront, with panelled and glazed doors at each end and splayed across the corner. Between large flat

display windows, Corinthian pilasters support a large fascia with a dentil cornice that curves and projects over the angled entrance. **(Figure 18)**



Figure 18: The George and Dragon pub front

4.14 To the upper floors, the front elevation is framed by rusticated pilasters at first floor, giving way to panelled pilasters on the second floor. Windows are two-pane, timber sliding sashes with architraved surrounds. At first floor these have decorated panels and string course above with a segmental pediment over the central window. Decorative swag panels have been applied above each second floor windows and the dormer.

4.15 Above the cornice and concealing a slate mansard roof is a bottle balustrade. This is intersected by an elaborate central dormer to the front façade, a pattern which is also repeated at the rear.

Nos. 127-133 Cleveland Street & 17-19 Carburton Street

4.16 The final building within this stretch of Cleveland Street is a block of Victorian mansion flats. The block reflects the 19th century transition from single dwelling terraces to high density, low cost accommodation.



Figure 19: The Queen Anne style mansion block

4.17 This block is in Queen Anne style and is constructed of red brick in English bond. It consists of four storeys over basement lightwell, and has a large mansard roof extension added during the early 1990s. With twelve bays to the front elevation, the building has a significant presence on Cleveland Street. However, raised brick pilasters provide vertical accents and break up the horizontal mass, whilst string courses above and below each window unify the block. Windows are generally two-pane sliding timber sashes, with white painted stone lintels above.

4.18 The mansion block has two entrance bays to Cleveland Street and a single entrance bay to Carburton Street. They are differentiated by their architectural treatment and provide a prominent vertical accent to the facades. To the front elevation, the grand doorways have doorcases with triangulated open pediments supported by Tuscan pilasters on a rusticated base (**Figure 20**). Within these are dark painted half glazed panelled timber double doorways with fanlights. Above the doorways, the window detail varies from the rest of the façade, with segmental arches formed in brick and stone over tripartite timber sash windows under a semicircular fixed glazed pane. The entrance bay to Carburton Street is more simply detailed with a rusticated door surround and raised bay with single sash windows following the detail of the rest of the building. This elevation also has a pediment at eaves level with a round and coaded blind window. The door along Carburton Street is missing and a flush plywood door has been installed.

4.19 The whole block is surrounded with decorative cast iron railings. These are an attractive feature, although in an extremely poor state of repair (see negative features below).



Figure 20: Cleveland Street doorway



Figure 21: Cleveland Street elevation



Figure 22: Carburton Street elevation

POLICY & FURTHER GUIDANCE

Any proposal should take into account the character of its context. Policies, DES1 A 3 and 4 and DES4 should be consulted on the Principles of Development and DES5 A and B should be consulted on alterations and extensions.

DES4B should be referred to for scholarly replicas within terraces of unified townscape and/or DES4A in terms of respecting adjoining buildings in areas of varied townscape.

Original architectural features and detail are vital to the architectural quality of individual buildings and the character of the conservation area. Policy DES 9 C states that the council will not allow schemes which involve loss of original features and where these are missing their reinstatement to the original design detail and materials will be encouraged.

Relevant Supplementary Planning Guidance documents are noted throughout the audit document.

Roof profiles and extensions

4.20 Roof profiles are fundamental to the architectural character of any building and as such contribute to the character and appearance of conservation areas. Alterations at roof level, including extensions, terraces and plant can have a negative impact on this.

4.21 Whilst the roofline within the Conservation Area as a whole is not homogenous, the buildings are generally of a similar scale and form an attractive group. The listed terrace at the centre has a consistent, simple roofline with an unbroken run of slate butterfly roofs set behind a straight parapet cornice. Any upward extension would disrupt the roofline thereby damaging the integrity of the group.

4.22 The 'George and Dragon' occupies a prominent corner location with a highly visible roofline. It has a slate corner mansard concealed behind a bottle balustrade, with an elaborately decorated flush dormer to the front and rear creating a distinctive roofline (**Figure 23**). As such, it can be considered to be a completed architectural composition and no further upward extension of the building would be acceptable.



Figure 23: Distinctive roofline of No. 151 the 'George and Dragon.'

4.23 The mansard roof extension to the Victorian mansion block was added during the early 1990s. The roof extension has been poorly detailed with artificial slate and uPVC windows and its steeply pitched sides give it undue prominence on the street scene. (**Figure 24**) It is out of scale with the adjoining terrace and therefore detrimental to the area's overall character. (See Negative Features below). Further upward extension of this block would not therefore be acceptable, although changes to the design of the existing roof extension could mitigate its negative impact.



Figure 24 : The modern mansard roof is out of scale with the Georgian terrace it adjoins.

4.24 Clutter such as antennae and satellite dishes can also have a significant and detrimental impact on the roovescape and character of the area affecting both short and long distance views. Careful consideration should be given to the siting of such equipment to minimise its visual impact. It should be located away from prominent visible locations such as the front façade, roofs or chimneys.

Policy DES6 highlights instances where roof extensions are likely to be unacceptable in townscape terms without proper justification.

Advice is given in the publication 'Roofs. A Guide to Alterations and Extensions on Domestic Buildings (1995).

UNLISTED BUILDINGS OF MERIT

4.25 Unlisted buildings may make a valuable contribution to the townscape, and can be of architectural interest in their own right or have local historic and cultural associations for example, from a famous resident or event. Within the Conservation Area Audits these are identified as 'unlisted buildings of merit'.

4.26 The Victorian Mansion block at 17 to 19 Carburton Street and 127 to 133 Cleveland Street has been identified as of merit. Although in contrast to the neighbouring terraced block in terms of material and style, the mansion flats are of a similar scale and provide the street with further dynamic. This block is also historically important, as a reflection of the type of building that replaced many Georgian terraces during the Victorian era.

4.27 The Victorian infill block, to the rear of All Souls Clubhouse, is a small industrial building in painted brick and considered to be an unlisted building of merit. Despite having been unsympathetically altered, this block makes a valuable contribution to the group, given its similar materials and age to the other buildings within the Conservation Area. It also forms part of the setting of the adjoining listed buildings.

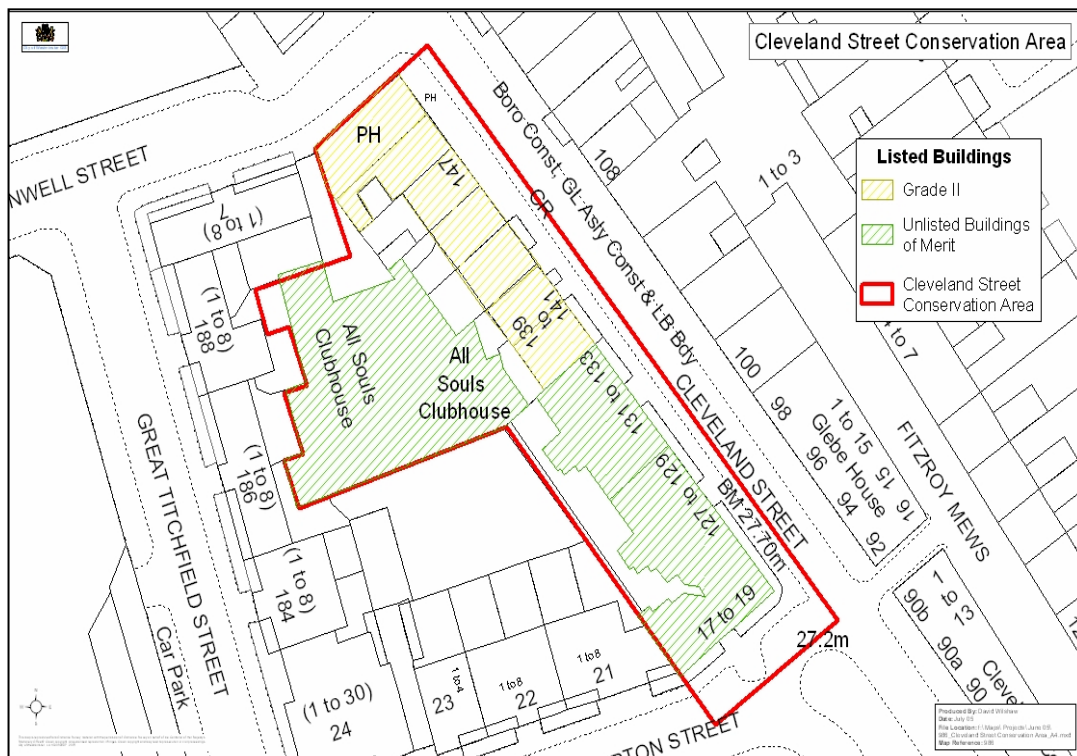


Figure 25: Unlisted buildings of merit

Policy DES9 2 states that permission will not normally be given for proposals which involve the demolition or partial demolition of buildings which contribute positively to the character and appearance of the conservation area. Permission will only be granted where it can be demonstrated that the existing building cannot be repaired or adapted so as to extend its useful life and that the proposed development will preserve or enhance the character or appearance of the area. This requirement may be balanced against the City Council's other policy objectives.

VIEWS

4.28 Policy DES15 in the Unitary Development Plan also identifies the importance of more local views and defines two further categories of views which contribute to Westminster's townscape and historic character.

- Metropolitan views include both views from Westminster to other parts of London and views from other parts of London into Westminster, such as views along and across the river Thames. They also include views within and across Westminster, particularly views of famous London landmarks.
- Local views are by definition more localised and can be of natural features, skylines, smaller landmarks and structures as well as attractive groups of buildings and views into parks, open spaces, streets and squares.

4.29 Cleveland Street is a small Conservation Area and there are few long views from within it. No Metropolitan Views have been identified in this area. However, the BT Tower is 619 meters high and, as such, is a dominant feature on the skyline. Although not fully visible from Cleveland Street, its height allows views of upper levels as it overshadows the noticeably domestic townscape scale of Cleveland Street and surrounding areas. Despite being out of scale with the rest of the area, the Tower is significant landmark of 20th century design and engineering and hence forms an important local view.

In the Unitary Development Plan DES15 seeks to protect Metropolitan and Local views.



Figure 26: The BT Tower can be seen from many directions due to its considerable scale.

LOCAL TOWNSCAPE DETAIL

4.30 The detail of the local townscape contributes to the sense of local distinctiveness and may be unique to a particular conservation area. This includes boundary treatments, street furniture, trees and hard landscaping. Individually and collectively such elements contribute to the overall quality of Westminster streetscape as well as enhancing individual areas of character within the City.

Railings, boundary walls & enclosure

4.31 Railings and boundary walls contribute significantly to the character of conservation areas. They add interest and variety of scale in the streetscene, often marking the boundaries between public and private spaces. The City Council considers that they should be protected and properly maintained.

4.32 Within Cleveland Street, all the terraced properties would originally have been set back from the street with basement lightwells and railings. The railings, which now line Cleveland Street, are generally of cast iron and painted in black. Original cast iron railings with tasselled spearhead finials remain at numbers 143 and 139-141. Other properties have replacement railings, some in varying patterns. Railings are missing at number 145.

4.33 The cast iron railings to the Victorian Mansion block are in an unusual and elaborate design with fleur de lis finial surmounted by additional section of round arches with drop finials intersecting them. These railings are in a poor state of repair. (See Negative Features below)



Figure 27: Railings outside the Victorian Mansion block, Nos. 127-133



Figure 28: Railings at 139-141



Figure 29: Replacement railings at No. 147

POLICY & FURTHER GUIDANCE

The city council will seek to preserve and repair boundary features of interest. Council policy in respect of these is DES7 G and further guidance can be found in the design guide: 'Railings in Westminster A guide to their design, repair and maintenance.'

Street Furniture

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

4.35 Cleveland Street has a range of contemporary street furniture but no historic street furniture remains. There are two modern lamp standards, one a small Grey Wornum and the other a Westminster Standard. There is one City of Westminster style bollard outside the George and the Dragon Public House and seven cannon style bollards on the corner with Carburton Street. Concrete bollards and guard-rails have recently been removed providing a positive enhancement to the area. There is also a cylindrical open 'heritage' style litter bin.

4.36 A Blue Plaque is attached to 141 Cleveland Street, originally home to inventor of the Morse Code and painter, Samuel Morse.

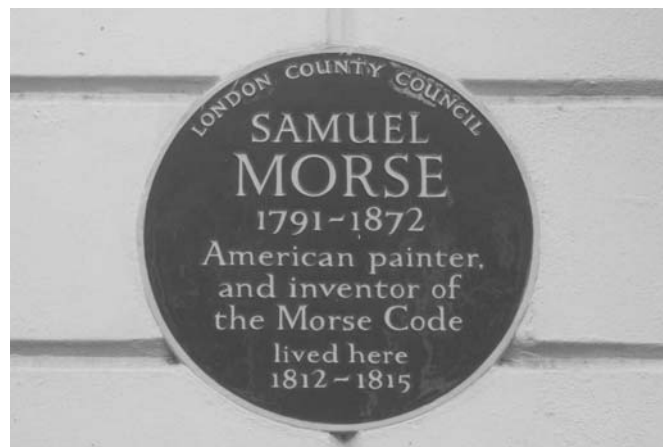


Figure 30: Blue Plaque marking the home of Samuel Morse.

Street surfaces

4.37 The pavement surface along the Westminster side of Cleveland Street has recently been re-paved, and now has a continuous line of concrete slabs, edged with large granite kerbstones. The unified treatment of the surface has greatly improved the area, although the paving does not continue into Carburton Street. A small section of stone setts exist outside the cellar entrance to the George and Dragon.

4.38 A decorative coal hole cover can be found outside No. 143 Cleveland Street. Since the burning of coal as domestic fuel in London has ceased,

these decorative covers are fast disappearing and surviving examples should be recorded and retained where possible.



Figure 31: A surviving decorative coal hole cover at No. 143 Cleveland Street.



Figure 32: The street surface along Cleveland Street has been recently re-paved, but the surface treatment does not continue into Carburton Street.

4.39 Granite kerbstones line the pavement. Street surfaces contrast in texture and colour, which could be unified to provide a consistent treatment.

POLICY & FURTHER GUIDANCE

Policy DES7 C & F intends to protect these historic and characteristic features of the street scene.

For guidance relating to both street furniture and public realm works, the Westminster Way is the council's emerging public realm manual.

CHARACTERISTIC LAND USES

4.40 The Cleveland Street Conservation Area has a predominantly residential character, although ground floor uses vary. The ground floor and basement of 145 is occupied as a restaurant and the basement of number 143 has had a shopfront inserted and was formerly a tailor's. No. 151 Cleveland Street is occupied by the George and Dragon Public House integral to the character of the street. The All Souls Clubhouse occupies numbers 139 to 141, and is a Community Centre associated with All Souls in Langham Place.

4.41 The London Borough of Camden's, Bloomsbury Conservation Area on the opposite side of Cleveland Street, has more commercial activity from offices, restaurants and dental surgeries. Most of the street level properties are commercial with residential flats occupying the floors above. This side forms part of the setting for Westminster's Cleveland Street Conservation Area by positively adding to the character of the area as a whole.



Figure 33: The Camden side of Cleveland Street demonstrates mixed land uses.

POLICY & FURTHER GUIDANCE

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

5 NEGATIVE FEATURES

5.1 Negative features detract from the special character of an area and can present the opportunity for change which will enhance the area's appearance.

Small alterations and Visual Clutter

5.2 There are a number of cables running down the facades of numbers 143, 147, 139-141. This contributes to a cluttered appearance. A security camera is attached to the front of number 149, again contributing to visual clutter. The rear of the terrace is untidy with a range of flues and plastic down-pipes. Missing chimney stacks are also detrimental to the unity of the terrace and their retention or reinstatement would be desirable. All minor accretions such as pipes, wires and services should be concealed where possible or sited and designed to minimise their impact.



Figure 34: Flues to the rear of the terrace.

Windows and Doors

5.3 Windows and doors in the Conservation Area are in variable condition and those to the ground floor have been replaced to a variety of designs and materials, many of which are not in keeping with the upper stories. Glazing bars are missing from some windows at 141 Cleveland Street and certain windows have ventilation fans and trickle vents set within them. Original Doors and windows should be retained wherever possible. (see section 4 for description of original detailing)

5.4 Window frames are painted white throughout the Georgian terrace but the paint is peeling off in many sections. Better maintenance would enhance the area's appearance.

Railings and Basement Lightwells

5.5 Many of the building forecourts are in concrete and have lost original stone steps and thresholds. This detracts from the unity of the terraces and the use of consistent detailing and traditional materials would be preferable. Many basement lightwells are also poorly maintained. The netting installed does little to enhance the appearance and encourages litter to be dropped from street level.

5.6 No. 145 is occupied by the 'Cleveland Kitchen' restaurant. This has been painted and extensively altered at ground floor level, with the basement lightwell having been in-filled and cast iron railings removed. These alterations again damage the unity of this listed terrace.

5.7 The railings surrounding the Victorian mansion block are in an extremely bad state of repair, with uprights missing and crudely replaced with temporary supports. Many of the finials and arched details have been broken off. As the damage is so extensive, some sections may be beyond repair and reinstatement of replica sections may be the only option. These railings could provide an attractive feature and their upgrading would have a positive impact on the overall character of the Conservation Area.



Figure 35:

Balusters are missing in many sections outside the Victorian block. If restored they would make a significant enhancement to the Conservation Area.

Building Repair

5.8 Patchwork pointing repair at No. 145 Cleveland Street is noticeably unsightly (**Figure 38**). Hard cement mortars and weatherstruck pointing has been used in places. Poor standards of re-pointing of brickwork have a significant detrimental impact on the appearance and may cause long term damage to brickwork. There is cracking between 149 and 151 Cleveland Street (**Figure 36**).



Figure 36:
A crack in the wall adjoining The George and Dragon and the Georgian terrace.



Figure 37: Wires run externally are unsightly accretions.



Figure 38: Poor standards of re-pointing are noticeable and blights the façade.

Shopfronts and Signage

5.9 There is a variety of signage within the Conservation Area, which contributes to visual clutter. There is a large sign at basement level at no 143 and several projecting signs, for example at Nos. 141 and 143, which add to visual clutter. At the time of survey there were also a number of estate agents boards. No 'V-shaped' or angled boards are permitted within a Regulation 7 direction area in Westminster and such work requires listed building consent.



Figure 39: The sign at basement level relates poorly to the proportions of the building. The V-estate agent board at No. 143 is also unauthorised.

POLICY AND FURTHER GUIDANCE

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

6 Management Proposals

6.1 The conservation area audits provide an analysis of the character and appearance of the conservation area to identify those elements which should be protected as well as opportunities for change, improvement or enhancement. Each section is linked to the relevant policy guidance, which provides the framework for the future management of the conservation area. Other designations and controls are listed in the directory. The following proposal statement provides a list of actions, related to those features identified as 'negative'.

Identified Negative Feature	Action
Replacement Windows and Doors/ Loss of original Architectural Detail	<p>Unsympathetic replacement windows and doors to be removed and reinstated with more appropriate design where possible as part of any refurbishment schemes.</p> <p>Raise awareness of original design detail amongst residents: Increase circulation and availability of the audit and design guides to local residents, businesses and groups. Audit to be made available on website.</p> <p>Reports of unauthorised development to be passed to enforcement team with regards to all unauthorised works identified in the audit and enforcement action pursued where possible on unauthorised works.</p>
Shopfronts and Advertisements	Enforcement action to be taken to secure removal of unauthorised signage where possible.
Landscaping and Street Furniture	<p>Original landscaping details and street furniture identified in the audit to be retained as part of landscaping schemes.</p> <p>Unified treatment to be sought for street surfaces in the conservation area.</p>
Roof extensions	Where enhancements can be made to unsympathetically detailed roof extensions, this will be encouraged as part of any refurbishment proposals.
Wires, Flues, Pipework and Burglar Alarms	<p>Supplementary planning guidance on Plant and Air conditioning to be produced promoting better siting and design of such equipment in future.</p> <p>Removal of redundant wires, flues and pipework as well as reinstatement of missing chimney stacks to be sought as part of any new development/ refurbishment proposals.</p>
Maintenance and Painting	Conservation based-approach to repair to be promoted through distribution of audits and supplementary planning guidance. Where properties are in poor repair, letters to be sent to owners in priority cases. In most serious cases, consideration to be given to the use of repairs notices or section 215 notices.

7 Glossary of Terms

Acanthus	A plant with thick, fleshy, scalloped leaves used on carved ornament such as CORINTHIAN and COMPOSITE CAPITALS and other mouldings
Accretions	A gradual build-up of small additions and layers
Aedicule	The framing of a door, window, or other opening with two columns, PIERS or PILASTERS supporting a GABLE, LINTEL, plaque or an ENTABLATURE and PEDIMENT
Architraves	The lowest of the three main parts of an ENTABLATURE or the moulded frame surrounding a door or window
Art Deco	From the Paris <i>Exposition Internationale des Arts Decoratifs et Industriels Modernes</i> , 1925. An early 20 th century movement in the decorative arts, architecture and fashion. Considered to be an opulent, eclectic style, influenced by a variety of sources. Characterised by use of materials such as aluminium and stainless steel and the use of bold forms, sweeping curves, CHEVRON patterns and sunburst motifs
Art Nouveau	Meaning 'New Art'. A movement that emerged at the end of the 19 th century, which advocated the use of highly-stylized nature as the source of inspiration. Correspondingly organic forms, curved lines, especially floral or vegetal.
Arts & Crafts	A major English aesthetic movement, at its height between 1880 - 1910. Inspired by the writings of John Ruskin, a reformist movement searching for authentic and meaningful styles as a reaction to the machine-made production of the Industrial Revolution. Its best known practitioner is William Morris, who founded the SOCIETY FOR THE PROTECTION OF ANCIENT BUILDINGS
Balconettes	A small projecting balcony from a wall, enclosed by railings or BALUSTRADE, more decorative rather than functional
Baroque	An architectural style of the 17 th and 18 th centuries characterised by dramatic and exuberant decoration, using expansive curvaceous forms, large-scale and complex compositions. Used in palaces, churches and national buildings as a means of creating emotional involvement and a dramatic impression.
Bay	A vertical division of the exterior of a building marked by fenestration, an order, buttresses, roof compartments etc.
Bay Window	An angular or curved projecting window
Beaux Arts	Translated as "Fine Arts". A classical architectural style taught at the Ecole des Beaux Arts in Paris 1885-1920. Depended on sculptural decoration along conservative modern lines, using French and Italian BAROQUE and Rococo formulas with an impressionistic finish
Bottle Balustrade	A assemblage of bottle shaped moulded shafts in stone supporting the COPING of a PARAPET or the handrail of a staircase
Butterfly Roof	A roof formed by two gables that dip in the middle, resembling butterfly's wings. The roofs were particularly popular in Britain during the 19 th century as they have no top ridges and were usually concealed on the front façade by a parapet. The roof gave the illusion of a flat roof, an essential part of CLASSICAL architecture, but accommodated Britain's wet climate.
Buttress	A mass of masonry or brick-work projecting from or built against a wall to give additional strength
Canopy	A projection or hood over a door, window etc
Canted	Architectural term describing part, or segment, of a façade which is

	at an angle of less than 90° to another part of the same façade.
Cantilevered	A horizontal projection (e.g. a step, balcony, canopy or beam) supported by a downward force. Without external bracing and appears to be self-supporting, cantilever construction allows for long structures without external bracing.
Capital	The head or crowning feature of a column
Cartouche	An ornamental panel in the form of a scroll or sheet of paper with curling edges, usually bearing an inscription and sometimes ornately framed
Casement Windows	A metal or timber window with side hinged leaves, opening outwards or inwards
Cast Iron	An iron-based alloy containing more than 2% carbon. The molten iron is poured into a sand cast or mould rather than hammered into shape by a blacksmith. The allows for regular and uniform patterns and a high degree of detail to be represented. The finished product is chancier, though more brittle, than WROUGHT IRON.
Chevron	A type of moulding forming a zigzag pattern
Chimney Stack	Masonry or brick-work containing several flues, projecting above the roof and terminating in chimney pots
Classical/Classicism	A revival or return to the principles of Greek or Roman architecture and an attempt to return to the rule of artistic law and order. Begun in Britain c. 1616 and continued in successive waves up to 1930s.
Coade Stone	An artificial cast stone with a mottled surface, invented in the late 18 th century and used up to the early 19 th century for all types of ornamentation
Coal Hole Cover	A circular, metal or wooden plate covering a hole in the pavement where domestic coal deliveries were dropped into a vaulted bunker beneath the pavement
Colonnade	A row of columns carrying an ENTABLATURE or arches
Composite	A mixed order combining the scroll-like ornament of the IONIC order with the leaves (ACANTHUS) of the CORINTHIAN order.
Console	An ornamental bracket with a curved profile and usually of greater height than projection
Coping	A capping or covering to a wall, either flat or sloping to throw off water
Corbel	A projecting block, usually of stone, supporting a beam or other horizontal member
Corinthian	One of the CLASSICAL orders, which is an enriched development of the IONIC CAPITAL. Featuring stylized ACANTHUS leaves, which sometimes appear blown sideways. Unlike the DORIC and IONIC column capitals, a Corinthian capital has no neck beneath it, just a moulded ring or banding. The Corinthian column is almost always fluted
Cornice	In classical architecture, the top projecting section of an ENTABLATURE. Also any projecting ornamental moulding along the top of a building, wall, arch etc., finishing or crowning it
Cresting	An ornamental ironwork finish along the top of a screen, wall or roof
Cupola	A dome, especially a small dome on a circular or polygonal base crowning a roof or turret
Curtain Wall	A non-load-bearing wall, which can be applied in front of a framed structure. Manufactured from a variety of materials such as aluminium, steel and glass; with sections to include windows and spaces between

Dentil	Meaning 'tooth'. A small square decorative block used in series in CORNICES
Doric	One of the CLASSICAL orders. Doric columns historically stood directly onto the flat pavement without a base; fluted and topped by a smooth CAPITAL that carried an ENTABLATURE
Dormer Window	A window placed vertically in a sloping roof and with a roof of its own. Name comes from French 'to sleep'.
Dressings	Stone worked to a finished face, whether smooth or moulded, and used around an angle, window or any feature
Eaves	The under part of a sloping roof overhanging a wall
Edwardian	Edwardian period refers to the reign of King Edward VII, 1901–1910, although is sometimes extended to include the period up to the start of World War I in 1914
English Bond	A method of laying bricks so that alternate courses or layers on the face of the wall are composed of headers (end) or stretchers (long edge) only
Entablature	The upper part of an order consisting of ARCHITRAVE, FRIEZE, and CORNICE
Faience	A type of glazing used on ceramics
Fanlight	A window, often semi-circular, over a door, in Georgian and Regency buildings, with radiating glazing bars suggesting a fan. Or any window over a door to let light into the room or corridor beyond
Fascia	The wide board over a shopfront, usually carrying its name
Fenestration	The arrangement of windows in a building's façade
Festoon	A carved ornament in the form of a garland of fruit and flowers, tied with ribbons and suspended at both ends
Finial	A vertical mounted spike, sometimes with formal ornament, used on railings and on tops of buildings
Flemish Bond	A method of laying bricks so that alternate headers (end) and stretchers (long edge) appear in each course on the face of the wall
Fluting	Shallow, concave grooves running vertically on the shaft of a column or PILASTER
Frieze	A decorative band running between the ARCHITRAVE and CORNICE
Gable	The upper portion of a wall at the end of a PITCHED ROOF. Can have straight sides or be shaped or crowned with a PEDIMENT, known as a Dutch Gable
Gauged brick	Brick moulded, rubbed or cut to an exact size and shape, for arches or ornamental work
Gault brick	Brick made from Gault Clay – an uncommon clay which, when fired, produces light, almost buff, blue bricks
Georgian	The period in British history between 1714 - 1830 and the accession of George I and death of George IV. Also includes the Regency Period, defined by the Regency of George IV as Prince of Wales during the madness of his father George III
Gothic	A style of European architecture, particularly associated with cathedrals and churches, that began in 12 th century France. The style emphasizes verticality, with expanses of glass, pointed spires, flying BUTTRESSES, ribbed vaults, pointed arches and sculptural detail. The style focused on letting more light to enter buildings than was possible with older styles. A series of Gothic revivals began in mid-18 th century England and continued into the 20 th century, largely for ecclesiastical and university buildings
Grille	A fretted metal band, often in shopfronts, to allow for the flow of air

Heterodox	A six sided feature
Hipped Roof	A roof with sloped instead of vertical ends
Ionic	One of the CLASSICAL orders. The Ionic column is characterised by paired scrolls that are laid on the moulded cap of the column
Italianate	Describes the style of villas which developed in England as a result of the Picturesque Movement of the 1840s. A rebellion against the CLASSICAL styles of architecture. The style includes lavish exterior ornamentation such as extended CORNICE mouldings, QUOINS, PORTICOS and floral designs
Keystone	The central stone of an arch, sometimes carved
Lightwell	A shaft built in to the ground to let light into a building's interior at basement level, allowing below-ground rooms windows and natural light
Loggia	A gallery open on one or more sides, sometimes pillared
Mansard Roof	Takes its name from the French architect, Francois Mansart. Normally comprise a steep pitched roof with a shallower secondary pitch above and partially hidden behind a PARAPET wall. The design allows extra accommodation at roof level
Mansion Block	A type of high-density housing used in the Victorian era. Exteriors were often red brick with elaborate stone decoration
Mews	A block or row of stables with living accommodation above, and subservient to grander buildings with which they were paired and serviced
Mezzanine	A low storey between two higher ones
Modernism	A cultural movement that emerged in France before 1914, rejection of 'traditional' forms of art and architecture and a celebration of progress. The most commonly used materials are glass for the façade, steel for exterior support, and concrete for the floors and interior supports. Floor plans were functional and logical and the style became most evident in the design of skyscrapers
Modillion	A small bracket or CONSOLE of which a series is used to support the upper part of a CORNICE
Mullions	A vertical post or upright dividing a window or other opening
Oriel Window	A window which juts out from the main wall of a building but does not reach the ground. Often supported by CORBELS or brackets
Parapet	A low wall, placed to protect from a sudden drop – often on roofs
Pediment	A CLASSICAL architectural element consisting of a triangular section or GABLE found above the ENTABLATURE, resting on columns or a framing structure
Pentelic Marble	A pure white, fine grain marble quarried from the Pentili mountain range in Greece
Pier	A solid masonry support or the solid mass between doors and other openings in buildings
Pilaster	A shallow PIER or rectangular column projecting only slightly from a wall and, in CLASSICAL architecture, conforming with one of the orders
Pitched Roof	A roof consisting of two sloping halves that form a peak in the middle where they meet
Polychromy	Term used to describe multiple colours in one entity, especially used during VICTORIAN era. Used to highlight certain features or façades.

Portcullis	A GRILLE or gate historically used to fortify the entrances to medieval castles. It appears frequently as an emblem in heraldry
Portico	A roofed space, open or partly enclosed forming the entrance and centre-piece of the façade of a building, often with detached or attached columns and a PEDIMENT.
Portland Stone	A light coloured limestone from the Jurassic period quarried on the Isle of Portland, Dorset
Queen Anne	A revival style popularised in the 1870s by Richard Norman Shaw. Used broad historic precedents, combining fine brickwork, TERRACOTTA panels, limestone detailing, ORIEL windows and corner towers, asymmetrical fronts and picturesque massing
Quoins	Dressed stones at the corners of buildings, usually laid so their faces are alternately large and small. From the French word <i>coin</i> meaning corner
Romanesque	The dominant style of the 11 th and 12 th centuries until the emergence of GOTHIC. Characterised by clear easily comprehended schemes. Adopted as a revival style in the 19 th century
Rustication	Masonry cut in massive blocks separated from each other by deep joints. Used in lower parts of exterior walls. Effect often imitated using STUCCO renders
Sash Window	A window formed with sliding glazed frames running vertically
Soffit	The exposed underside of any overhead component of a building
Stallriser	A key element in a traditional shopfront, usually wood, which protects the lower part of the shopfront and encloses the shop window and entrance
Stucco	Plasterwork or an exterior render, often finished to imitate fine stonework
Terracotta	Fired but unglazed clay with a distinctively orange/red colour
Terrace	A row of attached houses designed as a unit
Triglyphs	Blocks separating the square spaces in a DORIC FRIEZE
Tripartite Windows	A window formed of three elements
Turrets	A small and slender tower
Tuscan	One of the CLASSICAL orders. A stocky simplified version of the DORIC order. The column has a simpler base and was unfluted, while CAPITAL and ENTABLATURE are without adornments
Venetian Windows	A window with three openings, the central one arched and wider than the others
Victorian	Period often defined as the years of Queen Victoria's reign, 1837-1902, though the Reform Act of 1832 is often taken as the start of this new cultural era
Wrought Iron	Made by iron being heated and plied by a blacksmith using a hammer and anvil. Predates the existence of CAST IRON and enjoyed a renaissance during the revival periods of the late 19 th century. Wrought iron is not as brittle as cast and seldom breaks
Stock Brick	The most commonly used type of building brick found in London. Its distinctive colour and soft appearance comes from the yellow clay they are made from, found in Kent. In the London atmosphere they weather down to a greyish black colour
York Stone	A natural stone used traditionally in for paving, laid in large slabs or 'flags'

8 CLEVELAND STREET CONSERVATION AREA DIRECTORY

Designation and Extension

Listed Buildings and Other Designations

Further Reading & Contacts List

Audit Designation Report and Statement of Decision

CITY OF WESTMINSTER

STATUS : FOR GENERAL RELEASE

COMMITTEE : PLANNING AND DEVELOPMENT

DATE : 3 JULY 1990

REPORT OF : DIRECTOR OF PLANNING AND
TRANSPORTATION

SUBJECT : PROPOSED CONSERVATION AREA
EXTENSIONS

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

BACKGROUND PAPERS : LIST ATTACHED

1. SUMMARY

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

2. RECOMMENDATIONS

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

Proposed Conservation Area Designations/Extensions	Map No.
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1.	Lisson Grove, NW1	I
2.	Cleveland Street, W1	II
3.	Haymarket, SW1 and WC2	XXIV
4.	Fisherton Street Estate, NW1	IV
5.	Churchill Gardens, SW1	V
6.	Lillington Gardens, SW1	VI
7.	Hallfield Estate, W2	VII
8.	Dorset Square C.A. Extension NW1	VIII
9.	Bayswater C.A. Extension (Orme Court) W2	IX a
10.	Bayswater C.A. Extension (Porchester Road) W2	IX b
11.	Belgravia C.A. Extension W1	X
12.	Stratford Place C.A. Extension W1	XI
13.	Molyneux Street C.A. Extension W1	XII
14.	Medway Street C.A. Extension W1	XIII
15.	Soho C.A. Extension W1	XIV
15a.	Soho C.A. Extension (Denman Street) W1	XIV a
16.	East Marylebone C.A. Extensions	XIV
17.	Portman Square C.A. Extension (Baker Street) W1	XV a
18.	Portman Estate C.A. Extension (Aybrook Street) W1	XV b
18a.	Portman Estate C.A. Extension (Marble Arch) W1	XV c
19.	Leicester Square C.A. Extension WC2	XXIV
20.	Pimlico C.A. Extension SW1	XVII
21.	Millbank C.A. Extension SW1	XVIII
22.	Mayfair C.A. Extension (Park Street) W1	XIX a
23.	Mayfair C.A. Extension (Avenfield/Brook House) W1	XIX b
24.	Mayfair C.A. Extension (Old Park Lane) W1	XIX c
25.	Mayfair C.A. Extension (Oxford Street/Park Lane) W1	XXI a
26.	Mayfair C.A. Extension (Lumley Street) W1	XXI c
27.	Mayfair C.A. Extension (Dering Street) W1	XXII a
28.	East Marylebone C.A. Extension W1	XX
29.	Harley Street C.A. Extension (Old Cavendish Street) W1	XXII a
30.	Harley Street C.A. Extension (Oldbury Place) W1	XXII b
31.	Regent Street C.A. Extension W1	XXIII
32.	Trafalgar Square C.A. Extension WC2	XXIV

3. BACKGROUND

- 3.1 This report stems from the Planning and Development Committee of 21 November 1989 when 'it was felt that a general review of conservation areas in the City should be undertaken'.
- 3.2 Since 1967, and in response to the Civic Amenities Act of that year the City Council has designated and extended conservation areas to cover the greater part of the City.
- 3.3 The first designations covered only the very best areas but more areas were added as the City Council reflected public appreciation of conservation in the urban scene and the general protection that designation provides.

- 3.4 The Committee will be aware that over the last few months several reports have been presented proposing that additional areas should be protected by conservation area legislation. This report is intended to be comprehensive to coincide with the preparation of the City Council's Unitary Development Plan and is based on a City-wide survey which highlighted remaining areas of quality or important location which qualifies them for consideration. The designation of canalside areas, however, will be subject to separate consideration and a report on this will be presented to member at the next Committee.
- 3.5 For the most part, the report proposes numerous small areas to be given conservation area status, either by the creation of new areas or extensions to existing ones. The reasons for the proposals are not always the same and for clarity they have grouped into areas of similar characteristics.

They are:

A. New Conservation Areas to Protect Areas of the Traditional Fabric

at:

1. Lisson Grove NW1 (Map No. I)
2. Cleveland Street W1 (Map No. II)
3. Haymarket SW1 and WC2 (Map XXIV)

B. New Conservation Areas to Protect Good Quality Housing Estates

at:

4. Fisherton Street Estate NW1 (Map IV)
5. Churchill Gardens SW1 (Map V)
6. Lillington Gardens SW1 (Map VI)
7. Hallfield Estate W2 (Map VII)

C. Extensions to Existing Conservation Areas to include Good Quality Fringe Areas

at:

8. Dorset Square Conservation Area Extension NW1 (Map VII)
- 9&10. Bayswater Conservation Area Extension W2 (Orme Court, Map IX a and Porchester Road (Map IX b))
11. Belgravia Conservation Area Extension SW1 (Map X)
12. Stratford Place Conservation Area Extension W1 (Map XI)
13. Molyneux Street Conservation Area Extension W1 (Map XII)
14. Medway Street Conservation Area Extension SW1 (Map XIII)

D. Extension to Conservation Areas to cover Prominent Sites

at:

- 15&15a. Soho C.A. Extensions W1 (Maps XIV and XIV a)
16. East Marylebone C.A. Extensions (Map XIV)

17. Portman Square C.A. Extension (Baker Street) W1 (Map XV a)
18. Portman Estate C.A. Extension (Aybrook Street) (Map XV b)
- 18a. Portman Estate C.A. Extension (Marble Arch) (Map XV c)
19. Leicester Square C.A. Extension WC2 (Map XXIV)
20. Pimlico C.A. Extension SW1 (Map XVII)
21. Millbank C.A. Extension SW1 (Map XVIII)
22. Mayfair C.A. Extension (Park Street) W1 (Map XIX a)
23. Mayfair C.A. Extension (Avenfield/Brook House) (Map XIX b)
24. Mayfair C.A. Extension (Old Park Lane) (Map XIX c)
25. Mayfair C.A. Extension (Oxford Street/Park Lane) (Map XXI a)
26. Mayfair C.A. Extension (Lumley Street) (Map XXI c)
27. Mayfair C.A. Extension (Dering Street) (Map XXII a)
28. East Marylebone C.A. Extension W1 (Map XX)
29. Harley Street C.A. Extension (Old Cavendish Street) W1 (Map XXII a)
30. Harley Street C.A. Extension (Oldbury Place) W1 (Map XXII b)
31. Regent Street C.A. Extension W1 (Map XXIII)
32. Trafalgar Square C.A. Extension (Map XXIV)

3.7 Brief description and reasons for designation of the above areas are as follows:

A. New Conservation Areas

Cleveland Street W1 (Map II)

Cleveland Street follows the boundary between Westminster and the London Borough of Camden. It was mostly developed in the last years of the eighteenth century. Although most of the buildings on the Westminster side of the street have since been redeveloped, one short stretch of the street which gives an idea of the original appearance between Carburton Street and Greenwell Street is worthy of conservation area protection.

The block includes a terrace of original houses, Nos. 139-149 (off incl.) and 'The George and Dragon' public house which dates from 1850, all of which are 'listed' Grade II.

The developments opposite in the London Borough of Camden side of the street are of a similar scale and character.

4. OTHER AREAS

4.1 An area centred on Regency Street and Chapter Street was considered for conservation area status as a result of a petition received from 79 residents on 28 February 1990. It was suggested

that the area (shown as Map XXV) be included in the Vincent Square Conservation Area.

- 4.2 On balance, it is felt that the area is insufficient merit to warrant designation as a conservation area. The urban form of the area and architectural quality and fabric of the properties is generally of unexceptional quality and would detract from the Vincent Square Conservation Area's architectural integrity.

5. FINANCIAL IMPLICATIONS

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

Local Government (Access to Information) Act 1985

Background Papers

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

ITEM NO. 5
CITY OF WESTMINSTER

STATUS : FOR GENERAL RELEASE

COMMITTEE : PLANNING AND DEVELOPMENT

DATE : 20 NOVEMBER 1990

REPORT OF : DIRECTOR OF PLANNING AND
TRANSPORTATION

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

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

BACKGROUND PAPERS : LIST ATTACHED

1. SUMMARY

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

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

2. RECOMMENDATIONS

- 2.1 That Committee resolve to designate the new conservation areas and conservation area extensions listed in Appendix 2 of this report and authorise the Director of Planning and Transportation to give notice of the designations in the London Gazette and at least one local newspaper circulating in the areas, to the Secretary of State for the

Environment, English Heritage and the adjoining Boroughs and to take such other steps as may be necessary to implement the designations.

2.2 That the text of the proposed conservation area booklet be noted.

3. BACKGROUND

3.1 Members will recall the reasoning and description of the proposed conservation areas and conservation area extensions in the report to Committee on 3 July 1990.

3.2 A schedule of consultees is attached as Appendix 3 at the back of this report, together with a summary of the contents.

3.3 Overall the proposed new conservation areas and conservation area extensions were welcomed by 15 out of 19 respondents. These 15 included local amenity societies as well as national and regional public bodies.

3.4 A minority of the respondents, however, who had developed interests in specific properties in the proposed extensions to the Pimlico, Belgravia and Mayfair Conservation Areas, had reservations as to the merit of some of the buildings and streets to be included. These representations have been considered carefully, but no modifications are proposed as the buildings and areas queried either contribute significantly to the special historic and architectural integrity of existing conservation areas or are located in areas of significant townscape merit where insensitive redevelopment would positively harm the character and appearance of these areas. Appendix 4 contains the observations of the Director of Planning and Transportation on the responses received.

3.5 The following changes are proposed as a result of queries raised by Members at the meeting on 3 July (see map XVII).

a. The east side of Claverton Street and west side of Aylesford Street is now to be within the Pimlico Conservation Area, not the proposed Dolphin Square Conservation Area.

b. The street block bounded by Lupus Street, Claverton Street, Ranelagh Road and Johnsons Place is now to be within the Pimlico Conservation Area, not the proposed Churchill Gardens Conservation Area.

c. The River Frontage opposite Dolphin Square is to be within that conservation area, and land to the east of Dolphin Square within the Pimlico Conservation Area.

d. The Regency Street/Chapter Street area has been reconsidered for conservation area status, and its designation is recommended.

The area is of mixed development with some pleasant brick buildings, built mostly in the first third of the century. Planning permission has recently been granted for the redevelopment of the street block bounded by Nos. 135-151 (odd) Regent Street, through to St. John's Church and No. 36 Causton Street. The area therefore proposed (Map XXV a) comprises the east side of Regency Street between the redevelopment site and Holcroft Court, together with the T.A. Centre and the residential and shop developments between the west side of Regency Street and the east side of Chapter Street.

3.6 Map XXIV shows two areas of the St. James's Conservation Area which it is proposed should be included in the proposed Haymarket Conservation Area. The two areas are:

- a. Haymarket/Panton Street/Orange Street.
- b. Haymarket/Charles II Street/St. Albans Street.

Also, a part of the Regent Street Conservation Area is to be included in the proposed Haymarket Conservation Area.

3.7 No further changes to the boundaries or naming of the conservation areas are proposed. In particular:

- i. The inclusion of Council housing developments at Fisherton Street Estate NW8; Churchill Gardens Estate, SW1; Lillington Gardens Estate, SW1; and Hallfield Estate, W2 are still recommended.
- ii. The architectural quality and cohesion of the area is not sufficiently good to be recommended for inclusion in a conservation area.

However, a draft planning brief for part of the area was agreed by Committee in June 1989 and ratified, following public consultation, by the Applications Sub-Committee early in 1990. The purpose of the brief was to give detailed guidance to prospective developers, following sale of the site by the City Council, to ensure that development proposals are of a high quality and preserve and enhance the character of the area. The brief, which has now been published, states that:

"Whilst it is not considered that (conservation area status) could be justified, it highlights the importance of a sensitive and high quality design in any new development... New buildings should respect existing building lines and should be clad in traditional materials... to ensure that it is in accord with its surroundings and sympathetic to both the conservation area and the listed church."

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

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

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

4. FINANCIAL IMPLICATIONS

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

Local Government (Access to Information) Act 1985

Background Papers

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

Appendix 2

AREAS TO BE DESIGNATED AS CONSERVATION AREAS

A. Proposed New Areas to protect the traditional fabric

	Map (displayed in the Committee Room)	No.
1. Lisson Grove, NW1		I
2. Cleveland Street, W1		II
3. Haymarket, SW1 and WC2		XXIV
3A. Dolphin Square		XVII
3B. Regency Street/Chapter Street		XXVA

B. Proposed New Areas to protect Good Quality Housing Estates

	Map (displayed in the Committee Room)	No.
4. Fisherton Street Estate, NW1		IV
5. Churchill Gardens		V
6. Lillington Gardens, SW1		VI
7. Hallfield Estate, W2		VII

C. Proposed Areas Adjacent to Existing Conservation Area to Include Good Quality Fringe Developments

	Map (displayed in the Committee Room)	No.
8. Dorset Square Conservation Area, NW1		VII
Bayswater Conservation Area, W2		
9. i. Orme Court		IXa
10. ii. Porchester Road		IXb
11. Belgravia Conservation Area		X
12. Stratford Place Conservation Area, W1		XI
13. Molyneux Street Conservation Area, W1		
14. Medway Street Conservation Area, SW1		XIII

D. Proposed Extensions to Existing Conservation Areas to cover prominent sites

	Map (displayed in the Committee Room)	No.
Soho Conservation Area		
15. i. Oxford Street/Poland Street		XIV and

		67-77 Oxford Strand	XXIII
		215-229 Oxford Street	
15A.	ii.	Denman Street	XIVa
East Marylebone Conservation Area, W1			
16.	i.	Oxford Street/Berners Street	XIV
28.	ii.	Middlesex Hospital	XX
Portman Estate Conservation Area, W1			
17.	i.	Portman Square	XVa
18.	ii.	Aybrook Street	XVb
18a.	iii.	Oxford Street, Marble Arch	XVc
20.		Pimlico Conservation Area, SW1	XVII
21.		Millbank Conservation Area, SW1	XVIII
Mayfair Conservation Area, W1			
22.	i.	Park Lane/Park Street	XIX
23.	ii.	Avenfield and Brook House, Park Lane	XIXb
24.	iii.	Old Park Lane/Hertford Street	XIX
25.	iv.	Oxford Street/Park Lane/Park Street	XXIa
26.	v.	Oxford Street/Lumley Street	XXIc
27.	vi.	Oxford Street/Dering Street/Woodstock Street	XXIIa
Harley Street Conservation Area, W1			
29.	i.	Oxford Street/Old Cavendish Street	XXIIa
30.	ii.	Oldbury Place	XIIb
19.		Leicester Square Conservation Area, WC2	XXIV
31.		Regent Street Conservation Area, SW1	XXIV
32.		Trafalgar Square Conservation Area, WC2	XXIV

In addition to draft consultations by letter a notice was printed in all local newspapers on 26 July 1990 inviting comments and giving addresses of local public libraries where maps showing boundaries of the proposed conservation areas or extensions could be inspected.

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

D. Extension to Existing Conservation Areas to Cover Prominent Sites at:

Map (displayed in the Committee Room)	No.
--	-----

Soho Conservation Area, W1 at

- | | | | |
|------|-----|---------------|---------------|
| 15. | i. | Oxford Street | XIV and XXIII |
| 15a. | ii. | Denman Street | XIV |

The Soho Society welcomes the proposed extension of the Soho Conservation Area. Additionally they requested that the street block bounded by Great Chapel Street, Dean Street, Fareham Street and Oxford Street be considered for conservation area designation.

LISTED BUILDINGS & OTHER DESIGNATIONS

LISTED BUILDINGS

The list of buildings of special architectural or historic interest set out below was prepared in June 2005. As new buildings are constantly being listed this list should not be treated as definitive. At the time of preparation there were 7 Grade II statutory listings.

All Souls Clubhouse	139	Cleveland Street	W1	Grade 2
All Souls Clubhouse	141	Cleveland Street	W1	Grade 2
	143	Cleveland Street	W1	Grade 2
	145	Cleveland Street	W1	Grade 2
	147	Cleveland Street	W1	Grade 2
	149	Cleveland Street	W1	Grade 2
George and Dragon Public House	151	Cleveland Street	W1	Grade 2

TQ 2882 SE and 2982 SW
36/20; 36A/1

**CITY OF WESTMINSTER
CLEVELAND STREET, W1**

No. 151 (George and Dragon Public House)

G.V

II

Corner public house. c.1850 rebuild or recasting. Stucco, slate roof. Italianate. 3 storeys and attic. 3 windows wide with 4-window return to Greenwell Street continued by 2 storey extensions. Pilastered public house front with panelled and glazed doors at ends and splayed across the corner; entablature fascia with dentil cornice. Upper floors have architraved sashes, those on 1st floor with consoles and narrow panels over, linked by band course at head level and with the continuous 1st floor cornice broken forward over them, and raised in segmental pediment over central window; 2nd floor have swagged panels over. Quoin piers, channelled to 1st floor and panelled on 2nd floor rising to balustraded crowning cornice which is broken by central flush set dormer finished off with cornice and blocking course. Similar details to Greenwell Street, the 2 storey extension with balustraded parapet. Included for group value only

TQ 2882 SE and 2982 SW
36/24; 36A/3
CITY OF WESTMINSTER
CLEVELAND STREET, W1

Nos. 143 to 149 (odd)

1.5.86

G.V

II

Terraced houses, some with shops. C. 1790-1800. Stock brick; concealed slate roofs, 4 storeys and basements, 2-window wide fronts. Semicircular arched doorways to the left; panelled doors and fanlights, some retaining radial glazing pattern; shop fronts inserted to Nos. 145 and 149. Recessed sashes under gauged flat arches and with bracketed stone sills. Parapet with coping. Surviving cast iron area railings with tasselled spearhead finials at Nos. 143 and 147.

REGULATION 7 DIRECTION

The whole area is affected by the requirement that any advertisement for the sale and letting of land (including estate agents boards advertising shops, houses, flats or offices) must be given consent by the city council. Displaying an advertisement without having first obtained consent is a criminal offence.

STRATEGIC VIEWS

The Strategic View from Parliament Hill to the Palace of Westminster crosses the whole of Cleveland Street Conservation Area.

ARTICLE 4 DIRECTIONS

There are no Article 4 Directions covering the Conservation Area.

PUBLICATIONS & SOURCES OF FURTHER INFORMATION

Westminster Publications and Design Guides

PUBLICATIONS AND FURTHER INFORMATION

Unitary Development Plan

Planning policies are explained in the adopted **City of Westminster Unitary Development Plan, 1997** and the **Replacement Unitary Development Plan** (2nd deposit version, pre-inquiry version and modifications agreed May, September and December 2004). This can also be accessed electronically at: <http://www.westminster.gov.uk/planningandlicensing/udp/index.cfm>

Design Guides and Publications

Other Westminster City Council publications, produced by the Department of Planning and City Development are listed below. These are available from **One Stop Services** (see addresses under 'contact details') or can be viewed on the Westminster City Council Website: www.westminster.gov.uk

1. Cleveland Street Conservation Area No. 44 – General Information Leaflet
2. Conservation Areas: A Guide to Property Owners
3. Development and Demolition in Conservation Areas
4. The Protection of Historic Buildings in Westminster – A Guide to Structural Alterations for Owners, Architects and Developers
5. The Listing of Historic Buildings: A Guide for Owners and Occupiers
6. A Guide to Historic Building Grants;
7. Design Matters in Westminster – Supplementary Planning Guidance on Creating Good City Architecture
8. Designing out Crime in Westminster
9. A Guide to the Siting of Security Cameras and Other Security Equipment
10. Public CCTV Systems – Guidance for Design and Privacy
11. A Guide to the Siting of Satellite Dishes and other Telecommunications Equipment
12. Lighting up the City: A Good Practice Guide for the Illumination of Buildings and Monuments
13. Façade Cleaning – The Removal of Soiling and Paint from Brick and Stone Facades
14. Refuse Storage in New Developments
15. Stucco: A Guide to its Care and Maintenance
16. Shopfronts, Blinds and Signs
17. Blinds: Guidelines for their selection and fitting
18. Advertisement Design Guidelines
19. Boardwatch (A Guide to Regulation 7 Requirements)
20. Plant and Air Conditioning Equipment – Guidance Notes on Applications for Planning Permission
21. Roofs – A Guide to Alterations and Extensions on Domestic Buildings
22. A Guide to Providing Access for All
23. Railings on Domestic Buildings in Westminster
24. The Placing of Tables and Chairs on the Highway
25. Public Art in Westminster

Further Reading

1. A Prospect of Westminster Ch 10. Westminster City Council 1989.
2. Fitzrovia N. Bailey, Historical Publications 1981.
3. Survey of London, Vol. XXI Tottenham Court Road and Neighbourhood. London County Council 1949.
4. London's Old Latin Quarter. E. Beresford – Chancellor Butler and Tanner 1930.
5. Bradley, S & Pevsner, N (2003) *The Buildings of England. London 6: Westminster* Yale University Press

Local History

For information on all aspects of local history contact:

City of Westminster Archive Centre

10 St. Ann's Street

London SW1P 2XR

General Enquiries: Tel: **(020) 7641 5180**

Westminster City Council Contacts List

General Planning Information

To find out if a property is listed or in a conservation area, or is affected by a Regulation 7 or Article 4 Direction; to obtain copies of design guidance or planning application forms; or to report a breach of planning control, contact: **Planning Records (Customer Service Centre)** Tel: **020 7641 2513** or Fax: **020 7641 2515**

E-mail: PlanningInformation@westminster.gov.uk

Planning Advice

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

Central Area Team Tel: **020 7641 2514** or Fax: **020 7641 2339**

E-mail: CentralPlanningTeam@westminster.gov.uk

Or write to:

Development Planning Services

Department of Planning and City Development

Westminster City Council

City Hall, 64 Victoria Street

London SW1E 6QP

One Stop Services

62 Victoria Street, SW1

Here you can view or purchase Westminster City Council's Unitary Development Plan and any Council documents relating to planning and design matters

Opening times: 08:30 – 19:00 Mondays to Fridays, 09:00-13:00 Saturdays

Further Information

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

City of Westminster General Inquiries Tel: **020 7641 6000**

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Spanish

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

French

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

Portuguese

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

Chinese

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

Bengali

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

Arabic

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

Urdu

اگر انگریزی آپ کی پہلی زبان نہیں ہے، اور آپ کا کوئی ایسا رشتہ دار یا دوست نہیں ہے کہ جو اس دستاویز کا ترجمہ آپ کے لئے کر سکے، تو ہم آپ کے لئے ترجمہ بھجوانے کا انتظام کر سکتے ہیں، برائے مہربانی، اپنا نام، پتہ، اور پہلی زبان جو آپ بولتے ہیں، نیچے دیے گئے پتہ پر لکھیں۔

Farsi

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

Serbo Croat

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

Conservation Area Audit
Department of Planning and City Development
Westminster City Council
64 Victoria Street
London SW1E 6QP

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