

**CITY OF WESTMINSTER
CONSERVATION AREA
DIRECTORY No. 48**

HAYMARKET

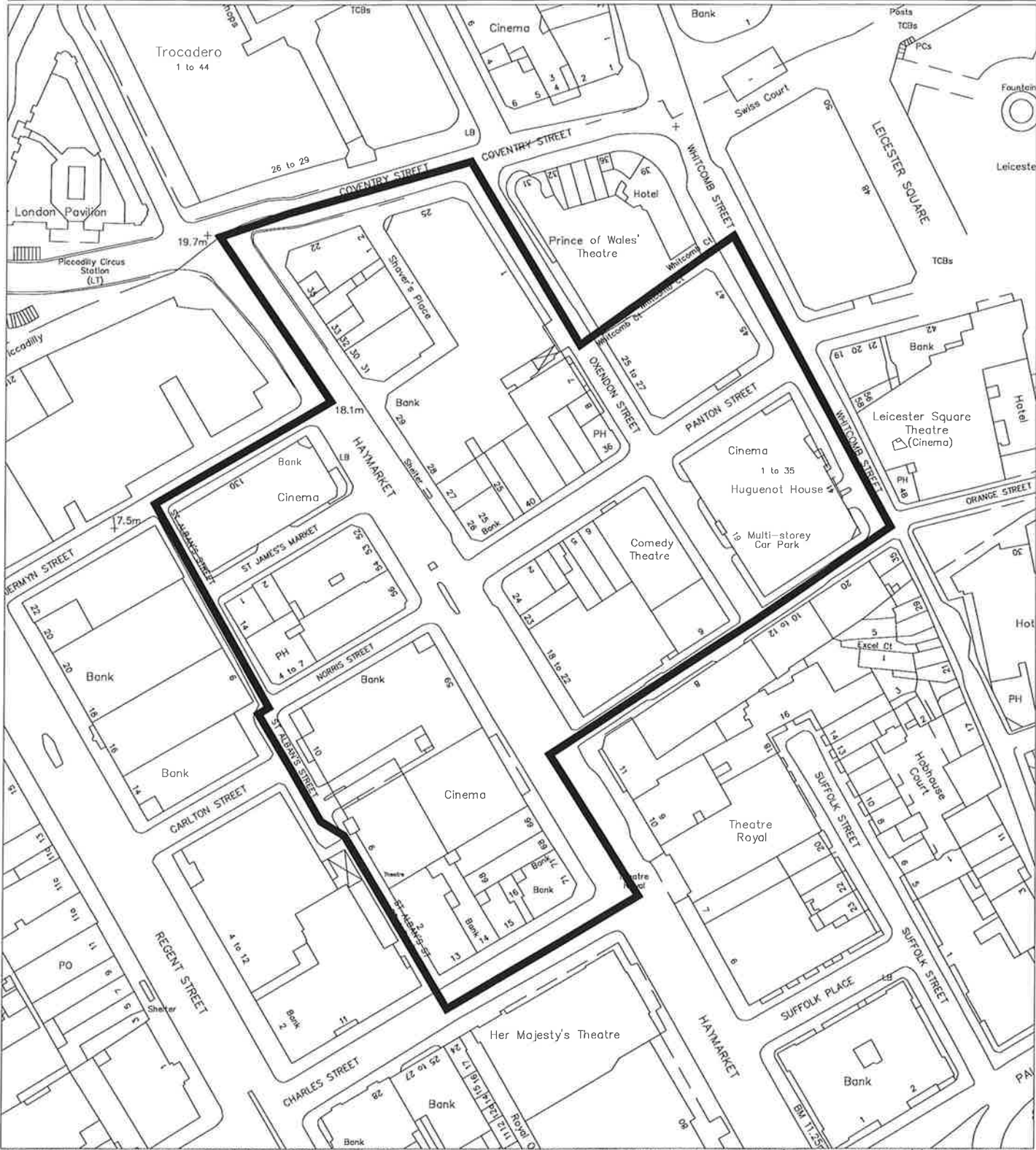
HAYMARKET CONSERVATION AREA DIRECTORY

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HAYMARKET CONSERVATION AREA DIRECTORY

1. Designation and Extension

HAYMARKET CONSERVATION AREA



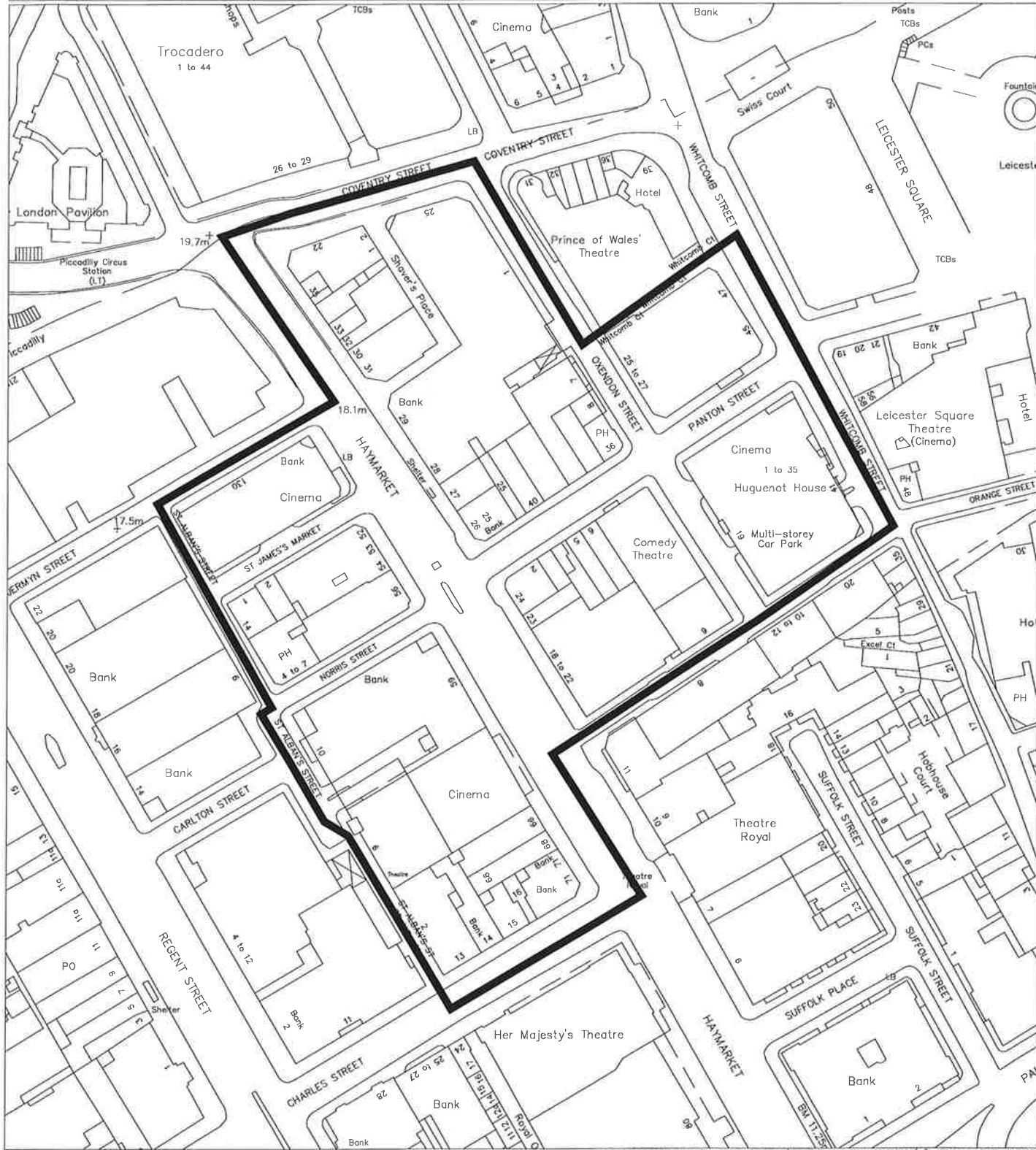
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CONSERVATION AREA NUMBER 48

Scale - None



HAYMARKET CONSERVATION AREA



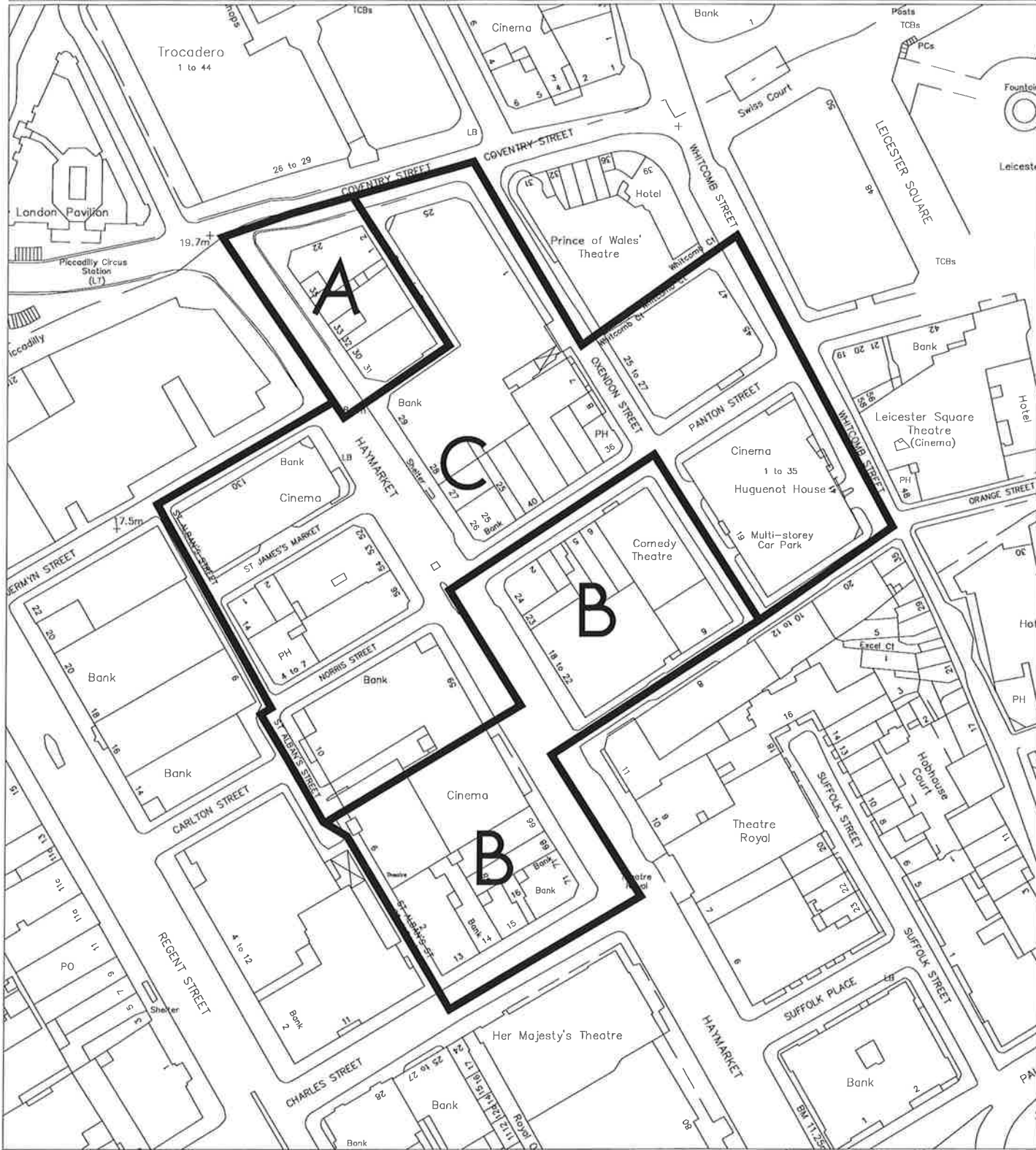
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CONSERVATION AREA NUMBER 48

Scale - None



HAYMARKET CONSERVATION AREA 1991, THE CREATION OF THE CONSERVATION AREA



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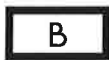
CONSERVATION AREA NUMBER 48

THE FORMATION OF THE CONSERVATION AREA

Scale - None



PART GAINED FROM REGENT STREET C.A.



PART GAINED FROM St.JAMES'S C.A.



FINAL PART INCLUDED IN THE FORMATION OF THE CONSERVATION AREA



CITY OF WESTMINSTER

PLANNING AND DEVELOPMENT COMMITTEE - 20 DECEMBER 1983

REPORT OF THE CITY PLANNING OFFICER

**PROPOSED EXTENSIONS TO THE SOHO AND REGENT STREET CONSERVATION
AREAS:**

REPORT ON CONSULTATIONS:

Summary

At its meeting on 12 May, the Town Planning Committee agreed, subject to consultations, the designation of proposed extensions to the Soho and Regent Street Conservation Areas. Additional authorisation was given to consider including with the designation, Coventry Street, Leicester Square and Irving Street. This consultation has now been completed and formal designation of the several complementary extensions are recommended for the Committee's approval.

Consultations:

1. Consultations have been carried out with the Westminster Society, Soho Society, Victorian Society, Civic Trust, Greater London Council, London Borough of Camden, The Leicester Square/Coventry Street Association and Richard Ellis, managing agents for the Electricity Supply Nominees, who own the freehold of the Trocadero site and the adjacent street block bounded by Coventry Street, Wardour Street, Saftesbury Avenue and Rupert Street.
2. The Historic Buildings Division of the Greater London Council welcome the proposed extensions, especially the inclusion of Cambridge Circus, but regret that the northern boundary of the Conservation Area has not been altered to include the north side of Great Marlborough Street. They consider that although the buildings are not especially distinguished, it is a fine thoroughfare which should be included in its entirety within the Conservation Area.

Additional informal comments from the GLC are included in their letter, which is appended.

3. With regard to the GLC's observations, the north side of Great Marlborough Street has been carefully considered, but the character of the buildings is so mixed in quality that it is not considered that a further extension in this area can be justified. The GLC's contention that the architectural quality of the Conservation Area has deteriorated since its original designation is not without foundation, given the complex problems caused by the expansion of the sex industry in the area. However there is evidence that the townscape of the Conservation Area is now being improved with the restoration of listed and unlisted buildings in Broadwick Street, Newburgh Street and on the Trocadero site, as well as positive initiatives being undertaken by officers to secure the co-ordinated facelift

of Lisle Street and Gerrard Street. Peachey Properties are proposing to undertake works of improvement in the Carnaby Estate, and a joint effort is being undertaken with the GLC to secure the restoration and repair of some of the best shopfronts in the area: the Historic Buildings Division has set aside a small sum of grant money for this specific purpose. Positive action is also being taken to remove unsympathetic signs and advertisements from important groups of buildings on a co-ordinated basis. Whilst a town scheme for the repair of selected groups of listed buildings in the area would be desirable, the City Council does not have the financial resources to participate in such a venture at present.

4. The London Borough of Camden have no observations to make. The Westminster Society found the proposals "fully acceptable" and expressed their appreciation of the care, thoroughness and sensitivity with which the report was prepared. The Leicester Square/Coventry Street Association acknowledge that there are undoubtedly buildings of merit in the areas covered by the proposed extensions, but considers that listing of individual buildings is more appropriate than a blanket extension of the Conservation Area. Objection was also raised to the siting of two automatic public conveniences in the square. The Soho Society and Victorian Society are both minded to support the designation. Their detailed comments will be reported orally.
5. Richard Ellis, acting on behalf of the Electricity Supply Nominees, freeholders of the Piccadilly Estate, have confined their comments only to the Coventry Street area. They consider that, at first sight, the proposal is "a logical and sensible extension of the policy that the City Council has been following for some time in this part of the centre of London". However they conclude that the extension is "unnecessary and potentially inhibiting", and that for many years their clients have adapted a sensitive approach of restoration and refurbishment of their own volition on the Trocadero site conferring a beneficial influence on adjoining sites. They express concern that designation will encourage short term lettings to "undesirable users", as it will "provide circumstances where it is difficult to economically retain old buildings". Additionally, their observations conclude with a plea for a co-ordinated and accepted plan for Leicester Square emphasising:-

"This would include the extension of the pedestrianisation over New Coventry Street and improvements to the existing pedestrian area of the north side of Leicester Square, all to complement the existing pedestrian area on the western side of the Square. The proposals prepared by the Leicester Square and Coventry Street Association and approved by the Highways Committee in November 1982 appear to answer the current problems created by ineffective design".

Conclusions

6. It is considered that the extension of the Conservation Area would acknowledge the fact that for some years the emphasis has been on the refurbishment and restoration of existing buildings fostering a sustained improvement in the character and appearance of the whole area. Fanum House, Victory House, Coventry House, the former London Hippodrome and Queens House have all been rehabilitated or are being refurbished at present. There is no evidence to suggest that designation will retard this process; on the contrary experience suggests the reverse and that once the character of an area is acknowledged by

its designation as a Conservation Area, the actual removal of uncertainty about the future encourages investment and improvement of the existing buildings facilitating long term improvements rather than short term activities: it is this kind of economic support which is needed in the area. Furthermore, the expressed desire for a co-ordinated plan for the area reinforces the desirability of extending the Conservation Area as this will provide a framework within which environmental improvements and infill developments of the highest architectural quality can take place. Outside Conservation Areas the Council's ability to secure high quality design is more limited.

7. In devising the boundary around Leicester Square officers have sought to identify that area which can reasonably be considered as having both an architectural and functional role in contributing to the character and appearance of the square. Although some of the buildings in the area proposed for designation are of limited townscape value, it is considered that their inclusion within the proposed boundary is desirable in that it would facilitate a coherent and consistent control over development, as and when it might be proposed, and also it would avoid a potentially anomalous and irregular boundary definition.

The gradual redevelopment of these buildings and their replacement with high quality new buildings would not be impaired by the designation of the Conservation Area extension, and it would enable the City Council to ensure that existing buildings are demolished only when good quality replacements are envisaged.

8. **The detailed study of buildings carried out to establish the appropriate line for the southern boundary for the proposed designated area has revealed the highly anomalous situation with regard to their block of building's on the west side of Whitcomb Street to the south of Orange Street, which although comprising mostly late 18th century properties of substantial townscape value does not fall at present within a designated conservation area. It is suggested that early considerations should be given to the correction of this anomaly by the inclusion of the block within the extended boundary of the adjacent Government Precinct Conservation Area.**

Recommendation:

- (i) That officers be authorised to proceed with the designation of the extensions to the Regent Street Conservation Area, indicated on drawing No CD/CO 0020C (to be displayed at Committee) under the provisions of Section 277 of the Town and Country Planning Act 1971.
- (ii) That officers be authorised to proceed with the designation of the extensions to the Soho Conservation Area, indicated in drawing No CD/CO 0013E (to be displayed at Committee) under the provisions of Section 277 of the Town and Country Planning Act 1971.

IAN LACEY
CITY PLANNING OFFICER

WESTMINSTER CITY COUNCIL
TOWN AND COUNTRY PLANNING ACT, 1971
AMENDMENT TO CONSERVATION AREAS

NOTICE IS HEREBY GIVEN that the Westminster City Council, as local planning authority, has amended the Regent Street and Soho Conservation Areas under Section 277 of the Town and Country Planning Act, 1971.

The object of the designation of a conservation area is to preserve the character or appearance of areas of special architectural or historic interest, as distinct from individual buildings, to control development in such areas and to stimulate and encourage measures to improve the environment.

Section 277A of the above Act brings demolition of buildings in conservation areas under control by applying with modifications the listed building control provisions of the Act to all buildings in such areas. Anyone wishing to demolish a building in a conservation area must first apply for listed building consent to the Local Planning Authority. Such an application may be made separately or as part of an application for planning permission for the redevelopment of the site, but consent to demolish shall not be taken to have been given as part of planning permission for redevelopment unless specially stated. In assessing whether or not consent should be granted, planning authorities will take account of the importance of the building to the character to the appearance of any part of the conservation area.

Section 61A of the Act extends the control over trees in conservation areas by requiring that any person wishing to cut down, top, lop, unroot, wilfully damage or wilfully destroy any tree in a conservation area subject to certain exemptions shall give the Local Planning Authority for six weeks' notice of his intention of so doing.

The amendments to the conservation areas are described in the Schedule hereto.

A plan showing the areas is available for public inspection at the offices of the City Planning Officer, Room 10.08, Westminster City Hall, Victoria Street, London SW1, during normal office hours.

DAVID WITTY, Chief Executive

Westminster City Hall,

Victoria Street, London SW1

SCHEDULE

The amendments comprise the following areas to added:

REGENT STREET CONSERVATION AREA

John Prince's Street	3-7 (consecutive), 11-14 (consecutive).
Great Castle Street	21,22 and 23.
Margaret Street	39,38,37,36, 35-34 (Sandoz House).
Oxford Street	233, 235-239 (odd)
Argyle Street	London Palladium: 5,6,9,10,11,12,13,14,15,15A
Great Marlborough Street	(Entrance to London Palladium).
Oxford Circus Avenue	1-15 (odd), 8-16 (even).
Brewer Street	63-77 (odd).
Denman Street	12,14,16,17-20 (consecutive).
Glasshouse Street	Regents Palace Hotel (frontages on Air Street/Brewer Street/Sherwood Street also), 2-8 (even).
Sherwood Street	12 Piccadilly Theatre, 1-16 (consecutive).
Piccadilly	224-229 (consecutive).
Coventry Street	22
Haymarket	39,40,41,43, 30-35 (consecutive).
Haymarket Arcade	
Jermyn Street	Morris House 4,5,6
Shavers Place	1-4 (consecutive).
Hills Place	16.

SOHO CONSERVATION AREA

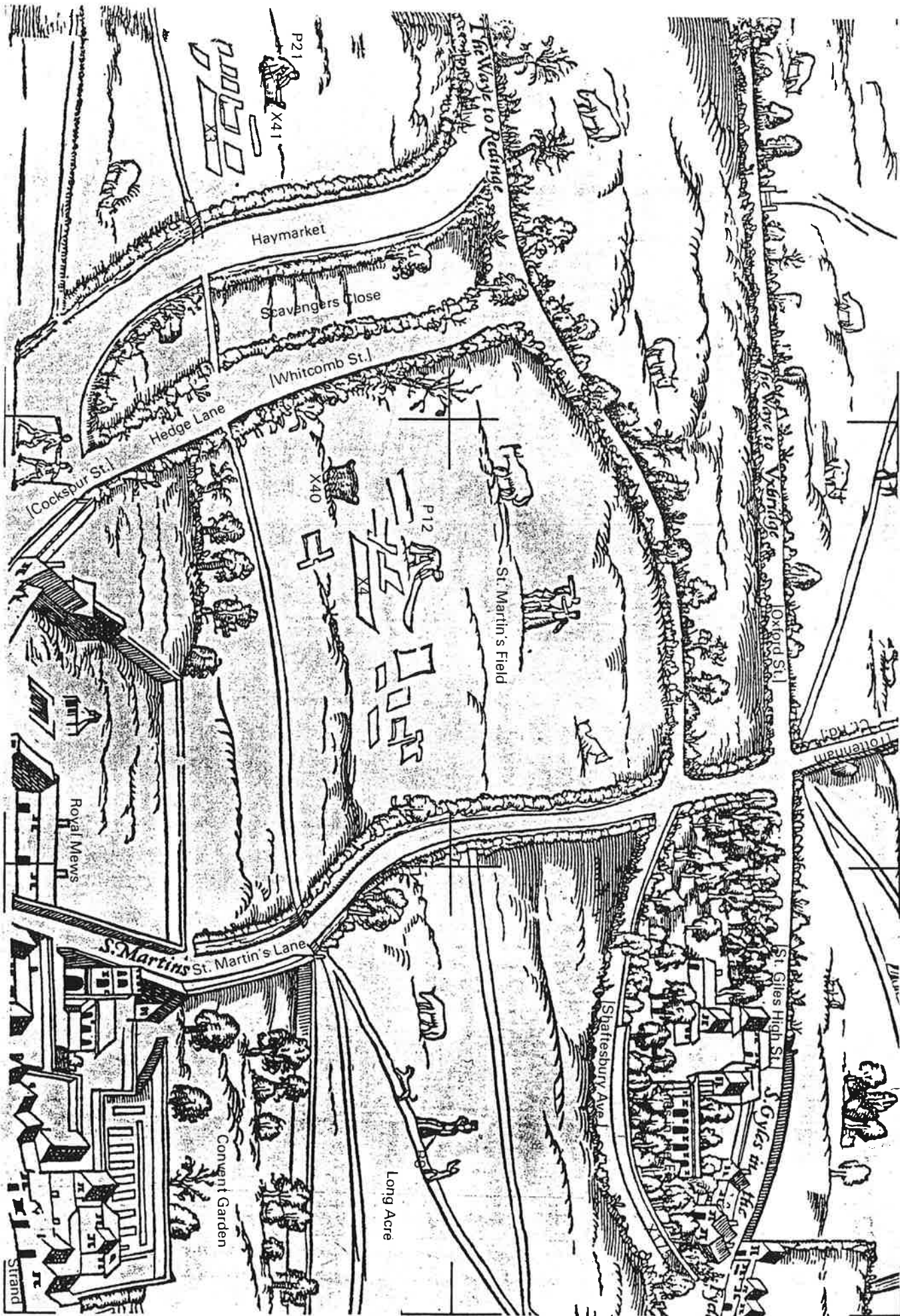
Ramilies Place	10.
Oxford Street	147,133,135.
	15,17,19,21,23,25,27,29,331,33,35,37,39,41,43,45,47,49,51, 53.
St. Giles' Circus	1,3,5,7

Falconberg Court	1-6 (consecutive).
Charing Cross Road	1,3,5,7,9,11,13,15,17,19,43 Astoria Theatre: 159-165 (odd) 167 Welsh Presbyterian Chapel, and London Hippodrome.
Cambridge Circus	1-10 (consecutive) 41,42,43,43,44-46.
Cranbourn Street	
Leicester Court	
Leicester Place	2,3,4,5,6,7.
Leicester Square	1-4 (consecutive), Empire Theatre 7,8,9,10,15,16,28,29,30,31 32, 33-36, 48 (Fanum House), 50
Leicester Street	1-5 (consecutive), 8 (Leicester House).
New Coventry Street	1,3,5.
Coventry Street	1-6 (consecutive), 31-39 (consecutive), Prince of Wales Theatre 7-20 (consecutive).
Wardour Street	1,3,5, 10.
Irving Street	1-10 (consecutive) 11-21 (consecutive).
Orange Street	35A Congregation Church 39, 45
Longs Court	
St. Martin's Street	Pastoria Hotel.
Panton Street	19,20,21
Rupert Street	36,38,40,42. 9-19 (odd), 21-35 odd
Piccadilly	London Pavilion 1,2,3,5,6,7.
Great Windmill Street	(side of London Pavilion).
Denman Street	2,3,4
Shaftesbury Avenue	2,4,6,8 Trocadero Site, 26-48 (even), 50-62 (even) 64-86 (even), 90-14 (even), 53-63 (odd), 79-91 (odd), 136,138,140.
Gerrard Place	1
Manette Street	16,17
Orange Yard	

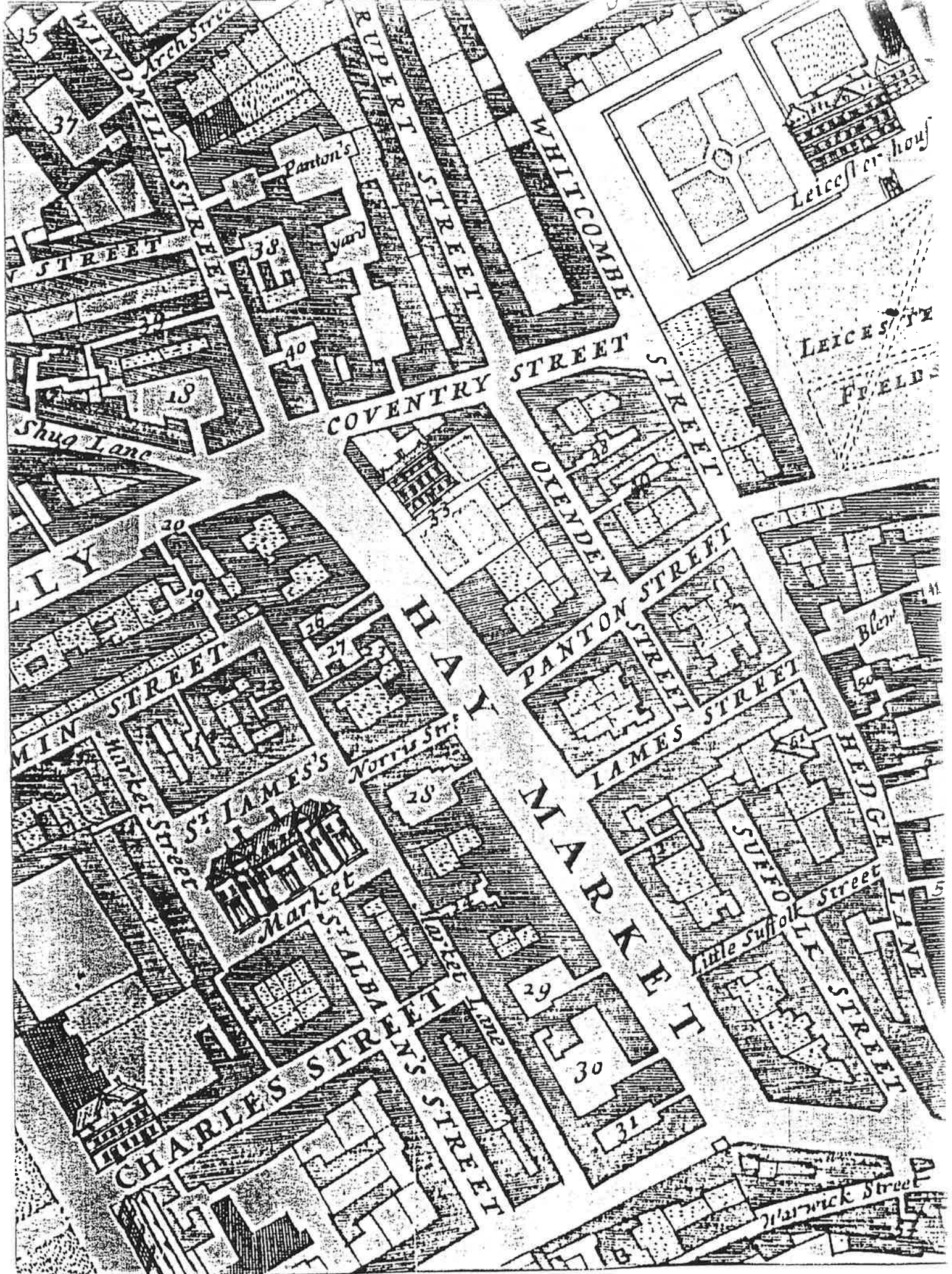
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HAYMARKET CONSERVATION AREA DIRECTORY

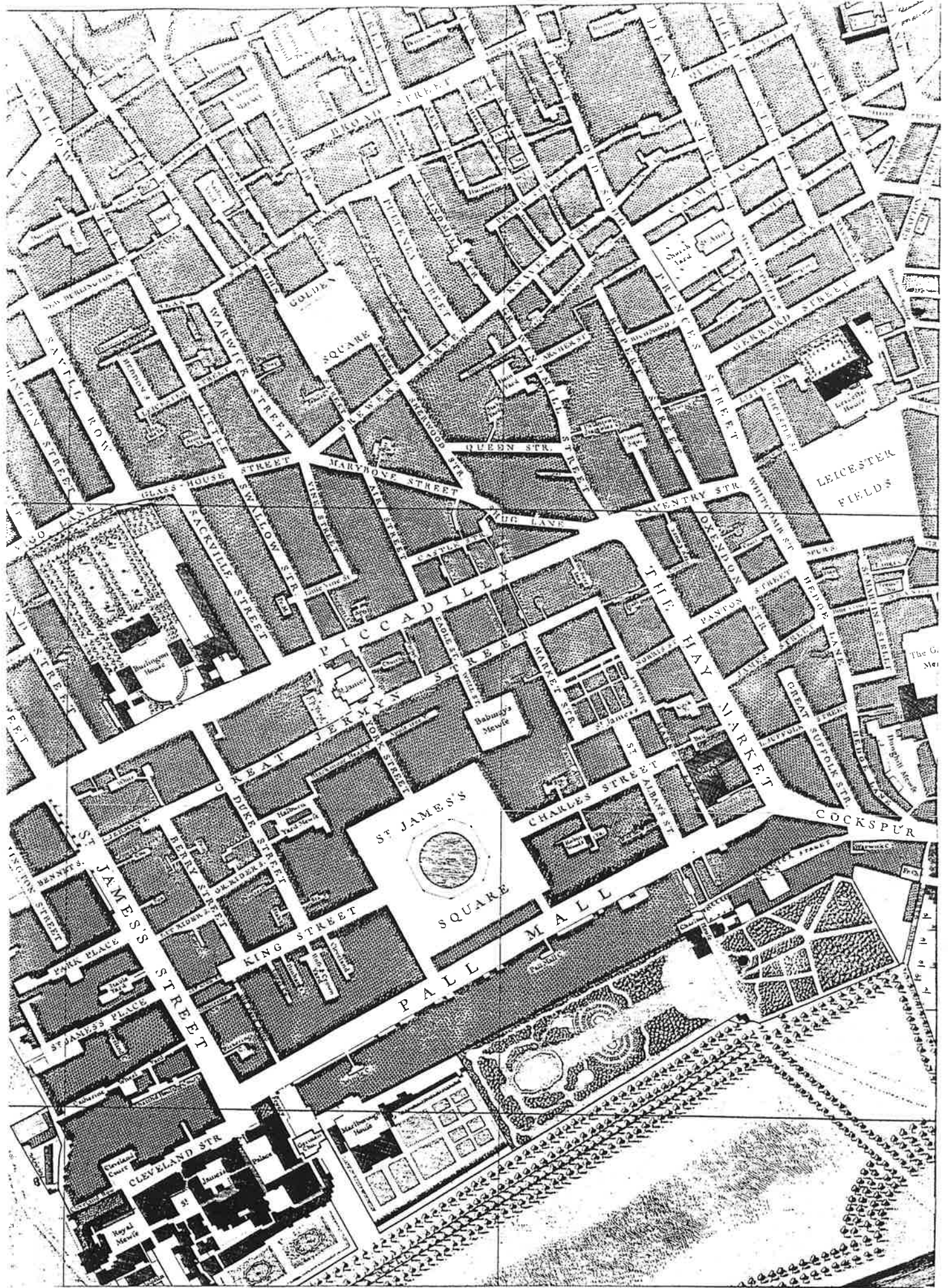
2. Historical Background



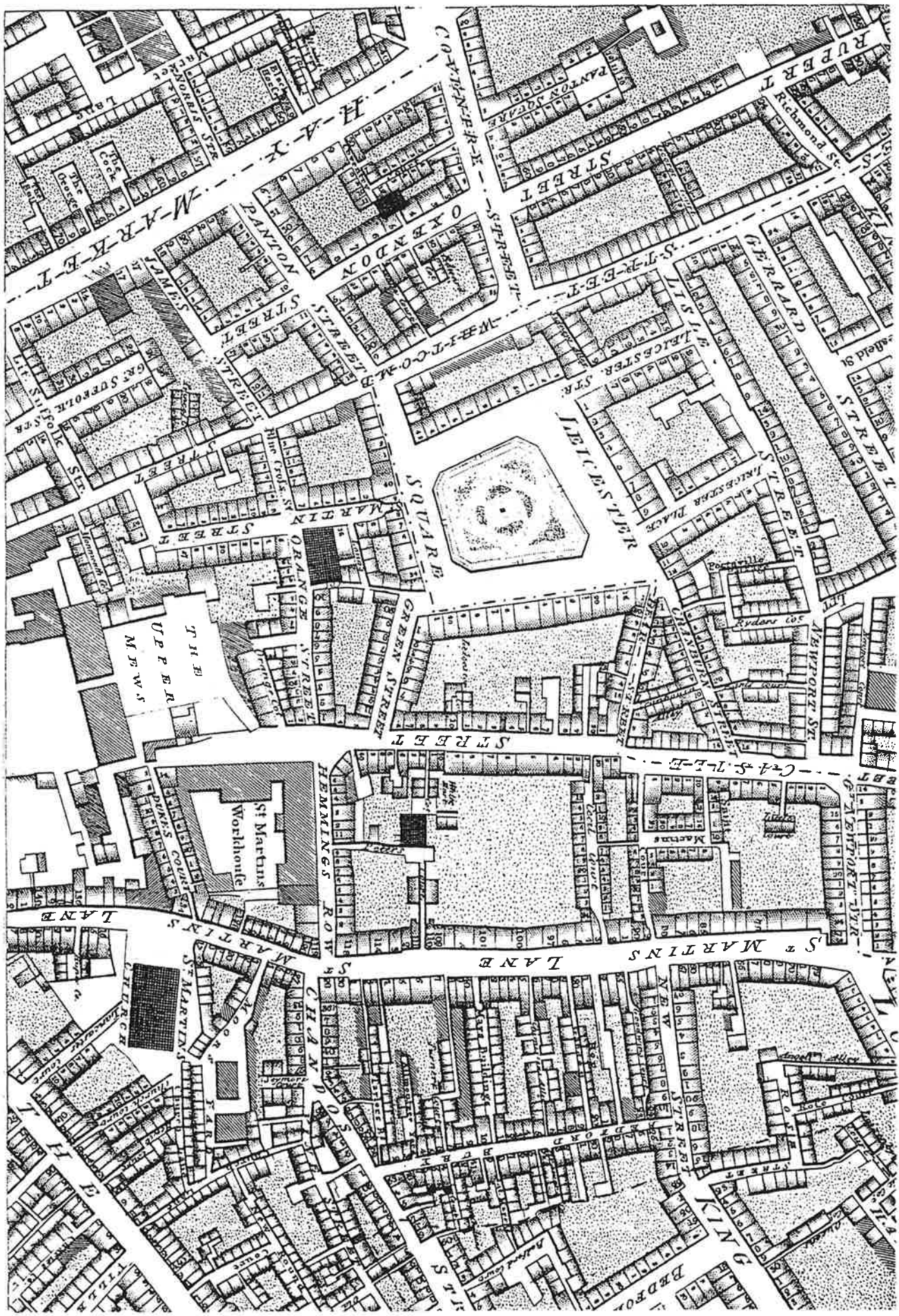
Map 1: Ralph Aggas 1560



Map 2: Morden and Lea 1682



Map 3: John Rocque 1738



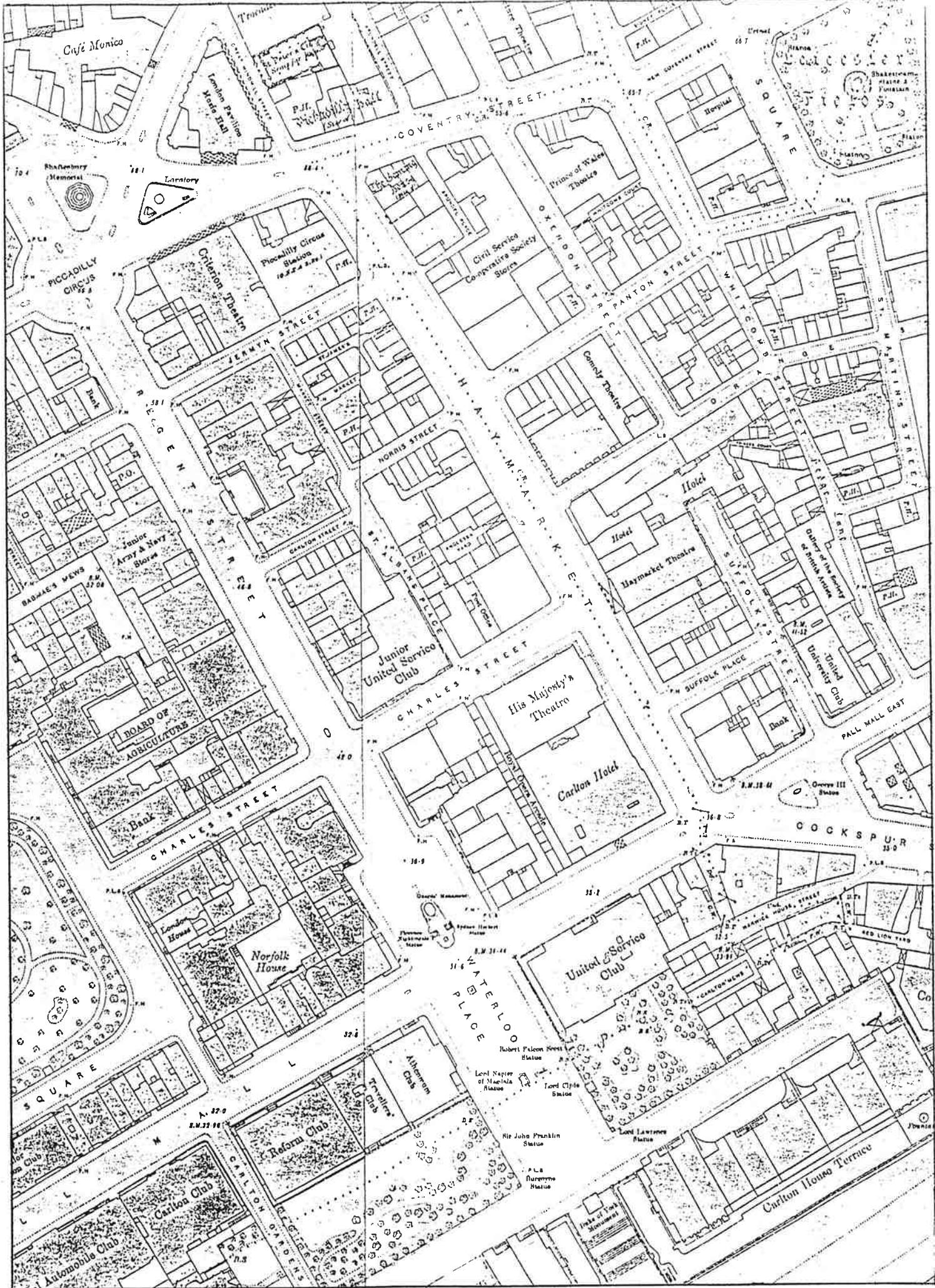
Map 4: Horwood c1799-1819



Map 5: Ordnance Survey 1867-74



Map 6: Ordnance Survey 1894-96



Map 7: Ordnance Survey 1906-19

HAYMARKET:

Historical Background

The area adjacent to James Street was largely held over for the sale of farm produce as far back as the reign of Elizabeth (1558-1603) The adaptation of the Royal Mews located just north of Charing Cross to Royal Stables encouraged the formation of an unofficial market for hay and straw. Agas's map of London in the Late C16 shows fields devoted to pasturing of cattle and the bleaching of linen. A 'hedge lane' is shown in the position which is presently occupied by Whitcomb Street. At this time, an area at the top of 'Haymarket' was owned by a Thomas Wilson and was approximately 3.5 acres in area. Anciently known as 'Scavengers Close' the area was largely open ground except for a Gunpowder house and Conduit house.

The area between the streets now known as Haymarket and Whitcomb Street was given over to the playing of bowls and general drinking activities under the trees in this location. Although only a temporary venue the area appears to have settled itself as one of a definite leisure character by 1634, as in this year a grand 'gaming' house known as Shavers Hall was built. This was so called after the Lord of Dunbar was 'shaved' of £3000 lost in a game of cards. George Garrard, Master of the Charterhouse and a first rate gossip of the time talks of the erection of permanent bowling greens in the grounds of a 'fair house'. Gerrard wrote:

'Since the 'Spring Gardens' was put down (*closed down*) we have by a servant of the Lords Chamberlain's a new Spring Garden erected in the fields behind the mews.'

Shavers House was a gaming house with bowling greens in the grounds but the fact that it was of such sumptuous extravagance perhaps made it popular with the fashionable of the day. The buildings that made up this resort of leisure were substantial and well made and were thought to have covered virtually the whole of the eastern side of the Haymarket. Handsome gravel walks with shade, upper and lower bowling greens are described where nobility and gentry of the highest quality could retire for both exercise and indulge in conversation. In the same period 'Scavengers Close' is also described as being constructed of bowling greens, gardens and tennis courts. This appears to be a resort of some considerable size and standing and gave the area a definite character in terms of the type of person frequenting the open areas for leisure activities.

An excellent description of the buildings in this area is to be found in a Parliamentary Survey dated June 1651, but in brief the Hall (as illustrated on Morden and Lea's map of 1682- Map 2) is a substantial brick building with a lead roof with a tennis court of brick and tile. There were two separate bowling alleys an upper and a lower, approached by entrance gates from Haymarket and divided by a gravel path/road roughly in the position that Panton Road now describes.

The various land transactions with regard to this area record the importance that leisure at this time played in the transformation of this area of London. In 1637, Henry Oxenden granted a lease of a 'messuage, a cookhouse, a tennis court and four

acres of ground to Simon Osbaldeston. The latter had also opened a similar establishment near the mews which included an 'ordinary' and tennis court:

'made to entertain gamesters and bowlers at an extensive rate.'

From 1641 to 1653 we are told that a Captain Geare ran the business in the gaming house, but little is heard of the Gaming House in this period possibly due to London's temporary eclipse under the Commonwealth. Around this time the building was assigned to a Colonel Berkstead to quarter soldiers in. The popularity experienced at the beginning of this century was not to return and little more is heard of the Hall after this date.

'Haymarket' first appears in the ratebooks in 1657 and describes 35 tenements 'Downe the Haymarket and in the Pall Mall.' Before this date, references to a market are indirect and only outline the general area. For example, Sir John Suckling writing around this period describing in his Ballad Upon a Wedding:

'At Charing Cross hard by the way/ where we thou knowst do sell our hay.'

The official recognition of a market, arrives in 1660 when a Robert Kilvert petitions to be granted the office of weigher of hay and straw at Charing Cross Market. The land to the west of the street was still in the possession of the crown thus transactions and lease holders are well recorded. We find that in 1661 the land was leased by Henrietta Maria's trustees to the Earl of St Albans trustees for thirty years. In the same year another mention of the Haymarket is made when a Colonel Edward Harley had a horse standing :

'..at Mr Baxters stable in the Haymarket neer Piccadilly(sic)'

The Surveyor of Works at the time a Sir John Denham, reported to the King that the market be discontinued since loose hay and straw was being washed down by the rain and frequently caused stoppages in the drains at the palace of Whitehall.. Another problem of a less geographical nature was that the area was gaining a reputation as a somewhat salubrious place to frequent with constant assaults and violent attacks taking place. In the St James Market area there were housed several whores and 'infamous persons' who were eventually removed to a house of correction for indecent conduct.

In 1663 the Earl of St Albans, having been granted his lease, obtained a grant for a cattle market to be held in Haymarket twice a week. An Act provided for profit from the market to be used to pave and repair the street. This act expired and subsequently the street fell into disrepair and almost became impassable. The market was disliked by wealthier residents and a few months after the grant was made to the Earl, Henry Coventry made a formal objection against Edward Warcup on the grounds that he was not carrying out his duties in tidying up the market. Despite this the market carried on in some form or another regulated later by various Acts of Parliament.

At this same time the land adjacent was going through a phase of redevelopment closely related to Haymarket. The Market previously held in James Street, from the thirteenth century was moved to newly established premises in the St James' Market area. A Jacobean market house of two storeys was built around 1665-6. This date is based on a report by a District Surveyor in 1696 on a building that has been erected for 30 years and in the opinion of the surveyor would require rebuilding at expiry of the crown lease in 1740.

The arrival of a particularly infamous gambler of the time Colonel Thomas Panton was to have a dramatic effect on the development of Haymarket. Panton was reputed to have made his fortune in less than one year, accumulating around £1500. He gradually acquired leases on moving up Haymarket and eventually in 1664 acquired the legendary but dilapidated Shavers Hall. By this time Oxenden Street, Panton Street and Orange Street had already been laid out and building works begun. Pantons license required that there were to be no brewhouses, melting houses or other noisome trades. The Daughter of Thomas Panton, Elizabeth married the fifth Lord of Arundell of Wardour, and hence the name Arundell Passage (seen on OS maps: Maps 5,6 and 7) at the top of Haymarket which denotes the area where the famous gaming house once stood.

In 1671 Sir Christopher Wren as Surveyor General, reported on Pantons building scheme. He describes how having purchased the two bowling greens fronting the Haymarket and several 'old houses' north of the tennis court, the proposed scheme is a vast improvement on the area especially the opening up of a street from Haymarket to Leicester fields which would ease some measure of

'the great passage to the Strand....and be ...'very useful to the publique.'(sic)

Pantons buildings were of brick with sufficient scantling and proper party walls. The provision of sewers vastly improved the area in terms of building stock. This was a comprehensive redevelopment of the whole of this site including the hall and all ancillary gardens, and running down to a boundary wall known as Suffolk's wall. This was a little north of James Street (later Orange Street). Beyond this a survey at this time records sixteen tenements, a stable and four sheds which adjoins the east side of the lower bowling alley and Suffolk Wall. Pantons development contributed to a general improvement in the areas standing, the neighbourhood becoming a more popular place to live.

A date stone with the year 1673 suggests that James Street was laid out at the same time as Panton Street. Strype describes this street as being noted for its tennis courts which take up the south side of the street. Originally there were two courts on this site, probably built in 1673. The street is first mentioned in the ratebooks in 1675 when a Benedict Ifield paid a substantial sum for tennis, which was said to be overrated for the price.

Tenancies and use were ever changing along Haymarket and in 1673, a Henry Coventry (Secretary of State to King Charles II) and by now an elderly bachelor, came to live on the site of the Gaming House. It is unclear whether this was the original

Gaming House, but is believed to be a much altered and run down building which he resided in until his death in 1686...His name lives on however in Coventry Street running East/West along the top of Haymarket and forming the border of the conservation area. Further down Haymarket the ratebook records minimal charges for the houses in the streets leading off which would suggest a small scale of building which due to the proximity of the market were probably used as shops from the outset. On the west side, a similar scale of development is evident; Norris Street first appears in 1674 a Godfrye Norris is recorded as having been granted a lease for four houses and a yard.

Although controls as to the development of Panton Street were in place, Haymarket had developed chiefly as business street with numerous inns and houses of entertainment, (see John Rocque's map : Map 3) Strype describes the Kings Head, Haymarket as 'a large place for stabling and coaches.'

Morden and Leas map (see map 2) shows almost a continuous line of development along the east side of the Haymarket broken only by the garden of Henry Coventry's residence at the top, the house being referred to as Piccadilly Hall by Henry Savile in a letter to Lord Fairfax in 1686. It is fair to say that the scale of development in the Haymarket combined with the predominant use and the increasing popularity of the market place meant that the area, although a very lively thoroughfare of some considerable character was becoming run down and overcrowded. Consequently in 1690 an Act was laid down controlling the general repair of the road surface and the provision of inspectors to regulate quality and quantity of hay or straw. It also defined the extent of the market by providing toll posts opposite Coventry House at the northern end of the street, and opposite the Pheonix Inn at the southern end to mark out the strict limits of the market. In this same year the Gaming House was pulled down.

Up until now Haymarket was a public highway, in which cart loads of hay and straw were allowed to stand for sale, toll free. However following the 1690 Act a tax was levied on all carts according to their loads. The crown leased this toll system to one Derick Stork for 99 years in the early part of the Eighteenth Century.

In 1704 Haymarket was to change dramatically with the building of a new theatre by Sir John Vanbrugh, this was to be known as His Majesty's Theatre. The combination of the passing of Acts and the construction of important public building's meant that the popularity of the street was greatly improved. This is documented by Strype in 1720 who describes Haymarket as;

'... a large spacious street with well built houses, especially on the east side...It is a great thorough-fare into Piccadilly, and so to the western road, and much resorted unto by reason of the market there kept every Tuesday, Thursday and Saturday, for hay and straw there sold.'

The first Haymarket Theatre or Little Theatre was built in the year of this survey by a carpenter, John Potter. It was located on the site of an inn in Haymarket (the Kings Head) that was shown on plan to be Level with the north end of Great Suffolk Street.

There are from the writings of Strype detailed descriptions of each street located in the conservation area, and these are useful in building up a picture of the layout and character of the Haymarket Conservation Area. Orange Street and Whitcomb Street (called Blue Cross Street by Strype) appears from the description to be ancillary to the working part of the market thoroughfare. He describes it as a large place for coaches and stabling and the buildings on the lower half of Whitcomb Street being largely subsidiary to buildings in Suffolk Street. The east side of the street seems to be largely given up to builders and stone masons yards at this time.

The old tennis courts in James St (now Orange Street) had fallen out of popularity, so much so that from 1737 to 40 one of the courts was used as a Theatre called 'Punches Theatre'. This was followed in 1741 by the New Theatre which occupied the same court, the other being used for storing the scenery for the Kings Theatre or Opera House.

Recorded evidence suggests a redevelopment of the Coventry House (Piccadilly Hall/Shavers Hall) site in 1741 when John Maidman, a builder, took out a lease for 51 years, for 20 houses. This is supported by a change in all the names of personnel living on this site in the 1741 ratebook. Nos 33 and 34 were part of this redevelopment and can give us some indication of what the upper part of the Haymarket would have looked like towards the middle of the Eighteenth Century.

The mid Eighteenth Century saw the entertainment side of the Haymarket area develop as well as the richness and diversity of its inhabitants. Foreign tradesmen frequented Haymarket, especially Italians who had perfume shops in many parts of the street. Residents and visitors alike could sample the delights of places of entertainment called 'Mrs Midnights Oratory' where such acts as the; 'noted ox with six legs and two bellies' or the 'Little woman that weighs no more than twenty three pounds.'

Regardless of this unique importance as a centre for entertainment, the area still suffered from a number of set backs with regard to incidents involving violent deaths. Joseph Baretta stabbed a man to death in a broil in the street and was on trial for murder He was acquitted for acting in self defence. This is an example of the type of unfortunate occurrence which was to tarnish the general overview of the area.

The predominant historical character was derived from the market use in the area, which in 1774, was recorded as having over thirteen hundred hay and straw carts in attendance. The buildings of this time played an ancillary role as merely being containment of the market. The market described the buildings functions and importance and not vice versa.

Related areas were to change radically with the introduction of The New Street Act 1813, and this in turn affected the Haymarket area. Adoption of John Nash's plan under this act for a new street from Marylebone Park (now Regents Park) to Carlton

House involved the removal of St James's Market and the demolition of most of the houses in Market Lane and the Market Place. By 1816, demolition had begun culminating in the market House being demolished. The new market was laid out in the following year on a restricted site to the west of Haymarket and between Jermyn Street and Norris Street at an estimated cost of £20,000. The builder was James Burton and the lease was for 99 years. The market had a strictly utilitarian character to it with open shambles for the poorer tradesman who could not pay the large rents. This market was held until late into the reign of George IV (1820-30). It was then abolished and moved to Cumberland Market near Regents Park.

As part of John Nash's scheme the Theatre Royal was refronted by the architect in 1821, along with all buildings along the east of Haymarket from the theatre southwards.

Haymarket itself was constantly increasing in volume, with over 26000 loads of hay and straw being recorded by toll collectors between Lady Days in 1827 and 1828. This was brought to a dramatic end in 1830, with an Act providing for its removal to a new site on the Crown Estates in St. Pancras.

Although the Market had gone, the unsavoury reputation which burdened the area for so long and retarded its commercial development remained. The 'night houses' of Haymarket and Panton Street did nothing to help this stigma disperse.

The sport of tennis was also on the decline, and the existing tennis court on the south side of Orange Street existed in a mutilated condition after its many adaptations and misuses. The courts were the headquarters of tennis in England until 1866, when it was dismantled and the stone floor of particularly high quality, being made of sandstone shipped from Germany was sold to the Earl of Warwick, who intended to relay it at Warwick Castle. The benches of the dedans were removed to Merton Street Court at Oxford where they can be seen today.

Further changes to the Conservation area as it stands have occurred on individual sites which have contributed to the overall appearance and diverse architectural character of the buildings. In 1867 Her Majesty's Theatre was entirely destroyed by fire. It was since rebuilt by Messrs Trollope at the cost of £27,767.

Various Brothels and Inns of ill repute, namely 'Kate Hamiltons' were closed down by the Early Closing Act of 1872. Thus brought an end to the many improper uses of buildings in the Haymarket area and contributed to the resurrection of Haymarket as a fashionable resort for the Victorian Gentleman. On the other side of Haymarket in St James's Market, buildings were becoming run down with two cases of Typhoid fever being reported in 1880. The area was ripe for redevelopment.

In 1881 the 'provincial looking' (Pevsner) Comedy Theatre was built in Panton Street, forming an important junction within the central area of the Haymarket Conservation Area. Six years later, the other side of Haymarket, the area of St James's Market, on Norris Street was subject to an application for the erection of a fireproof depository, with six shops fronting the street. The architects were Arthur and Leslie W Green and the scheme was approved in 1897. The safe depository is a four storied building of

red brick dressed with stone, its most important feature being the main entrance, monumentally treated in the Baroque manner to fill the vista from Regents Street.

Similar buildings of the same scale were erected around the turn of the Century. The present building at 14-16 St Albans Street was built in 1907 by J. Styles and Sons, builders and decorators (Architects: Messrs. Treadwell and Martin) who occupied one of the old buildings on the site since 1860.

The tradition of Grand scale buildings on Haymarket was significantly influenced by 'Burberry's' the corner of Orange Street and Haymarket. The elaborate Edwardian Neo-mannerist detail, combined with a giant order of French Ionic columns concluded an important site on the Haymarket which was to be proceeded with similar grand buildings designed in mixture of architectural styles which form significant developments in the conservation area.

The lease granted to James Burton for the market area west of Haymarket expired in 1916 and directly after the War, plans for enclosure and redevelopment were put into action by the Offices of Woods and Forests. These involved the widening of the existing passageway from Market Street (now St. Albans Street) to Haymarket to form a new street called St James's Market, and consequent demolition of houses on the south side of the market built in 1817-18. This site was subsequently occupied by a cinema.

The Gaumont Cinema, originally known as the Capitol, was erected in 1922-24, in a Regent Street Renaissance style by architect, Andrew Mather. The interior was a rough version of an Adam style coloured in lilac and silver. This interior was entirely reconstructed in 1936, when the shop and restaurant was eliminated. The cinema was reopened in 1937. In this same year both St Albans Place and Market Street were combined to form St Albans Street, which now forms the western boundary of the conservation area.

In 1924 the clearance of the site formerly known as 62 to 65 Haymarket made way for another theatre development, entertainment being the predominant use along Haymarket at this time. The Carlton Theatre, with its facade of Portland Stone was built from designs by Frank T Verity and Samuel Beverley and only lasted as a theatre for four years until the dramatic increase in the popularity of cinema pressured the change of use to the latter which was then complimented by a new canopy by Verity and Beverley in 1957.

The latter part of the Twentieth Century was to see its own representation of entertainment, combined with mixed use development on a grand scale of definite distinct architectural style, in the brutalism of the Huguenot House development.

List of Historic Maps:

1. Ralph Aggas 1560
2. Morden and Lea 1682
3. John Rocque 1738
4. Horwood c1799-1813
5. Ordnance Survey 1867-74
6. Ordnance Survey 1894-96
7. Ordnance Survey 1906-19

HAYMARKET CONSERVATION AREA DIRECTORY

3. List of Buildings of Special Architectural and
Historic Merit

HAYMARKET CONSERVATION AREA DISTRIBUTION OF LISTED BUILDINGS



BASE MAP EXTRACTED FROM ORDNANCE SURVEY 1:1250 DIGITAL MAPPING DATA WITH THE PERMISSION OF THE CONTROLLER OF HER MAJESTY'S STATIONERY OFFICE (C) CROWN COPYRIGHT

CONSERVATION AREA NUMBER 48

Scale - None

Distribution of Listed Buildings

Listed buildings/statues shown are listed Grade II unless indicated otherwise.

The distribution of listed buildings in Haymarket Conservation Area represents the remnants of the small scale terraced properties fronting Haymarket (Nos.33-34), Panton Street (Nos.5 & 6) and Oxendon Street (No.8). Later listings represent developments in large scale commercial properties, but buildings still carefully relate to early street patterns and market area.



LISTED BUILDINGS IN HAYMARKET CONSERVATION AREA.

The list of buildings of special architectural and historic interest set out below was prepared in late 1995. As new buildings are constantly being listed this list should not be treated as definitive.

At the time of preparation there were 9 listed buildings in the Haymarket Conservation Area. Of this number none were Grade I, 1 was Grade II* and 8 Grade II.

Statutory Listed Buildings in the Haymarket Conservation Area

Address	Type	Date	Grade
22 Coventry Street WC2 (including nos 1 and 2 Shavers Place and 35 and 35A Haymarket	Offices	c1880	II
18 to 22 (consec) Haymarket (Burberry's)	Retail premises	1912	II
31 and 32 Haymarket	Offices	c1890	II
33 Haymarket	Terraced Town House	c1741	II
34 Haymarket	Terraced Town House	c1741	II*
8 Oxendon Street	Terraced Town House	c1673	II
5 Panton Street (south side)	Terraced House with shop	Late C17	II
6 Panton Street (south side)	Terraced House with shop	Late C17	II
The Comedy Theatre, Panton Street (south side)	Theatre	1881	II

TQ 2980 NE
71/200

CITY OF WESTMINSTER

COVENTRY STREET

15.8.85

No. 22 (including Nos 1 and 2
Shavers Place and Nos 35 and
35A Haymarket)

II

Offices. Circa 1880. Stone faced. Roof not visible. 4 storeys and attic; 4 bays to Coventry Street with splayed corner and 2 bays to Haymarket. Pink granite pilasters to ground floor with late C20 glazing between. Paired arches to first floor with mask keystones and foliated spandrels. Casements. Giant Corinthian pilasters between bays linking second and third floors; paired fluted Ionic pilasters to attic. Square headed windows to upper floors, sashes, pediments to second floor windows. Main console cornice above third floor; subsidiary cornice to attic. Balustraded parapets with square, pedimented projections at intervals. Cast iron window guards to second floor.

TQ 2980 NE
71/95

CITY OF WESTMINSTER

HAYMARKET, SW1

GV

Nos. 18 to 22 consec.
(Burberry's)

II

Grand retail premises. 1912 by Walter Cave. Stone faced corner block with slate roof. Edwardian neo Mannerism detail but restrained by Beaux Arts balance of composition. 3 storeys and slate mansard. 5 windows wide with narrow staircase bay to left and return to Orange Street. Ground floor display windows (unaltered) and central entrance with double doors articulated by a mannerist order of Doric engaged columns supporting entablature. 1st and 2nd floors have giant order of French Ionic columns creating grand arcade with the 2nd floor windows as lunettes in the clean cut ashlar of the arches. Banded pilasters each end of the elevation. Modillion cornice with balustrade between enriched dormers. Ornate bracketed clock at 2nd floor level. Similar details to Orange Street return.

TQ 2980 NE
71/78

CITY OF WESTMINSTER

HAYMARKET, SW1

Nos. 31 to 32.

G.V.

II

Offices and commercial premises. c.1890 possibly by T.E. Collcut and G.A. Holloway. Hard-fired red brick with terracotta banding and lavish dressings. Richly eclectic Flemish Renaissance and Loire Chateaux motifs. 5 storeys including gabled attic. Broad 3 window wide front. Ground floor has 2 altered shop fronts flanking central pilastered aediculed windows. 4th floor with 2 square headed architraved windows flanking enriched central Diocletian. Broad banded quoin piers rise to 2nd floor then turn into mock bartizans with domical caps flanking kneelers of shaped gable. This contains 2 round arched lights framed by pilasters with entablature and segmental pediment in gable apex, bowed balustraded balconette. Deeply moulded cornice below gable carried over bartizans.

Survey of London; Vol. XX.

TQ 2980 NE
71/77

CITY OF WESTMINSTER

HAYMARKET, SW1

24.2.58

Nos. 33

G.V.

II

Terrace house. c.1741. Brown brick, slate roof, 4 storeys and basement. 2 windows wide. Ground floor has frame of mid C.19 pilastered shop front, with altered display windows, under entablature-fascia. Upper floors have recessed sashes, no glazing bars, under flat gauged red brick arches. Parapet with coping.

Survey of London; Vol. XX.

TQ 2980 NE
71/76

CITY OF WESTMINSTER

HAYMARKET, SW1

24.2.58

No. 34

G.V.

II*

Terrace house with drop. c.1741 with late C.18 shop front and interior. Brown brick, concealed roof. 4 storeys (top floor as attic storey) and basement. 2 windows wide. Ground floor has good late C.18 double shop front with central shop door and house door to right, both panelled with patterned fanlights, the display windows, with original glazing bars to the small panes, prominently bowed either side of doorway with entablature fascia over. Upper floors have recessed glazing bar sashes under flat red brick gauged arches. Stone modillion cornice over 2nd floor, parapet with coping. The shop interior retains late C.18 fittings (counter, shelving etc.) with Adam style wooden screen to the rear position.

TQ 2980 NE
71/79

CITY OF WESTMINSTER

HAYMARKET, SW1

1.2.74

No. 8

G.V.

II

Terrace house. c.1673, altered as warehouse 1893 and front rebuilt 1958 in period style by A J Aslan. brick painted black, concealed roof. 4 storeys and basement. 3 windows wide. Early C.18 style doorway to left. Recessed sash windows with gauged flat arches. Enriched stone plat bands to ground floor and below parapet with coping. Cornet rainwater head and reset sundial dated 1679. Interior retains panelling and dog leg turned baluster closed string staircase etc. The only remaining original interior in the Oxendon-Panton-Orange Street area laid out by Colonel Panton after 1664.

Survey of London: Vol. XXXIV

TQ 2980 NE

CITY OF WESTMINSTER

PANTON STREET, SW1
(south side)

71/86

No. 5

G.V.

II

Terrace house with shop. Late C.17 origin, front probably mid C.18 rebuild or heightening. Painted brick, concealed roof. 4 storeys. 2 windows wide. Mid C.20 shop front to ground floor. Upper floors have recessed sashes, some retaining glazing bars, with stucco architraves on 1st floor and flat gauged arches to upper floors. Stucco architraved panel between 1st and 2nd floors and stone plat band above 2nd floor. Parapet with coping.

Survey of London; Vol. XX.

TQ 2980 NE

CITY OF WESTMINSTER

PANTON STREET, SW1
(south side)

71/87

No. 6

G.V.

II

Terrace house with shop. Late C.17 origin, front probably a mid C.18 rebuild or heightening with early C.19 stucco facing, concealed roof. 4 storeys. 2 windows wide. Ground floor has square house doorway to right with fanlight and panelled door and frame of early C.19 shop front (window and doorway altered) with reeded wooden pilasters with rosette stops carrying entablature-fascia with modillion cornice. Upper floors with recessed glazing bar sashes under flat heads, with architraves on 1st floor. Architraved panel between 1st and 2nd floors and stone plat band over 2nd floor. Parapet with coping.

Survey of London; Vol. XX.

TQ 2980 NE

CITY OF WESTMINSTER

PANTON STREET, SW1
(south side)

71/88

28.6.72

The Comedy Theatre

II

Theatre on corner site. 1881 by Thomas Verity. Stucco (or painted stone) and painted brick. Slate roof. Eclectic classical front and rather frontispiece. 2 storeys. 5 windows wide. Ground floor has grouped doorways under 1950s cantilevered canopy. Deep frieze and moulded cornice above which is a centrepiece of 3 enriched architraved and corniced windows with blind oeil-de-boeuf over, articulated by pilasters supporting entablature and pediment, and flanked by lower single bay wings. Plain return to Oxendon Street. Although vestibule foyer and bars etc. mainly 1911 and 1933 alterations (with some further changes in 1955), the auditorium is essentially that of 1881 with 3 tiers of horseshoe shaped balconies on slender iron columns, the 2 lower tiers continued as side slip boxes. A pair of (formerly 2-tiered) boxes with slightly bowed fronts flank the stage at dress circle level contained within an arch framed by columns on brackets. Square, architraved proscenium; the main entablature with palmette enriched frieze carried out over the boxes and with the frieze continued around the gallery; above the entablature pendentives, with relief decoration in the lunettes, carry decorated domed ceiling with elaborate platerwork to ventilator rose. Some of the original wood drum-and-shaft flying machinery survives above the stage grid.

Survey of London; Vol. XX.

The Theatres of London; Mander and Mitchenson.

HAYMARKET CONSERVATION AREA - LISTED BUILDINGS

22	COVENTRY STREET	W1	2
18-22	HAYMARKET	SW1	2
33	HAYMARKET	SW1	2
34	HAYMARKET	SW1	2*
35-35A	HAYMARKET	SW1	2
8	OXENDON STREET	SW1	2
5	PANTON STREET	WC2	2
6	PANTON STREET	WC2	2
1 & 2	SHAVERS PLACE	SW1	2

HAYMARKET CONSERVATION AREA DIRECTORY

4. Key Features

HAYMARKET CONSERVATION AREA PLOT PATTERN MAP



BASE MAP EXTRACTED FROM ORDNANCE SURVEY 1:1250 DIGITAL MAPPING DATA WITH THE PERMISSION OF THE CONTROLLER OF HER MAJESTY'S STATIONERY OFFICE (c) CROWN COPYRIGHT.

CONSERVATION AREA NUMBER 48

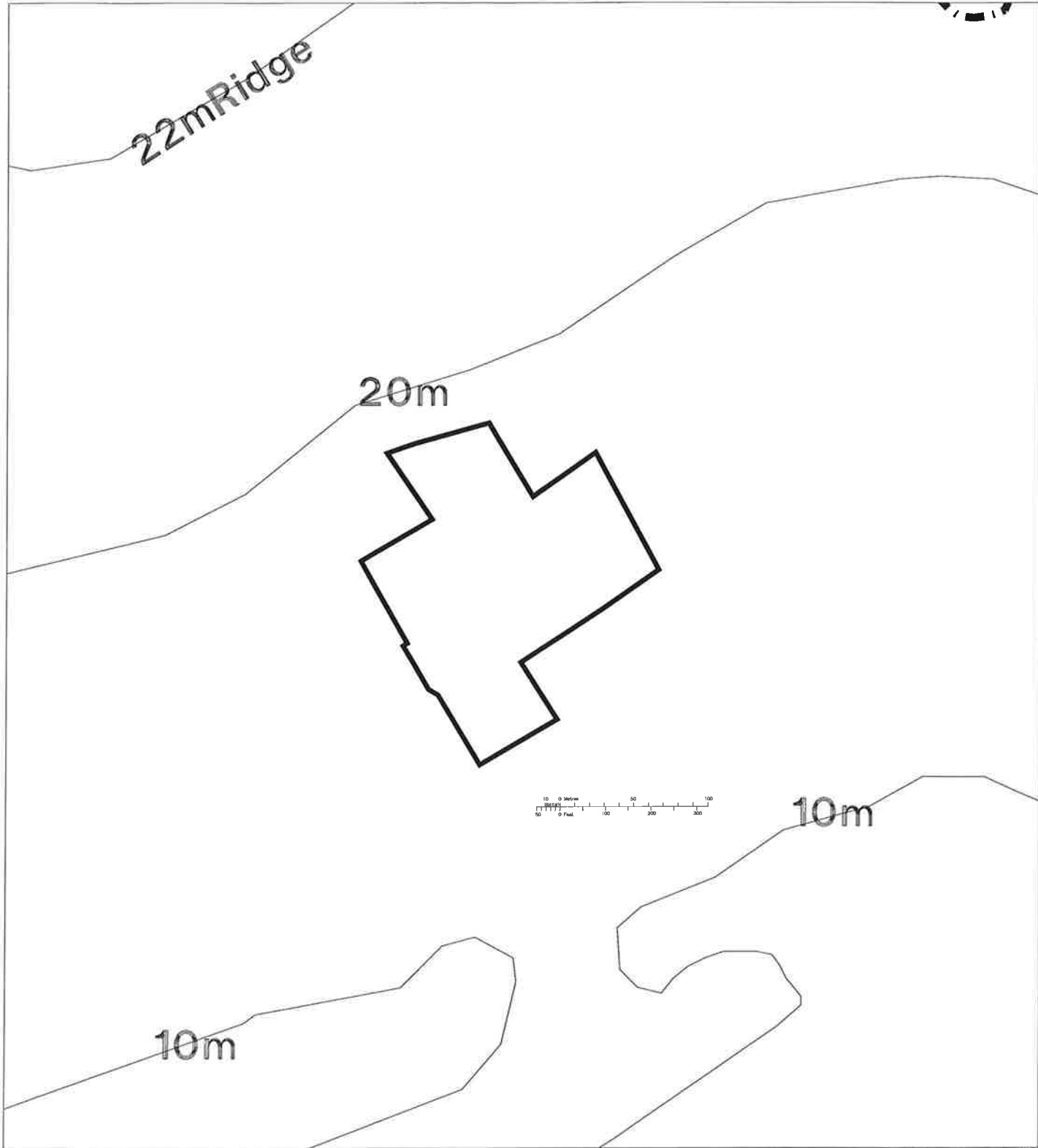
Scale - None

Layout of properties

This map shows the layout of building plots, blocks and streets, illustrating the basic pattern of development in the area.



HAYMARKET CONSERVATION AREA CONTOUR MAP



BASE MAP EXTRACTED FROM ORDNANCE SURVEY 1:1250 DIGITAL MAPPING DATA WITH THE PERMISSION OF THE CONTROLLER OF HER MAJESTY'S STATIONERY OFFICE (c) CROWN COPYRIGHT.

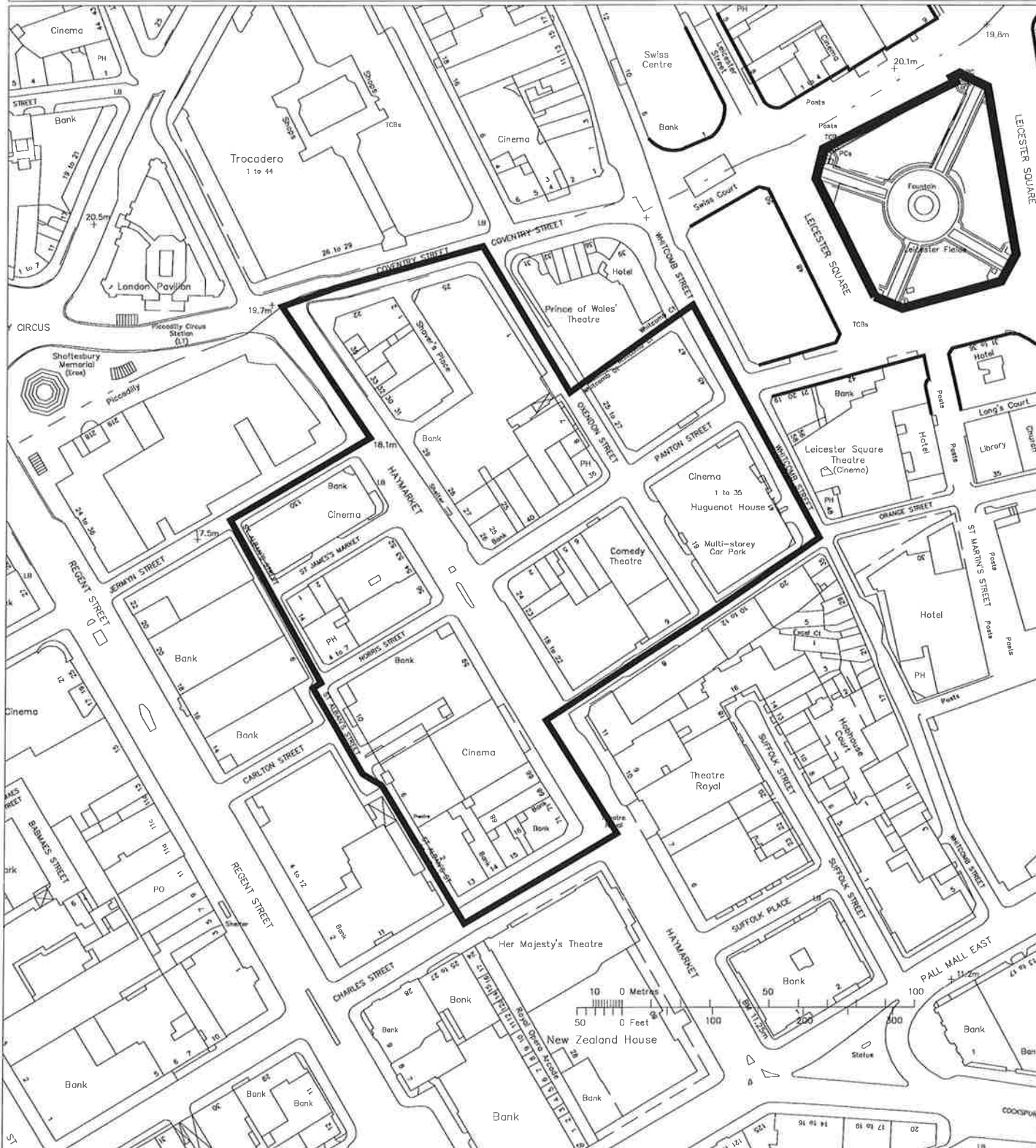
CONSERVATION AREA NUMBER 48

Scale - None

Map shows underlying topography of the Conservation Area.



HAYMARKET CONSERVATION AREA LONDON SQUARES PRESERVATION ACT



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CONSERVATION AREA NUMBER 48

Scale - None

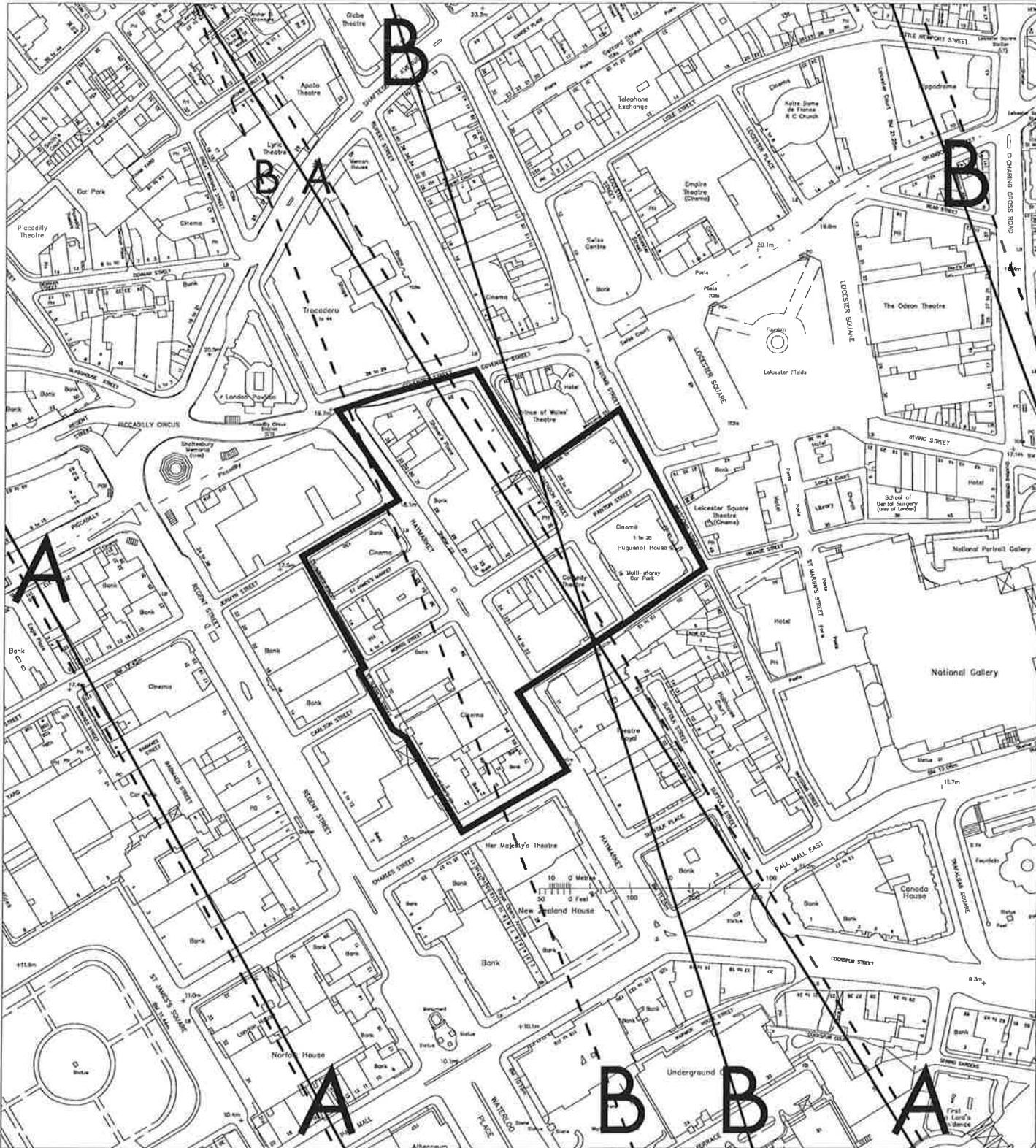
London Squares Preservation Act, 1931 -

this Act was introduced to provide for the preservation of certain squares, gardens and enclosures of London. The existence of which was considered to be of great benefit by reason of the amenities provided and by reason of the advantages to health afforded. The provisions of the Act are to ensure the use of the squares only as ornamental garden pleasure grounds or grounds for play, rest or recreation and to prevent any building or other structure or erection on or over any protected square except such as may be necessary or convenient for or in connection with the use and maintenance of the squares for the authorised purposes.

Leicester Square - just outside the conservation area - is shown here.



HAYMARKET CONSERVATION AREA STRATEGIC VIEWS



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CONSERVATION AREA NUMBER 48

Scale - None

STRATEGIC VIEWS CROSSING THIS CONSERVATION AREA:

- Haymarket C.A. is crossed by two strategic views:*
- A: Primrose Hill to Palace of Westminster*
- B: Parliament Hill to Palace of Westminster*

————— Height Limitation Area
 - - - - - Wider Setting Consultation Area



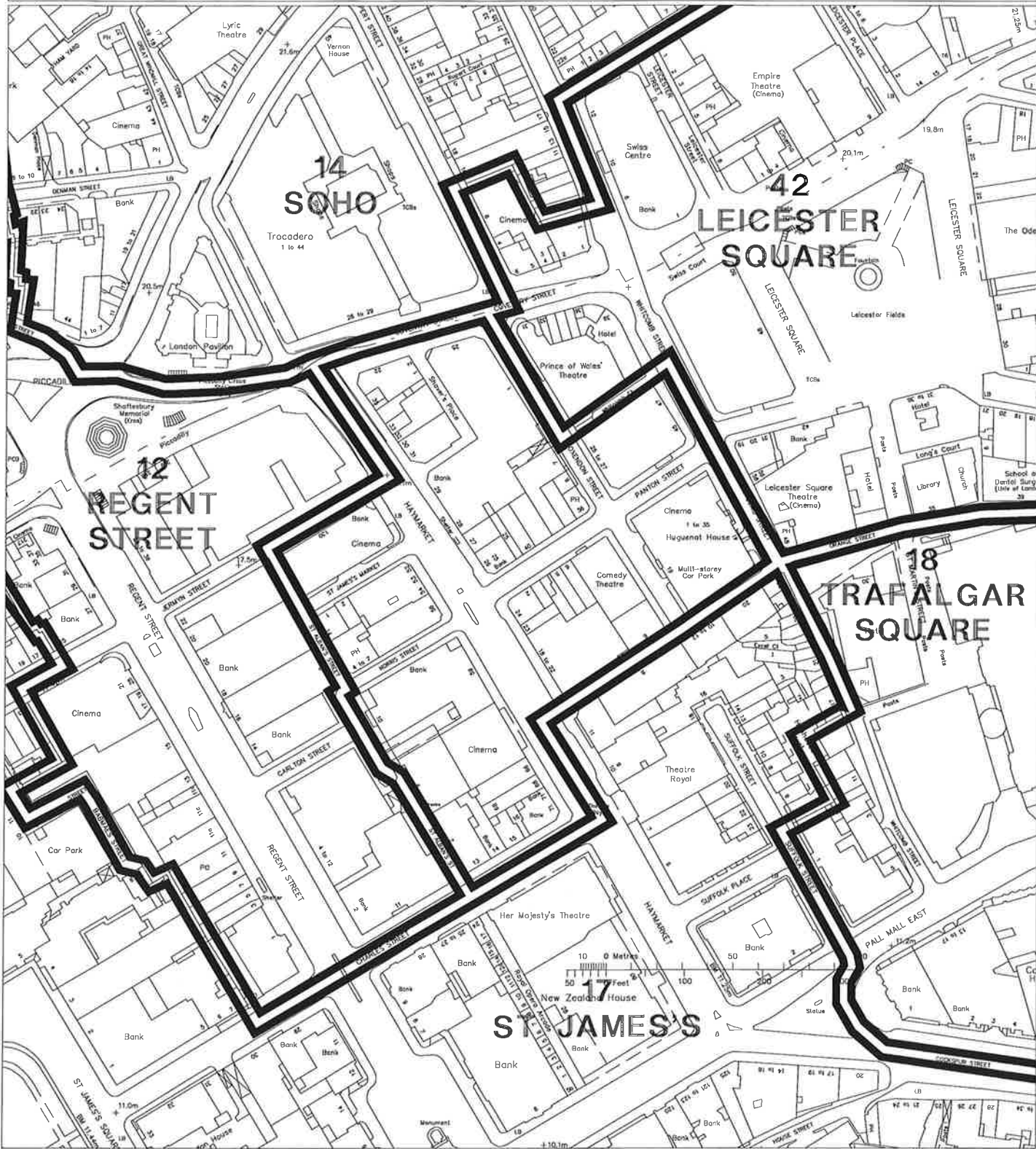
LAND USE : Haymarket Conservation Area.

Haymarket being one of the major thoroughfares of Central London, linking Piccadilly to Pall Mall and Trafalgar Square, has a successful mix of uses, dominated superficially by entertainment. A number of large cinemas line Haymarket itself, and these sit alongside their older counterparts, the theatres for which Haymarket is perhaps best known today. Retail uses are found on both a large (Burberry's 18-20 Haymarket) and small scale (down Panton Street; sandwich shops, and small restaurants) On the west side of Haymarket and north towards Piccadilly, turn of the Century and Twentieth Century office blocks predominate contributing to the general large scale of mixed use developments in the Haymarket Conservation Area, be this entertainment, retail or office use.

HAYMARKET CONSERVATION AREA DIRECTORY

5. Adjacent Conservation Areas

HAYMARKET CONSERVATION AREA ADJACENT CONSERVATION AREAS



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CONSERVATION AREA NUMBER 48

Scale - None

*Adjacent Conservation Areas -
 the following conservation areas adjoin this conservation area:
 REGENT STREET (12), SOHO (14), ST JAMES'S (17),
 TRAFALGAR SQUARE (18), LEICESTER SQUARE (42).*



HAYMARKET CONSERVATION AREA DIRECTORY

6. Areas of Special Archaeological Priority

HAYMARKET CONSERVATION AREA AREA OF SPECIAL ARCHAEOLOGICAL PRIORITY



BASE MAP EXTRACTED FROM ORDNANCE SURVEY 1:1250 DIGITAL MAPPING DATA WITH THE PERMISSION OF THE CONTROLLER OF HER MAJESTY'S STATIONERY OFFICE (C) CROWN COPYRIGHT.

CONSERVATION AREA NUMBER 48

Scale - None

AREA OF SPECIAL ARCHAEOLOGICAL PRIORITY: - Lundenwic and Thorney Island

This area skirts the western edge of the conservation area. It is primarily located adjacent to the Thames and the Strand and stretches from The Palace of Westminster to Middle Temple. Lundenwic was a middle Saxon trading settlement (7th to 9th Centuries) located in the vicinity of the Strand and Covent Garden. At this time, London appears to have comprised two distinct elements: the old walled town, located in what is now the City of London, and Lundenwic, which comprised a much larger mercantile centre. Lundenwic appears to have been abandoned during the period of Viking raids in the mid to late 9th Century.



1 Map made by Ian Hembury
 Acodname: LOWCAB48.dwg TP
 Date: 19 10 95

HAYMARKET CONSERVATION AREA DIRECTORY

7. Regulation 7 Directions

HAYMARKET CONSERVATION AREA DIRECTORY

8. Design Guides and Planning Briefs

Design Guides and Planning Briefs specific to the Haymarket

1. Haymarket Conservation Area No. 48 : General Information Leaflet
(Dec.1993)

General Policies and Design Guides relating to Haymarket Conservation Area.

1. City of Westminster District Plan (as approved 1982)
2. City of Westminster Unitary Development Plan (as placed on deposit 1995)
3. A Guide to Roof Alterations and Extensions.
4. Design Guidelines for Shopfront Security.
5. Shopfront Blinds and signs.
6. Boardwatch (a Guide to Regulation 7 Requirements)
7. Refuse Storage in New Developments
8. Standards for Residential New Building, Conversion and Rehabilitation Schemes.
9. Mobility Guide: Access for all.
10. Stucco: A Guide to its Care and Maintenance.
11. Trees: Planting and Care.
12. Conservatories: A Guide to Design and Planning Procedures.
13. Conservation Areas: A Guide to Property Owners.
14. The Listing of Historic Buildings: A Guide for Owners and Occupiers.
15. Westminster's Architectural Heritage: Guidance about Architectural Theft for Owners of Historic Buildings.
16. A Guide to the Siting of Satellite Dishes and other Telecommunications Equipment.
17. Plant and Air Conditioning Equipment: Guidance Notes
18. The Placing of Tables and Chairs on the Highway.
19. Lighting Up the City: A Good Practise Guide for the Illumination of Buildings and Monuments
20. Public Art in Westminster.
21. The Protection of Historic Buildings in Westminster- A Guide to Structural Alterations for Owners, Architects and Developers.

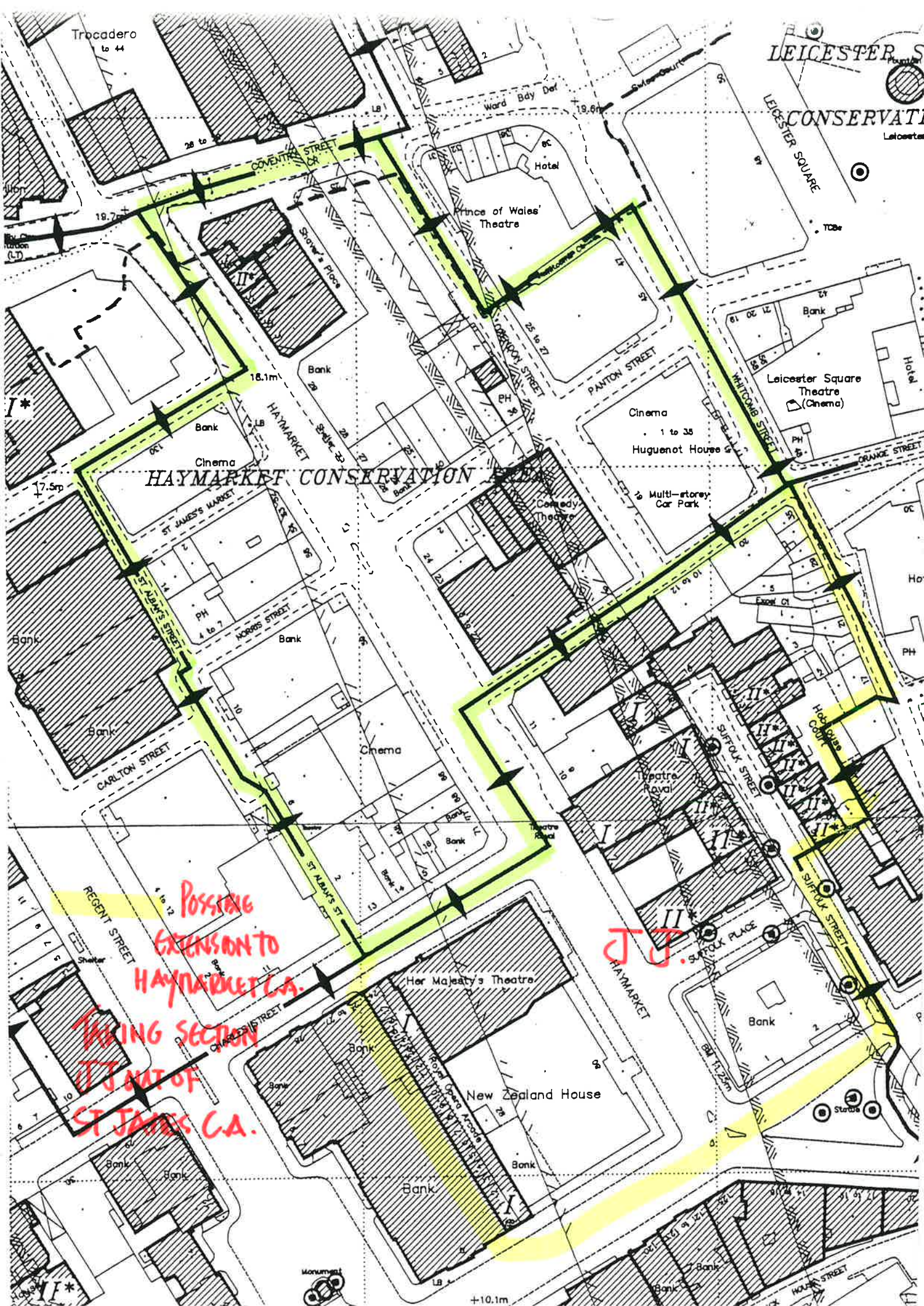
22. A Guide to Archaeology and Planning within Westminster.
23. Facade Cleaning
24. A Guide to the Siting of Security Cameras and Other Security Equipment.
25. Strategic Views in Westminster.
26. A Guide to Building Conservation Grants in the City of Westminster.

HAYMARKET CONSERVATION AREA DIRECTORY

9. Further Reading

Further reading

- Old and New London: A narrative of its history, its people, its places:
Vol.4 Westminster and the western Suburbs - Edward Walford
- Round about Piccadilly and Pall Mall 1870 Henry B. Wheatley
- Piccadilly in Three Centuries 1920 Arthur Irwin Darent,
Macmillan and Co
- The Early History of Piccadilly, Leicester Sq.
Kingsford, Soho, and their neighbourhood. 1925 Charles Lethbridge
Cambridge University
Press.
- Survey of London : Vol XX Trafalgar Sq. and
neighbourhood. (The Parish of St. Martins-in-the
Fields Part III) 1940 London County Council
- Survey of London: Vol XXIX The Parish of St.
James, Westminster Part I : South of Piccadilly. 1960 London County Council
- Georgian London 1988 John Summerson
- The Buildings of England, Part 1: The Cities of
London and Westminster (Third edition) 1993 Nikolaus Pevsner,
(revised by Bridget
Cherry), Penguin Books.



Tracadero to 44

LEICESTER SQUARE
LEICESTER CONSERVATION

HAYMARKET CONSERVATION

Possible
Extension to
Haymarket C.A.

Taking Section
JJ out of
St James C.A.

JJ.

+10.1m