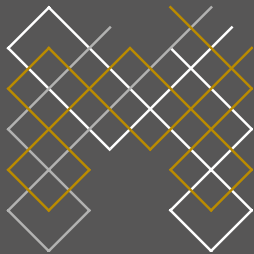


MAYFAIR NEIGHBOURHOOD PLAN 2018—2038



Foreword

The Mayfair Neighbourhood Plan 2018 to 2038 is now complete; built on the ideas and comments received through many consultation events over the past years, we hope it reflects the collective desires and aspirations of those who live in, work in and visit Mayfair.

The Plan provides an extraordinary opportunity to help shape the future development of Mayfair; it will influence the planning decisions that will be made in the years to come and through that, how the buildings around us, our streetscapes and public spaces will look and work. During this time the impact of Crossrail opening will be felt, new retail formats will likely develop in response to the growth of on-line shopping, business space requirements will be different and the homes we live in will evolve and respond to advances in technology and increased lifespan, while the decline of fossil fuel driven vehicles will continue until they disappear.

In creating the Plan, we didn't start with a blank sheet of paper; we were required to follow existing planning policy and strategy but generally, this provided a boundary to our ideas, not handcuffs that prevented our influence.

A full copy of the Plan is available on The Forum's website: www.mayfairforum.org

Jeremy C Bishop
Chairman, Steering Group
Mayfair Neighbourhood Forum

August 2019



Executive Summary

1. INTRODUCTION

- 1.1 This is an exciting moment in Mayfair's history. For the first time, the Mayfair community of residents, businesses and visitors, have articulated how they would like the area to develop in the future. Through five years of hard work, including five separate consultations, each incorporating a number of events, the Mayfair Neighbourhood Forum has refined these views into an overall vision, objectives, and policy initiatives. Our overall vision is to make Mayfair the most desirable and attractive area of London in which to live, work and to visit.
- 1.2 This executive summary sets out at a high level what the Plan is, what it contains, and the process undertaken to date and ahead of us. For more detail on each point, please refer to the Plan itself.

2. WHAT IS THE FORUM?

- 2.1 The Forum is empowered by the Localism Act 2011 to create neighbourhood planning policies to govern how development is to come forward in the neighbourhood. The Forum's constitution was established with the approval of Westminster City Council in 2014. The Steering Committee, the main decision-making body of the Forum, is balanced between four residential directors, four business directors, and up to four community

directors. The three local ward councillors are invited to attend steering group meetings as observers.

3. WHAT IS THE PLAN?

- 3.1 The Plan is a planning policy document for the next twenty years. Its function is to articulate policies with which future development in Mayfair should comply in order to be granted planning permission.
- 3.2 A key legal requirement of the Plan is that it is in "general conformity" with the strategic policies within Westminster's and the Mayor's own Plans, and indeed the Government's national planning policy (as expressed in the NPPF). Whilst there are many strategic policies with which we have to engage, therefore, perhaps the most important has been the existing "Central Activities Zone" policies; Mayfair is entirely within the CAZ and plays an important role within it. There is a brief description of this and the wider existing policy landscape in the Plan.

4. WHAT DOES THE PLAN CONTAIN?

- 4.1 As well as planning policies, the Plan contains supporting text and reasoned justifications. These provide background to and definition of the words in the policies.
- 4.2 The Plan also touches on issues such as neighbourhood management. These do not have the status of planning policy but are an expression of the community's views about such matters.
- 4.3 The Plan also contains background about the Forum, and the evolution of policy.

5. POLICY SUMMARY

I PUBLIC REALM

Transforming Public Realm

- 5.1 Whilst in places the public realm in Mayfair is excellent, we all know that in others it is poor. We feel it is inappropriate for such a celebrated and historic area to suffer like this. We are therefore requiring developers through the planning process to look at improving the quality of Mayfair's public realm. This includes

creating additional space for pedestrians, attractive, multifunctional, accessible and safe streets, and improved walking routes.

Green Spaces

- 5.2 The public green spaces in Mayfair are beautiful, historic and perform an important recreational and restorative function for the area. That function, and the use by the community of those spaces, has come under recent scrutiny, for example with corporate events being held in temporary structures in Berkeley Square. The Forum is therefore proposing policies which: encourage local community use of the spaces; seek the enhancement of green spaces to encourage their use all year round; encourage public realm enhancements in the spaces and highways around green spaces (which are often confusing and hard to navigate); and impose some restrictions on the holding of corporate events in green spaces, including requiring these events to invest back into the green spaces they have used.

Greening

- 5.3 The previous years have seen a loss of green infrastructure (such as trees and planters) in and around the public realm in Mayfair. Developers will be encouraged to deliver enhanced greening within their developments, or to contribute towards the greening of public realm around the development.

II DIRECTING GROWTH

Growth Areas

- 5.4 One feature of the existing policy landscape (at Westminster and London-wide level) is the need to deliver sustainable growth to accommodate the accelerating increase in demand for all forms of use. Mayfair is no exception. For instance, Crossrail's opening is expected to have a dramatic increase in the number of people entering Mayfair from Davies Street and Hanover Square. It is important for the Plan to respond to that (and other) change, by positively directing growth where we as a community feel it is appropriate.

- 5.5 Firstly, therefore the Plan encourages sustainable growth in key areas such as in the eastern section of Mayfair, and along Oxford Street. For the purposes of this Plan, growth is conceived as including greater intensity of use, greater density and encouragement for mixed uses (residential, commercial and others) to be developed.
- 5.6 Secondly, the Plan encourages two 'key-note transformational changes' to be considered:
- (a) Park Lane currently operates as a barrier to Mayfair residents and workers to Hyde Park. The Plan encourages pursuit of the opportunity to investigate, define and deliver the optimum scheme for future works to reduce traffic levels and improve the public realm on Park Lane; and
- (b) the delivery during the Plan period of a new retail-led route along the historic line of the Tyburn river, which in places is already functioning well (such as Avery Row) and in others requires imaginative intervention (such as Bruton Lane).

III ENHANCING EXPERIENCE

Retail

- 5.7 Mayfair contains some of the most important retail streets in the Country. The Plan encourages enhancement and protection for them, by: resisting the loss of retail except in certain circumstances; encouraging appropriate growth in retail frontages, including of local convenience shopping across Mayfair; improving the public realm in key retail areas; designating special 'oasis' areas in the vicinity of retail streets to provide rest and respite; encouraging public toilets within large retail stores; seeking high quality shop frontage designs; and protecting craftsmanship where it supports important Mayfair retail functions, such as exist in Cork Street and Savile Row.

Residential

- 5.8 There are important residential communities within Mayfair, whose continued flourishing is vital to retaining

the balance of the mixed area that the whole community enjoys. We propose that the Plan should go further than existing Westminster policy, by: protecting residential amenity across Mayfair from the negative impacts of new commercial or entertainment uses; recognising and encouraging new development to reflect part of Mayfair's residential built form and character; protecting uses which support the residential communities such as local convenience shopping; and requiring development to adopt more stringent construction management guidelines.

Commercial

- 5.9 Mayfair has a flourishing business community. This is particularly evident in central and eastern parts of Mayfair, although they are present throughout. The Plan encourages this and seeks to ensure the proportion of commercial floorspace is protected as part of the balance of uses within Mayfair.

Cultural and Community Uses

- 5.10 Part of Mayfair's fascination for residents, businesses and visitors is its wealth of cultural and community uses. The Plan seeks to go further than existing policy in protecting the retention of those uses within Mayfair.

Shepherd Market

- 5.11 Shepherd Market is a unique area within Mayfair. It deserves its own policies recognising its contribution to the area and protecting its special character.

Servicing and Deliveries

- 5.12 Major new development in Mayfair will have to demonstrate how servicing and deliveries can be better achieved to the benefit of neighbouring occupiers.

IV BUILDING ON HERITAGE

Design

- 5.13 The physical beauty of Mayfair lies predominantly in its built form. The Plan seeks to encourage only the highest quality of design that will respond positively to the character of the area's existing built form.

Environment and Sustainability

- 5.14 Mayfair's future success requires it to continue to adapt to a more resource efficient model, whilst retaining the beauty of its built environment. Mayfair deserves policies that will ensure new development is high environmental and sustainability standards, in terms of air quality, waste, climate change adaptability, use of sustainable materials, and being zero carbon.

6. PROCESS

- 6.1 In preparing the Plan, the Forum has undertaken engagement and consultations in the summer of four of the past five years. Progress and consultation reports have been reported to Members and are available to view on the Forum's website. Also available on the website are all previous iterations of the Plan.
- 6.2 The Plan has been subject to independent examination and consequently certain changes have been made to incorporate the Examiner's findings. With that work complete, Westminster City Council has accepted the Examiner's recommendation that the Plan should proceed to referendum. Separate referenda are to be held in Mayfair for all eligible businesses and residents to vote on the Plan's adoption. If and when adopted, the Plan becomes part of the planning system, and all planning applications should comply with its policies to be granted consent.



Contents

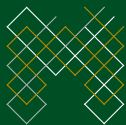
FOREWORD	2	PART III INFRASTRUCTURE, MANAGEMENT, MONITORING AND REVIEW	65
EXECUTIVE SUMMARY	3		
PART I BACKGROUND	3		
1. INTRODUCTION	9	6. INFRASTRUCTURE REQUIREMENTS	66
1.1 The Plan	11	6.1 CIL and s.106	67
		6.2 Neighbourhood Infrastructure Requirements	68
		6.3 Neighbourhood management	69
		7. MONITORING & REVIEW	70
		8. NEXT STEPS	71
PART II PLANNING POLICIES	21		
2. TRANSFORMING PUBLIC REALM	22	APPENDICES	72
2.1 Mayfair's Streets	23	Appendix 1 Glossary	
2.2 Green Spaces	25	Appendix 2 References	
2.3 Greening	28	Appendix 3 Public Realm Strategy	
3. DIRECTING GROWTH	30	Appendix 4 Public Realm and Heritage Background	
3.1 Growth Areas	31	Appendix 5 Green Spaces: History, Laws and Background	
3.2 Tyburn Opportunity Frontage	33	Appendix 6 Green Spaces Policy Context	
3.3 Park Lane	35	Appendix 7 Destination of objectives to policies in this plan	
4. ENHANCING EXPERIENCE	38		
4.1 Retail	40		
4.2 Residential	48		
4.3 Commercial	53		
4.4 Cultural and Community Uses	54		
4.5 Shepherd Market	56		
4.6 Servicing & Deliveries	58		
5. BUILDING ON HERITAGE	59		
5.1 Design	60		
5.2 Environment & Sustainability	61		

Table of Policies

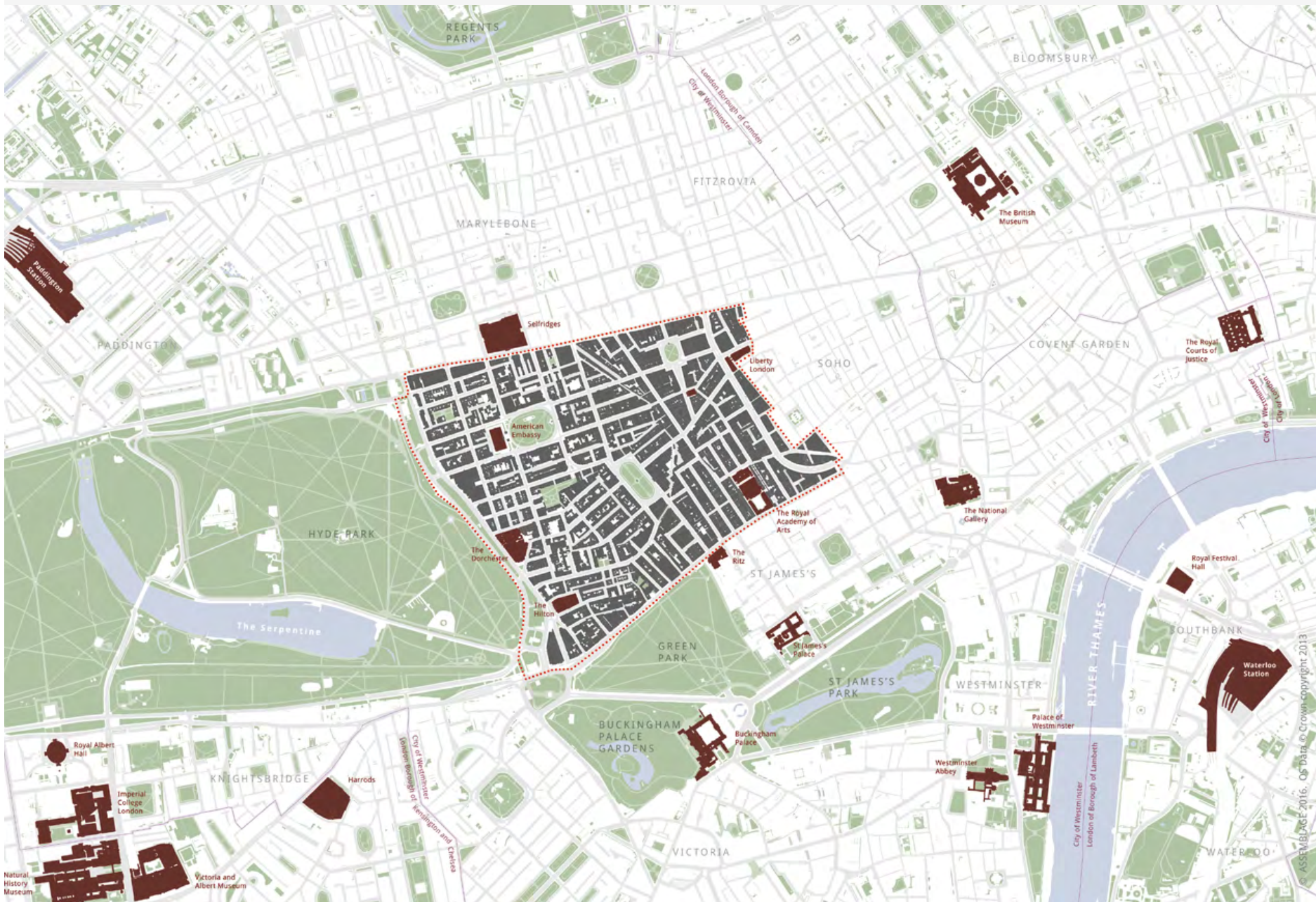
TRANSFORMING PUBLIC REALM		MRU3 COMPLEMENTARY USES IN MAYFAIR	51
MPR	TRANSFORMING MAYFAIR'S STREETS	MRU4 CONSTRUCTION MANAGEMENT	52
MGS1	MAYFAIR'S GREEN SPACES	<i>COMMERCIAL</i>	
MGS2	EVENTS IN GREEN SPACES	MC COMMERCIAL GROWTH IN MAYFAIR	53
MGI	GREEN INFRASTRUCTURE		
DIRECTING GROWTH		<i>CULTURAL & COMMUNITY</i>	
MSG	SUSTAINABLE GROWTH	MSC CULTURAL & COMMUNITY USES	55
MTR	TYBURN OPPORTUNITY FRONTAGE	<i>SHEPHERD MARKET</i>	
MPL1.1	TRANSFORMING PARK LANE	MSM PRESERVING THE SPECIAL CHARACTER OF SHEPHERD MARKET	57
MPL1.2	PARK LANE'S CROSSINGS		
MPL1.3	PARK LANE'S PUBLIC REALM AND STREET FRONTAGE	<i>SERVICING & DELIVERIES</i>	
ENHANCING EXPERIENCE		MSD SERVICING & DELIVERIES	58
<i>RETAIL</i>		<i>BUILDING ON HERITAGE</i>	
MR1	RETAIL ENCOURAGEMENT AND DIRECTION	<i>DESIGN</i>	
MR2	RETAIL PUBLIC REALM IMPROVEMENTS	MD DESIGN	60
MR3	OASIS AREAS	<i>ENVIRONMENT & SUSTAINABILITY</i>	
MR4	PUBLIC CONVENIENCE		
MR5	SHOPFRONTS	MES1 AIR QUALITY	62
MR6	CREATIVE ORIGINALS	MES2 WASTE	63
MR7	PUBLIC HOUSES	MES3 MATERIALS	64
<i>RESIDENTIAL</i>		MES4 CARBON	64
MRU1	RESIDENTIAL AMENITY		
MRU2	RESIDENTIAL USE IN MAYFAIR		51

Table of Figures

DISTRICT NOLLI	10	TYBURN OPPORTUNITY FRONTAGE	33
MAYFAIR NEIGHBOURHOOD FORUM AREA	11	BRUTON LANE	34
POLICY CONSTRAINTS	16	PARK LANE, BEFORE AND AFTER	35
CONSERVATION AREA	17	GROUND FLOOR USE PLAN	39
MOVEMENT - RAIL	18	RETAIL FRONTAGE	42
CROSSRAIL IMPACT	19	OASIS AREAS	44
GREATER LONDON, CAZ, WCC, MAYFAIR	20	UPPER FLOOR RESIDENTIAL USE PLAN	50
GREEN SPACES	25	NOTABLE SOCIAL AND COMMUNITY USES	55
GROWTH AREAS	31	SHEPHERD MARKET	56



I Introduction





Mayfair Neighbourhood Forum Area

1.1 The Plan

- 1.1.1 This is the Mayfair Neighbourhood Plan. It applies to the Mayfair Neighbourhood Area.
- 1.1.2 The Plan sets out the Mayfair Neighbourhood Forum's vision, objectives and planning policies for Mayfair for the next 20 years.
- 1.1.3 The Plan is the embodiment of the Forum's work since its incorporation in 2014. In particular:
- (a) It articulates a single, long-term vision for Mayfair, and brings together in one voice business, residents, community and other stakeholders in the area.
 - (b) It establishes policies which, when 'made', will be used to determine planning decisions within Mayfair. The policies will stand alongside the London Plan, and the City Plan, and carry equal weight. The Plan will form part of the Development Plan for Mayfair.
 - (c) It makes recommendations for long-term infrastructure improvements in Mayfair to which sums of money (payable to Westminster City Council pursuant to the Community Infrastructure Levy Regulations 2010) can be allocated.

¹It will be part of the Development Plan for the area: Planning and Compulsory Purchase Act 2004 s.38(2).

- 1.1.4 The Plan has been drafted to comply with international and domestic legislation, with national policy and guidance, and in general conformity with regional and local planning policy, as well as Government guidance in the National Planning Policy Framework. In particular, the plan advocates and demands ‘Sustainable Development’² in Mayfair, in all its manifestations.
- 1.1.5 The history of the Forum, leading to the making of the Plan, is set out within the Consultation Document, which accompanies the final draft of the Plan. This also sets out, in tabular form, the consultation process, and the various documents which the Plan has considered and applied. Included at Appendix 7 is a table identifying how the Forum’s Objectives have been turned into policies within the Plan.
- 1.1.6 The Plan is structured in three parts:
- Part I **The Forum’s vision for Mayfair, and the current and emerging policy context.**
- Part II **Planning Policies for Mayfair, grouped into four topics:**
- (a) Transforming Public Realm
 - (b) Directing Growth
 - (c) Enhancing Experience
 - (d) Building on Heritage
- Part III **Identification of infrastructure requirements, priorities, non-planning policy aspirations, and monitoring.**
- 1.1.7 The dark text on the lightly shaded background contained within the bold lines, sets out the policy itself. The accompanying text explains and justifies the policy in more detail.”

² See para 14 of the National Planning Policy Framework.





1.2 Our Vision

Mayfair Today

- 1.2.1 London is “the greatest city on earth”.³ It is “dynamic, ever changing... It has led in industrial and scientific innovation, while also enjoying a globally-recognised heritage. Wealth and poverty, old and new, city and suburban rub shoulders.”⁴
- 1.2.2 Westminster is “at the heart of London” and “one of the most recognised, celebrated and exciting places in the world.” It is the seat of government and the Monarchy, thriving business clusters, a focus for culture and entertainment, a centre of learning and research and a hub for commerce and retailing. It is home to many government departments, law courts, places of worship of international importance, embassies and diplomatic institutions and other functions of the state. This activity is centred on the West End, a major national and international asset.⁵
- 1.2.3 Mayfair is the jewel set within Westminster’s crown. Within its one square mile⁶, all of these wonders are embodied.

³ ‘2020 Vision: The Greatest City on Earth. Ambitions for London’, by Mayor of London, GLA (June 2013). ⁴ LP paragraph 1.2. ⁵ CP paragraph 2.1. ⁶ Ibid ‘Contrast, for instance, the one square mile of the City, and its entirely different character and built form.

- 1.2.4 There is a rich architectural heritage, including some of the Nation's most important buildings. Quiet and beautiful residential streets run into internationally acclaimed shopping frontages. The area's thriving business population has long associations with the area. There are famous arts and antiques associations; it contains the location synonymous with bespoke tailoring – Savile Row; acclaimed restaurants and clubs; some of the country's finest hotels; and picturesque historic squares, a refuge from the bustle of London's West End. The advent of Crossrail⁸ will inject yet more life and activity from international hubs into the area.
- 1.2.5 The historic Tyburn river still flows underground, a geological feature which has both partially caused the fascinating intersections in the streetscape, and also to some degree determined the boundaries of the historic estates and ownership within Mayfair.
- 1.2.6 Whilst there is a predominantly commercial feel to Mayfair⁹, the human scale within the area has largely survived.
- 1.2.7 At the boundaries of the area, there are the grand streetscapes of Park Lane, Oxford Street, Regent Street and Piccadilly with their larger and more imposing frontages and, particularly in respect of Regent Street and Piccadilly, clusters of significant listed buildings. These frontages in turn face onto the great parks – Hyde Park and Green Park, major green lungs for London as a whole. Whilst not a part of the area, these internationally famous parks form a significant neighbouring influence on the way people move and go about their business in Mayfair.
- 1.2.8 Within Mayfair, on an entirely different scale, are historic mews streets, where stabling and coach houses to support grand mansions have been transformed into peaceful residential and business locations.
- 1.2.9 Mayfair truly is a wonderful, exciting place to live, work, and to visit.
- 1.2.10 Mayfair is also a place full of challenge and opportunity. There are strong and compelling reasons both to preserve and enhance what is here, and also, in certain

areas, to intensify and increase activity. It is a place subject to huge change during the course of every day. As Westminster City Council (WCC) describe (in relation to the whole of Westminster), the residential population of 230,000 swells to over 1 million every day, due to the influx of workers, visitors and tourists. This pressure is intense, at times overwhelming, and is central to both the city's character and many of its challenges. This level of movement and activity means that Westminster's more tranquil places; its parks, squares and residential enclaves are particularly valued. It also means that the residential environment offered is very different from that found in most other parts of London, with housing and commercial activity in very close proximity.¹⁰

- 1.2.11 Crossrail's opening, at an early point in the Plan period is expected to increase the number of passengers using Bond Street station on a daily basis to over 220,000.¹¹ The success of the Crown Estate's regeneration work on Regent Street, and Grosvenor's on Mount Street, point to an exciting future for internationally renowned retail brands to flourish¹², and there will be an increasing number of businesses headquartering their offices in the area. Equally, many areas of Mayfair, such as its green spaces and quieter residential neighbourhoods, are more focused on enhancing what is there, rather than encouraging further rapid change.
- 1.2.12 Mayfair has a diverse mix of residents, including the very young, very old and the disabled. The housing stock ranges from affordable and social housing through to high-end residences of international attraction. Whilst Mayfair's cultural, leisure and commercial offerings are an evident attraction to its residents, the area must provide a peaceful, safe and accessible environment for all.
- 1.2.13 The neighbourhood's response to this challenge is contained in this Plan.

⁸ Whilst Crossrail has recently been renamed the Elizabeth Line (as announced by Boris Johnson during HM The Queen's visit to the Bond Street Crossrail station on 23 February 2016), all references to it in adopted and emerging policy currently refer to it as Crossrail. References in the Plan have therefore stayed with the existing policy wording where appropriate.

⁹ WCC Conservation Area Character Appraisal. ¹⁰ CP para 2.2. ¹¹ <http://www.crossrail.co.uk/route/property-developments-and-urban-realm/property-developments/bond-street>.

¹² For instance, an increasing number are headquartering their operations in the area.



Our Vision

- 1.2.14 As a mixed business and residential forum, our task has been to balance and respond to these challenges and opportunities in a way which respects and honours the voices and demands of this prestigious area for the long term.
- 1.2.15 Our vision¹³, therefore, is to:
Make Mayfair the most desirable and attractive area of London in which to live, work, and visit.
- 1.2.16 We have defined certain core values¹⁴, which together form part of the overarching vision and objectives for Mayfair:

A treat for the eyes

Our streetscapes are assets which embrace Mayfair's heritage and are designed and maintained to the highest standard for all to enjoy.

Where everything works

Continual improvement to infrastructure will ensure that it meets the needs of both businesses and residents.

Everything you need

Planning and licensing decisions are made to ensure Mayfair remains attractive to residents, visitors and businesses.

A delight to move around

The needs of pedestrians and cyclists come before those of motorists.

Safe and Clean

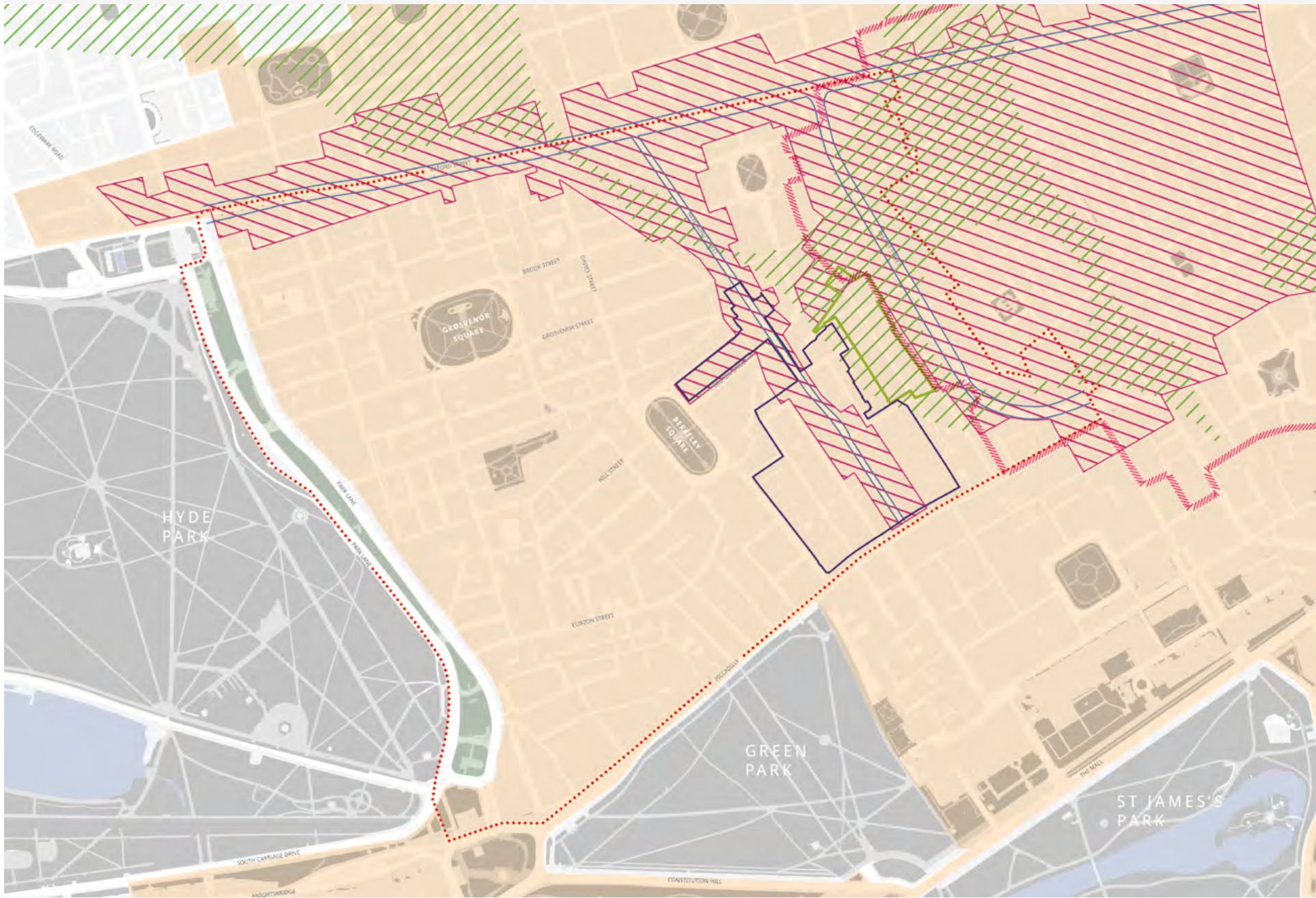
Crime, nuisance and pollution of all types are deterred and limited by all permitted means.

- 1.2.17 The Plan delivers on this vision and core values. There are detailed policies addressing:
- (a) Design and improvements to the public realm, which will enhance Mayfair's town and streetscapes and improve the pedestrian and cyclist experience.
 - (b) The protection and enhancement of green spaces and green infrastructure.
 - (c) Improvement of air quality within Mayfair.
 - (d) Current infrastructure shortcomings and aspirational future project ideas in view of the pressure for growth in Mayfair.
 - (e) The enhancement of retail in the way it provides for local and international customers.
 - (f) The preservation of uses within certain buildings, which perform important community functions.
 - (g) The appropriate design of retail and commercial buildings in their local setting within Mayfair and which, where possible, promote a reduction in crime, nuisance and anti-social behaviour.
- 1.2.18 The Plan aims to build on the policies contained within both the London Plan and the City Plan by providing neighbourhood-level planning policy where it has been found appropriate. There are a number of instances where adequate protection is considered to be afforded by the London Plan and City Plan already and these have not been repeated within the Plan.
- 1.2.19 One of the tools the Forum has adopted to assist the evolution of the Plan has been to approach Mayfair on a spatial basis. The area has a rich diversity of character and built form which we recognise could not be honoured through planning policy on an area-wide basis. This led us to map character sub-areas within Mayfair, as follows: Park Lane, West Mayfair, Central Mayfair, East Mayfair, Shepherd Market, and Squares and Public Gardens. We found even this more fine-grained approach, however, not to be without its problems. Part of the richness in the diversity in Mayfair is that the changes in character are not along clear or particularly definable lines. The character areas are therefore limited in their usage.



- 1.2.20 Mayfair should not be viewed in isolation. Beyond the area's dynamic edges – which this Plan is seeking to enhance – Mayfair is shaped and impacted by matters of wider application. For instance, air quality and transport issues experienced within Mayfair are created on a Central London-wide basis, and will not be resolved solely by action within Mayfair. There are a number of emerging neighbourhood plans which either border Mayfair, or are close to it – for instance, Soho, St James's, Knightsbridge, Belgravia, Victoria, Marylebone, and Fitzrovia West. A number of the challenges faced by Mayfair, which this Plan seeks to address, are common to the other neighbouring forums. The Plan is alive to this. We have met with neighbouring forums and WCC, so that, where strategically necessary and agreed, policy approaches are harmonised. In certain instances, policies in the Plan can in future be taken forward jointly with other forums and local stakeholders.
- 1.2.21 The Plan also includes desired neighbourhood management issues for the Forum to address alongside public partners, which are set out in Part III of the Plan.

¹³ See 2016 Consultation Report, page 5. ¹⁴ See 2016 Consultation Report, page 5.

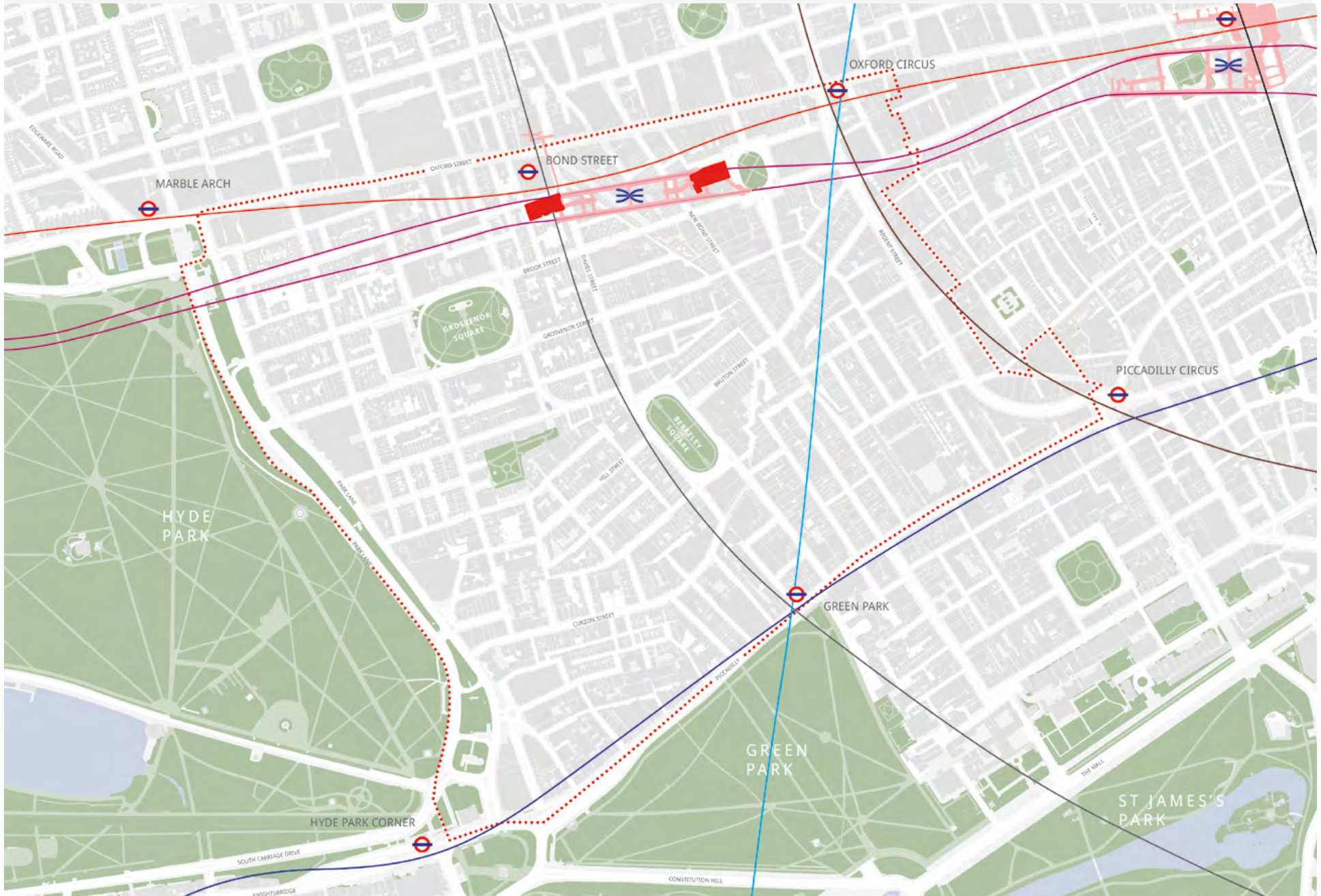


Policy Constraints

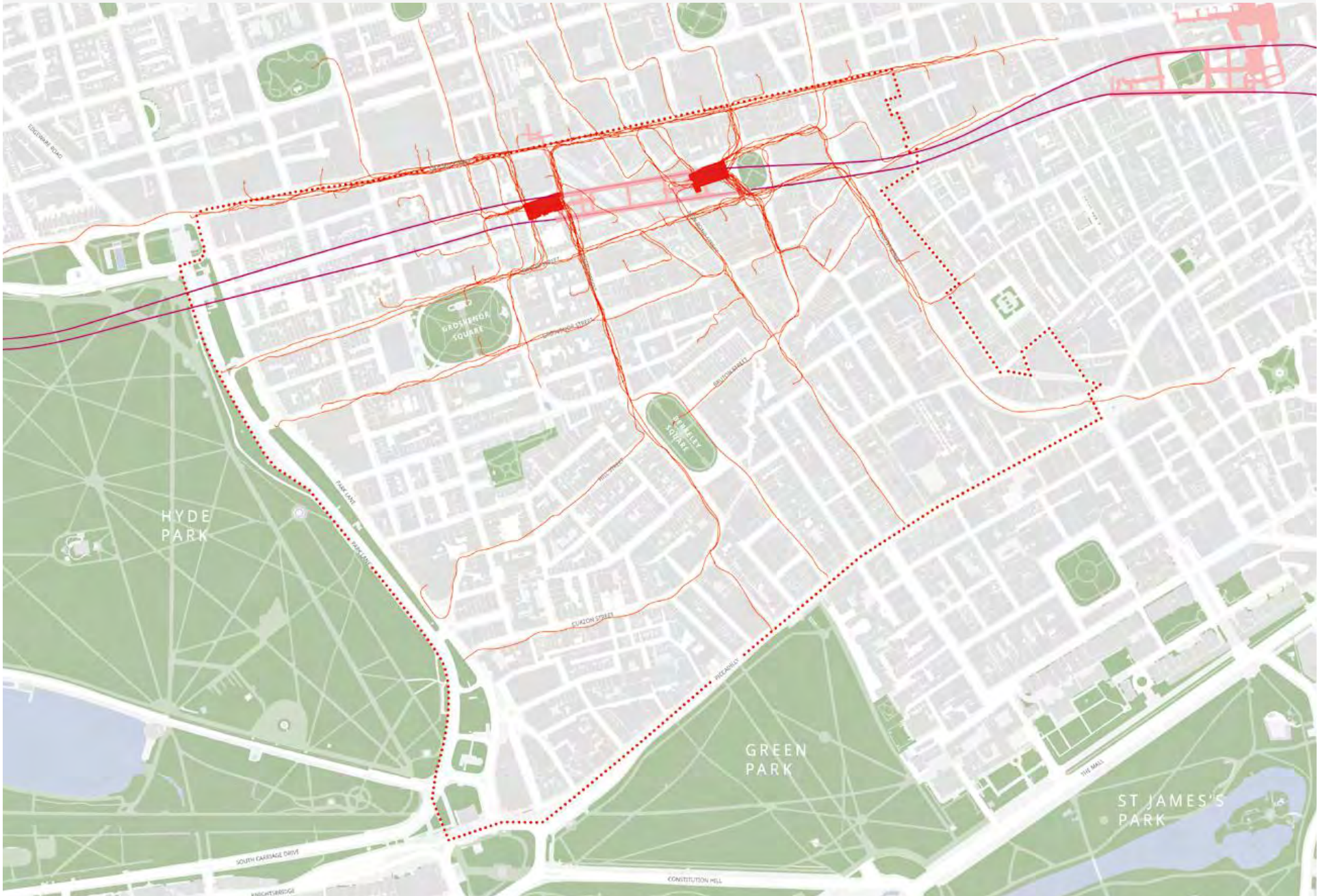
- Metropolitan Open Land
- West End Stress Area
- Areas of Open Space Deficiency
- Special Policy Area - Savile Row
- Special Policy Area - Mayfair
- WESPA
- Westminster Core CAZ
- Primary Shopping Frontages



Conservation Area

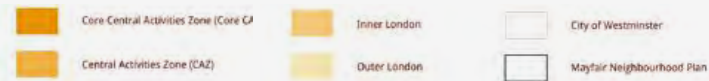


Movement – Rail



Crossrail Impact

1.3 Current & Emerging Policy Framework



- 1.3.1 There is already extensive development plan policy applicable to Mayfair.
- 1.3.2 The Plan must be in general conformity with the Statutory Development Plan,¹⁵ and its policies should reflect and support the existing framework.¹⁶ It is not the purpose of the Plan to repeat what already exists in policy terms. The policies should be distinct to reflect and respond to the unique characteristics and planning context of Mayfair,¹⁷ and plan positively to support the wider public aspirations.¹⁸
- 1.3.3 The Statutory Development Plan currently comprises:
- The London Plan 2016, and
 - Westminster's City Plan 2016. (Incorporating saved policies from the Westminster Unitary Development Plan 2007).

The London Plan

- 1.3.4 The London Plan is the Mayor of London's spatial planning policy for London. It provides an integrated economic, environmental, transport and social framework for the development of London over the next 20 to 25 years.¹⁹ Amongst other priorities of focus, the London Plan addresses transport, economic development, housing, culture, and a range of social and environmental issues. It

sets out a framework for the development and use of land in London. The Plan describes London as a City which has experienced "constant change" in its 2000-year history.²⁰

- 1.3.5 Of particular relevance to Mayfair, the London Plan sets out policies addressing housing, waste, strategic views, the Central Activities Zone, the retail hierarchy, the West End Special Retail Policy Area, pedestrian priority, residential and office protections, air quality, and transport enhancements.

Westminster City Plan

- 1.3.6 Westminster's City Plan contains WCC's local planning strategy. It sets out the vision for the City of Westminster up to and beyond 2026/2027, and puts in place a policy framework to deliver that vision. It contains the strategic policies for the borough which govern the way planning decisions are made within it.

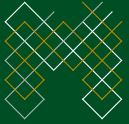
- 1.3.7 Of particular relevance to Mayfair, Westminster's City Plan sets out policies such as the CAZ, and the Core CAZ (within which Mayfair entirely falls); the West End Special Retail Policy Area; the Savile Row Special Policy Area; the Mayfair Special Policy Area; mixed-use policies ensuring office and residential floorspace comes forward

in a balanced fashion; policies relating to design and heritage protection; and open space.²¹

Emerging Policy

- 1.3.8 A draft new London Plan was published by the Mayor for consultation in December 2017. The consultation period ended on Friday 2 March 2018. Greater London Authority officers are currently registering all representations received and preparing a report which will summarise the main issues. The draft new plan is a material consideration in planning decisions, but is not yet part of the Statutory Development Plan.
- 1.3.9 A draft new Westminster City Plan was published by the Council for consultation on 12 November 2018, which consultation will end on 21 December 2018. At present the draft new City Plan is a material consideration in planning decisions, but has comparatively little weight given the early stage in the process it has reached. That weight will increase as it proceeds through the statutory stages to adoption. It will have an important impact on Mayfair during the lifetime of this Plan.

¹⁵ TCPA 1990, Schedule 4B, Paragraph 8(2)(e). ¹⁶ NPPF 184. ¹⁷ PPG "Neighbourhood Planning" Paragraph 041. ¹⁸ NPPF 184. ¹⁹ The London Plan is currently being revised and a new document is expected to be adopted in 2019. ²⁰ London Plan, paragraph 1.2. ²¹ Further detail and analysis of this existing policy framework as it pertains to Mayfair is at Appendices 5 and 6. ²² Contained within 19 "Booklets".



II Planning Policies

2

Transforming Public Realm



2.1 Mayfair's Streets

Introduction

- 2.1.1 The success of Mayfair's public realm is critical to the transformation of what is already a wonderful place, into the most desirable and attractive place in the world to live, work, and visit.
- 2.1.2 There is a clear need for comprehensive public realm enhancements across Mayfair.

²² Pocket parks are small areas of inviting public space for all people to enjoy, providing relief from the hustle and bustle of the city and are part of the Mayor's London's Great Outdoors: <https://www.london.gov.uk/what-we-do/environment/parks-green-space-and-biodiversity/pocket-parks-project>

MPR: Transforming Mayfair's Streets

- MPR1** Applications for major new developments should demonstrate how they contribute to improving, or at least maintaining, the quality of the public realm within the vicinity of the proposed development through, where relevant, appropriate and subject to local site conditions, the following key principles:
- (a) **Creating Additional Space for pedestrians**
 - Widening footways where feasible
 - Open up new routes and spaces for pedestrians.
 - (b) **Creating Attractive Streetscapes**
 - Well-designed waste facilities that serve the needs of visitors and occupiers.
 - Design of utility accesses.
 - Integration of telecoms cabinets into existing buildings or underground and common ducts and conduits that will minimise future disruption caused by the need for new services provision.
 - Greening (see Chapter 2.3).
 - All developments to have off-street refuse facilities that seek to maximise recycling.
 - Public art as part of a coherent public art policy, whether transient or permanent.
 - Pocket parks²² and play areas.
 - (c) **Creating Multifunctional Streetscapes**
 - Dual/triple use of kerbside space, where appropriate, at different times to suit varying pedestrian, loading, waiting and parking needs.
 - Full or occasional pedestrianisation and occasional regular closures of principal retail streets at weekends may be supported if it does not adversely affect residents or businesses.
 - Where possible and to match use and need, prioritise highway space for pedestrians over cyclists, and cyclists over motorists.
 - Provision of Oasis Areas (see Policy MR4).
 - (d) **Creating Accessible and Safe Streetscapes**
 - Provision should be made for those with disabilities, including through the use of dropped kerbs, raised crossings and junctions, and tactile paving where appropriate.
 - (e) **Improved Walking Infrastructure**
 - Enhance legible wayfinding that encourages quieter, cleaner and safer routes to destinations in accordance with the Legible London standard.
- Improve pedestrian experience on the most congested pavements, such as:
 - Oxford Street from Marble Arch to Oxford Circus but especially around Bond Street station
 - Bond Street
 - Park Lane (East side)
 - Piccadilly (North side) and Stratton Street, especially around Green Park station
 - Regent Street East footway (between Great Marlborough Street and Glasshouse Street)
 - Princes Street and Hanover Square
 - Glasshouse/Sherwood/Air/Brewer Street
 - Vigo Street
- MPR2** If not making physical improvements in compliance with MPR1 above, all proposed developments, other than householder applications, should, where directly related to the impact and delivery of that development, make financial contributions through s.106 obligations to fund the delivery of high quality streets and spaces in the vicinity of the development.



Reasoned Justification

- 2.1.4 This Policy contains a set of high-level principles which we expect developers to demonstrate consistency with, together with the Public Realm Strategy set out at Appendix 3.
- 2.1.5 Further detail on current and emerging public realm policy and on the large number of existing and emerging private and public schemes being delivered within Mayfair can be found at Appendix 4. Of most recent note, the Mayor's "Healthy Streets for London" vision document²³ sets out ten "Healthy Streets Indicators", which this Plan endorses and applies to Mayfair.
- 2.1.6 All of the issues identified within this Plan present opportunities to transform the area. For instance:
- (a) Crossrail's opening means that areas around the two new stations at Davies Street and Hanover Square present significant public realm opportunities to introduce people into the area. Schemes will need to deliver wider strategies to cope with the influx of people and not simply rely on pavement widening outside stations, such as improving the legibility and connectivity of East-West and North-South

pedestrian routes.

- (b) The enjoyment of Mayfair's squares will be significantly enhanced by easing the access to them, and the space around them.
- (c) The provision of identified oasis areas close to the international shopping streets will enhance the shopping experience and thereby improve the streets themselves.
- (d) An increasing number of pedestrians, poor air quality and traffic noise nuisance, all mean that, for the good of Mayfair, levels of motorised traffic need to be reduced. There is perhaps an opportunity for an electric bus route to cross Mayfair, which is otherwise relatively poorly provided for.
- (e) The attractive appearance of Mayfair streets can be undermined by litter, rubbish bags, and other street issues. Whilst these are principally the subject of comments and direction provided in the non-planning policy Part III of this Plan, the reduction of this is encouraged within policy MSD.
- (f) Transformative rethinking of Park Lane with the dual aim of opening up the eastern side, and significantly

enhancing pedestrian and cyclist accessibility to Hyde Park, is a long-term ambition for enhancement of the public realm in Mayfair.

- 2.1.7 MPR2 requires certain development in certain circumstances to contribute to these ends. Such contributions will only be sought where to do so complies with the requirements of national policy and regulation.²⁵
- 2.1.8 In addition to the public realm policy above, the Forum has an aspiration to see a Mayfair-wide Public Art strategy be brought forward in the future, to secure a cohesive strategy for the provision of additional Public Art, which would complement the public realm offering within the area.
- 2.1.9 Pedestrianisation is seen as a positive everyday feature of the Mayfair streetscape. Whilst some in the community express concern about the proliferation of "ad hoc" events, there is a feeling that with appropriate management and signage, this issue can be mitigated so that the positivity of pedestrianisation can be felt by all.
- 2.1.10 The Team would like to think and work further with public stakeholders such as TfL and WCC to improve the entrances into and exits out of Mayfair, to improve ease and legibility of wayfinding.

²³ GLA/TfL, February 2017. ²⁵ NPPF 204; CIL Regs 122.

2.2 Green Spaces

Introduction

- 2.2.1 Mayfair contains several green spaces of great importance to the area and the city as a whole: Grosvenor Square, Berkeley Square, Mount Street Gardens, and Hanover Square. There are also new and emerging exciting areas of public realm, such as Brown Hart Square Gardens. Mayfair also contains several important private gardens that contribute to the public sense of space and tranquillity by breaking up the built environment.
- 2.2.2 Mayfair's squares are some of the earliest and historically most important garden squares in the country. They largely define and determine the street plan, which radiates from Grosvenor Square, Hanover Square, and Berkeley Square. Whilst the size of the squares remains largely unchanged from their original layout, the planting, design and usage has changed very significantly.



MGS1: Mayfair's Green Spaces

- MGS1.1 Grosvenor Square, Berkeley Square, Hanover Square and Mount Street Gardens are public green spaces.
- MGS1.2 In public green spaces, Local Community Use is encouraged and will in principle be promoted by the Forum.
- MGS1.3 Proposals which enhance Mayfair's public green spaces as places of recreation for all users throughout the year, by the improvement of landscaping and public realm, will be supported.
- MGS1.4 Enhancements to the public realm around Mayfair's green spaces, where those enhancements result in improved accessibility and usability of the green spaces, will be supported. Where relevant, developments should demonstrate how the proposed enhancements contribute to a coherent strategy to improve accessibility to the green space in question.
- MGS1.5 Proposals for development that fronts onto Mayfair's green spaces will pay special attention and regard to the preservation and enhancement of the green space in question and its character (during the construction phase, in terms of physical enhancement to the green space, and in terms of the design and scale of the development), and will be supported where enhancement is achieved.

- 2.2.3 The green spaces of Mayfair are one of its richest assets, cherished by residents, workers and visitors alike. These spaces perform several interrelated important functions. They are places for the local resident and working communities to rest and to reflect. They are places for nature to flourish. They introduce an atmosphere of tranquillity into areas of bustling importance. They afford opportunities for communities to hold events for the benefit of Mayfair. They themselves contain listed buildings, sculptures and fountains. They provide opportunities for sporadic public art. They still perform the purpose the original architects intended when laying Mayfair out; and they allow contemporary use to flourish.
- 2.2.4 Some of the Squares are used for private events. Through consultation, it is clear there is support for these events; but that support is clearly dependent on strict management and greater control to ensure that the events are not to the detriment of the quality of the space and public enjoyment of it.
- 2.2.5 There is plain and decisive protection for these green spaces, and their use, in both statute and in policy. Further background detail on the law and policy as it applies to these areas is contained at Appendices 5 and 6. Despite this protection, the Forum is clear that these green spaces could be greatly improved and enhanced, and that there is a need for greater control of uses, which interrupt the public's enjoyment.

MGS2: Events in Green Spaces

- MGS3 Proposals for events in Mayfair's green spaces will only be permitted if the events:
- (a) Demonstrate in advance and ensure that:
- (i) there is no significant adverse impact on local amenity in terms of noise, pollution, visual amenity, parking, and accessibility to the green space,
 - (ii) the buildings or structures to accommodate the events adopt high quality design (including considering visual amenity) that can be expected for such temporary structures,
 - (iii) the cumulative total of days during which more than 40% of the green space in question is inaccessible to the public due to the construction, occupancy, and then dismantling of the structures in question, are both kept to the shortest length of time reasonably necessary, and also do not exceed 40 days in any calendar year.
- (b) Remediate the green spaces as part of the dismantling of the structures, so that all damage to any aspect of the green space is repaired as soon as reasonably practicable, and the green space is otherwise in the condition pertaining immediately prior to the event taking place or enhanced.



Reasoned Justification

- 2.2.6 Where local people or groups representing any of the resident, working and visiting constituencies wish to use space within the squares for an event for the benefit of those people and/or groups, the Forum will look to assist such an approach where possible, through the provision of advice, and through making representations to WCC. The Forum may also in the future wish to promote its own such events. There is a desire to avoid any more protests or marches to be allowed onto squares.
- 2.2.7 The existing condition of the Squares is generally poor (see Appendix 5). They have lacked investment. WCC proposals to enhance the interior of the Squares for the purpose of local amenity will be supported, as will

third-party funding proposals that meet the Forum's objectives.

- 2.2.8 Having regard to the existing legal and policy framework attaching to the squares within Mayfair (see Appendix 5 and 6), there are compelling reasons for the Forum to monitor any private events, or events held for private commercial purposes, or events held which generate funds which are spent elsewhere and do not get invested back into the Square in question. However, through discussion with WCC, and an extended consultation period addressing this proposed policy, the Forum recognises that there may be mutual benefit for the Forum's purposes through not disagreeing to some limited events to be held. Principally, this arises through

the ability to cross-subsidise improved refurbishments and ongoing maintenance of the squares. The extended consultation was itself not clear beyond doubt about how a restriction as to time in the year might occur. The Forum, fully taking into account the results of the two consultation periods, are therefore proposing that it will continue to review the impact of such events on the local community and businesses, and maintain liaison with WCC to safeguard against future detrimental effects.

- 2.2.9 Applicants and operators of any events are required to demonstrate that there is no harm, or that any harm has been successfully mitigated, in terms of local visual amenity, noise, disturbance disruption and damage to the Square caused by the event; dates for the events are controlled so as to have the least impact on local use; and that the events 'pay their way' by remediating fully and immediately any damage caused, and cross-subsidising improvements.
- 2.2.10 Part of what makes the squares special places of rest and respite are its physical neighbours and the built environment they create. Development which faces squares should be required to demonstrate how that 'design neighbourliness' has been addressed, and issues such as overbearing, overlooking, or architecture other than of the highest quality (in accordance with Policy MGS1), have been avoided altogether.

2.3 Greening

Introduction

- 2.3.1 Alongside the importance of the Squares, urban greening opportunities should be sought to complement and enhance the existing green infrastructure.
- 2.3.2 Urban greening should seek to promote and increase planting and soft landscaping within Mayfair to the improvement of the urban environment and for the benefit of both residents, workers and visitors. Greening must provide multifunctional use and should seek to increase resilience through improved air quality, microclimate, ecological biodiversity and water management.
- 2.3.3 There is clear policy support for green infrastructure and the contribution that urban greening can make is widely acknowledged. However, protection of existing biodiversity is currently limited only to those areas within Westminster which are designated as Areas of Wildlife Deficiency.
- 2.3.4 Trees form a crucial part of the green infrastructure within Mayfair, which benefits from a number of large and mature trees, most notably located within the Squares and the Metropolitan Open Land forming the central reservation to Park Lane. Whilst all trees in Mayfair are protected trees,²⁵ and they are the subject of local guidance on their protection and enhancement, the Forum would like to see this protection enhanced, together with more effective management strategies for the ongoing maintenance of Mayfair's historic trees.
- 2.3.5 The Forum believes that development across Mayfair should contribute to biodiversity and proposals should seek to demonstrate how urban greening has been incorporated into any new development.

²⁵ Within the meaning of the 1990 Act – by virtue of the land being inside the Mayfair Conservation Area (s.21(2)), unless: a) individually the subject of their own Tree Preservation Order; or b) being on a street which falls outside the Mayfair or Regent Street Conservation Area.



MGI: Green Infrastructure

- MGI1** Development proposals in Mayfair should enhance and or protect existing green infrastructure and shall take such opportunities as are reasonably available to it to deliver new green infrastructure. Opportunities to incorporate green infrastructure on hoardings during construction of major developments will be encouraged.
- MGI2** Development proposals which will deliver new urban green infrastructure will be required to:
- (a) demonstrate how the provision of any green infrastructure has maximised its biodiversity and ability to adapt to climate change; and
 - (b) include a management plan demonstrating the sustainability (in terms of resilience and long-term value) of the green infrastructure.



Reasoned Justification

- 2.3.6 The green spaces within Mayfair are well-established and these spaces are well protected and their enhancement is encouraged, as detailed in section 2.2 above. There is, however, currently limited urban green infrastructure across Mayfair. Where there is, this is either provided as a one-off (e.g. hanging baskets on Davies Street) or are proposals being implemented by private businesses and landowners.
- 2.3.7 The Forum wishes to secure a Mayfair-wide approach to the provision of urban green infrastructure.
- 2.3.8 The provision of new urban green infrastructure is encouraged within both new developments and as standalone initiatives, where possible, and seeks to support initiatives to improve and enhance the provision of urban green infrastructure, such as those being promoted and brought forward by The Wild West End.
- 2.3.9 New urban green infrastructure may take the form of any of the following:
- Green roofs
 - Street planting/planters
 - Hanging baskets/window boxes
 - Urban beehives
 - Street trees
 - Rain gardens
 - Living walls
 - Green structures (such as bus shelters/ cycle stands as opportunities for green planting)
- 2.3.10 Planting should be project-specific, with species selection according to the site conditions and should aim to provide maximum biodiversity, aesthetic value and health benefits. Where possible, the Forum encourages urban greening to follow the Wild West End's green space features and functions matrix²⁶.

²⁶ www.wildwestend.london/vision



3

Directing Growth

3.1 Growth Areas

Introduction

- 3.1.1 In Mayfair, as in the rest of London, “the only prudent course is to plan for growth.”²⁷ London’s population is growing possibly at the rate of 117,000 per annum.²⁸ Employment growth in Westminster is likely to reach 14.3% between 2011-2036.²⁹ Retail growth in the WESRPA is estimated at 210,000sqm between 2006 and 2026.³⁰ It is right that growth should be supported and managed across all parts of London.³¹
- 3.1.2 WCC’s spatial vision seeks to accommodate growth and change within other key values, such as valuing unique heritage, ensuring economic success, providing opportunities and a high quality of life for all of its communities and a high quality environment for residents, workers and visitors alike.³² The area “must also be allowed to evolve, to remain vibrant and at the forefront of British culture and businesses.”³³
- 3.1.3 The challenge for Mayfair is to deliver sustainable mixed-use growth,³⁴: locating growth in sustainable locations; ensuring growth happens in such a way that it enhances the quality of life for residents, workers, and visitors; highlighting key Mayfair uses, and supporting greater growth for those. Of course, such growth is already supported anywhere within Mayfair by virtue of the London and City Plan CAZ designations;³⁵ our aim in the Plan is to direct where that growth is most appropriate and better reflects and responds to local character and dynamics.



Park Lane
 Retail
 Tyburn Opportunity Frontage
 Transport Related Growth
 Central & East Commercial Growth
 Central & West Residential Growth

Growth Areas Map

²⁷ LP para 1.47, ²⁸ LP para 1.10B, ²⁹ LP table 1.1 p.20, ³⁰ CP para 2.38, ³¹ LP policy 1.1B, ³² CP p.19, ³³ CP p.61, ³⁴ NPPF 6, 14, and 17 third bullet, ³⁵ LP policy 2.10, 2.11, 2.12, CP policy S6 first bullet.

MSG: Sustainable Growth

- MSG1** Growth is encouraged within Mayfair which shall for the purpose of this policy be construed (where appropriate) as including increased density, intensity of use, efficient use of existing floorspace, amount of mixed use floorspace, numbers of units (where subdivision is appropriate), and activity (by providing restaurants, cafés, galleries, shops, and other uses which animate the streetscene for the public). Mixed use will generally include residential and commercial floorspace.
- MSG2** Growth is particularly encouraged within the following six areas, identified as follows on the Growth Area Map:
- (a) Retail (and related or complementary uses) – including the whole of Oxford Street, Bond Street and Regent Street and Piccadilly.
 - (b) Park Lane (see chapter 3.3 for more detail)
 - (c) Tyburn Opportunity Frontage (see Policy MTR for more detail)
 - (d) Transport related growth, in particular: Crossrail and the Davies St and Hanover Square area
 - (e) Central and East Mayfair for commercial growth; and
 - (f) West and Central Mayfair for mixed use and residential growth.
- MSG3** Development proposals seeking to rely on this policy, will also be required to demonstrate compliance with all other policies in this Plan, such as MRU, MCM, MGS and MD.

Reasoned Justification Around transport hubs

- 3.1.4 Sustainable development involves locating new development in locations where the need to travel is minimised, giving priority to pedestrian and cycle movements, and in locations where there is access to high-quality transport facilities.³⁶ The tenor of emerging policy is to direct even greater density to transport hubs, as that is the most sustainable location for it.³⁷
- 3.1.5 The key transport hubs of Mayfair are Marble Arch, Green Park, Bond Street, Oxford Circus and Piccadilly Circus underground stations. Of these, Marble Arch and Bond Street are already the subject of proposals for new and more intensive forms of development³⁸. There are currently no proposals to upgrade either Piccadilly Circus or Green Park tube stations further, and it is already both unsustainably overcrowded during peak times in the immediate surroundings, and built form in the vicinity is dense.
- 3.1.6 Bond Street station, with the introduction of Crossrail exits on Davies Street and Hanover Square, will have significant and high quality new transport infrastructure available in the early part of the Plan period. This is likely to act as a catalyst for intensification and development in the area. Where such opportunities exist, they should respond positively to the policies within this Plan.
- 3.1.7 Greater density of development and greater activity at street level on pedestrian routes around the station exits (for instance, the northern part of Davies St) is therefore sustainable, and essential in response to the influx of pedestrians. The West One Shopping Centre is a particular example both of where a better retail and mixed-use offering could be delivered with greater density, and also an opportunity to respond positively to other policies in this Plan, such as design.

Retail Growth

- 3.1.8 East Mayfair, and in particular the northern part of it, is a key location for further retail growth, and supporting mixed-use development. Located on both east and west sides of the apex of Oxford Street and Regent Street, and within easy walking distance of the new Crossrail Bond Street exit, at Davies Street and Hanover Square, it is a sustainable location to drive growth in density and mixed-use activity.
- 3.1.9 Parts of this area are also being promoted as an “arts quarter” to support specialist craft and tailoring areas, following the designation of the Savile Row and Mayfair Special Policy Areas. This work is being taken forward, in particular, by the East Mayfair Project Board³⁹.
- 3.1.10 Responding to the importance of Oxford Street to the national economy, the Plan supports the West End Partnership’s proposals for greater density along Oxford Street, and enhancement of public uses in the area immediately south of it. Such growth will support Oxford Street’s improvement in response to the transformation of Regent Street.

Residential Growth

- 3.1.11 The need for housing in London is a matter of paramount importance.⁴⁰ Whilst central and local governments are already driving policy to deliver residential growth, the Plan is clear that we support residential growth in Mayfair, as part of mixed-use developments, particularly in sustainable locations.

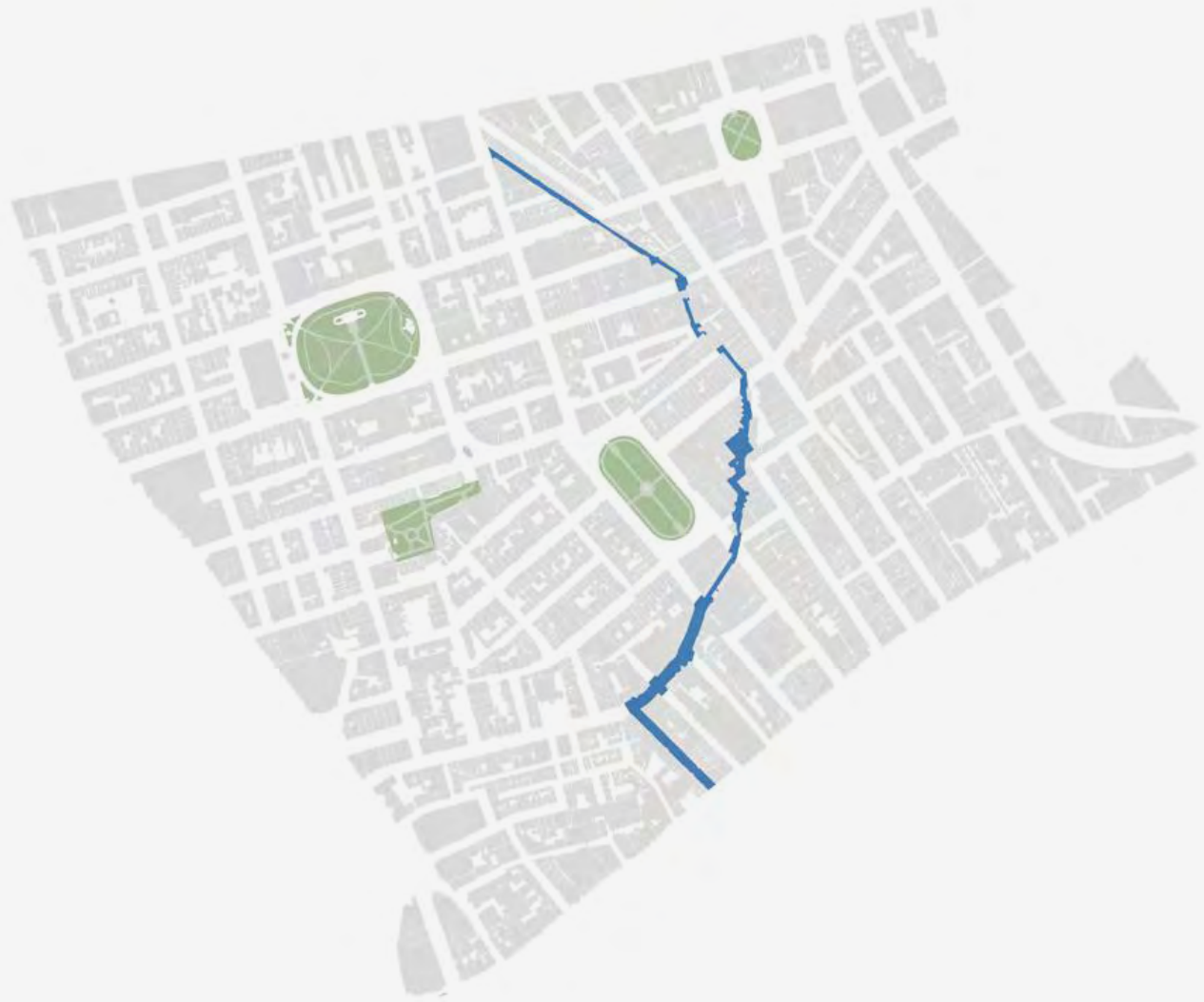
³⁶ NPPF 34-35. ³⁷ DCLG: ‘Consultation on proposed changes to national planning policy’, pp.9-10. ³⁸ See WCC planning permissions 14/11220/FULL and 16/01554/FULL. ³⁹ This is a board that has been set up to lead and guide the implementation of the public realm improvements between the Royal Academy and Hanover Square. ⁴⁰ See for instance most recently, the Government’s White Paper: ‘Fixing Our Broken Housing Market’ (DCLG February 2017).

3.2 Tyburn Opportunity Frontage

Introduction

3.2.1 Whilst the City Plan considers that typical “Town Centre” models are irrelevant within Mayfair and retail should be encouraged anywhere,⁴¹ smaller areas, such as South Molton Street, East Brook Street and Avery Row, are retail destinations in their own right. Additionally, Shepherd Market and South Audley Street/Mount Street are identified within the City Plan as “other shopping frontages” – distinct shopping areas which contribute to Westminster’s unique and varied world-class retail offer. The Forum considers that there are additional areas within Mayfair which could also seek to perform this function within Mayfair, as well as the Core CAZ.

⁴¹ CP policy S6.



MTR: Tyburn Opportunity Frontage

MTR1 Retail and complementary mixed uses will be encouraged within the Tyburn Opportunity Frontage.

MTR2 Proposals to enhance the public realm along the alignment of the Tyburn Opportunity Frontage

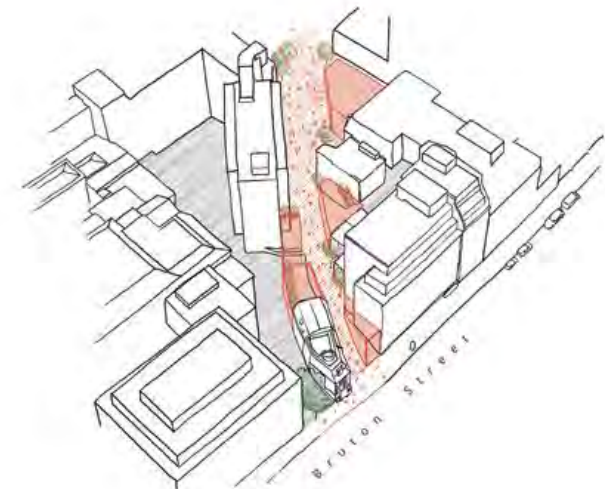
shall seek to improve the interface between the public realm and servicing areas, as appropriate.

- 3.2.2 The Tyburn is an ancient underground river that runs through Mayfair, originally starting at South Hampstead and meeting the River Thames by Whitehall Stairs. Within Mayfair, the Tyburn runs underneath South Molton Street, Avery Row, Bourdon Street, Bruton Lane, Lansdowne Row, the top of Curzon Street, and Half Moon Street. This river is a historic feature of Mayfair, forming part of an archaeological priority area, which has had an impact on the streetscape of the area. The existing organic street pattern along South Molton Street and further to the south reflects the form of the Tyburn's former riverbanks. There is an opportunity here to reanimate this route by promoting a new mixed-use retail-led frontage along it. Improvements along the route of the Tyburn could be facilitated and contribute to the diverse retail and mixed use of offerings in Mayfair, helping meet demand for such uses and associated improvements to the quality of public space.
- 3.2.3 The Forum wish to see the historic route of the Tyburn river rediscovered and celebrated. A public realm scheme should reinterpret the route of the river and introduce playful, water-based elements into the urban environment. This could include a 'rill', embedded within the street and flowing the length of the route, connecting sections either side of Bruton Street.
- 3.2.4 The main section of this route that could be transformed is along Bruton Lane, where new fronts could open up the backs of properties and awkward spaces along the Lane. However, it is the unifying potential of the public-realm works that will tie the route together.

Reasoned Justification

- 3.2.5 As well as supporting, endorsing, and enhancing the encouragement afforded by local and regional policy, the Forum is identifying⁴² a new retail and mixed use frontage for future growth and enhancement to accommodate the likely growth of retail in the plan period.
- 3.2.6 The proposed route has been mapped on the retail frontages map. The Plan seeks to transform what in parts are back streets into a cohesive new retail linkage running through Mayfair: a retail and supporting mixed use-lined pedestrianised street with active ground floor frontages and intimate spaces. Small units are encouraged, particularly where such uses serve and support the local community and creative industries. Where appropriate, other complementary uses, including B1 uses, above ground floor could also be brought forward. Road crossings will be marked to ensure the route is maintained, and a public realm strategy will be developed to enhance and unify the whole. There are no current or proposed plans to create direct access from Bourdon Street into Bruton Place. Southbound, those following the route will currently either have to turn left from Avery Row into Grosvenor Street and then right into Bond Street or left from Bourdon Street into Bloomfield Place and then right into Bond Street.
- 3.2.7 In places, the route is already well provided with retail, such as within the area called "The Lanes of Mayfair" - South Molton Street, Avery Row, and

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



⁴² See the language of LP policy 2.11.

3.3 Park Lane

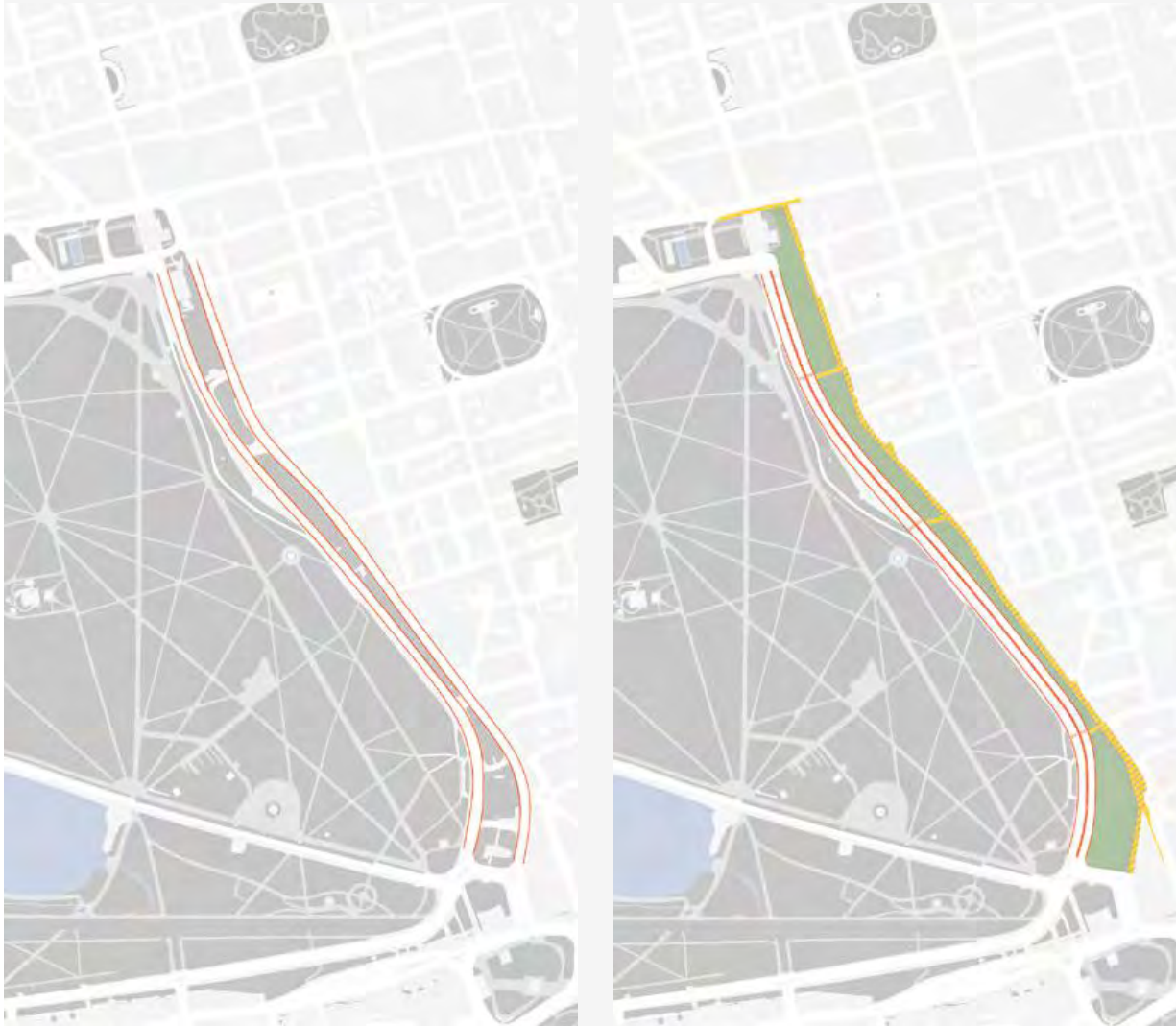
Introduction

3.2.8 Park Lane has been identified as its own character area and an area within which there is opportunity for change and transformation. It is dominated by three main features that make the area unique in Mayfair:

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

3.2.9 These all present a series of challenges, including:

- 3.2.9.1 Poor quality public realm, an unattractive and unsafe pedestrian and cycle environment.
- 3.2.9.2 A barrier to movement between Mayfair and Hyde Park, with limited and poor pedestrian and cycle connections.
- 3.2.9.3 A traffic-dominated space with a constant flow of traffic and poor air quality.
- 3.2.9.4 An unattractive and unwelcoming space, which acts as the 'back door' to Mayfair.



Before, and after

MPL1: Transforming Park Lane

MPL1.1 Further work will be supported, to investigate, define and deliver the optimum scheme for future works to reduce traffic levels and improve the public realm on Park Lane, and to enhance access from Mayfair to Hyde Park for pedestrians and cyclists. Further studies should involve engagement with WCC and other stakeholders and research into potential funding sources. Future works will contribute towards:

- (a) Further analysis and modelling to support the emerging case for transformational change in this

location in the form of one of the three Solutions described, or variants to them.

- (b) The drawing up of proposals which will be acceptable to WCC, the GLA and TfL, as well as other bodies including Historic England and the Royal Parks.
- (c) Ensuring that the requirements for environmental impact assessment, habitats regulations assessment and flood risk assessment are satisfied.
- (d) If and when a proposal is approved, the delivery of the project.

- 3.2.10 Hyde Park is Central London's most important green space, and is conferred high policy protection through its designation as Metropolitan Open Land (MOL). Improvements to the accessibility of the park are encouraged as they are likely to help human health, biodiversity and quality of life.⁴³ Remarkably, Park Lane itself also falls within the MOL designation, although the central reservation's green space is almost entirely inaccessible and unused. It blocks the views of Hyde Park (for pedestrians), making it seem even more inaccessible, and, in certain locations, is used for construction purposes.
- 3.2.11 As a matter of generality, existing policy encourages the enhancement of connections to open spaces,⁴⁴ the priority of pedestrian movement,⁴⁵ and access to green spaces,⁴⁶ including the provision of safe and easy access to the open and green space network.⁴⁷ The character of the public realm that leads into major green spaces, especially for pedestrians, is key to the integration of green infrastructure and landscape into the urban fabric.⁴⁸
- 3.2.12 To pedestrians, Park Lane operates as a physical and psychological barrier to Hyde Park. It prevents easy access to Hyde Park for Mayfair's residents, workers, and visitors. This is despite TfL's recent attempts to improve ground-level pedestrian crossings, and to reduce the need to use the poor quality subways.
- 3.2.13 The policy imperatives – to improve pedestrian access to green spaces – are badly contravened in this location. Whilst some of the community are concerned about Mayfair becoming entirely "wide open" there is plainly, in Park Lane, a potentially significant transformation for the experience of living, working and visiting Mayfair which would deliver on extensive existing policy support for the principle. Clear and easy safe routes across Park Lane could be provided. Better accesses into Hyde Park could be provided. Wayfinding opportunities could be taken to direct users of Crossrail through Mayfair to Hyde Park, including perhaps along the Tyburn retail frontage.



⁴³ LP policy 7.5 and para 7.56. ⁴⁴ CP policy S35. ⁴⁵ CP policy S41. ⁴⁶ LP policy 7.1. ⁴⁷ LP policy 7.4. ⁴⁸ LP policy 7.16.

MPL1.2: Park Lane's Crossings

MPL1.2 Development in the vicinity of Park Lane which delivers improvements to pedestrian and cyclist access to Hyde Park will be encouraged and supported, including by way of Section 106 contributions where appropriate and directly related to the development for any development in Mayfair. These funds will be put towards further enhancements of existing and new pedestrian and cycle crossings.

MPL1.3: Park Lane's Public Realm & Street Frontage

MPL1.3 Development proposals brought forward by sites which front onto Park Lane and which enliven the street scene and activate the building frontages by introducing new retail, restaurant, cultural or leisure uses will be supported, subject to addressing amenity and highways concerns.

Reasoned Justification

- 3.2.14 In the Forum's view, in order to achieve existing strong policy objectives, and indeed those of the Forum itself, a wholesale rethinking of Park Lane is required.
- 3.2.15 To date three potential solutions have been developed. These potential solutions and details of work undertaken so far are included in Appendix 3 Public Realm Strategy.
- 3.2.16 Transformational change to Park Lane is the Forum's priority in this location. However, we recognise that in the short term, enhancements can quickly be made, while proposals for transformational change are worked up. Subject to the availability of funds, further improvements can and should be made to existing crossings, and public realm in Park Lane in its current manifestation. Subways, whilst most likely removed in the transformational change scenario, could be improved in the short term.
- 3.2.17 The public realm on the east side of Park Lane is both poor and dangerous. Pavements are inadequate in terms of width and quality. Air quality is poor – identified to be some of the worst in the country. Traffic moves very fast alongside. The issues are most pressing in the northern part of Park Lane, but apply with great force along its entire length. It is a dispiriting place to walk, and dissuades all but the most hardy pedestrians from traversing north to south, let alone east to west.
- 3.2.18 The opportunity for improvements are obvious: the existing conditions are a long way from an "attractive and safe pedestrian environment" with priority given to walking;⁴⁹ they are a long way from having the negative impact of traffic minimised.⁵⁰
- 3.2.19 Understandably, many of the nationally significant hotels along Park Lane have turned their backs on the street. Even main entrances to the hotels, such as the Grosvenor House Hotel, feel unsafe, requiring parking on Park Lane itself.
- 3.2.20 The Forum's aspirations are to deliver on existing local- and London-wide policies for Park Lane.



Visuals by Liam Hennessy Architect

⁴⁹ CP policy S41. ⁵⁰ LP policy 7.5 and supporting text paragraph 7.18.



4

Enhancing Experience