

CITY OF WESTMINSTER
CONSERVATION AREA
DIRECTORY NO. 12

REGENT STREET

REGENT STREET CONSERVATION AREA DIRECTORY

1. Designation and Extension
2. Historical Background
3. List of Buildings of Special Architectural and Historic Merit
4. Key Features
5. Adjacent Conservation Areas
6. Strategic Views
7. Regulation 7 Directions
8. Design Guides and Planning Briefs
9. Further Reading

REGENT STREET CONSERVATION AREA DIRECTORY

1. Designation and Extension

REGENT STREET CONSERVATION AREA DIRECTORY

2. Historical Background

The character of the Regent Street Conservation Area is, unsurprisingly, dominated by Regent Street itself. However, the boundaries of the Conservation Area also include a number of buildings of interest in neighbouring streets and on Piccadilly Circus which have enjoyed a different history from Regent Street.

As can be seen in the Morgan map of 1682 the southern part of the area was beginning to develop in the seventeenth century. The future line of Regent street can be seen in Swallow street which was later to be demolished to make way for the new street. On the west side of Swallow Street there were the mansions of Burlington House and Albemarle House and on the east the smaller lanes of Soho, in the south St James' Piccadilly and St James Square. The Roque Map of 1746 shows how quickly the area developed, particularly the expansion north. By the end of the eighteenth century the area had been developed significantly as can be seen in the three extracts from Horwoods. In the north Adam's Portland Place was already built and the line of Edward Street and Bolsover Street in the north and Duke Street in the south, as well as Great and Little Swallow Street which were to be demolished can clearly be seen.

Regent Street is one of the earliest and most important examples of town planning in this country. It was created by John Nash in 1815 as part of his grand scheme for a "triumphal route" between the then royal Regents Park, where a new summer villa was proposed, and the Prince of Wales's residence at Carlton House. However, it was also a much needed Metropolitan improvement to create a north south route for this area which had expanded too rapidly for its infrastructure to cope.

It was not possible for Nash to create a straight boulevard in the French style due to land ownership issues. However he handled the indirect route perfectly by employed various different architectural and planning devices to great effect. In the north his surviving church of All Soul's Langham Place (outside the Regent Street Conservation Area) has a semi-circular portico so it is perfect from whichever angle it is viewed. Two grand circuses then break the route up- Oxford Circus to overcome the junction with Oxford Street and Piccadilly Circus where Piccadilly and Shaftesbury Avenue meet Regent Street. The curved route of Regent Street here is overcome architecturally by the Quadrant building.

Nash's Regent Street was of limited success as a "triumphal route": Carlton House was demolished in 1829 and replaced by Nash's Carlton House Terrace. The villa proposed in Regent Park was never built. However the street was not a failure itself - as previously mentioned it was a crucial north south thoroughfare, a tangible separation between the mansions of Mayfair and the slums of Soho, and most importantly an elegant new shopping street was created. Although Nash did not design all the buildings on Regent Street he retained overall design control and the result was classical stucco terraces, and individual buildings similar to his surviving works in the terraces around Regent's Park.

However, in the eighty years after the buildings were completed, retailing underwent a revolution and the buildings of the street became the victims of their own commercial success. The original shops of the street - Dickins and Jones, Liberty, Swan and Edgar etc. had become large department stores and both architecturally and structurally the buildings were considered outdated and poor quality. So barely 80 years after they were completed proposals were being drawn up for the total redevelopment of the street to provide "modern" retail and office accommodation.

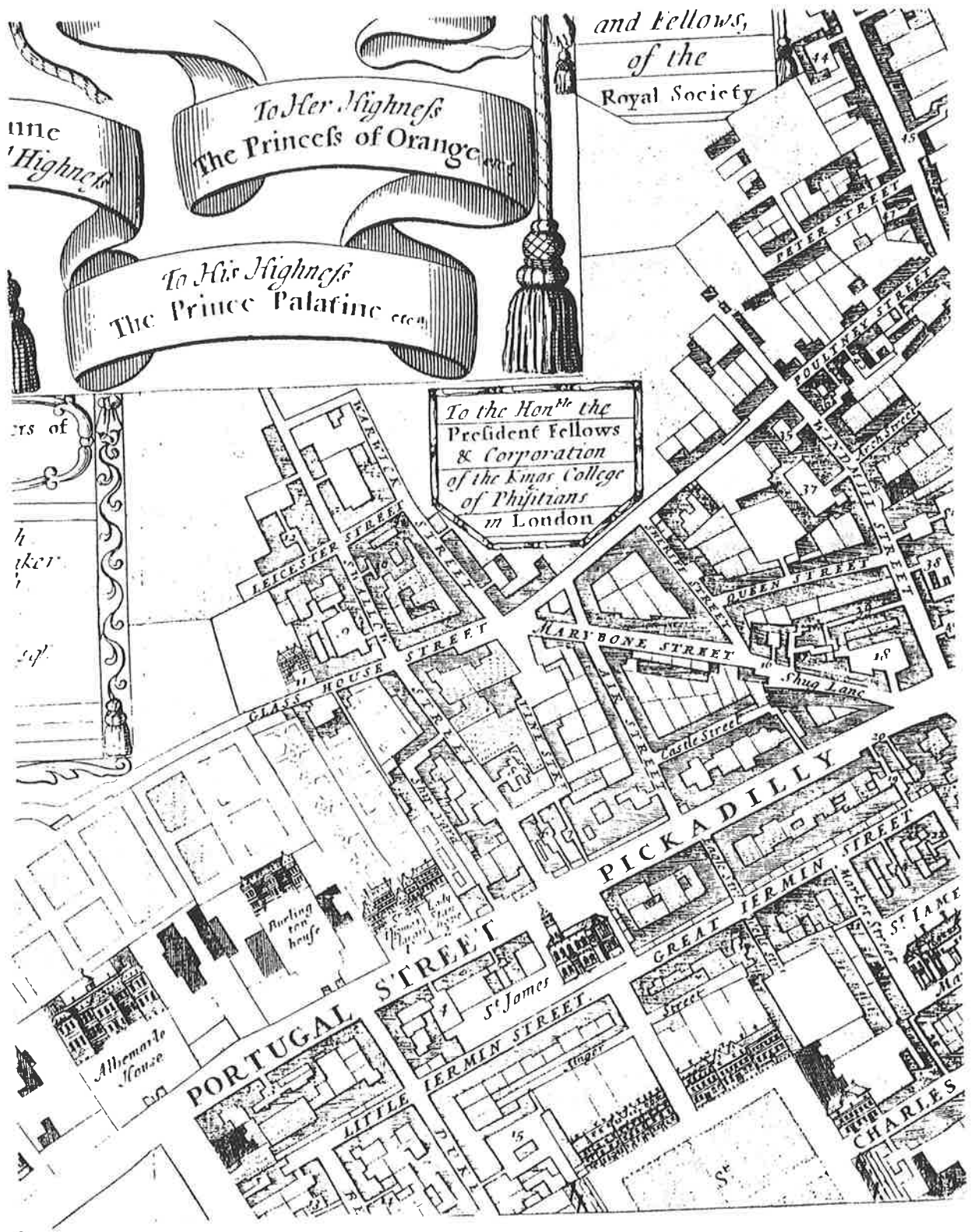
The redevelopment of Regent Street was as complete as its creation and none of Nash's buildings survive within the Regent Street Conservation Area. However the route of the

street was unchanged. Such comprehensive redevelopment was possible as the whole street was owned by the Crown Estate.

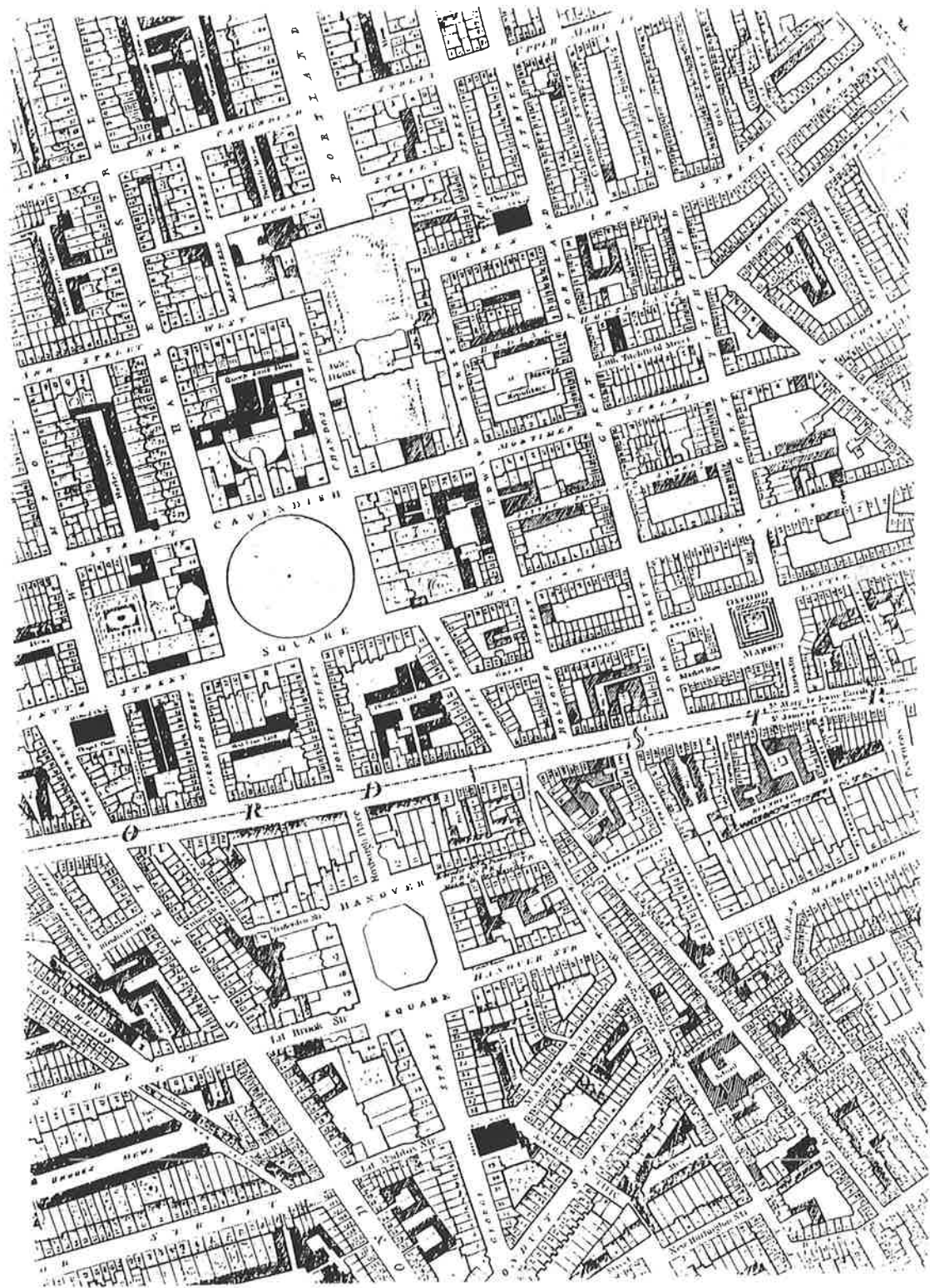
The first of the new buildings to be erected was Norman's Shaw's Piccadilly Hotel in 1905. This Beaux Arts style building, faced in Portland stone was of a much higher and more massive scale than the Regency buildings, and it set the precedent for the characteristics of the rest of the street. The Crown Estate's surveyor had Nash's role of master planner and strict design principles were set down for the new buildings- consistency of height, scale, general architectural style and Portland stone facing.. Various eminent architects were commissioned including Sir Reginald Blomfield who designed the Quadrant, E.T. and E.S Hall who designed Liberty's and Sir Henry Tanner who was responsible for a number of buildings including Dickins and Jones and the buildings around Oxford Circus. The redevelopment was completed in the mid-1930's.

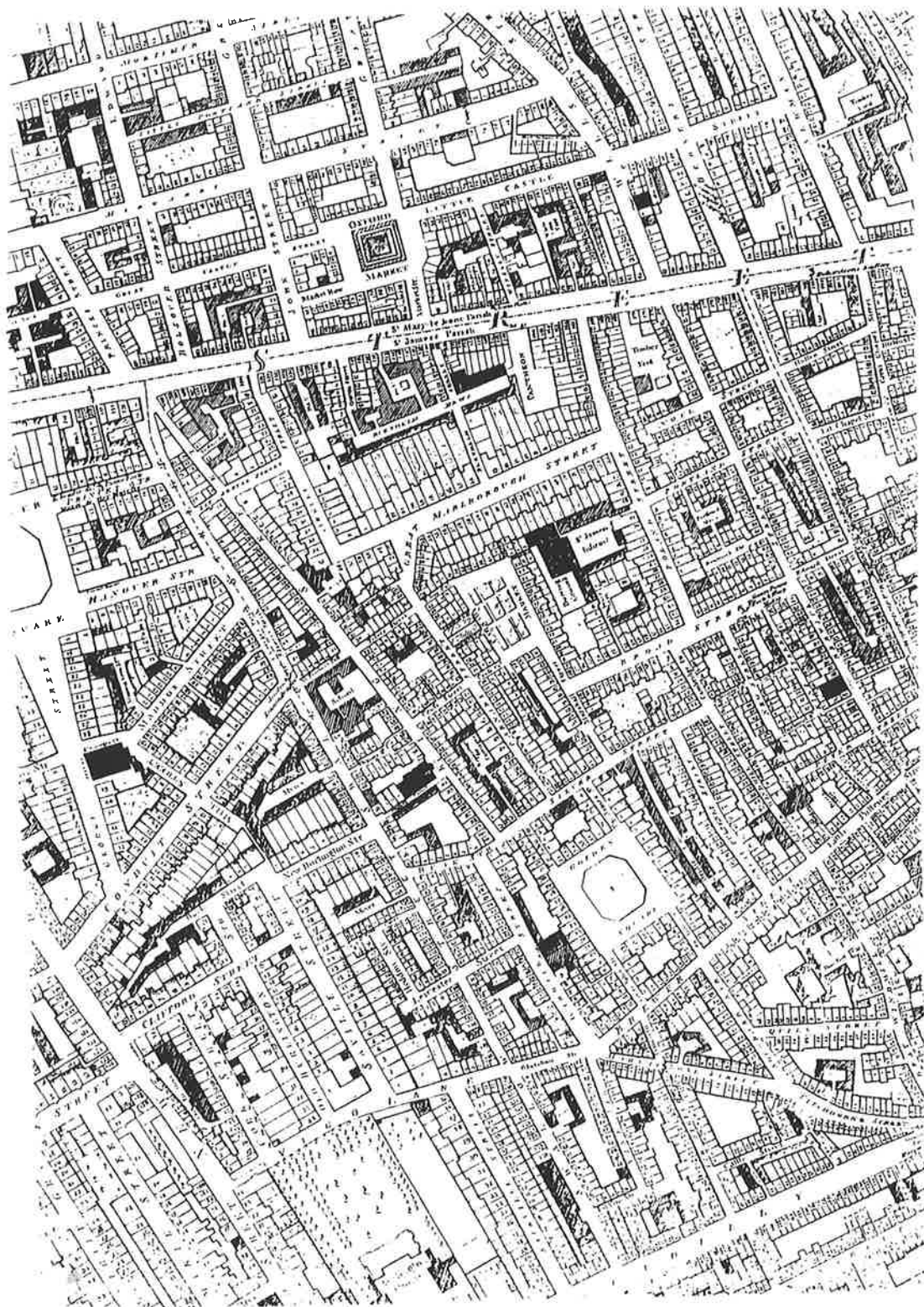
It is these uniform buildings which largely form the present Regent Street Conservation Area together with their returns and rear elevations. Due to the continued protection of the Crown Estate their facades remain largely unaltered other than the loss of most original shopfronts. Most bomb damage was rebuilt in facsimile. In Lower Regent Street some later buildings have been built but these have largely been designed in keeping with the rest of Regent Street in terms of scale and materials. One of the few changes to Regent Street has been the replacement of the post-war lights with new lighting replaced on the 1930's "Chicago" design found at Piccadilly Circus.

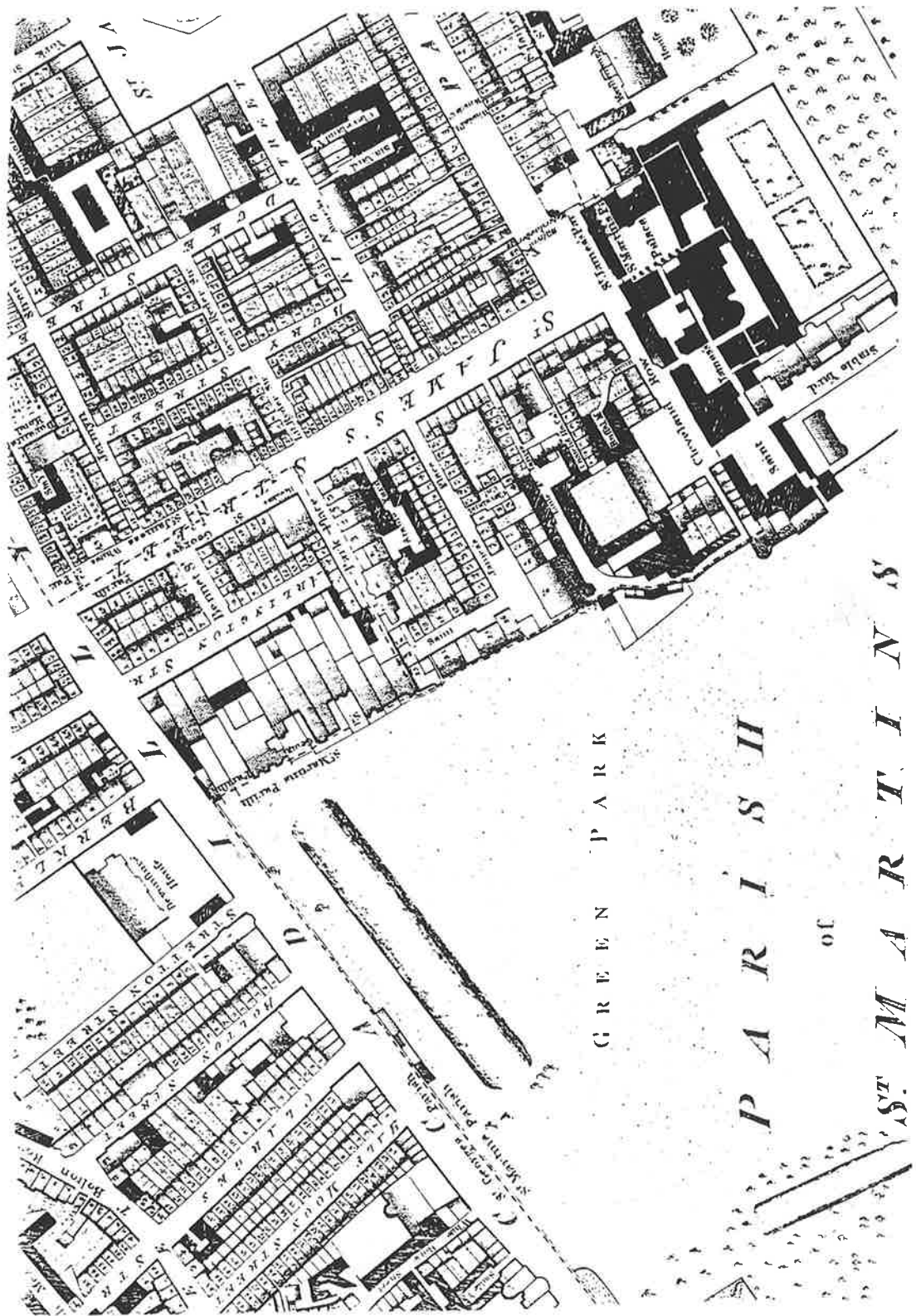
As previously stated the boundaries of the Conservation Area also include some other buildings of interest. For example, near Oxford Circus is Argyll Street which includes the Edwardian Palladium Theatre, Palladium House, built in the 1920's and described by Nicholas Pevsner as the "architectural equivalent of a Wurlitzer". Then on Great Marlborough Street is Liberty's mock Tudor face. The Crown Estate would not allow them to build it on Regent Street so the classical face of Regent Street has a bridge over to the Tudorbethan on Great Marlborough Street. Piccadilly Circus is split into different Conservation Areas and includes number of buildings of different ages. In the Regent Street Conservation Area is the Victorian Criterion theatre and restaurant (1870-74 by Thomas Verity), the 1930's underground station, and the statue of Eros. Eros is a memorial fountain to the philanthropist Lord Shaftesbury erected 1892-3 by the artist Alfred Gilbert.



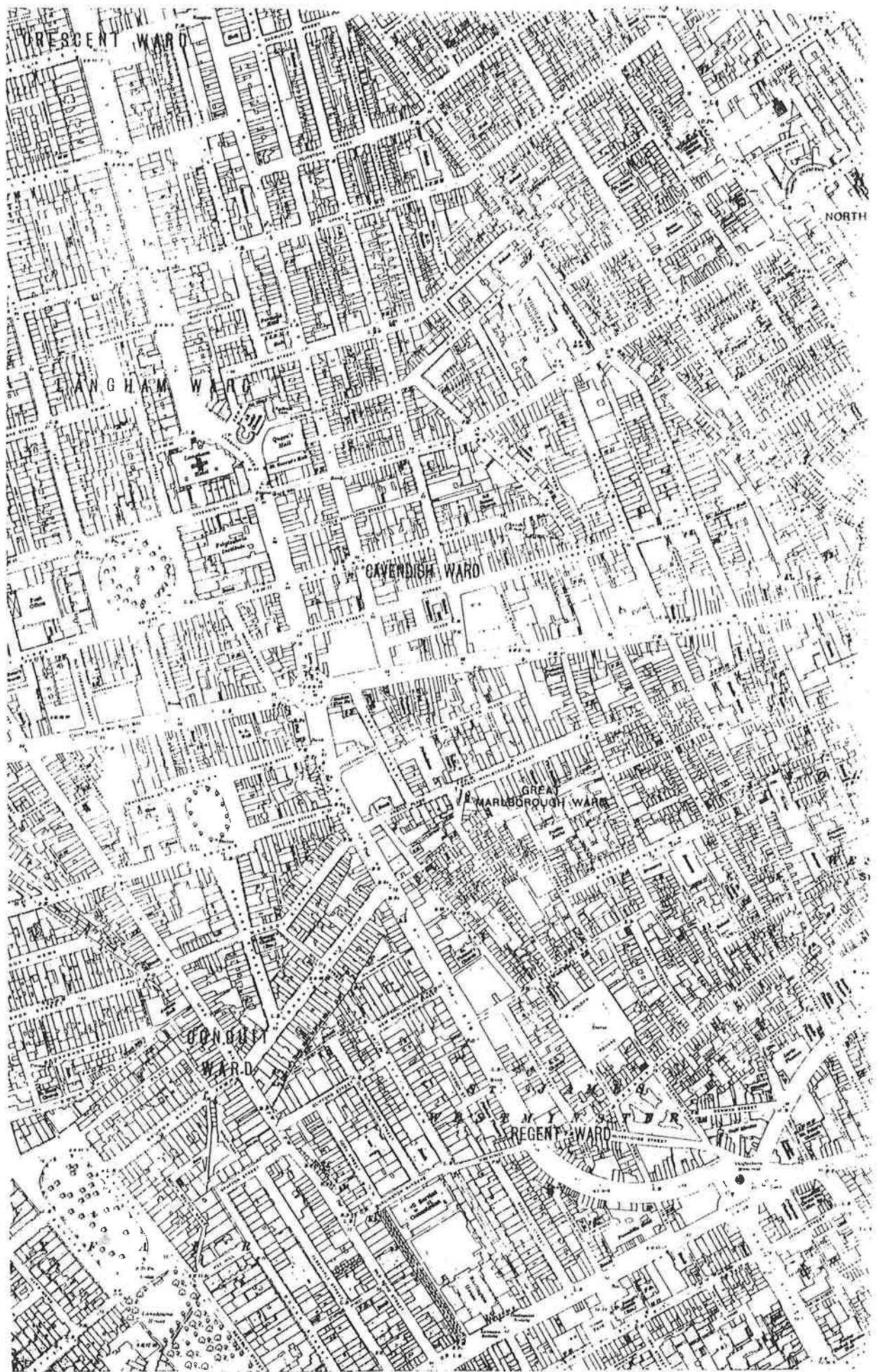












REGENT STREET CONSERVATION AREA DIRECTORY

3. List of Buildings of Special Architectural and Historic Merit

LISTED BUILDINGS IN THE REGENT STREET CONSERVATION AREA.

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

At the time of listing there were 182 statutory listings. Of this number, 1 is Grade I, 3 Grade II* and the remainder Grade II. Of the Grade II entries 3 were items of street furniture.

CITY OF WESTMINSTER

A/191/72

STATUS - FOR GENERAL RELEASE

COMMITTEE : **TOWN PLANNING - COMMITTEE**

DATE : 9TH NOVEMBER 1972

REPORT OF : DIRECTOR OF ARCHITECTURE AND PLANNING

SUBJECT : REGENT STREET CONSERVATION AREA -
DESIGNATION

:

The area that is the subject of this report is that part of John Nash's great scheme for a triumphal route between Carlton House and Regent's Park which is not already included in a conservation area. This is the part of Regent Street between the boundary of the St James's Conservation Area, at Charles II Street, and the boundary of the Harley Street Area Conservation Area near All Soul's Church, Langham Place. In depth, on either side of Regent Street, the area is limited to those properties which follow Regent Street in character and scale.

At this time of the designation of the first series of Westminster conservation areas, there was considerable doubt as to the future of the buildings on Regent Street. At that time, the possibility was being considered of incorporating a substantial portion of the street in the scheme for the comprehensive redevelopment of Piccadilly Circus, and although the line of the street and the quadrant were to remain, a complete change in the fabric of the street was envisaged. More recently, changes of policy in the Regent Street and Piccadilly Circus areas have reduced the likelihood of a comprehensive scheme of the kind previously proposed.

The whole of the quadrant has recently been placed on the Statutory List, and the Greater London Council are at present considering the desirability of listing much of the remainder of Regent Street. In the last few years, inquiries have been made to the Director of Architecture and Planning concerning a number of sites in the Regent Street area, particularly and in the last few weeks, the Regent Street Polytechnic. Such changes, if permitted, could be seen as the beginning of another series of changes in the architecture of the street. It is this atmosphere that the designation of Regent Street as a conservation area is being put forward.

Historical background

Regent Street is part of John Nash's splendid scheme for a formal way, completed about 1815, to connect the Regent's palace - Carlton House - with Regent's Park. A north-south street in the neighbourhood of Regent Street had for some time been felt a necessity, but a straight avenue in the Parisian manner was ruled out by problems of land acquisition, so a route was devised which incorporated two major changes of direction along its course - the Quadrant and at All Soul's Church, Langham Place.

Of the original fabric of the Regent Street scheme, hardly anything survives, and nothing within the proposed conservation area. The total rebuilding of Regent Street began at the turn of the twentieth century, with Norman Shaw's Piccadilly Hotel of 1905-8, which established a much larger scale than previously, and an entirely different architectural expression of colossal columns above a heavily rusticated ground floor, in place of Nash's stucco. For twenty years after the Piccadilly Hotel was begun, the redevelopment of Regent

Street proceeded, generally following the scale set by Norman Shaw, but in a less elaborate and aggressive classical style. Reginald Blomfield, Shaw's pupil, was responsible for the Quadrant and part of Piccadilly Circus, and Sir Henry Tanner was the architect of Oxford Circus and three other developments in Regent Street, whilst other buildings were by many different architects. Consistency in the scale, general style, use of materials, and height of the buildings was insisted upon by the Crown Estates Commissioners, the landowner, and the street has an air of considerable grandeur and unity.

Proposed conservation area

The proposed conservation area includes both frontages of Regent Street, between Charles II Street in the south and the junction with Langham Place in the north. In addition, the streets leading off Regent Street have been studied, and where it is considered that the development is of the Regent Street character and scale, this has been included. The north part of Savile Row, the south side of Conduit Street east of Savile Row, the Regent Palace Hotel and a small part of the western end of Great Marlborough Street are examples of this. Wherever adjoining areas to the west have been considered more akin to the nearby adjacent conservation areas; Harley Street Area, Mayfair and St James's; they have been excluded from the Regent Street area. The intention is when the conservation area studies for these are begun, these small areas will be considered for inclusion. A report on the possible extension of the Mayfair conservation area follows this report.

A number of buildings in the Piccadilly Circus area are listed, and others are proposed for inclusion on the list. It is appropriate that these buildings be included in the Regent Street conservation area. Widespread changes are envisaged in the Circus itself, however, which seem likely to alter its shape and arrangement. The space has therefore been excluded from the conservation area at this stage.

Listed Buildings

Regent Street

27 - 37 odd II Lower Regent Street
49 - 63 odd II)
83 - 113 odd II)Quadrant
50 - 100 even II)

St Thomas' Church
Kingly Street

"The Argyll" PH
Argyll Street. II

Piccadilly

9 - 15 II Swan and Edgar
16 - 18 II
19 - 30 II Piccadilly Hotel
215 - 217 II South Side

The Greater London Council is at present considering the listing of most of the remaining properties in Regent Street.

RECOMMENDATIONS

1. That subject to the necessary consultations the area outlined on the accompanying map be approved for designation as a conservation area, to be known as the Regent Street Conservation Area.
2. That the Greater London Council be formally consulted.
3. That the following bodies be consulted:
 - Civic Trust
 - Victorian Society
 - Georgian Group
 - St Marylebone Society
 - Westminster Society
4. That the Crown Estates Commissioners, as the major landowner, be consulted.

F G WEST
DIRECTOR OF ARCHITECTURE AND PLANNING

CITY OF WESTMINSTER
STATUS - FOR GENERAL RELEASE

A/47/74

COMMITTEE : **TOWN PLANNING - COMMITTEE**
DATE : 14 FEBRUARY 1974
REPORT OF : DIRECTOR OF ARCHITECTURE AND PLANNING

SUBJECT : DRAFT POLICY PAPER - REGENT STREET
CONSERVATION AREA

:

- 1.01 The accompanying paper is the third of a series of studies of individual conservation areas which will form part of the Area Plans in the City Development Plan. The paper develops the policies set out in conservation in Westminster in more detail, showing their particular application to Regent Street. The draft text is now submitted for consideration and the booklet will also include maps, photographs, sketches and other material, much of which will be displayed in draft form at the Committee Meeting.
- 1.02 The paper will be the subject of consultations with Local Amenity Societies the Greater London Council and other interested parties.

2. RECOMMENDATION

That subject to the concurrence of the Highways and Works Committee, the Regent Street Conservation Area Policy paper be approved for printing as a consultation document and for sale.

G.G WEST
DIRECTOR OF ARCHITECTURE AND PLANNING

REGENT STREET CONSERVATION AREA POLICY PAPER

1. INTRODUCTION

- 1.2 At this stage, this Regent Street study is intended for consultation and to form a basis for constructive comment. After considering all the comments made, the Council will revise the document and its policies will then be the basis for day-to-day planning in the area. Comments on this and other papers should be addressed to the Director of Architecture and Planning, Westminster City Hall, Victoria Street, London SW1.
- 1.3 This study refers to Regent Street, between Langham Place and Waterloo Place. The remainder of Nash's composition, between Regent's Park and Carlton House, is contained within other conservation areas. Regent's Park is within the City of Westminster and London Borough of Camden "Regent's Park Conservation Areas", Portland Place and Langham Place are within the City's "Harley Street Area Conservation Area" and Waterloo Place is within the "St James's Conservation Area." All of these were designated before the "Regent Street" area.
- 1.4 This study will eventually form part of the City of Westminster Development Plan. It does not, therefore, need to cover all aspects of planning within the Conservation Area, but concentrates on those which have a direct bearing on its visual character and environmental quality. It will be noted that it does not deal with Piccadilly Circus as a whole, as this is the subject of a concurrent special study.
- 1.5 The study contains a brief history of the development of the area, an assessment of its architectural and townscape characteristics, and it examines those aspects of land use and activity which affect the character of the Conservation Area. It also sets out guidelines for the protection of the existing fabric and for alterations to buildings, and makes suggestions for the improvement of the Conservation Area.

2. PATTERN OF DEVELOPMENT

- 2.1 Regent Street is part of John Nash's grand scheme for a formal way, completed about 1815, to connect Carlton House and Regent's Park. The need for a north-south thoroughfare through Westminster had been felt for some time, and in 1761 John Gwynne in "London and Westminster Improved" had proposed a route through Soho, rapid communication between the expanding London north of the New Road (now Marylebone Road and Euston Road) and Westminster.
- 2.2 As originally developed the land lying between Soho to the east and Mayfair to the west was an irregular network of streets. Roughly along the line of Regent Street were the much narrower Great and Little Swallow Streets, a remnant of which survives as Swallow Street. South of Piccadilly, St James's extended eastwards as far as the Hay Market (haymarket) and St James's Market lay across the line of Lower Regent Street.
- 2.3 Regent Street and Regent's Park were conceived at a time when ideas in town planning were very much influenced by Haussmann's successes in Paris. Louis XIV's patronage of Haussmann was reflected in the Prince Regent's patronage of

Nash, and when Marylebone Park reverted to the Crown in 1810, ideas for its development and for a connecting route southwards to Carlton House became a possibility. Nash was asked to prepare a scheme for the park and the new road.

- 2.4 Despite the desire to rival the Parisian boulevards, Nash soon realised that land acquisition and the social patterns of the areas through which the road would go ruled out a straight avenue. As well as an artist, Nash was a business-man and knew that to guarantee success, his street must be readily accessible to the fashionable residential district of Mayfair. It was essential to avoid a strip of cheaper land between Regent Street and the fashionable West End, and the street was arranged with the wider streets leading off to the west and the narrower to the east. Thus the alignment of Regent Street north of Piccadilly would be too far west to be axial with Carlton House, and therefore Nash introduced the Quadrant and Piccadilly Circus. To the north, existing developments in Portland Place - a private Georgian Close of problems involved a change of direction. It proved impossible to acquire Langham House which stood at the southern end of Portland Place, so a reverse bend - Langham Place - was necessary. Langham House closed the southern end of Portland Place, and Nash planned All Soul's Church to close similarly the northern view along Regent Street.
- 2.5 Great verve inspired Nash's original plans for Regent Street, but hopes for a perfectly balanced street had to be compromised to satisfy the needs of leaseholders for a degree of individuality. So Nash contrived an architectural composition of classical elements in stucco which had a unity without being strictly ordered. The irregularities of the street allowed bursts of individuality such as the County Fire Office facing down the lower portion of Regent Street.
- 2.6 The result was very successful, although in the Quadrant, Nash considered a compromise impossible, so undertook to act as developer himself, and built a bold unbroken sweep of colonnaded stucco.
- 2.7 Of the original fabric of the Regent Street and Regent's Park scheme, only the park survives substantially complete. Of Regent Street, hardly anything remains - only Carlton House Terrace, Carlton Gardens, and the Athenaeum and United Services Clubs in the south, and All soul's Church in the north - and none of these is within the Regent Street conservation area. Unfortunately, the Regent Street of Nash's time, of shopkeepers' objections, the colonnades of the Quadrant had been removed as early as 1848, and 1890 much of the architecture was obliterated by advertising; alterations and even some rebuilding had taken place.
- 2.8 In 1866, Lewis and Allenby rebuilt their premises in nearby Conduit Street, and a new scale, height and material (Portland Stone) were introduced to the area. The Crown Commissioners accepted the need for redevelopment at a greater height, and an Act was placed on the Statute book in 1894 to carefully control the development of the street. In 1898, Arthur Gates, the retiring chief architect, of the Crown's Office of Woods and Forests, prepared a paper suggesting desirable controls on the rebuilding of the street - among other things the uniform use of Portland Stone, and broken skyline of extra dormers, pavilion roofs, turrets, etc., especially in central features and wing pavilions or towers. The commissioners accepted Gates' recommendations, but by that time three new buildings had already been designed and approved; on the site of the Hanover Chapel, at Nos 172/206 and Nos 156/170.

- 2.9 John Murrey held the office of Chief Architect from 1904 to 1929 and during this period the reconstruction of Regent Street were all but completed.
- 2.10 Again, a comprehensive treatment for the Quadrant was envisaged and Richard Norman Shaw was invited to prepare a scheme. The Piccadilly Hotel was completed to his designs, but they were abandoned for the rest of the Quadrant after opposition by shopkeepers. Shaw's pupil, Reginald Blomfield, subsequently produced a design more appealing to the business man, and the Quadrant including Swan and Edgar, the County Fire Office and the two buildings on either corner of Piccadilly and the lower part of Regent Street were thus constructed.
- 2.11 North of the Quadrant, a number of architects contributed designs for the remaining street blocks, notably F.T. Varsity (Nos 169/20-1 and Nos 289/391 including the Polytechnic), Henry Tanner (Nos 112/130, 132/130, 132/164, 224/244, Dickins and Jones, and Oxford Cirrus). Liberty's was designed by E.T and E.S. Hall.
- 2.12 The redevelopment of the lower part of Regent Street did not receive the same careful control, and between Jermyn Street and Charles II Street there are many styles, varying from the Paramount and Universal Cinemas - formerly a Super cinema of the 1980's - to the United Kingdom atomic Energy authority of the late 1950's. The lower part of Regent Street consequently lacks the architectural unity that is such an important characteristic of the more northerly parts of the street.

3. ACTIVITIES

- 3.1 Regent Street is one of the most important thoroughfares in the West End of London, and combines the major functions of a traffic route and a shopping street.
- 3.2 It is part of the main north-south traffic spins connecting Marylebone Road with Charing Cross and as such carries very heavy traffic flows. It is Metropolitan Road, the management of which is the responsibility of the Greater London Council as strategic highway authority. One of the principal reasons for the building of Regent Street was to provide a new traffic route, and the width of the street remains adequate for traffic purposes. Present day traffic volumes, however, adversely affect the street's other main function, shopping.
- 3.3 As a major street in the West End shopping area, Regent Street has for a long time been held high in the public regard for the quality of its shops and merchandise.
- In very general terms, it bridges the gap between the exclusiveness associated with Bond Street and the more popular appeal of Oxford Street. Designed on a grand scale, the street and its buildings have a very strong character, and a restrained and dignified atmosphere. This is in striking and effective contrast to its surroundings and is especially noticeable at Oxford Circus, and at Piccadilly Circus where the intensive and colourful displays are dominant.
- 3.4 A noticeable feature of the street is the clear distinction between the ground, or ground and mezzanine, and upper floors, in both the architecture and apparent activity. This is an important factor contributing to the overall character and atmosphere of the street.

- 3.5 South of Piccadilly Circus, the shopping activity is less evident and larger offices and showrooms predominate. At its extreme southern end, in Waterloo Place, it is more in character with Pall Mall.
- 3.6 In Regent Street there is a clear distinction between the ground and the upper floors, in both the architecture and the sense of activity. This is a major contributing factor to the overall character of the street.
- 3.7. Regent Street lies between Mayfair and Soho, and its relationship with the latter is of importance. Here, the contrast between the dignity and grandeur of Regent Street and the colour and bustle in the small and irregular streets of Soho, particularly Carnaby Street, is interesting and visually very effective. The narrow pedestrian routes between the two areas are therefore important as are one or two of the shops which offer a route through from front to back. Of these narrower streets, Argyll Street offers a smaller scale townscape with a few fruit stalls away from the noise and traffic of the main thoroughfares.
- 3.8 To the west of Regent Street, are less attractive and rather large dull building in overshadowed streets. These, especially New Burlington Street and the northern end of Savile Row, discourage pedestrian movement between Regent Street, and the Bond Street area and Mayfair proper. Only Conduit Street offers an agreeable connecting route.

4. TOWNSCAPE APPRAISAL

- 4.1 The layout of Regent Street is still as Nash designed it - a long street of related architecture, part of an overall composition which is punctuated at three significant points along its length - Langham Place, Oxford Circus, and Piccadilly Circus.
- 4.2 Present day Regent Street however differs in scale and expression from Nash's original. Nash's street originally seemed to lie wider in proportion, because of the generally lower buildings. In particular, the spaciousness of the street was emphasised in the Quadrant by the colonnades which were unfortunately removed at an early date. The architecture of the street still expresses the classical subdivision between base and upper floors - between the shopfronts and the blind facades above but the scale is now much larger, and the street consequently appears narrower.
- 4.3 The architecture of the street is varied in design and detail, although uniformly of five storeys in Portland Stone, topped by additional floors in roofs. The blocks are generally in compositions, either between side streets, or to contain whole spaces, e.g. the Quadrant and Oxford Circus. In one or two instances, the building have been purposely arranged so that oblique views are also of significance e.g. the north-west corner of the Quadrant as seen from the east.
- 4.4 Many of the townscape features of the street repeat features of Nash's original design, but in one case there has been an important change. In Nash's scheme, the south corner of Vigo House was emphasised by a tower which closed the view from the Quadrant. Instead of allowing this feature to be repeated, Blomfield introduced his own terminal feature when he redeveloped the Quadrant, with the result that the new Vigo House had to be played down.

- 4.5 The slight bend in Regent Street just south of Oxford Circus has been disregarded; the building arcades are designed on the flat, and “bent” to accommodate the change of direction. This has an unfortunate effect from certain viewpoints.
- 4.6 The dignity and composure of the Quadrant ranges is emphasised by the lively vistas through Blomfield’s arches to the hinterland of Soho, and to the small scale streets between Piccadilly and Regent Street.
- 4.7 At ground level, the street retains much of the dignity imposed by the disciplines has been disregarded, the result has often degraded the architecture. The Council’s shopfront and advertisement policy, described in Chapter 7, is intended to restore a more ordered and dignified character to the street.
- 4.8 To the west of Regent Street are a number of unattractive streets reaching westwards as far as Savile Row. Twentieth century redevelopment’s in these streets, probably influenced by the building of Regent Street to a larger scale, have obliterated the former domestic scale and character still prevalent elsewhere in Mayfair.
- 4.9 To the east of Regent Street, Argyll Street contains the “Argyll” Public House, a single example of the earlier scale of development on the west side. Also there are a number of fruit stalls, a service to those using the Underground and visitors to the Palladium Theatre. There is an opportunity for a well designed improvement to a much used and mainly pedestrian space, - see Chapter 10.

5. ARCHITECTURE

- 5.1 Regent Street contains examples of the work of a number of distinguished architects who, in the years between the 1890’s and the 1930’s, designed parts of the street within the precise design controls laid down by the Crown Estate.

5.2 Richard Normal Shaw Piccadilly Hotel 1905-8

Shaw’s building is part of this otherwise unexecuted design for the Quadrant. It is heavily rusticated, original in concept although using accepted classical motifs. Shops are contained within the arches of the ground floor. This building set the new scale for Regent Street, but was unpopular with shopkeepers as it allowed little window display space. To Piccadilly, the upper floors are behind a grand colonnade; one of this street’s most outstanding features.

5.3 Reginald Blomfield

Quadrant 1910-20
Swan and Edgar 1918
County Fire office
Nos 24-36 & 27-35 1910-20

5.4 Henry Tanner

Nos 112/130 1911
Nos 132/154 1923/5
Nos 172/206 (parts) 1905
Nos 224/244 Dickens and Jones) 1921/2
Nos 314/326 1924
Nos 133/167 (parts) 1920/2
Nos 203/221 1916
Oxford Circus

Tanner was responsible for a large number of the Regent Street blocks, but they are not of the highest quality and are rather dull architecturally. They nevertheless give a quiet dignity of the street scene. But at Oxford Circus Tanner's repetitiveness is seen to good effect, as here the similarity of the four sides produces a balanced concentric composition. Tanner's work in Regent Street is primarily of townscape value.

- 5.5 Of the remaining more interesting designs in Regent Street, Liberty's (1926 by E.T. and B.S. Hall) has a boldly curving upper facade of attached columns topped by a curved frieze. Unusual in the street are the Red Aberdeen granite facings of parts of ...156/170, completed in 1914 to designs prepared by .R. Crikmay and Son and approved before the Crown Estate began to insist on Portland Stone throughout. At the time, the granite was thought to be an unfortunate departure from the street pattern, but it is not obtrusive and is an interesting feature, very characteristic of the turn of the century.

6. BUILDING PRESERVATION POLICY

- 6.1 Most of the buildings in Regent Street have been added recently to the Statutory List. Elsewhere in the Conservation Area, only the "Argyll" public house listed. A small number of the remaining buildings in the Conservation Area will be made subject to Section 8 Direction, as they also contribute to the character of the area.
- 6.2 In these exceptional cases where redevelopment may occur, either in Regent Street or in other principal streets, full regard will need to be taken to the existing building lines.

7. ALTERATIONS

7.1 REGENT STREET

- * The form, style and choice of materials of the buildings in Regent Street has been carefully planned to achieve a high degree of uniformity. Permissible alterations will recognise the need to conform with this discipline.

- 7.2 It is convenient to consider alterations to buildings under four main heading front facades, including shopfronts and advertisements and advertisements, other elevations, roofs, and interiors.

7.3 FACADES

Even though the massive rustification of the Piccadilly Hotel contrasts strong with the light pilasters of Liberty's, all the shopfronts in the street consist of elements such as arches, or pilasters and friezes in stonework, which act as frames shop window panels. These frames are very important architecturally, and should be retained. There are only a few instances where these features have been removed, where this has happened, they should be restored; the pilasters at Nos 186/196 (Waring and Gillow) have recently been restored and this new shopfront demonstrates the merits of this policy.

- 7.4 Within the architectural frame, a greater freedom in shopfront design will be allowed, including a carefully controlled number of projecting and recessed elements. Arbitrary subdivision of the shopfront panels, especially with heavy horizontals should be avoided.
- 7.5 The frieze should be used for its originally intended purpose of carrying non-illuminated signs made up of individual letters. On certain buildings, individual letters, halo-illuminated in white, may be acceptable on the frieze.
- 7.6 Other illuminated signs may be allowed within the shopfront panels, but these should be flush with the shopfront and arranged preferably as a transom. Lettering will not be permitted above the ground floor frieze level, except on Nos.49/131 (odd and 56/100 (even), which have an expressed mezzanine floor, with an additional frieze at second floor level. On these higher friezes, bronze non-illuminated lettering in style and size to match the lettering "Quadrant Arcade" (on the first floor frieze to Nos.80 and 82), will be permitted.
- 7.7 Projecting signs will be acceptable in principle, below first floor level, but should be incorporated in the shopfront panel. They will not be permitted on the stonework arches or piers, as they would seriously detract from the clarity of architectural expression of the structural elements at ground floor level.
- 7.8 Lettering on the friezes will need to be restricted in size so as not to equal in height the depth of the frieze. The letters should be of such a size that a margin of background stonework is visible above and below the letters. Except for special motifs and insignias which may sometimes be acceptable, lettering within the shopfront panels should not be larger than that admissible on the frieze.
- 7.9 Canopies and other projections will be considered on their merits. In all cases they will be required to relate satisfactorily to the buildings facade as a whole.
- 7.10 The upper floors of the Regent Street facades follow a uniform pattern of classical detailing in Portland Stone. The only important exception to this is Nos.154/170 which has some Aberdeen Granite facings to the ground and first floors. Except for minor changes within the style of particular building groups, which do not detract from the uniformity of the group or of the street as a whole, alterations to the facades of the upper floors will not be allowed.

7.11 Other Elevations

The appearance of side and rear elevations is often very important as the larger scale of the Regent Street buildings means that they are visible from the neighbouring areas of Mayfair and Soho. This difference of scale and size is unlikely to change, therefore continuing care is necessary in the treatment of these elevations.

7.12 The site coverage is often very great, therefore large extensions to the rear buildings will be impossible. Modest extensions, including plant rooms, and alterations to windows will be required to relate satisfactorily to the building context in design and materials. Where the rear elevation is already untidy and badly arranged. Alterations should be designed to bring about some improvement.

7.13 Most buildings already have large roof compositions - often with one or two tier of dormer windows set in the roof slope - in the French manner. These roofs are often punctuated by towers and turrets. They are in proportion to the building as a whole, and are at its architectural climax; the relationship can be seen and appreciated and should not be altered.

No extension will be allowed at roof level which would be visible from the streets, small extensions in roof form, finished in matching materials, will be allowed for plant where this cannot be accommodated within the building, and if designed in such a way that they cannot be seen from street level.

7.14 OTHER STREETS

In other streets in the Conservation Area, the street and precise control to be exercised in Regent Street will not be appropriate. The general principles described in "A policy for Conservation in Westminster" will be a guide for alterations, and each proposal will need to be treated more on its merits. However, it can be stated that the Council will expect the buildings to the west of Regent Street to be treated with the restraint appropriate for Mayfair, according to the principles laid down in the Council's Mayfair Conservation Area Study.

8. NEW DEVELOPMENT

8.1 Because of the unified character of Regent Street and its large proportion of structurally sound listed buildings capable of use, there is a presumption that the street as a whole will be preserved. Similarly, the composition of the street will, in general, prevent piecemeal redevelopment.

8.2 There may, however, be a case in design terms for the redevelopment of one or two sites in lower Regent Street where the existing unlisted buildings do not contribute to the overall townscape quality of the street.

8.3 The policies in this document are intended to maintain the existing unity and character of Regent Street. It is, of course, possible to assume that at some time in the future consideration may be given to the redevelopment of Regent Street as a whole, as was done in the earlier years of this century. The present buildings can provide suitable accommodation for numerous businesses for many years ahead and

these would need to be radical changes in public policy before the destruction of the existing street could be tolerated or justified.

9. TOWNSCAPE DETAIL - IMPROVEMENT SCHEMES

- 9.1 The double function of Regent Street, as a major shopping street and a metropolitan road, create an obvious but unavoidable conflict. Nevertheless, whilst the traffic will remain, some of its adverse effects on the general environment can be lessened. At the moment, however, there is little doubt that the many and varied traffic signs, traffic control mechanisms, and street lighting columns - all mostly to comply with mandatory regulations - detract from the visual quality of the street. The City Council is aware of this problem and is investigating the possibilities of achieving some improvement.
- 9.2 In co-operation with the Greater London Council and the Regent Street Association; it is hoped to initiate a scheme which will not only make some improvement in the appearance of street furniture and signs but will also brighten the street without detracting in any way from the restrained dignity. It would be possible to introduce into the street some features which would add colour and interest to the general scene.

10. IMPROVEMENT SCHEMES

- 10.1 Regent Street as a whole is in good condition structurally, and the uses of the buildings are generally appropriate to them. Careful control over alterations and advertisements will secure the architectural and townscape qualities of the street.
- 10.2 There are therefore few opportunities for "Improvement Schemes" in the street. One suggestion is the introduction of a well designed and dignified floodlighting scheme for buildings in Regent Street to enhance its night-time appearance. Such a proposal would require the co-operation of the land owner leaseholders and public authorities, but the Council would be prepared to act as co-ordinates.
- 10.3 In Regent Street, some of the slab paving has recently been replaced by asphalt, which is recognised as unsympathetic to the dignity of the street. The Council will consider a co-ordinated scheme, in co-operation with the Greater London Council as Metropolitan Highways Authority, for the improvement of the paving, lighting and street furniture.
- 10.4 The Council would be interested to hear from those who make suggestions how the street's appearance and attractiveness to shoppers can be improved. However, all proposals should have full regard for the scale, dignity and special character of the street and its architecture.
- 10.5 Away from Regent Street, the side and back streets, especially those giving access from Regent Street to Soho and Carnaby Street, would benefit from better lighting, paving and treatment of wall surfaces. A possible scheme for treating this area is illustrated.

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, Shaftesbury 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 problems “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. Object 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 Century Street and improvements to and existing pedestrian areas 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 the block of buildings 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.

**RELEVANT EXTRACTS FROM THE REPORT
TRANSFERRING PART OF THE REGENT STREET CONSERVATION AREA TO
HAYMARKET CONSERVATION AREA**



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

STATUS - FOR GENERAL RELEASE

COMMITTEE : **PLANNING AND DEVELOPMENT**

DATE : 20 NOVEMBER 1990

REPORT OF : DIRECTOR OF PLANNING AND ENVIRONMENT

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

BACKGROUND PAPERS : LIST ATTACHED

1. SUMMARY

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

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

2. RECOMMENDATION

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

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

3. BACKGROUND

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

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

- 3.3 Overall the proposed new conservation areas and conservation area extensions were welcomed by 15 out of 19 respondents. These 15 included local amenity societies as well as national and regional public bodies.
- 3.4 A minority of the respondents, however, who had development interests in specific properties in the proposed extensions to the Pimlico, Belgravia and Mayfair Conservation Areas, had reservations as to the merit of some of the buildings and streets to be included. These representations have been considered carefully, but no modifications are proposed as the buildings and areas queried either contribute significantly to the special historic and architectural interest of existing conservation areas or are located in areas of significant townscape merit where insensitive redevelopment would positively harm the character and appearance of these areas. Appendix 4 contains the observations of the Director of Planning and Transportation on the responses received.
- 3.5 The following changes are proposed as a result of queries raised by members at the meeting on 3rd July (see map XVII).
- (a) The east side of Claverton Street and west side of Aylesford Street is now to be within the Pimlico Conservation Area, not the proposed Dolphin Square Conservation Area.
 - (b) The street block bounded by Lupus Street, Claverton Street, Ranelagh Road and Johnsons Place is now to be within the Pimlico Conservation Area, not the proposed Churchill Gardens Conservation Area.
 - (c) The River Frontage opposite Dolphin Square is to be within that Conservation Area, and land to the east of Dolphin Square within the Pimlico Conservation Area.
 - (d) The Regency Street/Chapter Street area has been reconsidered for conservation area status, and its designation is recommended.

The area is of mixed development with some pleasant brick buildings, built mostly in the first third of this century. Planning permission has recently been granted for the redevelopment of the street block bounded by Nos. 135-151 (odd) Regency Street, through to St. Johns Church and No. 36 Causton Street. The area therefore proposed (Map XXVa) comprises the east side of Regency Street between the redevelopment site and Holcroft Court, together with the T.A. Centre and the residential and shop developments between the west side of Regency Street and the east side of Chapter Street.

- 3.6 Map XXIV shows two areas of the St. James Conservation Area which it is proposed should be included in the proposed Haymarket Conservation Area. The two areas are:
- (a) Haymarket/Panton Street/Orange Street
 - (b) Haymarket/Charles II Street/St Albans Street

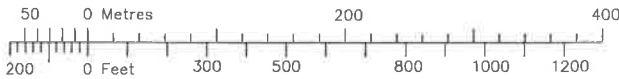
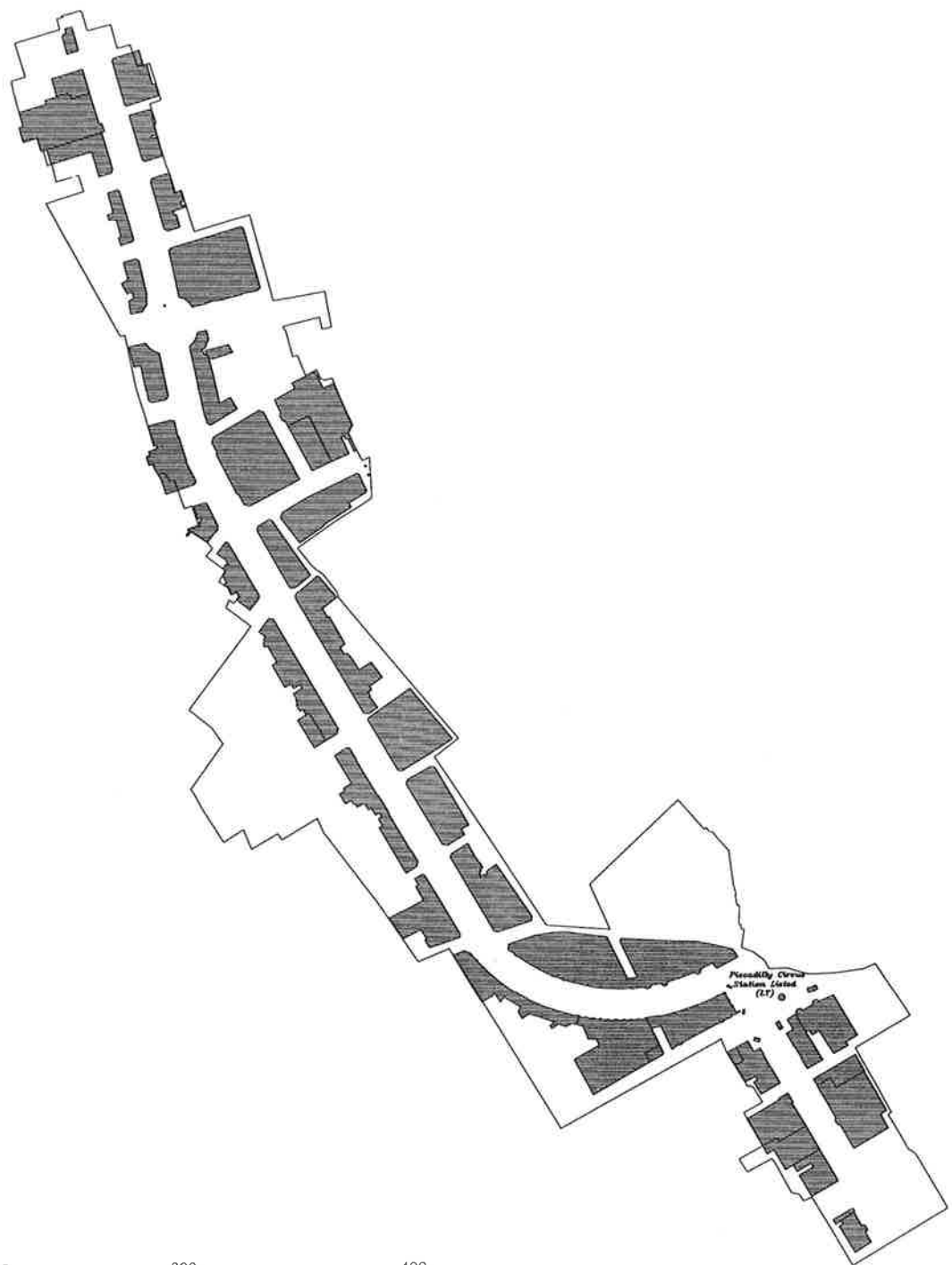
Also, a part of the Regent Street Conservation Area is to be included in the proposed Haymarket Conservation Area.

ITEM NO:

3.7 No further changes to the boundaries of naming of the Conservation Areas are proposed.
In particular;

- (a) The inclusion of Council housing developments at Fisherton Street Estate NW8; Churchill Gardens Estate, SW1; Lillington Gardens Estate, SW1; and Hallfield Estate, W2 are still recommended.

DISTRIBUTION OF LISTED BUILDINGS IN REGENT STREET CONSERVATION AREA



CONSERVATION AREA NUMBER 12

Scale - None



**LISTED BUILDING IN THE REGENT STREET CONSERVATION AREA (ALL
GRADE II UNLESS OTHERWISE ANNOTATED)**

1-6 Argyll Street

18 Argyll Street

The London Palladium Theatre, Argyll Street - Grade II*

Premises of Messrs Liberty and Co Ltd (Tudor Building), Gt Malborough Street

Ventilation standard and bollards at junction with Carnaby Street Approach; Gt Malborough Street

1-3 Lower Regent Street

11A, 11B, 11C, 11D and 13 Lower Regent Street

15 Lower Regent Street

17-25 Lower Regent Street

17-25 Lower Regent Street

27-37 Lower Regent Street

14-22 Lower Regent Street

22 Lower Regent Street

24-36 Lower Regent Street

214-234 Oxford Street

21 Piccadilly, Piccadilly Hotel - Grade II*

218-223 Piccadilly (Criterion Theatre) -
Grade II*

Police Public Call Post on Pavement to West
junction between Piccadilly and Regent Street

Shaftesbury Memorial Fountain "Eros",
Piccadilly Circus - Grade I

Piccadilly Circus Underground Station

49-63 Regent Street, London

50-52 Regent Street London

Bank, 54 Regent Street, London

Saxone House, 74 Regent Street, London

Imperial House

80-86 Regent Street, London

83 Regent Street, London

88 Regent Street, London

91 Regent Street, London

92 Regent Street, London

93 Regent Street, London

103-113 Regent Street, London

106-112 Regent Street, London

114-120 Regent Street, London

Bank, 115 Regent Street, London

117 Regent Street, London

122 Regent Street, London

123 Regent Street, London

126 Regent Street, London

127 Regent Street, London

Bank, 132 Regent Street, London

133-135 Regent Street, London

137 Regent Street, London

143-147 Regent Street, London

137 Regent Street, London
149 Regent Street, London
156-166 Regent Street, London
167 Regent Street, London
172 Regent Street, London
175 Regent Street, London
177 Regent Street, London
182 Regent Street, London
185 Regent Street, London
198 Regent Street, London
200-202 Regent Street, London
204-206 Regent Street, London
207-209 Regent Street, London
Bank, 208 Regent Street, London
223 Regent Street, London
229 Regent Street, London
245 Regent Street, London
Bank, 249 Regent Street, London
252-260 Regent Street, London
266-268 Regent Street, London
288 Regent Street, London
295 Regent Street, London
Remo House, 310-312 Regent Street,
London
Morley House, 314-322 Regent Street,
London
62 Regent Street, London
158 Regent Street, London
Mappin & Webb, 170 Regent Street,
London
272-286 Regent Street, London
Bank, 294-296 Regent Street, London
143-147 Regent Street, London
153 Regent Street, London
157-165 Regent Street, London
169 Regent Street, London
174 Regent Street, London
176 Regent Street, London
180 Regent Street, London
184-186 Regent Street, London
188-196 Regent Street, London
199 Regent Street, London
203 Regent Street, London
205 Regent Street, London
211-213 Regent Street, London
215 Regent Street, London
Dickins and Jones, 224 Regent Street, London
Regent House, 235-241 Regent Street, London
247 Regent Street, London
Bank, 250 Regent Street, London
262-264 Regent Street, London
Roxburghe House, 273 Regent Street, London
Marcol House, 289-283 Regent Street, London
The Polytechnic, 307-311 Regent Street, London
Canberra House, 313-319 Regent Street, London
Albany House, 324-326 Regent Street, London
Cafe Royal, 64-72 Regent Street, London
Ulster Chambers, 168 Regent Street, London
Libertys, 210-222 Regent Street, London
290-292 Regent Street, London
Langham House, 302-308 Regent Street, London

Piccadilly Hotel, 65-81 Regent Street,
London - Grade II*

Kent House, 87 Regent Street, London

99 Regent Street, London

171 Regent Street, London

193 Regent Street, London

261-271 Regent Street, London

281-287 Regent Street, London

146-148 Regent Street, London

131 Regent Street, London

56-58 Regent Street, London

66 Regent Street, London

70 Regent Street, London

74A Regent Street, London

78 Regent Street, London

90 Regent Street, London

95-97 Regent Street, London

121 Regent Street, London

128-130 Regent Street, London

134 Regent Street, London

138 Regent Street, London

140 Regent Street, London

150 Regent Street, London

139-141 Regent Street, London

151 Regent Street, London

Ulster Chambers, 168 Regent Street,
London

178 Regent Street, London

183 Regent Street, London

189 Regent Street, London

195 Regent Street, London

85 Regent Street, London

89-89A Regent Street, London

101 Regent Street, London

173 Regent Street, London

225 Regent Street, London

277 Regent Street, London

319 Regent Street, London

Chesham House, 132-154 Regent Street, London

154 Regent Street, London

298 Regent Street, London

68 Regent Street, London

72 Regent Street, London

76 Regent Street, London

Quadrant Arcade, Regent Street, London

94-100 Regent Street, London

101A Regent Street, London

New Gallery Centre, 123-125 Regent Street,
London

129 Regent Street, London

136 Regent Street, London

138A Regent Street, London

142-144 Regent Street, London

152 Regent Street, London

143A Regent Street, London

155 Regent Street, London

159A Regent Street, London

179 Regent Street, London

187 Regent Street, London

191 Regent Street, London

197 Regent Street, London

219 Regent Street, London

227 Regent Street, London

233 Regent Street, London

253-259 Regent Street, London

270 Regent Street, London

279 Regent Street, London

Walmar House, 288-300 Regent Street,
London

Mutual House, 193-197 Regent Street,
London

285 Regent Street, London

Bank, 212 Regent Street, London

124 Regent Street, London

112 Regent Street, London

156-170 Regent Street, London & 62-70

Kingly Street, London

221 Regent Street, London

231 Regent Street, London

Bank, 251 Regent Street, London

254 Regent Street, London

273-275 Regent Street, London

300 Regent Street, London

74-78 Regent Street, London

146 Regent Street, London

100 Regent Street, London

269 Regent Street, London

Street Furniture & Lighting, Regent Street,
London

Site Bounded by 1-13 Beak St

LISTED BUILDING IN THE REGENT STREET CONSERVATION AREA (ALL GRADE II UNLESS OTHERWISE ANNOTATED)

1-6 Argyll Street

18 Argyll Street

The London Palladium Theatre, Argyll Street - Grade II*

Premises of Messrs Liberty and Co Ltd (Tudor Building), Gt Malborough Street

Ventilation standard and bollards at junction with Carnaby Street Approach; Gt Malborough Street

1-3 Lower Regent Street

11A, 11B, 11C, 11D and 13 Lower Regent Street

15 Lower Regent Street

17-25 Lower Regent Street

17-25 Lower Regent Street

27-37 Lower Regent Street

14-22 Lower Regent Street

22 Lower Regent Street

24-36 Lower Regent Street

214-234 Oxford Street

21 Piccadilly, Piccadilly Hotel - Grade II*

218-223 Piccadilly

Criterion Theatre
~~Previous Grade II*~~

Police Public Call Post on Pavement to West junction between Piccadilly and Regent Street

Shaftesbury Memorial Fountain "Eros",

Piccadilly Circus Underground Station ~~Booking Hall, Concourse and Bronzework to Pavement~~
~~Subway Entrance~~

Piccadilly Circus - Grade I

49-63 Regent Street, London

50-52 Regent Street London

Bank, 54 Regent Street, London

Saxone House, 74 Regent Street, London

Imperial House

80-86 Regent Street, London

83 Regent Street, London

88 Regent Street, London

91 Regent Street, London

92 Regent Street, London

93 Regent Street, London

103-113 Regent Street, London

106-112 Regent Street, London

114-120 Regent Street, London

Bank, 115 Regent Street, London

117 Regent Street, London

122 Regent Street, London

123 Regent Street, London

126 Regent Street, London

127 Regent Street, London

Bank, 132 Regent Street, London

133-135 Regent Street, London

201 Regent Street, London
219 Regent Street, London
227 Regent Street, London
233 Regent Street, London
253-259 Regent Street, London
270 Regent Street, London
279 Regent Street, London
Walmar House, 288-300 Regent Street,
London
Mutual House, 193-197 Regent Street,
London
285 Regent Street, London
Bank, 212 Regent Street, London
124 Regent Street, London

112 Regent Street, London
156-170 Regent Street, London & 62-70
Street
Kingly, London

217 Regent Street, London
221 Regent Street, London
231 Regent Street, London
Bank, 251 Regent Street, London
254 Regent Street, London
273-275 Regent Street, London
300 Regent Street, London
74-78 Regent Street, London

146 Regent Street, London

100 Regent Street, London
269 Regent Street, London
Street Furniture & Lighting, Regent Street,
London
Site Bounded by 1-13 Beak St

SCHEDULE OF BUILDINGS LISTED GRADE I OR II* WITHIN THE REGENT STREET CONSERVATION AREA

| | | |
|------------|---------------------|---|
| TQ 2980 NE | CITY OF WESTMINSTER | PICCADILLY CIRCUS, W1 |
| 71/73 | | |
| 24.02.58 | | Shaftesbury Memorial Fountain "Eros" |
| GV | | I |

Memorial Fountain. 1892-93 by Alfred Gilbert commemorating the philanthropist Lord Shaftesbury. Bronze octagonal fountain on stepped platform surmounted by winged archer in aluminium representing the Angel of Christian Charity but always popularly identified as Eros. The sculpture of the fountain itself is of remarkable naturalistic proto-Art Nouveau invention, hence Pevsner's quotation "fishes of all kinds, and every class of molluscous and crustacean life, the crab, the lobster and suck like".

Survey of London: Vol XIX
London Volume 1 N Pevsner

| | | |
|------------|---------------------|---------------------------------|
| TQ 2981 SW | CITY OF WESTMINSTER | ARGYLL STREET, W1 |
| 57/41 | | |
| | | The London Palladium Theatre |
| 28.06.72 | | |
| | | II* |

Theatre. 1910 by Frank Matcham, replacing Hengler's Cirque. Stucco, slate roof. 2 storeys and attic. 7-bay front in form of octastyle pedimented temple facade, the centre 2 columns omitted for main theatre entrance approached by flight of steps with double pairs of panelled and glazed doors sheltered by cantilevered glazed canopy; the 3 centre bays above treated as open arcaded loggia. Outer bays have round arched doorways with foliage enriched keystones and spandrel panels to 1st floor with similarly arched windows, mask keystones and panelled aprons below boldly bracketed sills. The giant Corinthian columns are fluted, on tall pedestals, full entablature and overall pediment (with 3 oculi) surmounted by sculptured figure groups. Interiors unaltered and one of Matcham's finest - foyer and circule bar in French rococo taste; richly decorated auditorium with classical and rococo details; 2 tiers of cantilevered balconies run into 2 giant niches on flanks, that nearest stage with 3 tiers of boxes and single pedimented and bowed balcony stage boxes; architrave mouldings flanking proscenium which has a segmented arched frieze and bold cornice on paired brackets broken to centre by segmented pediment, on massive consoles, containing cartouche and mask; ceiling has bracketed cornice and is segmental vaulted with heavily enriched frame to lantern etc.

Survey of London: Vol XXXI.

SCHEDULE

In the entry for:

TQ 2980 NW
70/76

CITY OF WESTMINSTER

PICCADILLY, W1
(North side)
No. 21, The Piccadilly Hotel
with Nos. 28-31 consec. and
31A (including Nos. 1-5 Air
Street and 49 to 63 and 83 to
113 odd Regent Street)

GV

II*

The address shall be amended to read "PICCADILLY (north side) Nos. 21-31 and 31A (consecutive) Piccadilly Hotel (including Nos. 1-5 Air Street and Nos 65-81 Piccadilly Hotel Regent Street)" and the description shall be amended to read as follows:

Hotel with ground-floor shops. 1905-08. R. Norman Shaw, architect for elevations; William Woodward and Walter Emden, architects for hotel interiors. Stone, slate roof. Grande and bold (if incomplete) neo-Baroque design in Shaw's late manner. Fronts to Piccadilly and Regent Street Quadrant, flank to Piccadilly Place and Air Street. Eleven bays wide to Piccadilly. Heavily rusticated ground floor with large semicircular arcade as podium to rusticated first floor carrying giant two-storey open loggia terrace screened by Roman Ionic columns and finished off by entablature with dentilled and bracketed cornice. The main block set back behind terrace, with side wings projecting towards street. The left-hand eight storey pavilion wing is surmounted by heavy, shaped and obelisk-finished gable with aedicule and was supposed to be balanced by a similar pavilion to right, but the symmetry was pre-empted by the retention of Nos. 19 and 20. The Regent Street Quadrant elevation is nine bays wide following curve; the arcaded podium with alternating rock-faced bands of rustication supporting a giant order of coupled Roman Ionic columns in antis with partly blocked shafts and screening three storeys high between rusticated pavilion bays, with elaborately enriched, carved garland surrounds to large third floor oculi; deep entablature and pedimented dormers to attics; lofty, banded stone chimney stacks. The Quadrant elevation was part of a general scheme for rebuilding the Regent Street Quadrant, later extended in amended form by Sir Reginald Blomfield and others

Sources: Andrew Saint, R. Norman Shaw, 1976

TQ 2980 NE
71/75

CITY OF WESTMINSTER

PICCADILLY, W1
(South side, Piccadilly Circus)

Nos. 218 to 223 (consec.) with
the Criterion Theatre and
Restaurant (including Nos 5 to
9 (consec.) Jermyn Street)

GV

II*

Restaurant, theatre and former hotel. Nos. 218 to 221 including the theatre and 9 Jermyn Street: 1870-74, with the annexe Nos. 222-23 of 1878-79 and its extension to Jermyn Street of 1885 - all by Thomas Verity. Painted stone, slate roofs. Rich eclectic classicism owing more than a little to Charles Garnier. 3 storeys with lofty 2nd floor and dormered mansard and pavilion roof. Original block with 3-window wide centre slightly recessed from one-window wide pedimented pavilion-wings. Ground floor has channelled and pannelled piers with canopies to restaurant and theatre entrances in wings, that to theatre with ornamental iron brackets and enrichments with white glass lettering to valence. 1st floor has square headed windows between pilastered piers rising from dentil corniced entablature to support entablature with enriched frieze, in the wings the windows are tripartite and the flanking piers have aediculed segmental pedimented niches containing statues. The central 3 windows of the 3rd floor, set on a enriched panelled pseudo-pedestal, are arcaded with Ionic half-columns flanking the piers, the spandrels carved with draped female figures, festoons and foliage, the wings on this floor have Ionic columned Venetian windows with fan patterned lunettes and are flanked by pairs of Corinthian pilasters. Deep entablature with pediments over wings set against high pedestalled parapet. The annexe continues the storey height and above the mid C.20 shop front is generally similar in the design of its 3 window bays to the original, the 2nd floor having the same central Venetian window motif as on the pavilion wings. Ornamental iron window guards to 1st floor and tone colonette balustrading to 2nd floor windows bowed out as balconette to centre window of original block. Of original interior features of the Criterion Restaurant that survive the tunnel vaulted "Long Bar" with its "glistening" gold mosaic decoration and the first floor banqueting room are of note. The Criterion Theatre itself is exceptional in being located in the basement. Approached by foyer corridors and staircase lined with richly polychromed tiles and painted tile panels alternating with large plate mirrors, the auditorium is still substantially that of 1874 with the 1884 remodelling. 2 more substantial columns and with open work fronts all of cast iron. 2 more substantial columns with superimposed octagonal shafts support the flat circular main ceiling with shallow Rococo relief panels radiating around daylight. Enriched proscenium frame. As the theatre is in the basement scenery can only be moved via the auditorium - hence the openable prompt-side box; likewise there is no fly space and the safety-curtain slides up in tow parts. The Criterion is a unique survival of a Victorian entertainment complex.

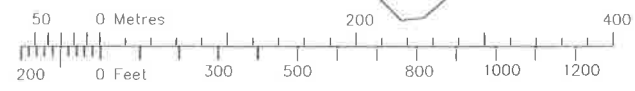
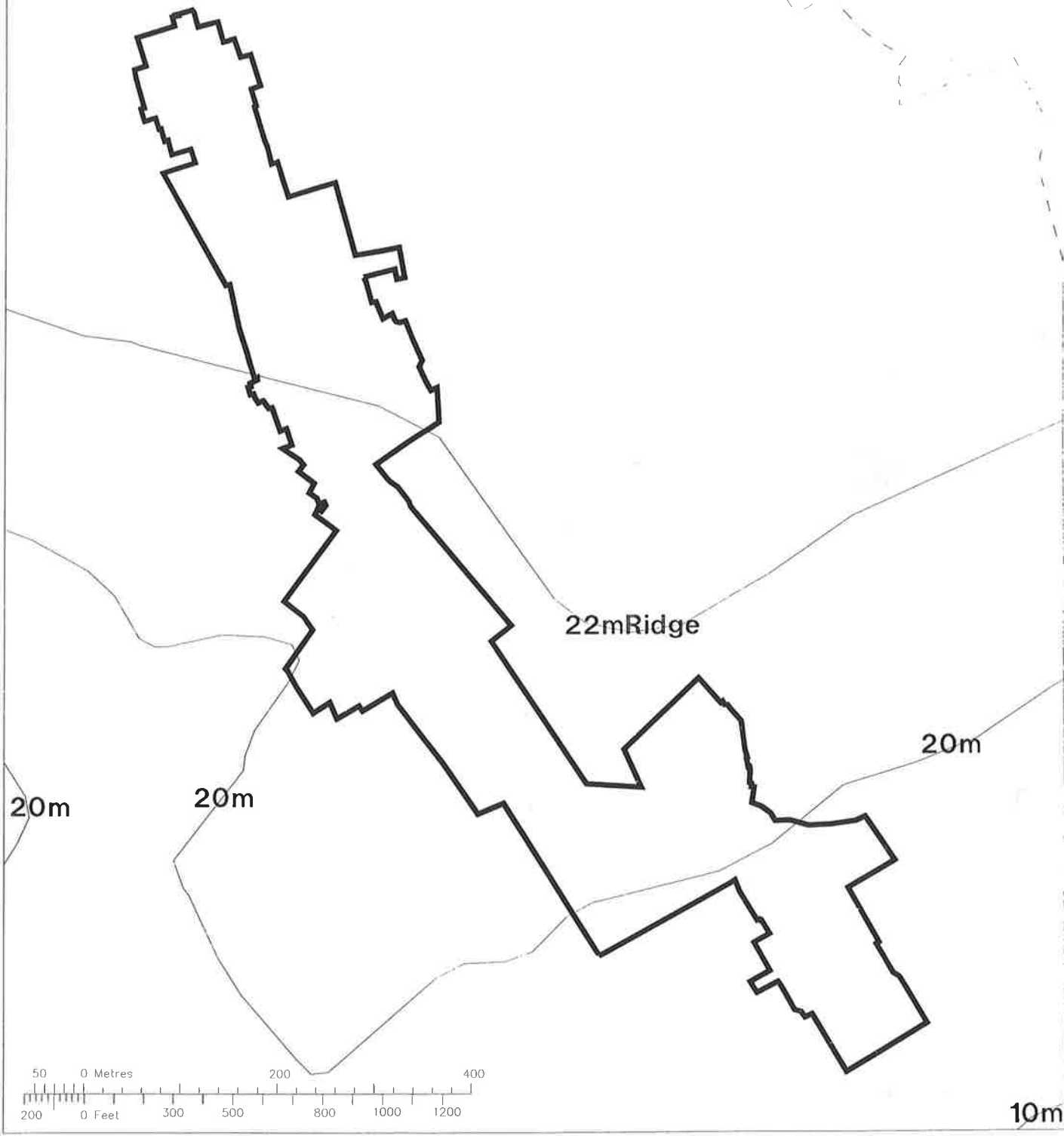
Survey of London: Vol. XXIX
The Theatres of London; Mander and Mitchenson

REGENT STREET CONSERVATION AREA DIRECTORY

4. Key Features

REGENT STREET CONSERVATION AREA CONTOUR MAP

W.C.C. L.B.CAMDEN



10m

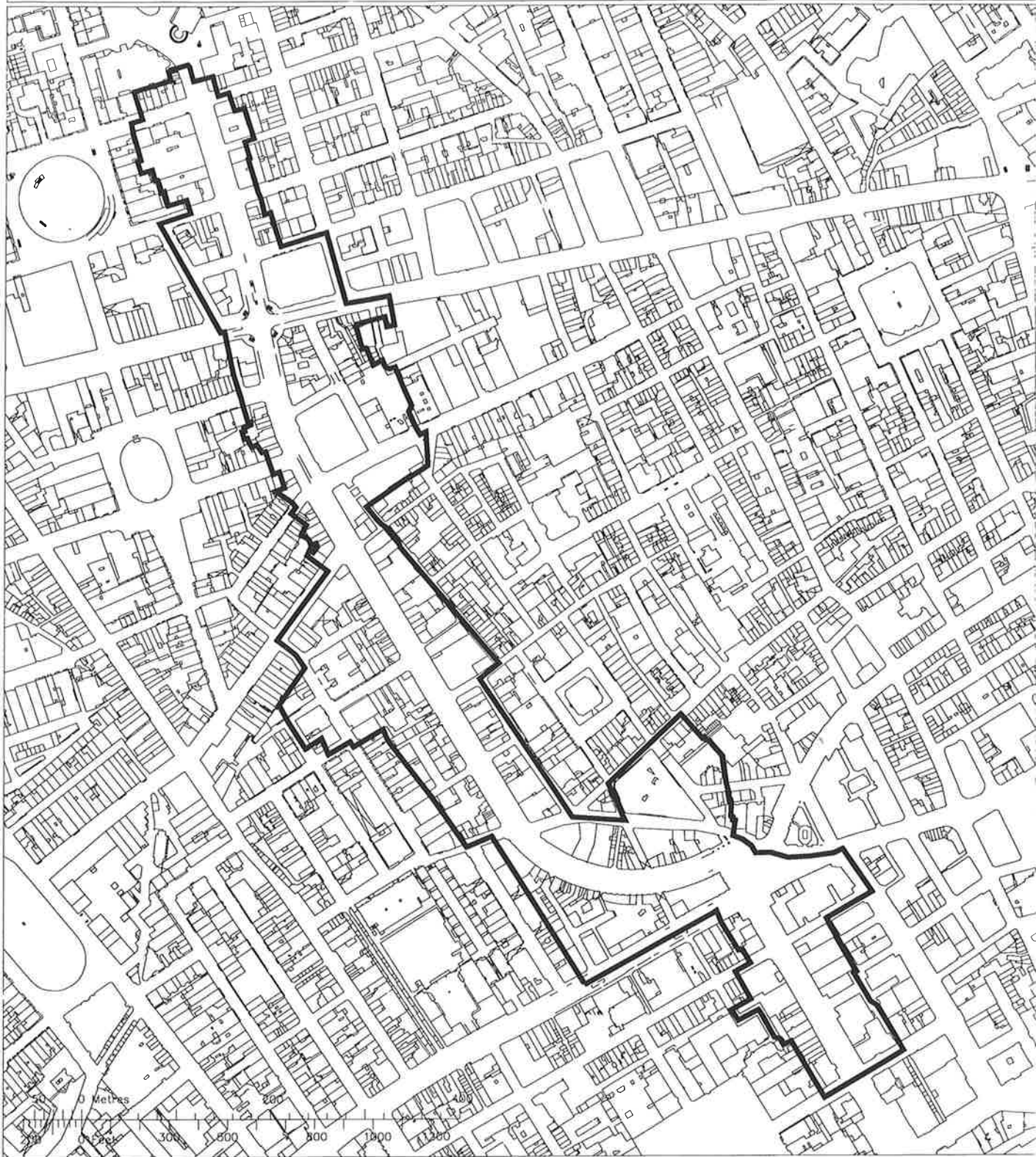
CONSERVATION AREA NUMBER 12

Scale - None

Map shows underlying topography of the Conservation Area.



REGENT STREET CONSERVATION AREA PLOT PATTERN MAP



CONSERVATION AREA NUMBER 12

Scale - None

Map shows the historic layout of streets and squares with associated plot pattern infill of the Conservation Area.



REGENT STREET CONSERVATION AREA DIRECTORY

5. Adjacent Conservation Areas

REGENT STREET CONSERVATION AREA DIRECTORY

6. Strategic Views

REGENT STREET CONSERVATION AREA DIRECTORY

6. Strategic Views

REGENT STREET CONSERVATION AREA DIRECTORY

7. Regulation 7 Directions

REGENT STREET CONSERVATION AREA DIRECTORY

8. Design Guides and Planning Briefs

Design Guides and Planning Briefs Specific to Regent Street

1. Regent Street Conservation Area No.12 - General Information Leaflet
2. Regent Street - A Guide to Shopfronts and Advertisements
3. Hanover Square / Regent Street Crossrail Site

General Policies and Design Guides Relating to Regent Street

1. City of Westminster District Plan (as approved 1982)
2. City of Westminster Unitary Development Plan (as agreed for Deposit)
3. A Guide to Roof Alterations and Extensions
4. Blinds : Guidelines for their selection and fitting
5. Shopfronts Blinds and Signs
6. Boardwatch (A Guide to Regulation 7 Requirements)
7. A Guide to Historic Building Grants
8. Refuse Storage in new Developments
9. Standards for Residential New Building, Conversion and Rehabilitation Schemes
10. Mobility Guide
11. Stucco : A Guide to its Care and Maintenance
12. Trees : Legislation and Procedure
13. Trees : Planting and Care
14. Conservatories : A Guide to Design and Planning Procedures
15. Conservation Areas : A Guide to Property Owners
16. The Listing of Historic Buildings : A Guide for Owners and Occupiers
17. Westminster's Architectural Heritage : Guidance about Architectural Theft for Owners of Historic Buildings.
18. A Guide to the Siting of Satellite Dishes and other Telecommunications Equipment
19. Plant and Air Conditioning Equipment : Guidance Notes
20. The Placing of tables and Chairs on the Highway
21. Lighting Up the City : A Good Practice Guide for the Illumination of Buildings and Monuments.
22. Public Art in Westminster

REGENT STREET CONSERVATION AREA DIRECTORY

9. Further Reading

General Reading Relating to the History and Character of Regent Street

1. A Prospect of Westminster - Chapter 2 *Westminster City Council 1989*
2. Buildings of England - London Volume 1 *Cherry & Pevsner, Penguin*
3. Edwardian Architecture *Stuart Gray, Wordsworth 1985*
4. A History of Regent Street *Hermione Hobhouse 1975*
5. Regent Street - Shopfront and Signs Guidelines *The Crown Estate/Hillier Parker*