



GENERAL INFORMATION LEAFLET

STRATFORD PLACE Conservation Area

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City of Westminster

DEPARTMENT OF PLANNING AND CITY DEVELOPMENT
DEVELOPMENT PLANNING SERVICES MAY 2004

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Designation: First designated in 1968; extended in 1990 to include Picton Place and Selfridges in Oxford Street.

Historical Background: This area was originally the site of a medieval Chapel of Ease, the Lord Mayor of London's Banqueting House, an early conduit water supply and the Oxford Street bridge over the River Tyburn. Stratford Place was laid out in 1771 and completed in 1774 to the designs of Richard Edwin in the style of the Adam Brothers. It is a short street conceived as a symmetrical classical 'palazzo' composition closed by Stratford House (now the Oriental Club) and flanked by two terraces of grand town houses with porters' lodges. Adjoining streets were also laid out in the 18th century for less prestigious domestic and retail occupation. This area was partly redeveloped in the late 19th century, but the most radical change was the building of Selfridges, Oxford Street, its grandest department store, in 1907-28.

Listed Buildings: Stratford place is listed Grade II*. The following buildings are listed Grade II: Stratford Place - Porter's Lodge, Nos. 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 16, 17; Oxford Street - 360-400 (Selfridges); 2 James Street; St Christopher's Place - Nos. 22, 23, 24, 25, 26, 27, 28, 29, 30, 31.

Key Features: The Stratford Place Conservation Area is of mixed character and appearance, reflecting the pattern of land ownership and the historic development of the area. Although partly redeveloped on the west side, Stratford Place is the most unified part of the Conservation Area and retains its essential historic character with the stone faced Oriental Club flanked by stock brick and stucco terraces. St Christopher's Place is quite different - a traffic free enclave of exclusive shops in mid-late 19th century semi-industrial terraces, some in an unusual Gothic style. Barrett Street, James Street and Picton Place are characterised by domestic scale 18th and 19th century buildings, with some late 19th and 20th century interventions. Selfridges is a grand Beaux Arts stone clad steel framed Department Store with a 21 bay giant order colonnade.

Adjacent Conservation Areas: Harley Street, Mayfair and Portman Estate.

Strategic Views: Not affected.

Areas of Special Archaeological Priority: The Tyburn Settlement area of special archaeological priority covers all of the Conservation Area except Selfridges.

Article 4 Directions: None.

Regulation 7 Directions: The whole area is affected by the requirement that any advertisement for the sale or letting of land (including estate agents' boards advertising shops, houses, flats or offices) must be given consent by the City Council as local planning authority. Displaying an advertisement without having first obtained consent is a criminal offence.

Planning Briefs and Design Guidelines: No specific guidelines.

Spaces protected by the London Squares Act 1931: None

Registered Historic Parks and Gardens: None

Contacts

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