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.






GROSVENOR
HILL W1
CITY OF WESTMINSTER
BOURDON
PLACE W1



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I Introduction


REGENTS PARK
BLOOMSBURY
London Borough of Camden
City of Westminster
FITZROVIA
MARYLEBONE
The British Museum
Paddington Station
PADDINGTON
Selfridges
Liberty London
SOHO
COVENT GARDEN
The Royal Courts of Justice
City of Westminster
City of London
American Embassy
The National Gallery
The Royal Academy of Arts
HYDE PARK
The Dorchester
The Ritz
ST JAMES'S
Royal Festival Hall
The Hilton
The Serpentine
St James's Palace
GREEN PARK
SOUTHBANK
Waterloo Station
ST JAMES'S PARK
WESTMINSTER
RIVER THAMES
BUCKINGHAM PALACE GARDENS
Buckingham Palace
Palace of Westminster
Royal Albert Hall
KNIGHTSBRIDGE
Harrods
City of Westminster
London Borough of Kensington and Chelsea
Imperial College London
Westminster Abbey
City of Westminster
London Borough of Lambeth
VICTORIA
WATERLOO
Natural History Museum
Victoria and Albert Museum
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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.

[1] It 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.[6]

1.2.3 Mayfair is the jewel set within Westminster's crown. Within its one square mile[7], 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 [7]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 Crossrail[8] 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 Mayfair[9], 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 flourish[12], 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 vision[13], 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 values[14], 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.

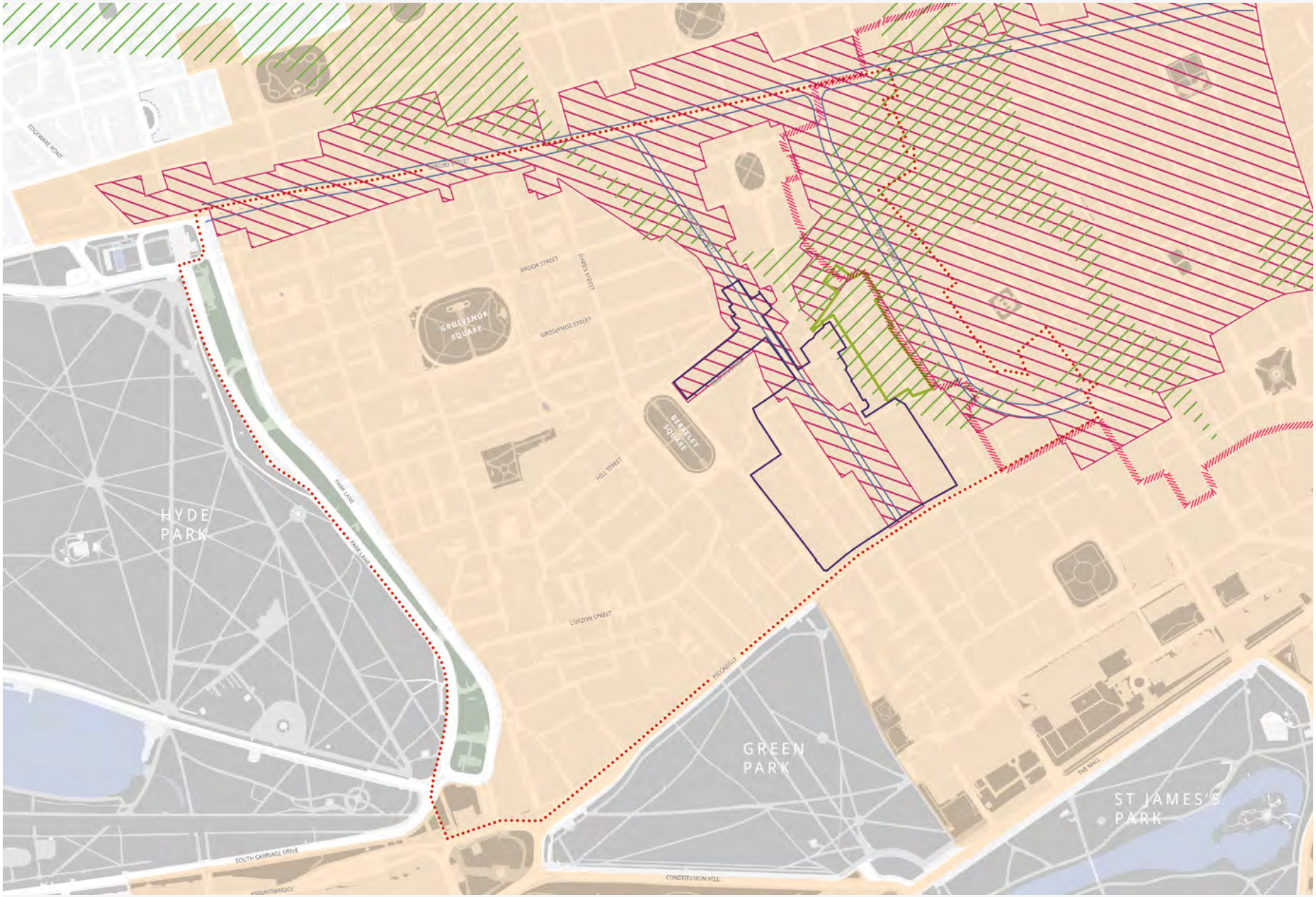
1.2.19 One of the tools the Forum has adopted to assist the evolution of the Plan has been to approach Mayfair on a spatial basis. The area has a rich diversity of character and built form which we recognise could not be honoured through planning policy on an area-wide basis. This led us to map character 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.

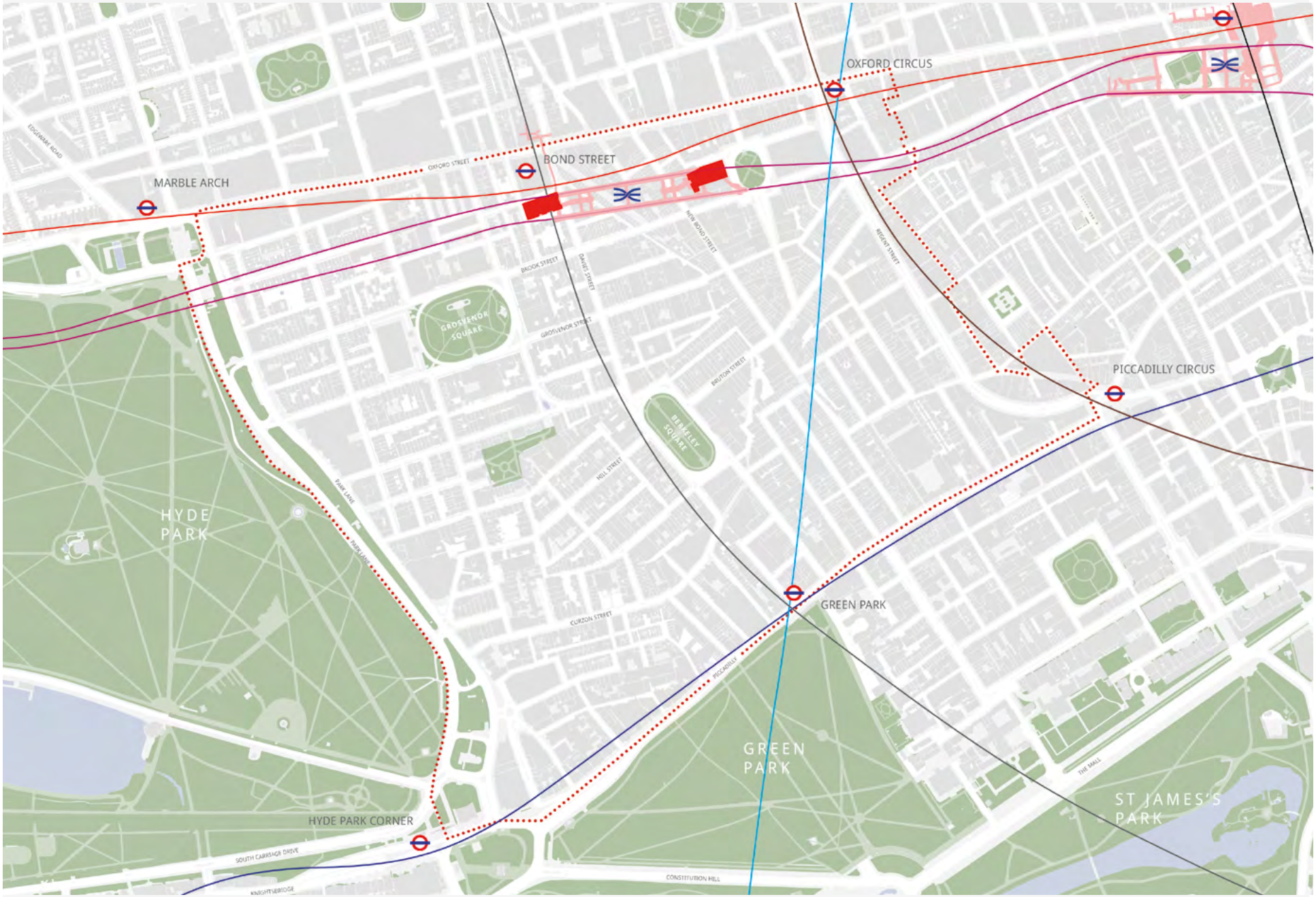
[13] See 2016 Consultation Report, page 5. [14] See 2016 Consultation Report, page 5.



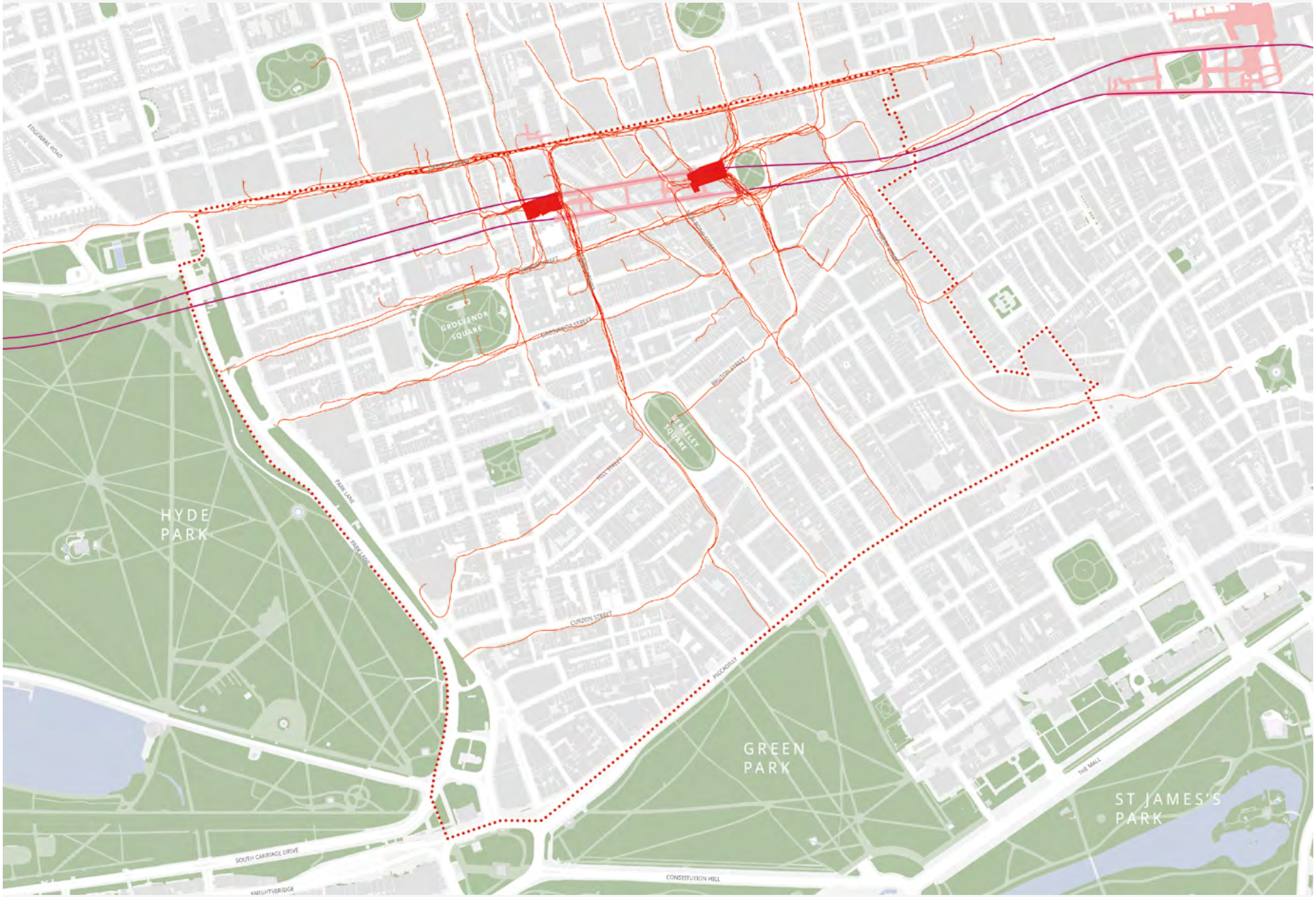
Policy Constraints



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 Development Plan currently comprises:

(a) The London Plan 2016, and

(b) 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.

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 parks[22] 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.

[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





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 document[23] 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 policies P.

(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 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.

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.

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 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.

MGS1.4 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.

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 refuse to countenance 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 'non Local Community Use events' should be prohibited from June to August in any year. 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.211(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 matrix[26].

[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.

[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.



Growth Areas Map

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 development[38]. 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 Board[39].

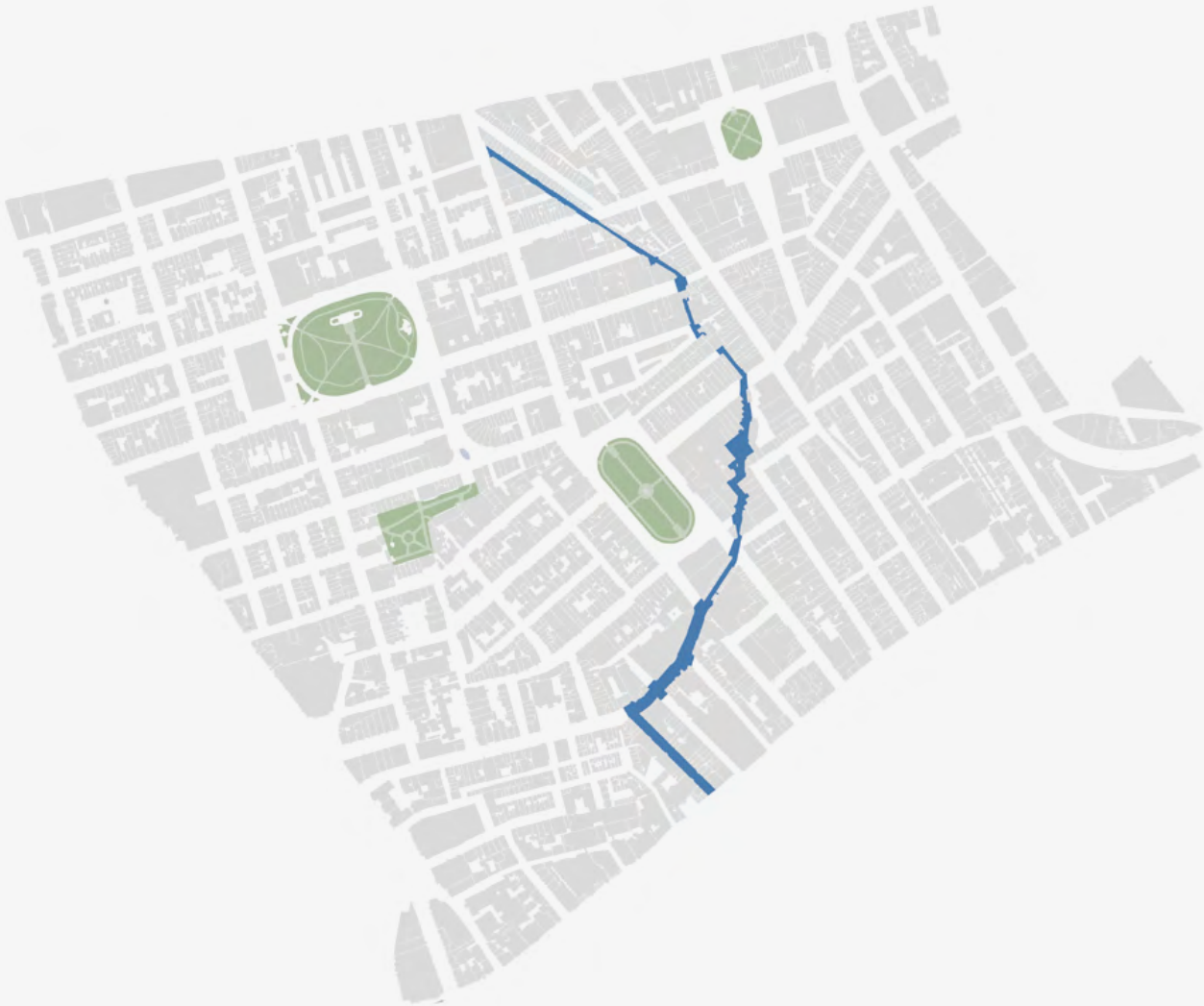
3.1.10 Responding to the importance of Oxford Street to the national economy, the Plan supports the West End Partnership's proposals for greater density along Oxford Street, and enhancement of public uses in the area immediately south of it. Such growth will support Oxford Street's improvement in response 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.

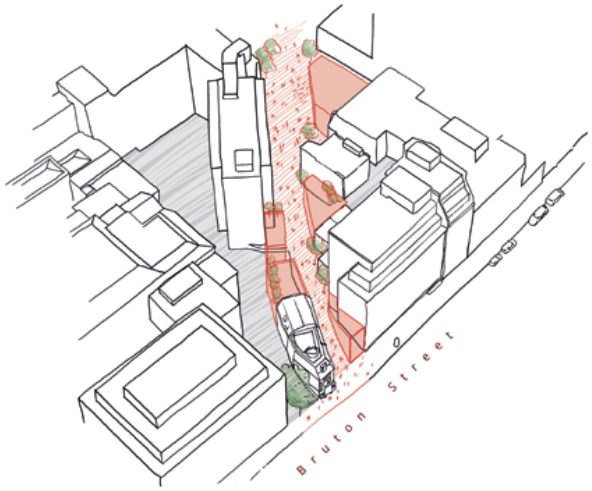
3.2.4 The main section of this route that could be transformed is along Bruton Lane, where new fronts could open up the backs of properties and awkward spaces along the Lane. However, it is the unifying potential of the public-realm works that will tie the route together.

Reasoned Justification

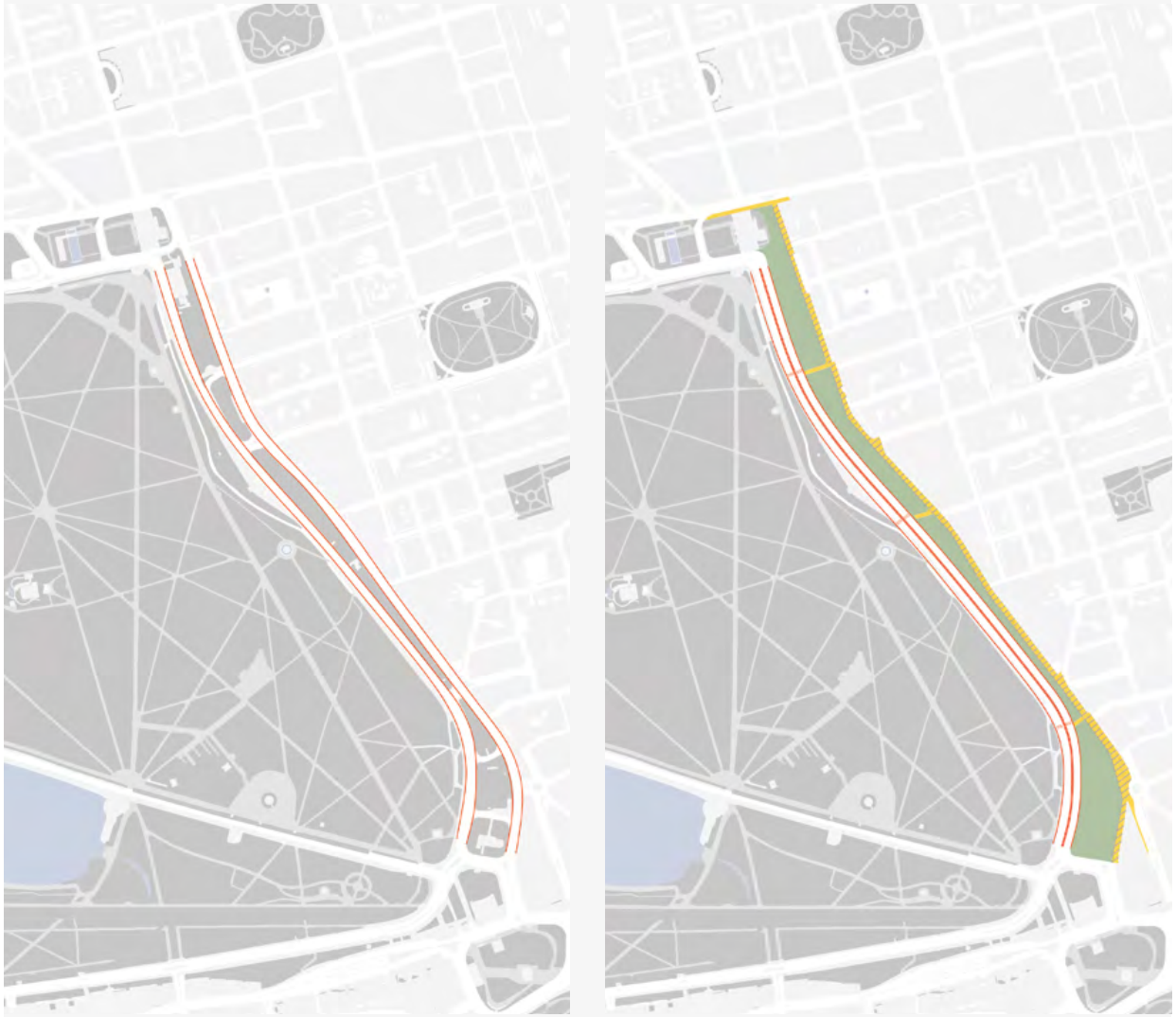
3.2.5 As well as supporting, endorsing, and enhancing the encouragement afforded by local and regional policy, the Forum is identifying[42] a new retail and mixed use frontage for future growth and enhancement to accommodate the likely growth of retail in the plan period.

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.



Before, and after

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.

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.



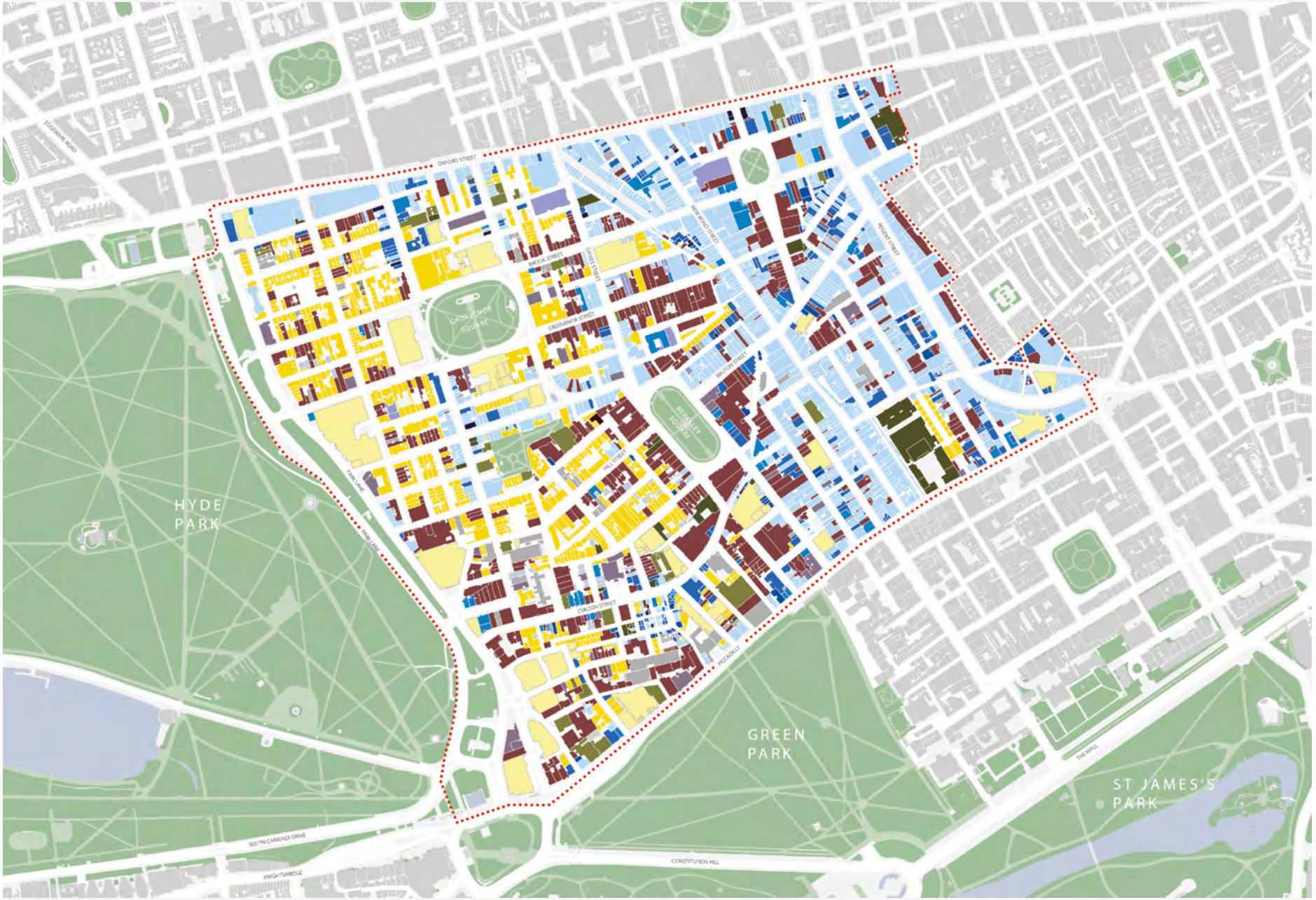


Visuals by Liam Hennessy Architect

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



4 Enhancing Experience



Ground Floor Use Plan

4.1 Retail



Introduction

4.1.1 Mayfair is recognised the world over for its shopping. The Forum celebrates that. Many of the policies which follow in this chapter look at enhancing that provision still further.

4.1.2 Current City Plan policy already recognises the special status of the world-renowned West End Retail Frontages of Oxford Street, Bond Street and Regent Street. Accordingly, the Plan does not repeat or address these further, but rather as regard to expected levels of retail growth in the area, we direct new retail opportunities to areas within Mayfair which the Forum considers are appropriate.

4.1.3 Additionally, there are also extensive permitted development rights that allow, without the need for express grant of planning permission, for the change of use between types of retailers as well as, in certain circumstances, other professional services and entertainment uses.

4.1.4 One example of this is the inability to control the goods sold within a particular retail unit (e.g. a local newsagent, or an upmarket clothing boutique), as this does not amount to a change of use requiring planning permission. Rather, this is a matter for control by landlords. The Forum is aware of, and encourages, landlords who seek to grant "amenity" leases which secure and protect against the loss of amenity, or "Local Convenience Retail".

4.1.5 Mayfair is also home to a residential population who,

along with many of Mayfair's workers, rely on the availability of Local Convenience Retail in daily life. The Forum recognises this, too. It is an essential part of creating a sustainable community, enhancing Mayfair as a place to live, as well as a place to visit.

4.1.6 The policies that follow are split into three broad areas:

(a) Securing world-class retail for the long term, including the encouragement of new retail in the area, the direction of new retail opportunity locations, and the districts in Mayfair where specialist retailers deserve particular designation and support.

(b) Securing a world-class environment to support retail, including addressing issues concerning the public realm in and around retail areas; designating specific locations for oases to recuperate close to the international shopping streets; and addressing the need for appropriate public facilities in and around the retail locations.

(c) Maximising the positive impact of retail on the area, including shopfront design, appropriate servicing regimes, and supporting bespoke and creative retail functions.

4.1.7 The retail frontages map as shown on page 39 identifies existing main retail locations within Mayfair, including:

(a) West End Retail Frontage – the internationally acclaimed Oxford Street, Regent Street, Bond Street, and surrounds, comprising, amongst others, famous established luxury anchor shops such as Selfridges and Liberty.

(b) Mayfair Shopping Frontage – a range of other retail frontages in Mayfair, important for the way they serve the residential, business and visiting population of Mayfair.

(c) Savile Row, synonymous with bespoke tailoring, and the subject of its own WCC designated special policy area.

4.1.8 The purpose of the map's frontage designation is to identify ground-floor uses, although in places the retail expands to basement, and, in the case of the West End Retail Frontage, to the upper floors. Also, the map only describes the existing conditions. Subject to compliance with the policies in this Plan, these designations could

MR1: Retail Encouragement and Direction

MR1.1 Within Mayfair Shopping Frontages:

(a) **A1 Small Scale Retail development appropriate to the character (in terms of its scale and type) of this frontage is encouraged.**

(b) **The loss of A1 retail units will be resisted, except where:**

(i) **It can be demonstrated that the unit is no longer viable, as demonstrated by at least 12 months' vacancy despite reasonable attempts to let.**

(ii) **It can be demonstrated that re-provision is to be made within the same or a nearby Mayfair Shopping Frontage.**

(iii) **The proposed use is for either a different A1 use or an A3 cafe or A3 restaurant use or a mix of those uses and is considered appropriate in terms of scale, character, location, impact on residential amenity and highways, and supports the main shopping function of the Mayfair Shopping Frontage.**



MR1.2 The loss of A1 Local Convenience Retail will be resisted, except where:

(a) **It can be demonstrated that the unit is no longer viable, as demonstrated by at least 12 months', vacancy despite reasonable attempts to let.**

(b) **It can be demonstrated that re-provision is to be made within a suitable nearby location in accordance with MR1.4.**

(c) **Where the proposal would not be detrimental to the character and function of the immediate vicinity.**

MR1.3 The amalgamation of existing retail units into large sized units within Mayfair Shopping Frontage will be resisted where possible.

MR1.4 Proposals for a change of use from A1 or A2 uses to A3, A4 or A5 uses must not cause, or intensify an existing over-concentration of A3 and entertainment uses within a street or area.

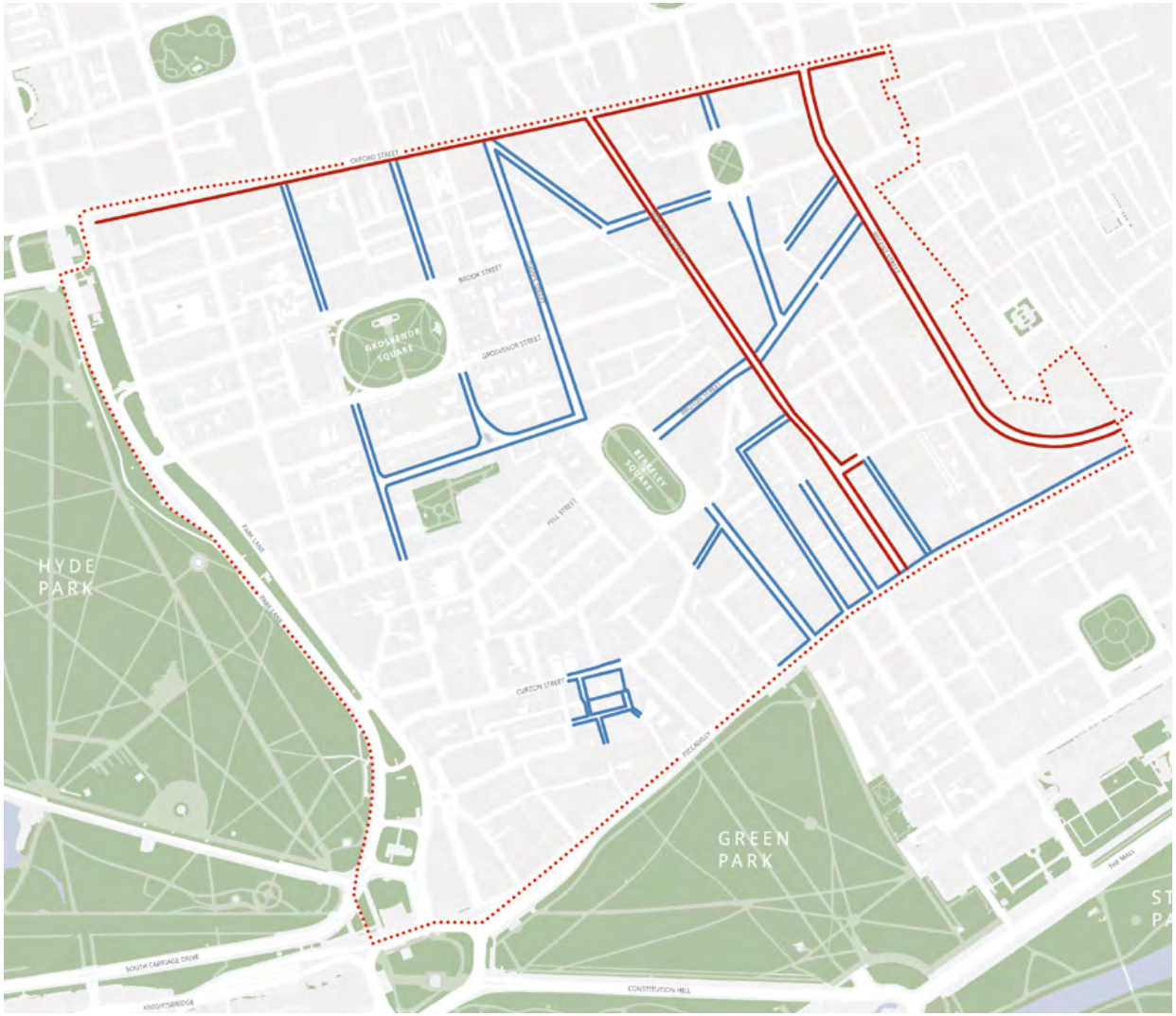
MR1.5 Stand-alone Local Convenience Retail is encouraged across Mayfair, provided that such a use would not:

(a) **Be to the detriment of the street or immediate vicinity.**

(b) **Be harmful to the character of the vicinity.**

(c) **Have a harmful impact upon any adjacent residential amenity.**

MR1.6 Stand-alone retail 'huts' such as exist in the side streets along Oxford Street are not supported and opportunities to remove or relocate them should be taken.



Reasoned Justification

4.1.9 Retail is already encouraged throughout Mayfair.[51]

4.1.10 As well as the Large Scale Retail offer, centred on Oxford Street, Regent Street, and Bond Street, Mayfair makes an individual contribution to the Core CAZ through its secondary retail offer, or "Mayfair Shopping Frontages". These are characterised by Small Scale Retail units and are predominantly occupied by high-end and luxury retailers. Whilst supporting London's world-renowned shopping status, it would not be appropriate for large retail floorplates to be located here. The Forum considers that the location of these retail units is unique and special to Mayfair, and is something which should be encouraged and, where necessary, protected.

4.1.11 Whilst Mayfair, and particularly the Mayfair Shopping Frontages, are identified as being key in terms of Core CAZ functions and contribute to the special character and nature of Mayfair, these retail offerings should not be encouraged at the cost of Local Convenience Retail which supports the residential and worker communities within Mayfair.

4.1.12 No "Local Shopping Centres" are identified by the City Plan within Mayfair. Whilst the usual "Town Centre" designations are not appropriate within the Core CAZ, there are still pockets of shopping frontages within Mayfair that service the needs of local workers and residents – for instance a newsagent, pharmacy, stationer's, hairdresser's ("Local Convenience Retail").

4.1.13 The requirements of the local population also need to be maintained, managed and enhanced.[52] As well as providing for the day-to-day needs of people in the area, local shops encourage people to walk and provide opportunities for social interaction. People who are old or less mobile are particularly dependent on local shops and services.[53]

[51] CP policy S6 and S7, and see Appendix 10. [52] LP policy 4.8. [53] CP policy S21.

MR2: Retail Public Realm Improvements

MR2 **Where directly related to the impact and delivery of non-householder development, proposals in East Mayfair should seek to contribute to improving the public realm in and around the West End Retail Frontages and Special Policy Areas in the vicinity of the development.**

Reasoned Justification

4.1.14 In order to enhance and support the continued success of the international retail in Mayfair, particular focus is needed on public realm in and around the retail frontages.[54]

4.1.15 The WESRPA makes specific policy provision for improving the pedestrian environment and improved public realm and access, including:

- Improved pedestrian environment to manage the significant pedestrian flows and address the adverse impacts of pedestrian congestion in the Primary Shopping Frontages.
- Improved public transport provision and access to it, including Crossrail stations at Tottenham Court Road and Bond Street.
- Improved linkages to and from surrounding retail areas and visitor attractions.

4.1.16 Given that retail is generally encouraged throughout Mayfair[55] and we have identified many other frontages within Mayfair where retail thrives and should be enhanced, the three WESRPA bullet points cited above should be applicable throughout Mayfair to support the importance of existing and emerging retail areas.

4.1.17 Policy MPR1 already addresses public realm improvements and initiatives across Mayfair, and in part specifically relates to proposals around retail frontages.



4.1.18 The Forum considers that new development that would have any increase upon the number of pedestrians already using the West End Shopping Frontages, should demonstrate how the public realm within the vicinity of the development is to be improved ultimately to an exceptional standard to mitigate the effect of any such increase.[56]

4.1.19 Rightly, much focus is on the West End Retail Frontages, partly through their designation within the WESRPA. Whilst the City Plan identifies that public realm improvements around the West End Retail Frontages located in East Mayfair are required in order to support the function of these areas, no specific plans or projects are identified.

[54] CP policy S6. [55] CP policy S6 (and supporting text: "encouraged in any location"). [56] Cf CP policy S7 third bullet.



Oasis Areas

MR3: Oasis Areas

MR3.1 The following are to be Oasis Areas which will support the retail frontages through the provision of areas to relax, sit and, where appropriate, and subject to amenity considerations, to eat and drink:

a) Brown Hart Gardens (1)
b) Dering Street/Tenterden Street (2)
c) Sedley Place (3)
d) South Molton Lane/South Molton Street and their junctions with Oxford Street (4)
e) Heddon Street (5)
f) Balderton Street/Oxford Street junction (6)
g) Swallow Street/Vine Street (7)
h) Glasshouse Street/Sherwood Street (8)
i) Princes Street (9)
j) Weighhouse Street (10)

MR3.2 Proposals for development within Oasis Areas which include improvement of or provision of new urban green infrastructure will be supported.

Reasoned Justification

4.1.20 Oasis Areas are areas in and around retail frontages which provide quiet places of rest and reflection for shoppers to "recharge". They could comprise seating areas (although benches which allow for people to recline and sleep are positively discouraged), additional planting, wider pavements, and A3 cafe and restaurant uses (where appropriate in terms of scale and location), and are intended to support the main retail frontages as defined in this Plan.[57]

4.1.21 The Forum has identified specific Oasis Area locations – as shown on plan to the left.

MR4: Public Convenience

MR4.1 New Large-Scale Retail uses in the West End Retail Frontages should provide safe, secure and publicly accessible toilets, unless it can be demonstrated to the Council's satisfaction that this would be impracticable.

MR4.2 These should be accessible for all, clearly signposted, with facilities for disabled people and baby changing & separate feeding areas.

Reasoned Justification

4.1.22 There is a lack of public convenience facilities within Mayfair. Public toilets are identified as a vital service for both Londoners and visitors to the city. Public toilets can support businesses in boosting customer footfall, giving people more confidence to move around the City, and helping to keep London clean.[58]

4.1.23 There is existing protection in the City Plan policies for public conveniences.[59] In response to local consultation, however, this policy does not go far enough to address the need for further facilities within Mayfair.

4.1.24 Emerging policy will require public toilets to be provided along with proposals for large retail developments, leisure and entertainment developments, tourist attractions and transport interchanges.[60] Whilst this is a positive proposed step, Mayfair needs action now, and in more defined locations, to support the aims and aspirations of the identified retail frontages. Public conveniences near to stations are particularly valuable.

[57] CP policy S7 – but now applied to all retail frontages in this Plan. See also "Healthy Streets for London" (GLA, February 2017). [58] 'Public toilets in London – Update' (London Assembly, July 2011). [59] CP policy S34. "Social and Community Facilities" is defined as including "public toilets". [60] Draft CP policy 17I.

MR5: Shopfronts

MR5.1 Well-designed improvements to existing shopfronts will be welcomed. Proposals for new shopfronts should be designed to be well proportioned and enhance the character of the building, the shopping frontage, and the conservation area within which it is located.

MR5.2 Shopfronts are expected to be of a high-quality design and should demonstrate that they would enhance the character of the building and the surrounding streetscape. The protection of important original architectural detail, and where appropriate its reinstatement, will be supported.



Maximising the positive impact of retail on the area

4.1.25 Shopfronts, including signage, canopies, lighting and outdoor furniture, contribute as much to the quality of the public realm in and around retail areas as the built form. It has the most visual impact, and therefore must be closely and carefully considered.

Reasoned Justification

4.1.26 Due to the high-quality retail frontages identified in this Plan, the quality of shopfronts in Mayfair is generally high. The Forum wants to ensure, however, that this standard is enhanced still further, that new retail proposals are required to contribute to visual amenity by having world-class shopfronts, and that sub-standard shopfronts are encouraged to improve.

4.1.27 Mayfair, perhaps of all the areas in Westminster, has "an underlying and subtle local distinctiveness", with "a particular air of refinement, which distinguishes it from other parts of the capital." [61] Shopfronts ought to respond to the character and appearance of Mayfair by paying special attention to the Council's conservation area character appraisal.[62] Shopfronts should respond to the building in which they are located, and the character and function of the wider retail frontage, as well as the characteristic elements of Mayfair as a whole.

4.1.28 In light of the importance of shopfronts to Mayfair's role as an international retail area, it is considered that more detail should be added to help guide the design of new commercial development. The Forum therefore supports the preparation of shopfront guidance specific to Mayfair. Should the "Mayfair Shopfront Guidance" be implemented, any proposals for new shopfronts and shop signs will be expected to be in accordance with this.

4.1.29 If forthcoming, the Mayfair Shopfront Guidance should recognise the following three distinct areas in Mayfair:

(a) The large retail shops and built form of the international retail thoroughfares on the periphery of Mayfair of Regent Street, Oxford Street, Park Lane (if growth comes forward in that regard in compliance with other policies in this Plan), and Piccadilly.

(b) Appropriate shopfronts in the other recognised international West End Retail Frontage of Bond Street.

(c) Appropriate shopfronts in Mayfair Shopping Frontages, as well as new shopfronts across the area.

4.1.30 Some of these areas already have existing private guidelines prepared by landlords, and the Mayfair Shopfront Guidance should take account of those.

4.1.31 The Guidance should also seek activation of sides and backs of shops where possible with high-quality frontages.

[61] 'Design Matters in Westminster' SPG (2001), p.6. [62] See 'Shopfronts, Blinds and Signs - A Guide to their Design' SPG (1990) paragraph 2.

MR6: Creative Originals

MR6.1 Proposals for new Creative Originals retail development in Mayfair will be encouraged.

MR6.2 Proposals which involve the loss of Creative Originals floorspace should be resisted unless being replaced nearby.



Creative Originals

4.1.32 Part of what makes Mayfair's retail offer unique is the proximity of world-class specialist retailers to their supporting craftsmen: bespoke tailoring occurs above tailors' shops in Savile Row; picture framers and other "Creative Originals"[63] support the arts world, represented by the great auction houses, the Royal Academy, and smaller galleries, particularly in and around the special policy areas in Mayfair; book-binding occurs alongside antiquarian book sellers; jewellery work occurs alongside the famous shops in Old Bond Street, to name but a few examples.

4.1.33 Existing Creative Originals are essential to the success of Mayfair's art, culture and specialist retail offer and will be supported.

Reasoned Justification

4.1.34 The Forum considers it important that these collections of uses are supported and protected, and this is done, in some parts of Mayfair, by the Council's Special Policy Areas[64]. Savile Row is identified as a Special Policy Area to which special policy protection for tailoring applies and protects against its loss. Similarly, the Mayfair Special Policy Area is identified as an area containing art galleries, antiques traders and niche retail which are protected and encouraged within the Mayfair SPA area.

4.1.35 The close proximity of these uses brings great benefits: it increases the sustainability of the rightly famous specialist retail offerings in Mayfair; there is the potential to support desirable emerging young talent in the production associated with these specialist uses; it supports the vital function of art and culture in Mayfair; and, as Savile Row has demonstrated with its apprenticeship scheme, there is the potential for social transformation through providing creative learning and skills based training.

4.1.36 Creative Originals form part of the wider "Creative Industries"[65] that can be found across London. These are an important element of the strategic uses which are to be supported and encouraged in the Core CAZ, and a major element in the Westminster economy.

4.1.37 The obvious threat to the existence of these uses in close proximity to the specialist retailers is the rental market in Mayfair.

[63] CP Glossary. [64] CP Policies CM2.3 and CM2.5. [65] "Creative Industries" – CP paras 3.24, 4.20, and 4.35.

MR7: Public Houses

MR7.1 Applications to change the use of all existing public houses within Mayfair will be refused, unless:

a) the existing pub has been actively marketed as such for a period of not less than 12 months; and

b) this floorspace has been widely marketed at a reasonable market value and other terms for pub floorspace in that locality, with no reasonable prospect of the public house use being continued.

MR7.2 Where pub floorspace can be changed as a result of this policy, the preferred replacement use will be other community floorspace, or Class A4 use.

Reasoned Justification

4.1.38 There is wide community support to provide greater policy protection for public houses in Mayfair due to the community function they perform.





4.2 Residential

Introduction

4.2.1 The residential scale of Mayfair's built form is fundamental to what makes Mayfair such a beautiful, peaceful and compelling place in which to live, work and visit. Even in those areas which have become important office and retail locations in their own right, the original residential buildings have been allowed to flourish.

4.2.2 Quite apart from the physical scale of the area, the residential use of Mayfair is inextricably bound to its growth and establishment as a recognised and beautiful location in London. It will remain so in the Plan period.

4.2.3 The strategic CAZ policies provide encouragement to commercial, cultural and retail development across the whole of Mayfair (and beyond). However, they do recognise the importance of residential communities within the CAZ, as follows:

The Mayor and boroughs and other relevant agencies should: work together to identify, protect and enhance predominantly residential neighbourhoods within CAZ, and elsewhere develop sensitive mixed-use policy to ensure that housing does not compromise CAZ strategic functions in the zone.[66]

The quality and character of the CAZ's predominantly residential neighbourhoods should be protected and enhanced. This requires a variety of housing suitable for the needs of the diverse communities living in the area.

[66] LP policy 2.12A(a).

It is also important, however, to make sure that this does not compromise the strategic functions in other parts of the CAZ.[67]
[The Core CAZ] is also home to a number of long-standing residential communities, including some areas suffering deprivation within the West End.[68]
The Core CAZ is an appropriate location for a range of commercial and cultural uses and complementary residential use, subject to [the strategic priorities of the Core CAZ].[69]
Provision of housing within [the CAZ] is also intrinsic to its uniqueness and success... [It] plays a major role in defining the character of different parts of the CAZ.[70]
Residential communities play a valuable role in the CAZ, making it a liveable and human centre, and part of the attraction for businesses and visitors. Existing and potential new residents and communities in the CAZ contribute to the unique overall mix and vitality that characterises much of the Zone. However, a careful balance must be struck between the requirements and benefits of the varied strategic functions of the CAZ and the needs and sensitivities of local residents and communities.[71]

4.2.4 This is the crux of the Plan. In this chapter, a balance is struck. On the one hand, residential areas and communities are identified to provide fine granular detail in response to the general comments in existing policy set out above. On the other, there is recognition that the emphasis – the strategic priorities – of the whole area are not residential, and that growth is essential:[72]
The benefits of genuine mixed use outweigh the difficulties of securing mixed use development or the additional management needs that may be generated by such a complex environment.[73]

4.2.5 The two must coexist. It is "all about balance".[74] The Forum firmly believes that, with care, the two can flourish side by side.

4.2.6 One of the first steps to develop these ideas in the Plan was to map Mayfair into sections. The Forum recognises West Mayfair as a location which is predominantly residential. Whilst there are important streets which are not predominantly residential within West Mayfair – such as Upper Brook Street which is almost entirely office, and Park Street and Upper Grosvenor Street where uses are genuinely mixed, the overall use and feel is in the main residential. This deserves particular recognition given the general comments at London and Westminster level about the importance of residential communities within the CAZ and Core CAZ. This comparative tranquility is coming under increasing pressure given Mayfair's location in the Core CAZ and potentially the additional challenges that the Night Tube and Crossrail will bring.

4.2.7 The other spatial areas of Mayfair mapped by the Forum – East and Central Mayfair – are different. East Mayfair is fundamental to the vibrancy of the West End. Retail and commercial growth must be allowed to flourish without fetter within this area.

4.2.8 In Central Mayfair, these two poles come together. It is the location where the balance between residential and other uses needs to be struck most carefully. For instance, there are definite quieter residential streets, such as Bourdon Street, Farm Street, Mount Row and Charles Street, which maintain a strong residential use and feel. There are other pockets of residential use found within bustling environments, such as the important communities in Berkeley Street and Shepherd Market. On the other hand, major commercial retail and entertainment uses coexist – for instance on Davies Street, Mount Street, Berkeley Square, and Upper Brook Street.

4.2.9 Through consultation and further discussion, the justified response of many has been to say that it is not straightforward to demarcate these particular 'sub-divisions' with any precision. The policies which follow in this residential chapter therefore are all 'Mayfair-wide'. Developers should have regard to the sub-area and its general characteristics as described above, however, when applying the policies which follow.

MRU1: Residential Amenity

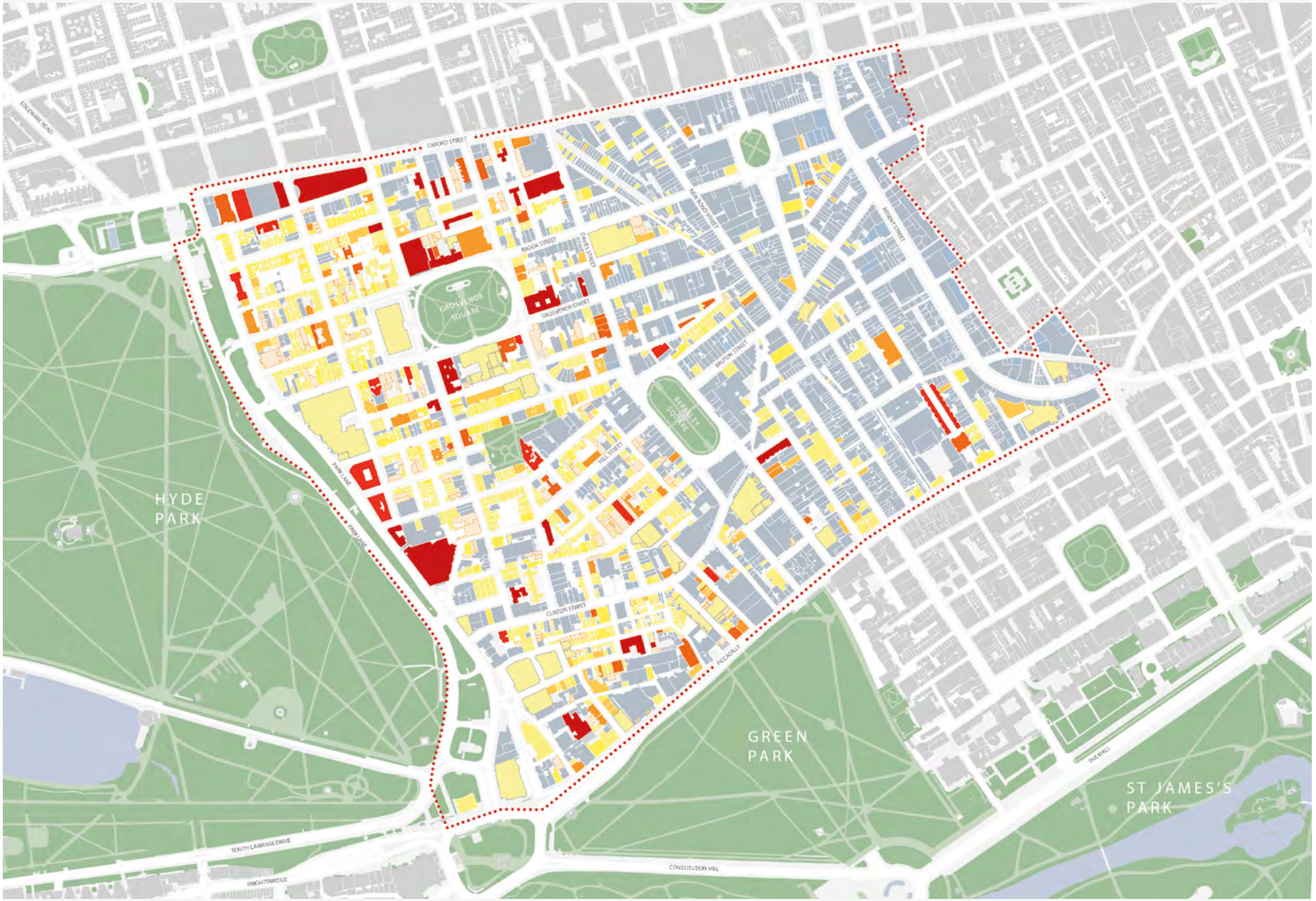
MRU1 Proposals for new commercial or entertainment uses in Mayfair must demonstrate how they protect the amenity of nearby residential units and create no material additional adverse effects (after mitigation) such as noise and rubbish between 11pm and 7am.

Reasoned Justification

4.2.10 In order for the residential community across Mayfair to flourish alongside its internationally acclaimed cultural, retail and commercial uses, proposals for new uses which are not residential must recognise and respect the "intrinsic" role which the residential community has in Mayfair. Even in the most bustling and active parts of Mayfair, part of its charm is the proximity of neighbouring pockets of quietness, which can be adversely affected by issues such as late-night noise and waste disposal.

4.2.11 Much of Mayfair's residential community is located on upper floors of buildings whose ground floor uses are non-residential. This creates particular amenity challenges for all residents, workers and visitors alike. Whilst we recognise and endorse that the benefits of this mixed use outweigh the challenges,[75] the Plan takes this opportunity to set out in more fine-grain detail how, for Mayfair, this complexity can be better managed. We would encourage, for instance, developers to consider the submission of an operational management plan with any application, which is required to demonstrate compliance with MRU1.

[67] LP para 2.57. [68] CP para 3.28. [69] CP policy S6. [70] CP para 2.22. [71] Mayor of London "Central Activities Zone" SPG (March 2016), paragraph 1.3.4. [72] See chapter 3.1 above. [73] CP para 3.6. [74] CP para 3.6. [75] See above, footnote 77.



Upper Floor Residential Use Plan

MRU2: Residential Use in Mayfair

MRU2.1 Proposals for development in Mayfair should respond positively to the character and quality of the particular characteristics of the immediate vicinity of the development site, including having regard to whether the site is in West, Central or East Mayfair, and the particular residential communities which exist in all those areas.

MRU2.2 Development will be supported which provides for a mix of residential unit size which are in keeping with the scale, character and context of Mayfair.

MRU2.3 Net loss of residential units in Mayfair should be resisted.

Reasoned Justification

4.2.12 The provision of residential use across Mayfair is already heavily prescribed in adopted policy.[76]

4.2.13 The Core CAZ designation and its policies do not necessarily identify new residential development as a priority within the area. This means that the Forum's focus is to ensure that existing residential use in Mayfair remains recognised, encouraged and protected, supporting its status as an important residential neighbourhood within the Core CAZ,[77] and to avoid its erosion. The Forum considers that this approach is in general conformity with, for instance, S14 of the City Plan.

4.2.14 It is remarkable that the residential community of Mayfair remains representative of a wide cross-section of society: of course there has been an influx of investment from abroad; but there remains strong representation of the elderly, social housing, and young families living in the area. This creates a strong sense of residential use across Mayfair which should be encouraged.

MRU3: Complementary Uses in Mayfair

MRU3.1 New retail and entertainment uses will be encouraged where they complement both nearby residential communities and also the character which those nearby communities help to foster.

MRU3.2 There should be no net loss of Social and Community Facilities unless:

(a) it can be demonstrated that there is insufficient demand for that use by:

(i) The floorspace having been actively marketed as a Social and Community Facility.

(ii) The floorspace has been widely marketed at a reasonable market value and other terms for similar floorspace in that locality.

(iii) Similar provision is made elsewhere in Mayfair.

Reasoned Justification

4.2.15 Mayfair's residential community is "valuable", and "intrinsic to its uniqueness and success" (see above). In striking the right balance between commercial encouragement from the CAZ policies (which the Forum supports), and seeking better to manage this encouragement along with retaining what is unique and successful about Mayfair (in general terms its residential scale and in some places predominant use), developers need to be particularly mindful of residential units in the vicinity of the development, the relative proximity and density of residential units to that particular site as opposed to others in Mayfair, and the material considerations which such an appreciation will reveal. These residential units and communities are often found only above ground floor high street uses; this presents its own challenges and opportunities.

[76] See for instance CP policy S1 and S14. [77] CP policy S6.

MRU4: Construction Management

MRU4 To be supported, any new development proposals in Mayfair of a scale and type that will be likely to generate significant construction traffic movements within Mayfair, should demonstrate (through a construction management plan or otherwise) how the impact on traffic and residential amenity will be mitigated such that the development will have minor temporary effects at most. In addition, the assessment must comply with the Council's Code of Construction Practice, consider cumulative impacts with other developments in the vicinity, and be undertaken in consultation with the Mayfair worker and resident community in the vicinity.



Reasoned Justification

4.2.16 With the exceptions of certain local distributor roads, such as Brook Street, Bond Street, Grosvenor Street and Park Street and a number of local link routes, other roads within Mayfair's borders are small local access roads. The intricate and narrow nature of the roads, particularly to the south of Mayfair, combined with the residential predominance of some areas, means that it is essential that effective construction traffic management and residential amenity measures are secured for all development in Mayfair.

4.2.17 Development in and around West and other parts of Mayfair is currently putting a heavy burden on the small and intimate road network. With substantial developments currently proposed in the sub-area, that pressure is likely to increase. It is not clear whether existing proposals have considered and addressed the cumulative effect on the residential road network of several proposals being developed put together, in terms of the increase in construction traffic, road closures and noise.

4.2.19 Whilst major developments are required to consider and submit for approval traffic management schemes,[78] in Mayfair it is appropriate for all developments which will entail the introduction of additional construction traffic movements to do so. Noise should be minimised and contained[79]. The community must be consulted in the process of approval. Heavy vehicles should, wherever practicable use main arterial routes. Construction Management Plans should clearly set out the proposed timings for deliveries and how these will interact with other construction activities; and an understanding needs to be demonstrated of the limited road space of proposed routes. TfL's Construction Logistics Plans should be considered and applied[80]. Developers are encouraged to engage contractors who are accredited to the Fleet Operator Recognition Scheme, and meet the vehicle and driver standards of Construction Logistics and Community Safety. We would expect all contractors in Mayfair to be members of the "Considerate Contractors" scheme.

[78] Town and Country Planning (Environmental Impact Assessment) Regulations 2011, and LP policy 6.3. [79] CP policy S32. [80] "Construction Logistics Plan Guidance" (TfL, July 2017).

4.3 Commercial



Central and East Mayfair

Introduction

4.3.1 Commercial and other non-residential activity is established in the City Plan as the general priority in Mayfair.[81] The Residential chapter at 4.2 above sets out how the Forum sees an appropriate "balance" being struck for the residential communities flourishing in Mayfair. This chapter sets out how that "balance" should be struck so that the commercial communities continue to flourish in Mayfair.

4.3.2 In particular, the Forum has recognised that Central Mayfair, lying between the international retail destinations of East Mayfair, and the predominantly residential neighbourhoods of West Mayfair, performs a strong commercial function.

4.3.3 Many of the surviving domestically scaled buildings in Central Mayfair have changed their use a number of times and are seen as highly desirable office headquarters. Restaurants and discreet bars characterise the side streets and the area has a number of important private members clubs, a westward extension of St. James's.

4.3.4 In particular, the area has become known for commercial activity relating to the property and financial (in particular, hedge funds and private equity) sectors, as well as containing embassies, hotels, and Mayfair Shopping Frontages.

4.3.5 Commercial use thrives alongside residential and other uses in Central Mayfair: notable examples include Davies Street, Berkeley Street, Mount Row and Hill Street.

[81] CP policy S18. [82] CP policy S20. [83] CP policy S1.

MC: Commercial Growth in Mayfair

MC1 **New office floorspace will be particularly encouraged in Central and East Mayfair.**

MC2 **The loss of office floorspace to residential in Central and East Mayfair will be resisted unless, as part of those development proposals, the amount of office floorspace lost will be reprovided to an equivalent standard within the Central and Eastern areas.**

Reasoned Justification

4.3.6 WCC policy recognises that Mayfair and elsewhere within the Core CAZ accommodates the greatest proportion of Westminster's office stock. There has been a sustained period of office losses since 2010/11, indicative of unprecedented changes to market conditions linked to the exceptionally strong performance of the housing market.

4.3.7 Newly updated WCC policy encourages new office use, directing it to Mayfair amongst other key clustering locations, and prevents changes of use from office to residential other than where certain criteria are met.[82] Further, where certain large increases of residential floorspace are proposed in office buildings, policy requires the provision of commercial (and/or social and community floorspace) either on site, off site, or by contribution to the Civic Enterprise Fund.[83]

4.3.8 The Plan seeks to encourage and direct the greatest new office floorspace to within Central and Eastern Mayfair. For the purposes of encouraging and directing suitable commercial growth, we consider that the designation of these two character areas is appropriate.

4.4 Cultural & Community Uses



Introduction

4.4.1 Social, community, and cultural uses are vital in Mayfair.[84] As more growth comes forward, and transport links such as Crossrail are delivered, the number of people needing to access these buildings, which provide those uses, will only increase. Certain community uses also provide valuable support to people experiencing deprivation and homelessness, which in turn addresses the issue in Mayfair of beggars on streets. There is a land-value disparity between developing existing buildings for residential or office use in Mayfair on the one hand, and developing or retaining buildings for social and community use. There is little incentive to provide new social, community and cultural buildings as a result. A contingent danger is that permanent residents in Mayfair move away from the area.

4.4.2 There is good protection for buildings of cultural and community value in adopted and emerging Westminster policy. However, in certain instances, the Forum think protection should, and can, go further.

4.4.3 Existing WCC policy MS34 protects existing social and community floorspace and encourages new floorspace.

4.4.4 The existing protection is that a change to the social and community use on a particular site will only be allowed where the existing use is being reconfigured, upgraded, or relocated. There will be a need to demonstrate improvement, and that no alternative provider is willing to take the space.

4.4.5 Emerging policy places more onerous requirements on a move away from social and community use and will require an applicant to demonstrate that the site has been marketed for a period of at least 18 months to demonstrate the absence of alternative providers.[85]

4.4.6 Government policy has also moved towards further protection for local social and community uses – most notably now embodied in the ability to designate buildings as assets of community value, preventing sale for a moratorium period while community groups investigate funding availability, and becoming a material consideration in the determination of planning applications.[86]

[84] See CP policy S34. [85] Draft CP policy 30C. [86] See Localism Act 2011 ss.87-92.

MSC: Community Uses

MSC1 Development resulting in a change of use or loss of Social and Community Facilities floorspace will be approved where suitable reprovision on similar terms is at the same time secured within Mayfair.

MSC2 Applications to change the use of all existing public houses within Mayfair will be refused, unless:

(a) The existing pub has been actively marketed as such for a period of not less than 12 months.

(b) This floorspace has been widely marketed at a reasonable market value and other terms for pub floorspace in that locality, with no reasonable prospect of the public house use being continued.

Where pub floorspace can be changed as a result of this policy, the preferred replacement use will be other community floorspace, or Class A4 use.



Buildings containing social and community uses

Reasoned Justification

4.4.7 The Forum has developed and consulted upon a map which highlights those buildings in Mayfair that contain social and community uses, which uses the locals consider to be important enough for special designation.

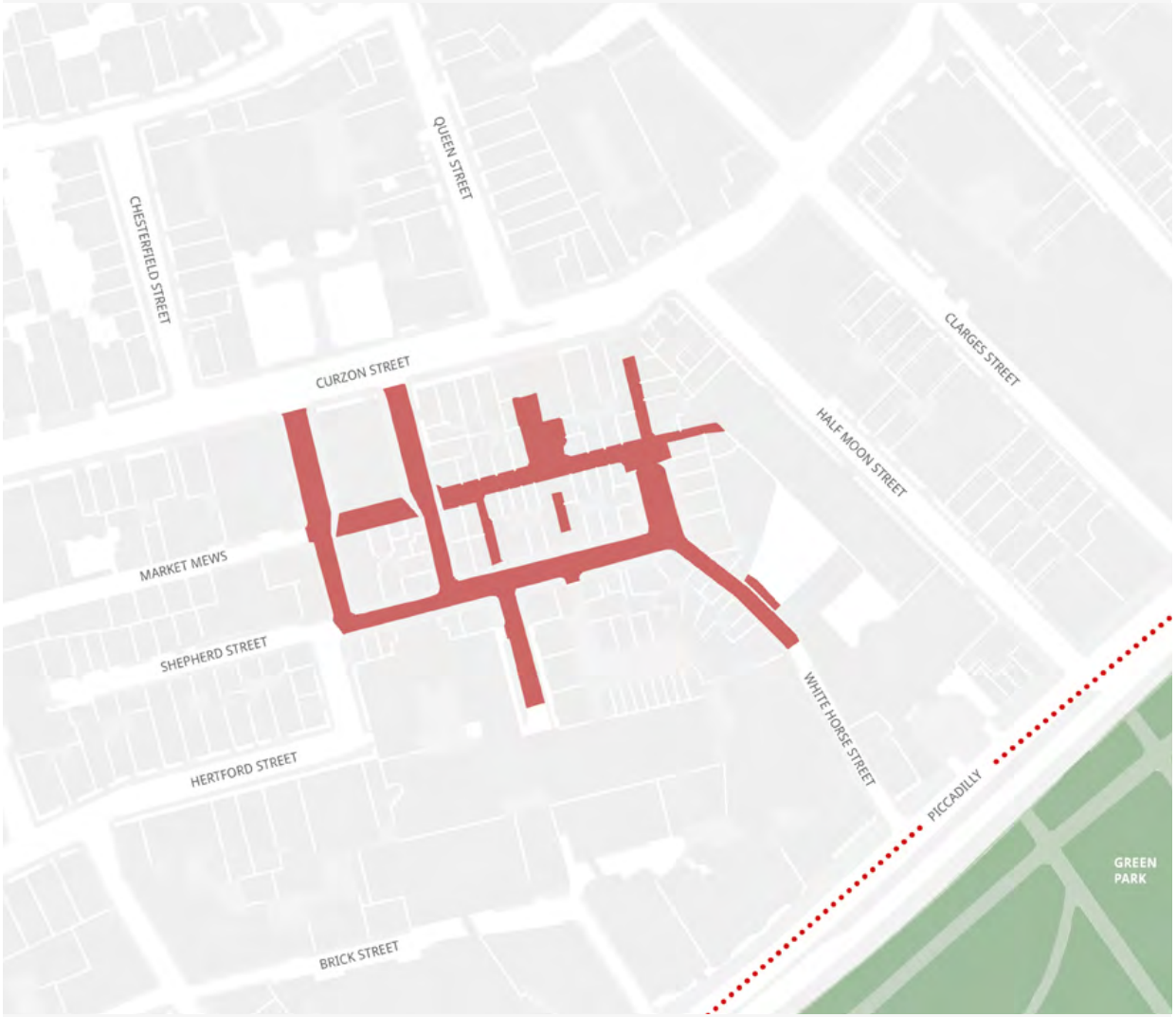
4.4.8 These include churches, notable Grade 1 listed buildings such as the Apsley House, Saint George's Primary School (currently the only school in the area),[87] the Royal Institution, and the Handel Museum.

4.4.9 Their existence, both through use and built form, are intrinsic to the character, culture, and sustainable development of Mayfair, as they provide the facilities that residents, workers, and tourists enjoy and require. The Plan encourages the reprovision of these uses where redevelopment proposals seek to remove them.

4.4.10 National policy encourages the bringing into viable use of heritage buildings to ensure their vibrancy and beneficial public use, so as also to fund necessary heritage improvements.[88] Policy MSC therefore strikes a balance between preserving important community uses, whilst allowing some flexibility in certain circumstances.

4.4.11 More generally, there is wide community support for the protection of all existing public houses across Mayfair.

[87] At the time of writing, Eaton Square Upper School, a new senior school linked to Eaton Square School, is proposed to be located at 106 Piccadilly, opening in September 2017. [88] NPPF para 126 et seq.



Shepherd Market

4.5 Shepherd Market

Introduction

4.5.1 Shepherd Market is a unique, small-scale retail and entertainment area with a significant residential community. In the mid-18th Century, Edward Shepherd was commissioned to develop the site, an intimate collection of small streets between Piccadilly and Curzon Street. It was completed by the end of the century, with paved alleys, a duck pond, and a two-storey market topped with a theatre.

4.5.2 Today, it thrives as a destination for small restaurants, clubs, shops and pubs, with the large Curzon Cinema adjoining.

MSM: Preserving the Special Character of Shepherd Market

MSM Within Shepherd Market:

(a) New entertainment uses will only be permitted in Shepherd Market where they are small-scale, low-impact and will not result in an increased concentration of late-night activity within the area, or an increase in harm to residential amenity.

(b) New entertainment uses will also need to demonstrate that they are appropriate in terms of its relationship to the existing concentration of entertainment uses in Shepherd Market, and that they do not adversely impact on local environmental quality and the character and function of the area.

(c) Any new or increased outdoor use related to an existing or a proposed entertainment use will only be allowed where it will not result in an increase in harm to residential amenity.



Reasoned Justification

4.5.3 Shepherd Market has a more intimate and secluded feel than the busier main streets elsewhere in Mayfair and therefore makes a unique contribution to Mayfair, balancing the Core CAZ by providing complementary uses, such as restaurants, pubs and cafes.[89]

4.5.4 Given the consultation feedback received, it is appropriate to provide additional protection to the special characteristics of Shepherd Market. It is a unique area, characterised by small streets and small commercial units, occupied by a mix of retail and entertainment uses. Whilst Shepherd Market has demonstrated, through local licensed business adhering to a voluntary code of practice restricting activities over and above their licensing restrictions, that it is possible for a high level of night-time activity to live harmoniously alongside local residents. It is unable to cope with a higher level of entertainment uses, given its scale and character.

4.5.5 A similar point could be made in relation to Berkeley Street, where WCC do now recognise an over-intensification of similar uses.[90]

4.5.6 The Forum considers that additional protection is required for Shepherd Market to safeguard its small-scale and unique character, and to avoid a harmful concentration of night-time (as opposed to evening) entertainment uses being permitted. There is particular concern over the outdoor use of licensed premises, given the close proximity of residents within Shepherd Market, for which additional policy protection is required.

4.5.7 The definition of "small-scale" will be interpreted in accordance with the size and nature of a development proposal, against the scale of the surrounding streetscape, the adjacent unit sizes, and the intensity of neighbouring uses.

[89] LP policy 2.11, and CP policy S1(2). [90] See decision in relation to planning application ref 16/01377/FULL

4.6 Servicing & Deliveries

MSD: Servicing & Deliveries

MSD1 All new retail and commercial development of a significant scale and large scale residential development should demonstrate how steps have been taken to provide improved waste and servicing arrangements including but not limited to where appropriate:

(a) Consolidating waste and servicing within the frontage or immediate area.

(b) Sufficient food waste storage.

(c) Provide for servicing by electric vehicles or other zero-carbon measures.

(d) Working with other occupiers in the vicinity.

MSD2 All new development of a significant scale is required to demonstrate that the proposed waste and servicing arrangements will not adversely impact the amenity of neighbouring occupiers.



Introduction

4.6.1 The consultation exercises undertaken by the Forum gave a clear message that there is poor co-ordination of servicing and delivery vehicles in the area – particularly on the most important retail frontages such as Bond Street. We are therefore introducing policy to encourage measures that will improve air quality and promote solutions that would reduce the need for vehicle movements.

Reasoned Justification

4.6.2 Existing policy already seeks to ensure that freight and waste servicing and deliveries should be managed in such a way that minimises adverse impacts, which may include provision for shared delivery arrangements and restrictions on types of vehicles.[91] However, no specific measures or requirements have been identified.

4.6.3 The international importance of the existing retail in Mayfair, and the potential for exciting growth in retail, warrants a more directive approach.

4.6.4 In certain areas of Mayfair, landlords have been driving transformative change already. For instance, the Crown Estate are targeting an 80% reduction in vehicle movements on Regent Street by reducing the number of waste collections and deliveries. Similar initiatives should be implemented across Mayfair.

4.6.5 This policy is applicable to retail, but equally so to commercial and large-scale residential development (comprising additional residential floorspace over existing built footprint).

[91] CP policy S42 and London Plan policies 6.3 and 6.14 which includes TfL's Transport Assessment Best Practice Guidance.



5 Building on Heritage

5.1 Design



MD: Design

MD1 Proposals for new development in Mayfair will only be supported where they are of the highest quality design.

MD2 Proposals for new development in Mayfair should have regard for the following:

- Where the application is required to be accompanied by a Design and Access Statement [92], the DAS must include evidence of how the developer and its design team has responded to Mayfair's character and heritage, in terms of the significance of the Conservation Area, and the setting of listed buildings in the vicinity.
- All proposals should consider their impact on the character and appearance of Mayfair and/or Regent Street Conservation Areas, and on nearby listed buildings and their settings.

MD3 Proposals will be supported where their design reflects the existing character of Mayfair, in terms of its heights, scales, and uses. Departures from the existing character within the Conservation Areas will only be permitted where design of the highest quality has been proposed and independently verified, and where compliance with other policies in this plan has been demonstrated.

MD4 Applications that include provision for external electrical wires, aerials, plant and equipment such as air conditioning units, CCTV, burglar alarm boxes and satellite dishes should be hidden from view, or, if this is not possible, have their visual impact minimised.

Reasoned Justification

5.1.1 Exemplary design stands at the heart of sustainable development.[93]

5.1.2 WCC's Conservation Area Directory explains that the townscape of Mayfair derives from its gradual, rather piecemeal development and the renewal of many of its buildings over a long period of time, resulting in a generally formal street pattern containing an informal mixture of building types. The rich and varied architecture covers many periods and styles. There are almost 700 listed buildings in the Mayfair Conservation Area, of which 44 are listed Grade 2* and 14 are listed Grade 1. The eastern edge of the Mayfair Neighbourhood Area lies outside Mayfair Conservation Area, but is included within the Regent Street Conservation Area. Mayfair's heritage is one of the most prestigious in the Country.[94] The buildings and spaces that have formed Mayfair are historic and beautiful.

5.1.3 An approach is therefore warranted which supports only the most impressive and sound design proposals for development in the area, responding intrinsically to the existing vernacular and character, and only being permitted where the Conservation Area would be preserved or enhanced. Design must reflect the varying character areas found within Mayfair to ensure that Mayfair's streets do not become homogeneous.

5.1.4 Whilst this might be manifest in modern architecture as opposed to more traditional styles, only the highest standards will be accepted.

5.1.5 Design is a key principle within the vision and values created by the Forum. Not only do the values aim to create streetscapes which are designed and maintained to the highest standard, it also goes to the heart of the overall vision; to confirm and enhance Mayfair as an attractive area within which to live, work and visit.

[92] By virtue of article 9 of the Town and Country Planning (Development Management Procedure)(England) Order 2015. [93] See NPPF 9, 17 bullet 4, and 56-68; PPG "Requiring Good Design" paragraphs 56-66; LP policies 7.1, 7.4, 7.6, 7.8, and 7.9; and CP policy S28. [94] See Appendix 5

5.2 Environment & Sustainability



Introduction

5.2.1 The London Plan and the City Plan note various relevant policy requirements for air quality, management of waste, climate change, building materials and carbon, which are outlined in further detail on the next pages. The Forum believes that these can be built on to improve the environment and sustainability within Mayfair.

5.2.2 In relation to waste, Mayfair can assist by minimising waste, encouraging the reuse of and reduction in the use of materials, and by exceeding the targets set in the policy for recycling and reuse of local authority collected waste (LACW), commercial and industrial (C&I) waste, and construction, demolition and excavation waste (CDEW).

5.2.3 In addition, London has to be ready to deal with a changing climate, a climate which is likely to be warmer on average, wetter in the winter, drier during the summer and characterised by more frequent and intense extreme weather events, as described in The Mayor's climate change adaptation strategy.[95] Adapting to the projected climate change, we can anticipate over the next two decades will include making sure London is prepared for and can respond to the increased risks relating to heatwaves, flooding and water stress.

5.2.4 Adaptation to heat risk requires addressing the consequences of the 'urban heat island' effect – the way dense urban areas tend to get warmer than less built-up areas, and cool more slowly. Because of its central location, Mayfair suffers disproportionately from the effects of London's urban heat island. Noise and poor air quality are also relevant to this issue as they increase reliance on air conditioning, which further contributes to localised heating effects, noise and energy consumption. Heat impacts will have major implications for the quality of life in London.

5.2.5 In the future, less summer rainfall, greater demand for water and greater restrictions on the volume of water which can be abstracted from the environment will threaten London's security of supply. Without action, London will experience an increasing frequency of drought management measures (such as restrictions on water use, for example, hosepipe and non-essential uses bans). Frequent and prolonged droughts would affect water-dependent businesses, London's green spaces and biodiversity. Reducing water use could improve London's drought resilience, safeguard London's environment and save Londoners money through reduced utility bills.[96]

MES1: Air Quality

MES1.1 Where new development proposes the inclusion of either a combustion plant or standby generator, an appropriate air quality assessment must be undertaken.

MES1.2 All development must demonstrate that building and transport emissions for the development would be at least air quality neutral (better or no worse than existing)[97].

MES1.3 If electricity, preferably from renewable sources, cannot reasonably be used, then gas boilers achieving the lowest dry NOx emissions (measured at zero excess oxygen) should be selected.

Reasoned Justification

5.2.6 Policy MES1.1 builds on the requirements outlined in the City of Westminster Supplementary Planning Guidance on Sustainable Buildings,[98] The Local Plan[110] and the Air Quality Action Plan.[111] the GLA control of dust and emissions during construction and demolition supplementary planning guidance[99] and The London Plan[100] (policy 7.14), to state that all developments should include an assessment of combustion plant, no matter what the size. The policy will reduce the risk of generator emissions from across the area not being assessed and resulting in a cumulative impact to total emissions. Carrying out an appropriate air quality assessment will allow for mitigation to be identified where necessary.

5.2.7 Policy MES1.2 builds on The London Plan (policy 7.14) and the GLA sustainable design and construction supplementary planning guidance to state that the development should have a net improvement in building and transport emissions for any proposed development, as well as ensuring that they are at least 'air quality neutral'. This policy will help the area towards improving local air quality by ensuring all new developments result in a reduction to existing emissions of pollutants.

5.2.8 Policy MES1.3 builds on the GLA sustainable design and construction supplementary planning guidance which states that where individual and/or communal gas boilers are installed in commercial and domestic buildings they should achieve a NOx rating of <40 mgNOx/kWh. This policy will help the area towards improving local air quality by ensuring that where combustion is required the equipment meets a high standard of mitigation for air quality pollutants.

[95] https://www.london.gov.uk/sites/default/files/gla_migrate_files_destination/Adaptation-oct11.pdf [96] Page 13 of - https://www.london.gov.uk/sites/default/files/gla_migrate_files_destination/Adaptation-oct11.pdf [1].
[97] GLA (2014) Sustainable design and construction supplementary planning guidance [98] Westminster City Council (2003) Supplementary Planning Guidance on Sustainable Buildings. [99] GLA (2014) Control of dust and emissions during construction and demolition supplementary planning guidance.
[100] GLA (2016) The London Plan.

MES2: Waste

MES2.1 As required by the Westminster Recycling and Waste Storage Requirements guide, major developments or refurbishments must submit an operational waste management plan. In addition to the existing requirements, the operational waste management plan should:

a) Detail the strategies for supporting the waste management requirements and targets of the Plan, the City Plan, and the London Plan.

b) Demonstrate how the developer has considered and explored:
(i) The use of innovative technologies to reduce the volume of waste that needs to be transported around and from Mayfair (supporting the proximity principle), especially the use of on-site waste treatment processes such as anaerobic digestion, in-vessel composting and waste-to-energy processes.
(ii) The use of waste consolidation, to minimise vehicle journeys by large waste collection vehicles. Consideration should be given to the use of existing consolidation schemes, and to setting up new systems. Consolidation systems should make use of low-emission vehicles, pneumatic conveyance systems, manual waste movements, and compaction equipment to minimise the number, frequency and impact of waste collections.

MES2.2 All new development must either:

a) Provide an off-street collection point, unless there are exceptional circumstances which preclude it.

b) Where no feasible solution can be found for the provision of a suitable off-street waste collection point, the developer must demonstrate how the hand-over of waste between the premises and their waste contractor is to be managed in order to minimise the time that is spent with waste on the street.

c) Developments should consider supporting wider initiatives to support improving the amenity of the Mayfair area by making available space to support waste consolidation projects where space allows in bin storage areas.

MES2.3 Major developments or refurbishments must submit a site waste management plan, regardless of whether the construction cost exceeds the £300,000 threshold set in the Westminster Code of Construction Practice. In addition to the requirements set in the Westminster Code of Construction Practice, and the revoked Site Waste Management Plan Regulations 2008, the site waste management plan should detail:

a) How the requirements of the Westminster Code of Construction Practice will be met.

b) What agreements have been made with Westminster City Council regarding the storage and collection of CDEW from the site during development.

c) How waste generated during construction, demolition and excavation will be minimised, reused, recycled and recovered.

d) How the wider environmental impacts associated with waste generation will be minimised and mitigated.

MES2.4 In support of the London Plan target to exceed recycling and reuse levels in CDEW of 95% by 2020, development proposals must demonstrate either:

a) How CDEW will be segregated at source.

b) Where space constraints prevent source segregation, that the chosen waste contractor is able to achieve high levels or recycling and recovery.

Reasoned Justification

5.2.9 The key planning policies of relevance to waste generated within Mayfair are Policies 5.16 and 5.17 of The London Plan, and Policy S44 of the City Plan. These set out the aspirations for waste management in London, the way in which they will be achieved, and how the Council can support them. In addition to the waste policies, Westminster outlines additional requirements for planned developments in the Recycling and Waste Storage Requirements guide, and the Code of Construction Practice (CoCP).

5.2.10 Policy MES2.1 reinforces existing policy. Part (a) specifically requires developers to support existing policy that is not currently enforced at a development level.

5.2.11 Policy MES2.2 provides additional conditions where the existing Westminster requirement to provide internal waste collection points cannot be met.

5.2.12 Policy EMS2.3 clarifies that it is a requirement for all major developments regardless of construction cost. The SWMP requirements go beyond those specified in the CoCP or the repealed SWMP regulations.

5.2.13 Policy MES2.4 requires developers to demonstrate how the targets in the London Plan will be met.

MES3: Materials

MES3.1 **All development proposals should demonstrate how onsite reuse of demolition waste as a construction material will be supported, where possible.**

MES3.2 **All developments should use local suppliers where feasible, including local sourcing of demolition waste to meet aggregate needs.**

MES3.3 **All developments should adopt sustainable and responsible sourcing approaches, including a consideration of ethical issues in the supply chain of key materials.**

MES3.4 **All developments should exceed the standards for materials outlined in the Mayor's supplementary planning guidance on sustainable design and construction.**

Reasoned Justification

5.2.14 Policies MES3.1-3 require developments to go beyond the measures set out in the London Plan, which include:

(a) Minimising the generation of waste and maximising reuse or recycling (policy 5.3).

(b) Supporting recycling and reuse of construction materials (policies 5.16, 5.18 and 5.20).

(c) Securing sustainable procurement of materials, using local supplies where feasible (policy 5.3).

5.2.15 Policy MES3.1 builds on the requirements in the London Plan by promoting the use of demolition waste onsite where appropriate. This reduces air pollution and carbon dioxide emissions associated with transporting aggregates to and from worksites.

5.2.16 Policy MES3.2 builds on the London Plan requirements for sustainable and responsible sourcing by emphasising the consideration of ethical issues in the supply chain. This is in response to the recognition the construction sector needs to take steps to address the risks of Modern Slavery in supply chains[101].

5.2.17 Policy MES3.3 states that developments should exceed the standards for materials outlined in the Mayor's Supplementary Planning Guidance on sustainable design and construction[102]. Developments should go beyond compliance to achieve best practice across all measures. Key measures include:

(a) Use of materials with high-recycled content.

(b) The avoidance of materials with high embodied energy.

(c) At least three of the key elements of the building envelope (external walls, windows roof, upper floor slabs, internal walls, floor finishes/ coverings) are to achieve a rating of A+ to D in the BRE's The Green Guide of specification.

(d) At least 50% of timber and timber products sourced from accredited Forest Stewardship Council (FSC) or Programme for the Endorsement of forestry Certification (PEFC) source.

(e) Environmentally sensitive (non-toxic) building materials and the avoidance of the use of materials or products that produce VOC (volatile organic compounds), formaldehyde (which can affect human health).

(f) Materials that are durable to cater for their level of use and exposure.

MES4: Carbon

MES4.1 **All new non-domestic developments shall be Zero Carbon. This shall be defined as a 100% improvement over the Target Emission Rate outlined in the national Building Regulations.**

MES4.2 **All new developments shall demonstrate that measures will be put in place to manage energy use in operation, ensuring that developments meet their energy performance commitments when in operation.**

Reasoned Justification

5.2.18 The London Plan includes a requirement for all residential developments to be Zero Carbon from 2016. Non-residential developments are currently required only to comply with Building Regulations. Policy MES4.1 is therefore a requirement over and above the London Plan for all non-residential developments. Embodied carbon shall also be considered.

5.2.19 The definition of Zero Carbon in the London Plan relates to the Target Energy Rating (TER), as defined in the Building Regulations. As such it applies to regulated energy only. There is a general requirement (London Plan policy 5.2D) to address energy efficiency of non-regulated loads within the scope of the Energy Assessments required for planning. The assessment of the TER is carried out at the design stage, and does not reflect real operational carbon emissions. The specific requirement (MES4.2) for developments to incorporate measures to manage energy performance in operation is a new requirement over and above the London Plan, aimed at minimising the so-called "Performance Gap".

[101] https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/380510/FactsheetConstruction.pdf

[102] https://www.london.gov.uk/sites/default/files/gla_migrate_files_destination/Sustainable%20Design%20%26%20Construction%20SPG.pdf Section 2.7

III Infrastructure, Management, Monitoring & Review



6 Infrastructure Requirements

6.1 CIL & s.106

How the Community Benefits from s.106 Obligations and CIL

6.1.1 A key consideration which affects a decision whether or not to grant planning permission is the way a proposed development responds to and impacts on its surroundings. In the past, local councils set out in policy those areas to which they expected developments to contribute, where directly related, necessary and proportionate the relevant development, so that area-wide improvements could be secured. Examples might be new family housing developments making financial contributions to the improvement or provision of new schools; or securing the provision of affordable housing. As well as area-wide improvements, developments would then also have to mitigate site-specific negative impacts caused by the proposal in question. Such contributions could only be sought where they complied with the requirements of national policy, namely that it is: necessary, directly related, and fairly and reasonably related in scale and kind to the development in question.[103]

6.1.2 Traditionally, these material considerations would be resolved by a combination of planning conditions attached to a permission, and s.106 Obligations.

6.1.3 In 2010, the Government introduced a new tax on development to standardise some of the area-wide contribution which a development makes. This is known as the Community Infrastructure Levy.[104] All councils have the opportunity to specify in a list what infrastructure they would like to see improved and enhanced over the lifetime of a plan[105], and to set a standard levy per additional square foot of built development which a proposal will generate. Each development pays the levy to the Council, who then applies the funds to the specified infrastructure.[106]

6.1.4 CIL has not replaced s.106 Obligations altogether; they are still used to secure site-specific infrastructure and other requirements not covered by the CIL payment.[107]

6.1.5 As the 'Collecting Authority',[108] WCC hold all receipts from CIL and s.106 Obligations to spend on their own infrastructure requirements.

6.1.6 Once the Plan is made, the Forum is able to specify to WCC our own list of infrastructure requirements. At least 25% of CIL money paid by Mayfair development must then be spent within Mayfair. WCC must engage with the Forum and agree with us how that money is to be spent in Mayfair.[109]

6.1.7 Further, the policies in the Plan provide justification for specific developments contributing via s.106 Obligations to new infrastructure in their vicinity. They also outline the sort of priorities which new development might affect and are required to resolve in order to mitigate their impact.

Allocation of CIL Receipts

6.1.8 In respect of the 25% CIL receipts for Mayfair developments which WCC must spend in order to address the demands that development places on Mayfair, the allocation of funds is, in principle, broad. There is freedom to spend the money in Mayfair on "the provision, improvement, replacement, operations or maintenance of infrastructure or anything else that is concerned with addressing the demands that development places on an area." [110]

This Plan's Priorities

6.1.9 This Plan specifies the Forum's priorities:

(a) of specific infrastructure of Mayfair-wide importance to which the Forum would like to see the 25% of CIL receipts allocated; and

(b) a generic list of priorities to which new development should contribute where relevant, necessary and fairly and reasonably related in scale and kind to the development as material considerations (our own infrastructure list).

6.1.10 Whilst the requirements and priorities of the Plan in this regard are set out in full in the relevant sections above, these are summarised in section 6.2.2 below.

Ongoing Monitoring of CIL Spending and Review

6.1.11 London Borough control of the 25% of CIL money earned locally is a wider issue that has been taken up by the Neighbourhood Planners Network. [111]

6.1.12 The Forum will review the spending on CIL and CIL priorities annually at its annual general meeting.

6.1.13 Any proposed changes to the CIL spending priorities will be published for comment by the community and any other interested parties. Once finalised, the new list will be published on the Forum website and in any published literature as appropriate.

[103] NPPF 204. [104] See the 2008 Act Part 11, and the CIL Regs. [105] CIL Regs 123. [106] CIL Regs 59. [107] CIL Regs 123(3). [108] CIL Regs 10. [109] PPG "Community Infrastructure Levy" para 073. [110] CIL Regs 59F(3). [111] http://www.neighbourhoodplanners.

6.2 Neighbourhood Infrastructure Requirements

6.2.1 The planning policies in this Plan make reference to the desire for certain schemes and infrastructure requirements to be funded by s.106 agreement for relevant developments, or through CIL funding.

6.2.2 Through consultation, further infrastructure requirements have been identified by the community. For convenience, these are summarised into the following three categories.

Identified s.106 Contributions

(a) Public Realm improvements in the vicinity of the development in accordance with the principles contained within the Plan (Policy reference: MPR1 MPR2, MPL1, MPL1.2, MPL1.3, MR4).

(b) Social and community facilities:

(i) Major retail development to provide public conveniences either within the development or a financial contribution to public conveniences in the vicinity of the development (Policy MR4).

(ii) Where a development is providing a social/community facility floorspace, the use of this floorspace as a social/community facility will be secured through a s.106 Agreement (Policy MSC).

Identified Policy Priorities for CIL Receipts

(a) Public Realm Improvements - Public Realm improvements across Mayfair in accordance with principles contained within Policy MPR1.

(b) Transport and highways – transformational change to Park Lane.

(c) Social and community facilities – public conveniences and provision of social and community facilities within Mayfair.

Other Required Infrastructure Items

6.2.3 CIL requirements exclude works that may be required within development sites and work required in order to make a specific development acceptable in planning terms.

6.2.4 During consultation, further general items of Mayfair-wide importance were identified. These are: (1) Communication infrastructure e.g. improved ultra-fast broadband; (2) Greening & streetscapes; (3) Public amenity; (4) Personal safety; (5) Alleviation of homelessness. A list of specific ideas from consultation is included in the Neighbourhood Management section.

6.3 Neighbourhood Management

6.3 The Forum has identified neighbourhood management issues within Mayfair that cannot directly be addressed by way of planning policy but which need to be addressed so that the Forum's vision to 'make Mayfair the most desirable and attractive area of London to live work and visit' can be achieved.

6.4 Many of the issues identified fall within the remit of licensing and the Forum's ambition is to improve the identified shortcomings of licensing by continuing discussions with WCC on how these can be improved:

Issue	***Action***
Idling (chauffeur cars, minicabs, delivery vehicles)	Work with WCC to move from an educational to enforcement approach (parking attendants to move on idling vehicles/require engines to be switched off/ reducing vehicle numbers)
Reduce traffic flow	Work with WCC to promote and encourage alternative means of transport including electric and autonomous vehicles
Nuisance and anti-social behaviour: •Cycling on pavements, wrong way up one-way streets, jumping traffic lights •Pedicabs •Begging •Rough sleeping • Alcohol related anti-social behaviour • Busking (particularly with amplification) • Sex trade adverts in phone boxes • Mis-use by non-residents of residents' parking bays • Pugging (forceful sales techniques of cosmetic sellers) and chugging (charity workers) • Shisha establishments • Feeding of pigeons • Early or late noise from street sweepers and vehicles	Work with WCC to explore ways that these types of nuisance and anti-social behaviour can be reduced and managed. Where a phone box is genuinely redundant, seek their removal. Where listed, seek alternative uses.
Dirty streets following rubbish collections Cafés etc to clean forecourts pavements from split bags.	Work with WCC to co-ordinate street cleaning after rubbish collections through the promotion of waste collection consolidation schemes. Promote initiatives to minimise waste bags on the street by enforcing time restrictions.
Ineffective licensing resulting in detrimental impact on residential amenity	A dialogue is already taking place between WCC and local resident groups and the consensus is that: 1. There should be a presumption in favour of core hours for any licence affecting residential amenity. 2. There should be restrictions on outside drinking as to: *(a)* numbers *(b)* space *(c)* time 3. The cumulative impact of licences should be taken into account either formally or unofficially when new licences are being considered.
Consolidation of Waste and Delivery Servicing	Existing retailers will have regard to the WCC and Forum policy to secure the consolidation of vehicle movements in Mayfair, and the Forum will ensure that targets are met with returns being provided to WCC.

6.5 The Forum has also identified the following neighbourhood management aspirations:

Aspiration	***Action***
Promote Mayfair's green spaces as a place for community activity, particularly Berkeley Square and Grosvenor Square.	Identify community stakeholders to collaborate with. Take inspiration from events such as Grosvenor's Summer in the Square event.
Introduce a Rotterdam Model of policing where instead of annual targets, police give a grant of so many man-hours per month to be used according to the precise needs of the area concerned.	Forum to take this action forward with relevant bodies.
Sponsorship of a Mayfair in bloom competition	Forum to action with other community sponsors including Wild West End.
Ability to speak/provide representations at Planning Committees where Mayfair applications are being discussed	Improve communication channels with WCC so that there is greater local awareness of planning application in the area.

6.6 From consultation, the following specific items were identified for improvement, potentially through monies allocated by the Council.

(a) Street lighting
(b) Pollution (artificial trees)
  (i) Greening projects
(d) Public realm initiatives
  (i) SMART / Bond Street rojects
  (ii) Public Art Projects
(e) Streetscapes
(f) Communications improvements
  (i) Fibre enable the Mayfair telephone exchange (to provide ultra-fast broadband connections).
(g) Technology improvements – 5G
(h) Public toilets
(i) Play facilities in Mount Street Gardens / wider Mayfair
(j) Homeless people
(k) Access to parks / public squares
  (i) Safety / improvements
(l) Community uses of squares
  (i) Café / refreshments
(m) Signage
  (i) Heritage
  (ii) Way finding
(n) Mayfair Museum
(o) Down Street Station
(p) Other community projects / spaces
(q) Improvements to Mayfair Library

7.0 Monitoring & Review

How does this document live and get reviewed?

7.1 The Forum will continue beyond this Plan being made. Whilst the main focus of the Forum to date has been on the production of the Plan, there are other functions too:

(a) Promoting local events and community engagement.

(b) Commenting on planning applications of note in the area, including at committee.

(c) Being a sounding board for other local community groups.

(d) Discussing issues of importance to membership about the way Mayfair is changing.

(e) Being an organisation to lobby WCC on these issues.

7.2 These functions will continue on after the Plan has been made. In addition, the Forum will monitor implementation of the policies in this plan, particularly:

(a) To ensure funding is being applied correctly.

(b) Policies are being applied consistently and interpreted correctly in response to applications.

(c) Reviewing the policies and updating where appropriate.

7.3 The life of the Plan is 20 years. We anticipate that revisions and updates will be required in response to changes in the environment, infrastructure being delivered, and priorities of the community evolving. These will require separate consultation and adoption processes, which will be managed by the Forum and WCC.

7.4 The Neighbourhood Planning Act came into force on 27 April 2017. It refines the legislation governing neighbourhood planning, including clarifying:

(a) the status of draft plans in planning decision making[112];

(b) the process for how minor amendments to adopted plans can be made[113];

(c) the effect of parish council boundary changes on designated neighbourhood areas[114]; and how local planning authorities will provide assistance to neighbourhood forums during the process of drafting, consultation and making of neighbourhood plans.[115]

[112] Clauses 1-2. [113] Clause 3. [114] Clause 4. [115] Clauses 5-6.

8.0 Next Steps

8.1 If and when the Examiner recommends that the draft plan has met the basic conditions, it is then able to proceed to referendum. WCC are responsible for the referendum and as the Mayfair neighbourhood area has been designated as a business area two referendums are required; one for the residents, and one for the businesses of Mayfair.[116]

8.2 A majority is required in both referendums in order for the plan to be made. If this is achieved, WCC must adopt the neighbourhood plan as soon as reasonably possible, subject to any concerns it may have regarding compliance with international environmental and human rights law.

8.3 If a majority is not achieved in either one of the referendums, then it is up to WCC to decide if the plan should be made. Planning Policy Guidance advises that WCC should set out its criteria for making this decision before the referendum process starts.[117]

8.4 Adoption means that the plan will become part of the statutory local development plan for Mayfair.

[116] 2004 Act s.38A(5). [117] See Planning Practice Guidance "Neighbourhood Planning", paragraph 63.

Appendices

APPENDIX 1

Glossary

Class a class as defined in the Town and Country (Use Classes) Order 1987.

Central Activities Zone ("CAZ") an area within Central London, extending across 10 of the London boroughs, as designated by an indicative boundary in the London Plan.

Central Mayfair the area of Mayfair identified on the map on page 28.

City Plan ("CP") the Westminster City Plan published by Westminster City Council containing both strategic and detail policies to manage the city and deliver future development to be used in determining planning applications.

Civic Enterprise Fund a fund created by the Council which assists in the creation of new ventures that support economic development within the City of Westminster through both financial and non-financial investments.

Community Infrastructure Levy ("CIL") a levy allowing local planning authorities to raise funds from owners or developers of land undertaking new building projects in the area. It is chargeable on each net additional square metre of development built and is set by Westminster City Council.

Conservation Area an area of notable environmental or historical interest, or importance which is protected by law against undesirable changes. Within the Mayfair Neighbourhood Area there are 3 conservation areas: Mayfair, Regent Street and Royal Parks.

Convenience Goods basic goods or services which people may need on a weekly, if not daily, basis. Convenience goods retail uses include grocers and newsagents, and fall within A1 Retail in accordance with the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments.

Core CAZ the area designated as the Core Central Activities Zone within the City Plan.

Creative Industries has the meaning given to it within the City Plan (see paragraphs 3.24, 4.20 and 4.35).

Creative Originals retailers whose goods are based on the manufacture, production or sale of physical artefacts, the value of which derive from their perceived creative or cultural value and exclusivity. Examples are designer fashion, bespoke tailoring, craft-based activities such as jewellery and arts and antiques.

Development Plan the development plan documents which have been adopted or approved in relation to an area.

East Mayfair means the area of Mayfair identified on the map on page 28.

Entertainment Use A3 restaurants and cafés, A4 public houses and bars, A5 takeaways and other entertainment uses including D2 live music and sui generis nightclubs and private members' clubs.

Greater London Authority ("GLA") Regional government organisation established by the Greater London Authority Act 1999, comprising the Mayor of London and a separately elected assembly body. It is a strategic regional authority, with powers over transport, policing, economic development, and fire and emergency planning.

Large-Scale Retail large retail units, often occupied by international retailers which are primarily located on Oxford Street, Regent Street and Bond Street.

Local Community Use use of Mayfair's green spaces by the local community for not-for-profit recreational, social and cultural events and activities, such as, for example, local amenity society fundraising events, local school events, theatre, music, art, wellbeing and fitness.

Local Convenience Retail small-scale retail units selling either Convenience Goods, or which support the resident, worker and visitor populations of Mayfair, including, but not limited to chemists and health services, dry cleaners, supermarkets, post offices, convenience food shops, newsagents, coffee shops, cafés, and neighbourhood restaurants.

Local Green Spaces Grosvenor Square, Berkeley Square, Hanover Square and Mount Street Gardens being land identified for special protection as green areas of particular importance to the local community.

Local Shopping Centres small centres designated within the City Plan as areas mainly providing facilities for people living or working nearby.

Local Stress Area an area within Mayfair which the Forum considers meets the requirements to be designated a Stress Area.

London Plan ("LP") London's Spatial Development Strategy published by the Mayor of London under the provisions of the Planning and Compulsory Purchase Act 2004.

Major development as defined by The Town and Country Planning (Development Management Procedure) (England) (Order) 2015.

Mayfair Neighbourhood Area ("Mayfair") the area of land covered by the Mayfair Neighbourhood Plan formally designated by Westminster City Council.

Mayfair Neighbourhood Forum ("the Forum") the body that leads on the production of the Mayfair Neighbourhood Plan formally designated by Westminster City Council.

Mayfair Neighbourhood Plan ("the Plan") this document which sets out planning and land use policies for the Mayfair Neighbourhood Area at a very local scale, prepared in accordance with the Town and Country Planning Act 1990, the Planning and Compulsory Purchase Act 2004, the Localism Act 2011 and the Neighbourhood Planning Regulations 2015 (as amended).

Mayfair Shopfront Guidance a document to be prepared by the Forum setting out guidance on the design of new shop fronts against which new proposals for shop fronts and signs will be expected to be in accordance with.

Mayfair Shopping Frontage a range of other retail frontages in Mayfair, important for the way they serve the residential, business, and visiting population of Mayfair.

Mayfair Special Policy Area the area designated as the Mayfair Special Policy Area within the City Plan.

National Planning Policy Framework ("NPPF") A document setting out the Government's planning policies for England how these are expected to be applied, providing a framework within which local and neighbourhood plans can be produced. This document must be taken into account in the preparation of local and neighbourhood plans and is a material consideration in planning decisions.

Oasis Area an area designated as providing an area of rest and supporting the main retail areas in WESRPA.

Other Shopping Centres areas identified within the City Plan falling within the CAZ which contain a range of distinct shopping areas and where retail floorspace is encouraged due to their contribution to Westminster's unique and varied world class retail offer.

Planning Policy Guidance ("PPG") guidance issued by Government supporting policies contained within the National Planning Policy Framework.

Savile Row Special Policy

Area the area designated as the Savile Row Special Policy Area within the City Plan.

Small-Scale Retail small retail units which are primarily located on Mayfair Shopping Frontages.

Social and Community Facilities which are available to and serve the needs of local communities and others. They include both public and private facilities including schools, libraries, post offices, places of worship, art galleries and museums.

Special Policy Areas areas of notable interest or importance due to the cluster of uses contained within them for which additional policy protection is given. Within the Mayfair Neighbourhood Area there are 2 Special Policy Areas: Savile Row SPA and Mayfair SPA.

Stress Areas areas within the West End identified by the Council within the City Plan were it believes that restaurants, cafés, takeaways, public houses, bars and other entertainment uses have become concentrated to an extend that harm is being caused to residential amenity, the interest of other commercial uses, the local environment, and to the character and function of the locality.

Town Centre an area designated within the City Plan as serving visiting members of the public with uses including A1 retail, non-A1 retail, health, libraries, entertainment facilities, hotels and offices.

Transport for London ("TfL") the local government organisation responsible for most aspects of London's transport system.

Tyburn Opportunity Frontage means the frontage identified on the map at page 30 which is designated as an area for retail growth in accordance with Policy MTR.

West End Retail Frontage means the retail frontages located at 3 – 535 and 4 – 556 Oxford Street, 49 – 259 and 50-270 Regent Street, 1 – 81 and 87 – 180 New Bond Street and 1A – 50 (consec.) Old Bond Street identified within the City Plan as Primary Shopping Frontages within International Shopping Centres.

West End Special Retail Policy Area ("WESPRA") the area designated as the West End Special Retail Policy Area within the City Plan.

West Mayfair means the area of Mayfair identified on the map on page 28.

APPENDIX 2

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APPENDIX 3

Public Realm Strategy

Executive Summary

Our vision is to make Mayfair the most desirable and attractive area of London in which to live, work or to visit. We aim to achieve:

• Less noise, pollution, congestion and dislocation

By working with Westminster City Council, Transport for London and others, to reduce traffic levels in Mayfair by 50% over the life of the Plan.

• More space for more people

By creating comfortable streets for the increased numbers of people and prioritising people over vehicles by:

(i) Widening footways, removing clutter and facilitating easier crossings.

*(ii)*Handing back space to pedestrians for those parts of the day or week when it is not needed for other purposes.

• More attractive space in our streets

By encouraging active management of the public realm, we will seek to:

(i) Ensure that Mayfair has clean and tidy streets

(ii) Have streets that are attractive to and meet

the needs of the principal users of those streets whether residential, retail or commercial. Address the adverse impact of begging, rough sleeping, street trading, pedicabs and unlicensed "musicians" and performers

• A more sustainable and healthy environment

By stressing the importance of a sustainable and healthy environment, we will seek to encourage others to:

(i) Achieve World Health Organisation air quality standards with less noise, broader biodiversity and a sustainable environment.

(ii) World class services for world class businesses and homes

By working with utility providers, Westminster City Council and key stakeholders, we will ensure that Mayfair has the highest standards of connectivity by: *Improving the provision and resilience of key infrastructure; specifically electricity supplies, communications, water and gas services.*

1. Vision

Good place-making benefits the wider community by creating places which are enjoyable for those who live in, work in and visit Mayfair.

2. Our broad objectives

• Lower levels of traffic: less noise, pollution, congestion and dislocation
• More space for pedestrians
• More attractive spaces in our streets
• A more sustainable and healthy environment
• World class infrastructure including electrical, digital and transport services.

3. The big picture

The following factors will affect London's public realm over the next decade:
• Growing population
• Growing levels of employment
• Rising visitor numbers
• Rising "quality of life" expectations
• The opening of the Elizabeth Line (Crossrail 1)
• The Tube upgrade and associated 24/7 working
• The prospect of Crossrail 2
• Increased public safety and security issues in crowded, iconic spaces

These are all likely to increase the number of people in the West End and modify their behaviour.

In parallel with these "macro" trends the following "micro" changes are likely:
• Ever tighter air quality and other environmental regulation
• Enhanced demand for, and pressure from, the evening and night-time economies
• Increased levels of personal deliveries to workplaces
• "Flat White Economy"; smaller businesses with just in time (JIT) deliveries and little support infrastructure
• Increased numbers of minicabs (Uber and similar) and, potentially, autonomous vehicles
• Increased number of 'white van' deliveries
• Increased demands, from the logistics industries, for night-time deliveries
• Increased demand for electrical re-charging points

4. Ways to achieve our objectives

Lower levels of motorised traffic

Motorised traffic, which in the context of central London means predominately diesel lorries, vans, buses and taxis, is the largest contributor to London's air pollution and is the most prevalent source of noise pollution. It can be dangerous and causes dislocation to people trying to get round Mayfair and the West End on foot. Such vehicles also occupy, and have allocated to them, a disproportionally large part of the public realm.

If left unchecked, the factors outlined above would result in a substantial increase in traffic levels. However, the other demands on the public realm will also grow through the need to provide more facilities for cyclists, electric vehicles and pedestrians and require more space, as a result of the growth in population, employment and visitor numbers. In order to meet the challenge, we need to implement measures that will change the way logistics work in our city to reduce its volume and achieve statutory air quality targets.

Some traffic levels are already reducing in central London. There has been a nearly 50% reduction in people entering central London by car and motorcycle between 1997 and 2014 and significant reductions in the number of buses in Oxford Street are proposed for 2017 (40%) and subsequent years. Regent Street has experienced a 30% reduction in traffic flows since 1997.

The table below summarises how a 50% target reduction in the West End could be achieved and the following paragraphs set out how these reductions could be achieved:

Type of traffic *(PCUs[1]: m/cycles & bikes excluded)*	% of traffic AM peak[2]	% of traffic PM peak[2]	Reduction of this type	Reduction of all traffic (PM peak)
Taxis	13%	35%	30%	10.5%
PHVs	6%[3]	10%[3]	30%	3.0%
Cars	16%[3]	15%[3]	10%	1.5%
Buses	32%	30%[3]	90%	27.0%
Goods vehicles to RS	7%	2%	80%	2.4%
Other goods vehicles	26%	8%	30%	2.4%
Total	**100%**	**100%**		**46.0%**

Footnotes: 1. PCUs means Passenger Car Unit and weighs vehicles on the basis of the road space they occupy: Private Car, taxi or PHV = 1; Bus/ Lorry = 3.52. 2. % of traffic ignores cycles and motorcycles. 3. Split between cars & PHVs is based on a survey undertaken in August 2016 and will tend to overstate cars and understate PHVs Sources: Traffic Survey undertaken on Regent Street just south of Oxford Circus May 2016. Prior to the implementation of any public realm scheme that impacts upon traffic, parking, traffic lights, deliveries, walking, cycling or access to premises, it essential that traffic modelling is undertaken to ensure that the costs and benefits of any scheme can be fully evaluated and to ensure that it is compatible with other policies and aspirations contained within the Neighbourhood Plan. Although many of these issues are beyond the remit of the Neighbourhood Plan to control, the following outlines our approach to help achieve this essential change.

4.1 Goods

We support the principle of reducing delivery vehicles in Mayfair by reasonable means including retail delivery carrier nomination and consolidation, preferred supplier deliveries for commodity items and schemes to reduce the number of individual deliveries of personal goods to offices and homes.

Waste collections

Waste consolidation schemes in Mayfair are supported, provided that they
(i) Reduce lorry movements
(ii) Ensure that waste is kept off the street
(iii) Maximise recycling helping to ensure that zero waste goes to landfill
(iv) Are economically viable for their customers

Construction deliveries

Uncoordinated deliveries and waste removal from construction sites has damaging impacts on Mayfair and must be reduced. On all developments in Mayfair, contractors must use the Construction Consolidation Scheme or other measurable ways to reduce vehicle movements. All construction contracts entered into pursuant to a planning consent should require the contractors to use off-street parking and prohibit the use of on street parking spaces for vehicles that can be parked off-street.

4.2 Personal transport

Improve walking infrastructure in addition to the policies set out above, we encourage walking through:
• Wayfinding: Legible London signage has already been installed in parts of Mayfair but should be extended to other streets, particularly to support pedestrian access to the Elizabeth Line Bond Street station entrances. It should encourage pedestrians to take safe, less polluted routes to their destinations.
• We will encourage public realm initiatives that support Westminster's Walking Strategy

Improve cycle infrastructure
(i) New commercial premises should be designed to incorporate cycling facilities including cycle storage, lockers and showers. Larger buildings

should seek to provide cycle repair facilities.
(ii) We will promote the provision of on street cycle parking. We will support appropriate and innovative solutions to help achieve effective use of space for cycle parking. We support the principle of the Central London Cycle Grid but not at the expense of pedestrian priority.

Private cars
(i) We support a reduction in the number of private cars in Mayfair whether used by residents, businesses or workers.
(ii) We encourage the use of electric vehicles in Mayfair by providing charging points.

4.3 Public transport
Buses
The opening of the Elizabeth line (Crossrail 1) in 2018 has allowed TfL to undertake a review of bus routes through central London on the grounds that:
•The extra east west capacity means that the demand for buses will decrease, and;
• The additional people brought into central London will mean that some footways are predicted to have a 40% increase in pedestrian flows creating a need for more footway space.
The Neighbourhood Plan supports proposals that reduce the number of bus services to meet demand and for those buses that continue to run around or through Mayfair, that they should be zero-emission vehicles by 2020.

Taxis
The ever tighter air quality regulations and electrification of the taxi fleet are likely to change the way the taxi trade operates. Well located taxi ranks provided just off the main streets with battery charging provisions should reduce taxis passing through Mayfair empty, "plying for hire".. These locations need to be clearly signposted from the main pedestrian route.

Private Hire Vehicles (PHVs)
Similarly to taxis, air quality regulations must apply fully to PHVs and numbers of PHVs should be controlled.

Pedicabs
We will support measures to properly regulate and control Pedicabs.
Connections to Tube and Crossrail stations
Pedestrian routes to public transport inter-changes need to be strong.

4.4 More space for pedestrians
Spatial
We will support public realm schemes that improve pedestrian comfort levels, especially on the most congested pavements.
Pressure spots include:
• 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 around the Green Park Underground exit
• Regent Street east footway (between Great Marlborough Street and Glasshouse Street)
• Princes Street and Hanover Square
• Glasshouse/Sherwood/Air/ Brewer Streets

Temporal
Notwithstanding the proposed reduction in traffic levels and the physical footway widening and de-cluttering works outlined above, it is acknowledged that kerbside space is at a premium and we need to look at being smarter in our use of street space. The following sets out ways to achieve this.

Dual (or triple) use kerbside space
Kerbside space is a limited resource under pressure. Providing it does not lead to increased noise and pollution for residents, we support innovative approaches so that, for example, space can be used for deliveries in the morning, parking in the afternoon and perhaps a taxi rank in the evening. In other locations loading pads can be used for deliveries in the morning and as footway in the afternoon and evening. This approach has already been adopted in Regent Street south of Vigo Street, North Audley Street and Mount Street.

Open Streets
Where appropriate and subject to servicing needs, we support the full, partial or occasional pedestrianisation of streets such as has been the case in South Molton Street, Air Street and Regent Street.
Subject to safeguarding essential access for residents and businesses, we would support the appropriate extension of such closures on a limited number of Mayfair streets at weekends. It is a smart use of street space with road space being used to get people to work and for servicing on weekdays and as more space for pedestrians at the weekend.

Transforming Park Lane
The following three solutions to transform Park Lane have been considered as follows:
(i) Solution 1 stands in its own right, but could also apply as part of solutions 2 and 3. The southbound carriageway of Park Lane could be replaced by a wide and generous pedestrian thoroughfare.
The hotels and other land owners facing onto Park Lane would be encouraged to open their premises out onto the pedestrian walkway, activating spaces for street cafés, shops, and restaurants to enliven the street scene.
The central reservation should be integrated with the newly opened pedestrian thoroughfare to create a large new area of publicly accessible green space – a green space addition to the area of a size larger than Grosvenor Square itself; and the western carriageway made two-way, relocating or replacing, rather than losing, trees where necessary. The width of the crossing to Hyde Park from the east side of Park Lane will thereby be halved, and there will be no visual blocks. More pedestrian crossings can then be provided. The speed limit should be reduced to 30mph with more regular traffic lights.
On-street coach parking will be removed and taken into an improved underground car park on Park Lane. Initial testing demonstrates that this is physically achievable without requiring the relocation of all but a handful of the existing trees in the central reservation.
(i) Solution 2 involves the tunnelling of the northbound carriage way of Park Lane entirely underground, to create a wonderful pedestrian environment with shared cycle and taxi drop-off locations, and Hyde Park opening its eastern boundary entirely. This solution has been discussed and endorsed at London-wide level,52 and in fact dates back to 1911.53 The changes brought about in Solution 1 should also be brought forward together with Solution 2.
(iii) Solution 3 involves the lowering of Park Lane.
The changes brought about in Solution 1 could also be brought forward together with Solution 3.
Some of these solutions have been considered in the past, but have foundered, principally due to lack of resource.
The potential for funding, including from s.106 obligations and CIL, will be researched to enable delivery of the project.
Through high-level testing, and early consultation with TfL and WCC, Solution 1 appears most deliverable, and will produce exceptional improvements; whereas Solutions 2 and 3, whilst transformational, will have greater challenges to their delivery and implementation.
The impact of works on Mayfair's significant heritage assets including archaeological priority areas requires additional research. Further detailed work and modelling will be required, not least because Park Lane is an important bus route and part of the strategic highway network, before formal proposals can be applied for and delivered.
In the meantime, the Forum gives weight and support to the development of further modelling and evidence to form part of a Solution 1 proposal and, given the potential area-wide benefits outlined above, it is appropriate that publicly available funding is directed to it. Strategic Environmental Assessment of any preferred solution(s) will be necessary to satisfy the Environmental Assessment of Plans and Programmes Regulations 2004.

4.5 More attractive places

Dealing with the negatives

Less pollution and noise

The vehicle reductions outlined above will go a great way to delivering this objective. The increased use of electric vehicles will also help and we support initiatives that will assist that change.

In order to reduce congestion but without damaging residents' amenity or business priorities, we welcome all initiatives, such as freight and waste consolidation, which will lead to an overall reduction in the number of vehicles on Mayfair's streets.

Clean streets

The Business Improvement Districts (BIDs, New West End Company and Heart of London Business Alliance) have already introduced jet washing of the principal streets. Enhanced maintenance contracts need to be set up as public realm improvement works are completed. Litter, and the problems or chewing gum, still blight our streets and as well as improving street cleaning, we also need to look at both the design and frequency of emptying the litter bins.

Pigeons, and the feeding of pigeons, create a public health nuisance and we support the introduction of measures to discourage roosting and people from feeding them.

No rubbish on the street

Rubbish bags left on the street are unsightly and lead to more litter, and vermin, on the street.

(i) New developments must have their own off-street refuse facilities. Landlords should require tenants to use, and pay for, these facilities and prohibit them from putting any waste out on the street.

(ii) Restaurant waste is a particular problem for three reasons; the volume of waste they produce; the unpleasant nature of their waste, and their peak trading hours often leading to a conflict with the times when office cleaners put out office waste. Food outlets must work with the BIDs and the Sustainable Restaurants Association to develop schemes to collect and sustainably dispose of restaurant waste by a single operator, with no bags left on the street and with no collections occurring between 22:00 and 08:00 in residential areas

(iii) Some streets with limited footway space are particularly vulnerable to waste bags blocking footways and being highly visible.

The solutions may need to be street specific to take into account the particular mix of uses in that street and the facilities available to deal with rubbish.

No begging, "chugging" or rough sleeping

(i) We will promote initiatives that design out the areas which can harbour anti-social activities including begging and rough sleeping. For example external lobbies or alcoves need to be avoided and where unavoidable (e.g. when fire escape doors open outwards), the resultant lobbies need to be well lit and be monitored by security.

(ii) Areas of buildings where people can sit, e.g. on window sills, need to avoided unless they are controlled.

Street trading

The historic licensed street trading activity is unattractive and due to its inflexibility has resulted in kiosks being located in positions which, as a result of changing pedestrian movement patterns and public realm improvements, are now inappropriate. When undertaking public realm schemes, the future location of such kiosks must be addressed at the inception of the public realm scheme design.

Introducing attractive new features

Alfresco dining

The introduction of alfresco dining has to be treated with care to avoid causing pedestrian congestion and disturbance to local residents. We consider that it should only be introduced if a Pedestrian Comfort Level of Service of B1 or better is maintained and it should not be introduced on the main retail streets or where residents live nearby.

Greening

Greening can, in particular, be used to soften streets. The scope to put trees in the ground is strongly supported but can be limited by the number of underground services. Other forms of public realm greening should be considered including;

- trees or other planting in containers;
- window boxes and,
- green walls.

Public art

A coordinated approach to public art, both temporary and permanent, is encouraged but it should not be installed at street level on the main retail streets where pedestrian movement could be adversely affected. The consolidation of public art contributions so that more meaningful art can be afforded in more strategic locations is supported.

Public seating

The provision of outdoor seating, as places of respite and relaxation, is welcomed but in order to avoid the problems of rough sleeping, skateboarding and anti-social behaviour, it needs to be carefully designed and managed.

Management of the public realm

In certain locations, such as currently exists in Berkeley Street where the evening/night-time economy is disruptive to both residents and visitors, landowners, occupiers or BIDs will be encouraged to enter into management arrangements with Westminster City Council under Section 111 of the Highways Act. The exact nature of the management duties will vary from one location to another but will seek to ensure that the management regime for the public realm is commensurate with the demands placed upon it.

4.6 Sustainable and healthy outside

- We support strategies that enhance a healthy environment in Mayfair, thereby improving the experience for residents and visitors. The principles of the Vision for the Wild West End http://www.wildwestend.london/vision/ which seek to increase green infrastructure through a combination of green roofs, green walls, planters, street trees, flower boxes and pop-up spaces are supported on the basis that they will lead to an improvement in the wellbeing of residents, workers and visitors by increasing connections to green space and nature and by contributing to improvements in local air quality

Sustainable drainage

Green roofs, brown roofs and biodiverse roofs will contribute to sustainable drainage. We will support proposals that encourage rainwater re-cycling and seek to minimise surface water run-off and will oppose hard surfacing schemes that do not support the principles of Sustainable Urban Drainage.

4.7 Infrastructure

Fibre connections

Mayfair buildings need to have world class levels of fibre capacity, speed and diversity. When public realm schemes are being undertaken and in order to minimise the effect of future connections disrupting the public realm, additional spare service ducts should be installed. The provision of new fibre networks requires additional telecoms cabinets which if poorly sited can have a detrimental effect on the public realm. The Neighbourhood Plan supports the careful design and integration of these cabinets into the public realm by either incorporating them into existing buildings, installing them underground or combining them with existing cabinets. There should be no net increase in street furniture as a consequence of enhancing digital connectivity.

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Utility supplies

Many of the utility services

within Mayfair rely upon over-stretched and outdated infrastructure. Many cables, pipes and conduits are beyond their original design life and public realm schemes offer the opportunity to replace, renew and expand these services with minimum additional disruption. The Neighbourhood Plan will therefore encourage the promoters of public realm schemes, Westminster City Council and the utility companies, to be proactive in replacing and upgrading services to the benefit of Mayfair residents, businesses and the wider economy.

1 'PEDESTRIAN GUIDANCE COMFORT GUIDANCE FOR LONDON – TECHNICAL GUIDE' content.tfl.gov.uk/pedestrian-comfort-guidance-technical-guide.pdf

APPENDIX 4

Public Realm and Heritage Background

Existing Policy and Policy Initiatives

1.1 The London Plan encourages walking and improvements to the pedestrian environment.[118]

1.2 The City Plan includes a series of policies that relate to the quality of the public realm, which seek to ensure that development prioritises and improves the quality of the pedestrian environment.[119]

1.3 WCC acknowledge for themselves a role in delivering change in this area.[120]

1.4 All of these priorities, in particular the prioritisation of pedestrians, have found more detailed expression elsewhere, including:

- The Westminster Way SPD[121]
- The Walking Strategy (2017-2027)[122]
- The Report of The Roads Task Force,[123] and TfL's response to it[124]
- West End Partnership's Vision 2030
- "Safe Streets for London: The Road Safety Action plan for London 2020", [125] and the "Pedestrian Safety Action Plan"[126]
- WCC Cycling Strategy[127]
- "Places for People" and "Public Realm Handbook for Mayfair and Belgravia", both commissioned by Grosvenor[128]

1.5 For instance, within Mayfair, The Walking Strategy identifies the potential to transform the pedestrian environment along Oxford Street linked with the opening of Crossrail, involving a reduction in the volume of buses using Oxford Street and reconfiguration of taxi ranks. The strategy also refers to poor air quality, most notably Marble Arch, Park Lane and Hyde Park Corner. The strategy outlines opportunities for improving the pedestrian environment and public realm enhancements.

1.6 The Roads Task Force report includes aspirations for the improvement of roads and streets in the CAZ, including enhancements to the public realm, prioritising walking and cycling and efficiencies to servicing.

Existing Public/Private Improvement Initiatives

1.7 The need to enhance Mayfair's public realm has already been widely recognised. There are many existing initiatives which are at various stages of preparation.

18. Due to the fluidity of public realm proposals, rather than capture a "snapshot in time" of what is currently being proposed, the Plan seeks to support key public realm principles, whilst mapping and referring (at Appendix 3) to all existing proposals within the area.

Existing Conditions

Perimeter Routes

1.9 Mayfair is bounded by Oxford Street, Regent Street, Piccadilly, and Park Lane. Of these important shopping, public transport, and traffic routes, only Regent Street is of an acceptable quality.

(a) Park Lane offers a poor pedestrian experience. Its pavement is narrow. The road itself is an urban motorway. It provides a clear physical and psychological barrier to Hyde Park. Whilst the central reservation provides an area of open space, it is unusable and provides no respite other than, in places, a dumping ground.

(b) Piccadilly suffers similarly to Park Lane. In comparison to Park Lane, the road is much more developed in its retail and visitor interest, yet the pavement is narrow, there is a barrier to Green Park, views to St James's Palace and St James's Church have not been enhanced, and an opportunity to link the Royal Academy with Fortnum and Mason on the south side has not been taken. Enhancements have taken place, with the recent return to two-way traffic, and a new Green Park underground entrance on the south side of Piccadilly, allowing direct access from Green Park itself into the station. However, the area around Green Park underground station on the north side is highly congested with pedestrians at most times of the day, and is dangerous.[129] There are few clear and obvious north-south crossing routes in this area. Levels of traffic on the street make it uncomfortable to walk along.

(c) Oxford Street has been the subject of many recent policy initiatives and political statements. At the time of this Plan, there are clear Mayoral ambitions to pedestrianize the street in some fashion.[130] The pedestrian environment remains, however, heavily trafficked, with extremely poor air quality,[131] and poor-quality pavements.

(d) Regent Street's public realm has been improved, with (for instance) wider footways on the west side and some of the east side. However, the footways on the east side and close to Oxford Circus are still overcrowded and are likely to become more so with the opening of Crossrail. The high volume of traffic in the street lead to unpleasantly high levels of traffic noise and air pollution.

(e) The junctions of these perimeter routes are notorious for bad pedestrian experiences and poor air quality – in particular, Hyde Park Corner and Marble Arch.

1.10 All of these present significant opportunities for enhancement.

Around Squares

1.11 Mayfair's green spaces are essential lungs in which the West End is able to breathe and be at peace.[132] Surprisingly, given their importance, the traffic and pedestrian environment around all but Mount Street Gardens is confusing, badly provided, and a deterrent:

(a) Grosvenor Square has a confusing set of pedestrian crossings – particularly poor in the two eastern corners. The pavement quality and size around the square is deficient.[133] The west side of the square was closed to traffic in the aftermath of the terrorist attacks of 11 September 2001.

(b) Berkeley Square is perhaps the worst public realm environment around the squares of Mayfair in terms of its provision for pedestrians and cyclists. It is hard to find the best way to enter the square. Traffic comes too fast and too heavily around the square and is often congested. It is difficult to find a way across the square when visiting streets in the vicinity from one location to another. The pavement quality is poor.

(c) Hanover Square has been disabled by the Crossrail Bond Street Station East entrance works. This is a temporary problem. However, on the opening of Crossrail, it will be affected by an outpouring of new pedestrians seeking to move through Mayfair – both for the offerings in Mayfair itself, and to get to other destinations beyond.[134]

[118] LP policy 6.10. [119] For example CP policies S41 and S43 and para 2.48. [120] Westminster's Local Implementation Plan (2011). [121] WCC 2011. [122] WCC December 2017. [123] 'The vision and direction for London's streets and roads' (July 2013). The Roads Task Force is an independent body set up by the then Mayor of London in 2012 to tackle challenges facing London's streets and roads. [124] 'Delivering the vision for London's streets and roads – TfL's response to the Roads Task Force' (July 2013). [125] 'Safe Streets for London The Road Safety Action Plan for London 2020', TfL (June 2013) [126] 'Pedestrian Safety Action Plan', TfL (undated). [127] WCC Cycling Strategy November 2014. [128] By Jan Gehl and Building Design Partnership respectively. [129] The proposals, the subject of planning permission ref 15/07627/FULL, will, if delivered, mitigate this somewhat by creating a new arcade link between Stratton Street and Curzon Street. [130] Valerie Shawcross, Deputy Mayor for Transport, announced plans to ban all traffic along Oxford Street from Tottenham Court Road to Marble Arch to the London Assembly on 13 July 2016. [131] D. Carrington 'London breaches annual air pollution limit for 2017 in just five days', Guardian, 6 January 2017, https://www.theguardian.com/environment/2017/jan/06/london-breaches-toxic-air-pollution-limit-for-2017-in-just-five-days, (accessed 26 January 2017). [132] See policies at chapter 2.2 below. [133] There are emerging proposals for the redevelopment of the American Embassy (16/06423/FULL & 16/06463/LBC) to the west of Grosvenor Square, which include public realm enhancements to this side of the Square. [134] There is a Hanover Square Public Realm Improvement Scheme which is currently being developed by WCC.

1.12 The interiors of Mayfair's squares are addressed in more detail in chapter 2.2.

Bond Street

1.13 Perhaps most surprising of all, the internationally recognised Bond Street has a poor public realm experience in terms of pavement quality, pedestrian opportunities, and heavy traffic flows. Undoubtedly the retail offer suffers. There has been some progress in recent times, due to the management and direction of the New West End Company and public realm improvement scheme which commenced in January 2017 to be completed in time for the opening of Crossrail in late 2018. This street also suffers considerably from poor coordination of waste and delivery traffic. Some consolidation has recently occurred, but this could be greatly increased.

Regent Street and Mount Street

1.14 Regent Street and Mount Street are the two successes of Mayfair in terms of public realm improvements. Through careful, thoughtful, and beautiful design improvements, the retail offer has been able to develop and grow to become high-quality, international destinations in their own right.

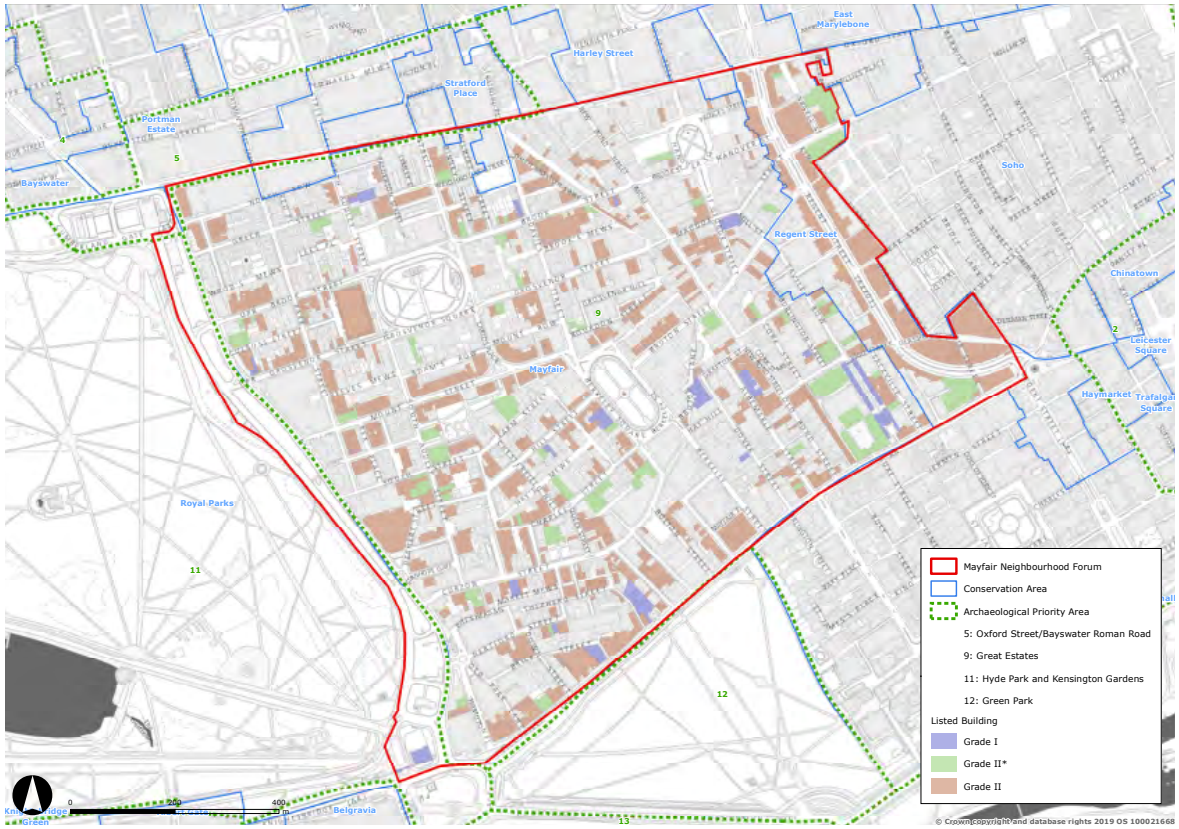
1.15 Part of our initiative as a forum will be to bring all of Mayfair's streets and public realm areas up to the high standard set by these two streets, whilst not necessarily seeking replication.

Heritage

1.1. Mayfair Neighbourhood Area has a rich heritage, including a particularly high concentration of some of London's and the nation's most significant heritage assets.

As illustrated below, many buildings and structures within the neighbourhood area are listed, and the entire area is also designated as a Conservation Area.

City Plan Policy S25 Heritage, provides policy protection for such assets. In addition, Conservation Area Directory 11: Mayfair [135], provides an evaluation of the historical development of the area, and details of listed buildings and key townscape features within the Conservation Area.



APPENDIX 5

Green Spaces: History, Laws and Background

History

Grosvenor Square is the largest public open space in Mayfair, and at eight acres is one of the largest garden squares in Westminster. It formed the central point of the development of the Grosvenor Estate in Mayfair from 1721 and, although presently managed by The Royal Parks,[136] it remains the focal point of the North Mayfair 'Estate'.

American diplomatic presence has been a constant since 1785, so much so that during World War Two, it was known as Eisenhowerplatz. A number of other statues commemorate American politicians and servicemen. The mix of hard and soft landscaping is not currently a happy one and the visual amenity of the square could be enhanced.

Hanover Square is the earliest of Mayfair's garden squares. Named after George I, it was laid out in 1717 and is particularly important in the development of London's formal townscape as it aligns with Cavendish Square to the north and the church of St George to the south. Like Grosvenor Square, its architectural setting has, in the 20th Century, changed from the small scale to the more civic, and its planting and layout has changed beyond

[135] https://www.westminster.gov.uk/sites/default/files/mayfair_conservation_area_directory.pdf [136] On behalf of the Department for Culture, Media and Sport (DCMS). The Contracting Out (Functions relating to the Royal Parks) Order 2016 passed on 26 October 2016 allows for Square now to be privately managed

recognition over nearly 300 years. In the wake of Crossrail, WCC have commissioned a study which will transform the appearance of the garden for the fifth, and perhaps, final time. The square contains a number of distinguished statues.

Berkeley Square was laid out in 1730. It is celebrated for its London Plane trees. Planted in 1789, they are probably the most mature in London and give the Square the greatest arboricultural presence in Mayfair. There is little planting in the square, which is formally laid out with grass plots.

Mount Street Gardens are the only gardens to have largely retained their original planting and design. They were laid out in 1889 on the site of the former burial ground to St George's Hanover Square, and today are characterised by "memorials" of a quite different type – benches in the memory of the many Americans and others who have enjoyed the secret tranquillity of the gardens over the years.

Brown Hart Gardens are perhaps the most unusual open space in Mayfair. The site began life as Duke Street Gardens but in 1906, with the creation of the old Duke Street electricity substation, the open space was raised into a terraced garden and planted in an Italianate fashion. The architect of the substation, Sir Stanley Peach, gave the gardens a flamboyant Edwardian Baroque architectural framework, which remains intact to this day. The gardens were closed in the 1980s but transformed and re-opened by the Grosvenor Estate in 2013 and now boast a rich and varied series of container planters, public art and a cafe.

Legal Status

National Heritage Act 1983

• The 1983 Act allows a register to be drawn up which contains gardens and other land of special historic interest.[137] The main purpose of this register is to celebrate designed landscapes of note, and to encourage appropriate protection. By drawing attention to sites in this way, the register increases awareness of their value and encourages those who own them, or who otherwise have a role in their protection and their future, to treat these special places with due care. Registration is a material consideration in the planning process, meaning that planning authorities must consider the impact of any proposed development on the landscapes' special character.[138]

• Grosvenor Square and Berkeley Square are both Grade II registered.[139]

London Squares Preservation Act 1931

• The 1931 Act authorises the use of protected squares for no purposes other than an ornamental garden, pleasure ground, or ground for play, rest or recreation. It is an offence to erect or place any building or other structure on or over any protected square, except where necessary in connection with the authorised use.[140] An injunction can be applied for to protect the squares from any apprehended breach.[141] In the case of Mayfair, it is WCC's responsibility to enforce the provisions of the 1931 Act.[142]

• Berkeley Square and Hanover Square are both protected by the 1931 Act.[143] Grosvenor Square was protected by the 1931 Act until 1946.[144]

Planning (Listed Buildings and Conservation Areas) Act 1990

• All of Mayfair's green spaces fall within the Mayfair Conservation Area. They are specifically referred to as contributing to the conservation area, both in terms of heritage, layout, and amenity, within the conservation area character appraisal.[145] Any proposal must therefore pay special attention to the preservation or enhancement of the conservation area.[146]

• Many of the squares contain listed structures within them.[147] There is similar protection (as with conservation areas) conferred on the setting of the listed structures, which will, in those cases, include the squares themselves.

• Brown Hart Gardens, situated above the Duke Street Transformer Station, is listed as a Grade II structure and one of a very rare number of "roof gardens" to be so designated.

Tree Protection

• All trees in Mayfair are protected trees,[148] and they are the subject of local guidance on their protection and enhancement, having regard to their positive impact on townscape, amenity, biodiversity and historic character.[149]

Policy Status

Policy protection for green spaces in Mayfair is currently contained in:

1.1.7.1.The statutory development plan:

1.1.7.1.1 the London Plan
1.1.7.1.2 the City Plan

1.1.7.2 The NPPF

1.1.7.3 Supplementary planning guidance:

1.1.7.3.1 City of Westminster Open Space Strategy SPD 2007
1.1.7.3.2 Historic Parks and Gardens 1996, and

1.1.7.4 Emerging policy:

1.1.7.4.1 1.1.7.4.1 draft London Plan 2017
1.1.7.4.2 1.1.7.4.2 draft City Plan 2018.

The statutory Development Plan

• The London Plan seeks to make London a place which "delights the senses" by, amongst other things, making the most of and extending its wealth of open and green spaces and natural environment, realising its potential for improving Londoners' health, welfare and development.[150] Part of that extension is to be in the CAZ.[151]

• The London Plan adopts this recommendation and identifies that communities now have the possibility of designating smaller-scale green spaces of particular local significance through local and neighbourhood plans for special protection. As a result of the designation, the most restrictive green belt policy will be applied to it. Only very special circumstances will justify a departure from the space's protection. There is high protection given to existing open space,[152] trees,[153] and the Mayor has established policy for a network of green infrastructure, so that green spaces in London are protected, expanded, and managed.[154]

• The City Plan refers to green space in Mayfair as being under "pressure",[155] and as being in an area deficient in publicly accessible play space and deficient in open space considered suitable for informal play.[156] To address this, the City Plan seeks to "protect and enhance" the green spaces in Mayfair.[157] It is essential to resist the loss of even the smallest open spaces.[158]

• Certain sites are also specified as "Sites of Importance for Nature Conservation" (SINC). These are to be protected and enhanced, and any proposals, whether temporary or permanent, will need to demonstrate that they do not have a detrimental impact on the habitats or populations supported in these sites. SINCs will be protected and managed for their ecological value as the priority. [159]

NPPF

• The NPPF seeks to protect existing open space. Such land should not be built on, unless:
(a) An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements.
1.1.7.11 The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
1.1.7.12 The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.[160]

•As heritage assets, the NPPF also deals with the protection of heritage green space from harm and destruction. Due to their irreplaceability, any harm or loss to a heritage green space should require clear and convincing justification. Substantial harm to or loss of a Grade II listed park or garden should be exceptional.[161] In cases of substantial harm, the

[137] The ability to draw up a register of gardens was originally inserted in to the Historic Buildings and Ancient Monuments Act 1953 by the National Heritage Act 1983 (schedule 4 paragraph 10). [138] See Historic England website, "Registered Parks and Gardens". [139] List entry numbers 1000807 and 1000516 of Historic England's Register of Historic Parks and Gardens. [140] 1931 Act s.3. [141] Ibid s.3(10). [142] Ibid s.3(11). [143] Ibid Schedule 1. [144] Roosevelt Memorial Act 1946 s.2(2).[145] Although the character area appraisal incorrectly identifies "none" as being protected by the 1931 Act. [146] LBA 1990 s.72(1), and see in more detail Appendix 5 [147] LBA 1990, s.66(1), and see in more detail Appendix 5 [148] Within the meaning of the 1990 Act – by virtue of the land being inside the Mayfair Conservation Area (s.211(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. [149] 'Trees and the Public Realm – a tree strategy for Westminster' (WCC 2011). [150] LP policy 7.2. [151] LP para 7.17. [152] LP policy 7.18. [153] LP policy 7.21. [154] LP policy 2.18. [155] CP para 5.53. [156] CP figure 47, p.135. [157] CP policy S35. [158] CP policy S35 and reasoned justification p.136. [159] CP policy S36. [160] NPPF 74. [161] NPPF 132.

proposal should be refused;[162] where less than substantial harm will be caused, the harm should be weighed against the public benefits of the proposal.[163]

• The NPPF encourages plans to include the ability for green spaces to be designated as Local Green Spaces. The criteria for doing so are as follows:

• Where the green space is in reasonably close proximity to the community it serves.

• Where the green area is demonstrably special to the local community and holds a particular local significance, for example, because of its beauty, historic significance recreation value (including as a playing field), tranquillity or richness of its wildlife.

• Where the green area concerned is local in character and is not an extensive tract of land.[164]

Supplementary Guidance

• WCC have set a strategy of protecting green space, enhancing quality and attractiveness, improving access, and working with communities to achieve the aims of the overall strategy.[165] Some of the ways to achieve this will be seeking appropriate contributions and applying CIL receipts, together with provision through s.106 agreements, planning briefs and area action plans.[166]

Emerging Policy

• Emerging policy increases protection and focus on green spaces in Mayfair. Instead of existing Policy S35 which just refers to "[p]rotecting all open spaces", new policy will, when adopted, require the Council to "protect and enhance" Westminster's open spaces, to secure and maximise their environmental social economic and amenity value.[167] Development will only be permitted in certain highly regularised circumstances. [168] Detrimental impact caused on any green infrastructure by development must be mitigated. [169]

Of particular concern to the Forum in relation to the gardens, squares and green spaces in Mayfair, emerging WCC policy describes the importance of temporary events in the public realm. They will be supported where they "benefit the city, its people and enterprises." [170]

• The Forum does not support policy where it is in conflict with the 1931 Act unless it complies with policy MGS2.

Existing Conditions

Grosvenor Square

•Grosvenor Square lies at the heart of the Grosvenor Mayfair Estate. It is currently in a fair condition with limited amenity and poor quality hard and soft landscaping. It hosts the annual "Summer in the Square" event, held by Grosvenor and open to all. At all other times it is open to the public for use and is a significant green space used by the local community.

• There are three listed structures in the Square: the Eagle Squadron Memorial (Grade II);[171] Statue of President Roosevelt (Grade II);[172] and the Police Public Call Box to the north-east of the square (Grade II).[173] A number of the surrounding properties facing the square are also listed, including most notably the United States of America Embassy[174] on the west side.

• The surrounding traffic arrangements require attention – it is not straightforward to access the square, particularly in the two eastern corners. The west side of the square is due to be reopened to traffic once the development of the American Embassy building has been completed. [175]

Berkeley Square

• Berkeley Square is in the heart of Mayfair and is a significant and highly valued green space for the local community, particularly those who work and reside in close proximity to it.

• Recently the Square has lacked investment.

• There are two listed buildings, both of which are in need of repair and restoration: the Statue of Woman of Samaria (Grade II)[176] in the south of the Square; and the former Pump House in the centre (Grade II).[177] The Square is surrounded by a large number of listed buildings which face on to it.

• The Square is currently circumnavigated by busy traffic running clockwise. It is hard to access the square on foot, and the pedestrian access points around the square do not align with the pedestrian crossings. There is an opportunity to pedestrianise parts of the periphery of the square. This will enable significant pedestrian public realm improvements, and enhance accessibility.

• The quality of the walkways and grass in the square often need attention. It has a scruffy appearance which is out of keeping with its status as a protected garden square.

• Berkeley Square is the Mayfair square most affected by the introduction of commercial events. There are currently planning permissions for the annual Glamour Awards and London Real Estate Forum in June and the LAPADA and PAD art and antiques fairs in September and October. Both of these have been granted in perpetuity: conditions on the permissions set out dates for the 2017 events, and the dates of the events in future years must be agreed with WCC. [178] Whilst it is recognised that planning permission is not required for all events in the square, [179] event policy MGS2 seeks to address the cumulative impact of significant annual events currently being held in the square.

• Both events involve the erection of fixed structure marquees over the northern half of the square, which in 2016 covered and rested upon the northern part of the Grade II listed pump house and shelter in the centre of the square.

• The events cause substantial disruption to the public's enjoyment of the square with poor levels of remediation, particularly the condition of the grass in the winter months. There is an apparent failure of the commercial events to restore the square after the events have finished.

Hanover Square

• Hanover Square is an invaluable green space, lying just south of Oxford Street and east of Regent Street, which provides much-needed respite from these busy and bustling retail streets. It will see great change following the new public realm improvements in advance of the opening of Crossrail in 2018.

Mount Street Gardens

• These gardens are an oasis of peace and tranquillity hidden away from the main streets. They have a vibrancy with the school, and are often used as an informal play and recreation space.

• Mount Street Gardens is a Site of Importance for Nature Conservation of Local Importance.

APPENDIX 6

Green Spaces Policy Context

Existing Policy Status

The Statutory Development Plan

London Plan

Four of the six objectives for London set out in the London Plan are directly relevant to green infrastructure. The London Plan defines green infrastructure as an overarching term for a number of elements such as parks, street trees, green roofs, that go to make up a functional network of green spaces and green features. Green infrastructure delivers many benefits in addition to having a positive effect on climate change, examples being protecting and enhancing biodiversity, including mitigation of new development, promoting walking and cycling, and increasing recreational opportunities, access to and enjoyment of open space.[180] All of which are key objective of the Plan.

Development proposals should incorporate green infrastructure and plan for nature from the beginning of the design process.[181] The Mayor is seeking at least a 5% increase in the amount of surface green area in the CAZ by 2030 and an additional two million trees in London by 2025.[182] Trees should be protected, maintained

[162] NPPF 133. [163] NPPF 134. [164] Where the tests in paragraph 77 of the NPPF are met. [165] 'City of Westminster Open Space Strategy' (WCC February 2007). [166] Ibid pp.26-7. [167] Draft CP policy 35A. [168] Draft CP policy 35C. [169] Draft CP policy 35D. [170] Draft CP policy 17E. [171] Historic England list entry number 1430215.[172] Historic England list entry number 1066737. [173] Historic England list entry number 1237489. [174] Historic England list entry number 1393496. [175] There are emerging proposals for the redevelopment of the American Embassy (16/06423/FULL & 16/06463/LBC) to the west of Grosvenor Square, which include public realm enhancements to this side of the Square. [176] Historic England list entry number 1066430. [177] Historic England list entry number 1357211. [178] See WCC planning permissions reference 16/00870/FUL and 16/01776/FUL. [179] See the GPDO Schedule 2, Part 4, Class B – planning permission is not required for events last less than 28 days in total in one calendar year. [180] London Plan Policy Policy 2.18 and para 2.88 [181] London Plan Policy 5.10 & 7.19 [182] London Plan Policy 5.10

and enhanced and where appropriate the planting of new tress should be included in new development. Existing trees of value should be retained and any loss of trees should be replaces following the principle of "right place, right tree".[183]

City Plan
Support for green infrastructure is currently set out within the City Plan and the contribution that urban greening can make towards this is acknowledged.[184] The City Plan recognises that the built environment is an important habitat, and that whilst there is little wildlife within Westminster, the opportunities to improve biodiversity on the available built form surfaces are great.

Protection of existing bioiversity is already provided for[185] within Westminster and development proposals within Areas of Wildlife Deficiency are required to enhance biodiversity. However, the Forum believes that development across Mayfair, not just within the limited areas identified by Westminster, should contribute to biodiversity and proposals should seek to demonstrate how urban greening has been incorporated into any new development.

NPPF
The NPPF seeks to minimise impacts on biodiversity and to secure net gains in biodiversity through the planning system, where possible.[186] Opportunities to incorporate biodiversity in and around developments are encouraged and developments which have the primary objective of enhancing biodiversity should be permitted.[187]

Supplementary Guidance
WCC's "Trees and the Public Realm" SPG[188] actively seeks to enhance the number of trees within Westminster, as well as protecting, and replacing where necessary, the existing tree stock. Mayfair, however, is highlighted as an area where caution should be exercised in tree planting, largely due to constraints in the townscape, such as pavement widths, notable historic buildings, or other historic sensitivities, as well as the constraints of underground services.

APPENDIX 7

Destination of objectives to policies in this plan

Objective Number	*Objective*	*Plan reference*
Housing		
OB1	Reduce the number of empty homes in Mayfair.	Not taken forward.
OB2	Ensure a balanced range of housing in value and size in Mayfair, open to a broad range of incomes.	Not taken forward.
Land Use		
OB3	Support and enhance established clusters of specialist uses or character that reflect Mayfair's heritage	MR1 MR6 MSC MSM
OB4	Support and enhance Mayfair as London's leading destination for high quality retail, art galleries, restaurants and hotels.	MR1 MR6
OB5	Recognise the importance and value of Mayfair's local amenity shops and support and maintain their presence.	MR1
OB6	Encourage retention of existing and the provision of new offices, to protect against net loss of office floorspace in Mayfair.	MC
OB7	Enhance and promote non-retail community services and amenities.	MSC
OB8	Support, enhance and grow cultural assets.	MSC
OB9	Focus the night-time economy away from residential areas.	MRU1 MRU3
Public Realm		
OB10	Ensure the public realm around licensed premises works well for everyone.	MPR MR3
OB11	Improve Mayfair for pedestrians and cyclists.	MPR MGS MR3 MPL1
Public Space		
OB12	Improve amenity in public squares by reducing commercial events, facilitating cultural and community activities and increasing public access and usability.	MGS1 MGS2
OB13	Improve pedestrian access to the squares.	MPR MGS2
Sustainability		
OB14	All new development in Mayfair should seek to achieve exemplary sustainable standards.	MD MES
OB15	Encourage the greening of Mayfair through a Green Infrastructure Audit to encourage green walls, green roofs and street planting.	MGI
Traffic		
OB16	Reduce the impact of traffic.	MPR MPL1
OB17	There should be no net loss of visitor, resident or commercial parking spaces in Mayfair.	Not taken forward.

[183] London Plan Policy 7.21 and see also London Tree and Woodland Framework GLA 2005 [184] See paragraphs 5.59 to 5.62 City Plan [185] Policy S38 City Plan [186] NPPF 109 [187] NPPF 118 [188] Adopted 6 September 2011

Architecture		
OB18	All new buildings and the refurbishment of existing buildings should enhance the special character of Mayfair.	MD
OB19	Ensure that where they are subject to change, that all ground-floor commercial frontages, including shopfronts, signage, external lighting and outdoor furniture, complement and enhance the character of the building and the street.	MD MR5
Neighbourhood Management		
OB20	Co-ordinate waste management to reduce vehicle movements and noise.	Part III, Section 7: Neighbourhood Management.
OB21	Promote district and building waste solutions that reduce or avoid the need for vehicle movements.	Part III, Section 7: Neighbourhood Management.
OB22	Protect existing and future residents from the impact of the night time economy and seek to limit the impact of other noise nuisance.	MRU1 MRU3 Part III, Section 7: Neighbourhood Management
OB23	Encourage measures to improve air quality.	MES
OB24	To create a safe and nuisance-free environment for everyone.	MPR Part III, Section 7: Neighbourhood Management.

MAYFAIR NEIGHBOURHOOD PLAN 2018—2038





