Designation: First designated in 1968; the St. James's Conservation Area was revised and extended to include the central part of Jermyn Street in 1974 and Haymarket and Orange Street in 1987. In 1989, part of the Conservation Area was redesignated as part of the Haymarket Conservation Area.

Historical Background: There are records of a lepers’ hospital within the area as early as the 11th century. It appears that this was later converted to a convent. In 1532, the convent was purchased by Henry VIII to provide a site for a palace and in the next 300 years a court complex grew around St. James’s Palace. St James’s Square was built in 1663 by Henry Jermyn. It was the first West End Square and provided houses for nobles and courtiers to Charles II. St James’s Church, Piccadilly (by Wren, 1682-4) formed part of the same scheme. Development continued westwards in the 18th century. Apart from Nash’s work in the early 1800’s creating Regent Street, Waterloo Place (both redeveloped in the early 20th century) and Carlton House Terrace, the street pattern has not changed significantly since the 18th century. The other work by Nash is the Royal Opera Arcade, Pall Mall (1816-18) the earliest London arcade. Important 19th century buildings include the clubs in Pall Mall (United Service, Athenaeum, Travellers and Reform) and large houses adjacent to Green Park and St James’s Park (Lancaster House, Clarence House, Bridgewater House). The 20th century has not brought changes to the 18th century street pattern although some major tall buildings have been constructed (Economist Building, St James’s Street, New Zealand House, Pall Mall and the Forte-Crest Hotel, Jermyn Street).

Listed Buildings: There are nearly 60 listed Grade I and II* buildings and over 90 listed Grade II buildings in the Conservation Area, one of the highest concentrations of such buildings in England. Grade I listed buildings include St James’s Palace, St James’s Church, Queen’s Chapel, No. 20 St James’s Square, the Reform, Travellers and Athenaeum Clubs, Pall Mall. Grade II* listed buildings include the Ritz Hotel, Piccadilly; the Economist Building, St James’s Street; Midland Bank, No 196 Piccadilly; Nos. 4 & 5 St James’s Square, and the RAC Club, Pall Mall.

Key Features: A most notable feature of the St James’s Conservation Area is the 18th century grid iron street pattern, contained within the major thoroughfares of Pall Mall, St James’s Street, Piccadilly and Regent Street. The main spaces within the area are St James’s Square, Waterloo Gardens (attached to Carlton House Terrace), the private gardens fronting onto Queen’s Walk on the east side of Green Park and St James’s Church Yard. Smaller streets off the grid iron are also of considerable interest, such as Blue Ball Yard and Pickering Place off St James’s Street, the Royal Opera and Piccadilly Arcades and Angel Court and Crown Passage between King Street and Pall Mall. The area comprises a mixture of commercial and some residential uses, including homes of members of the Royal Family. West of St James’s Square are a number of art galleries and auction houses.

Jermyn Street is well known for its high quality tailors whilst Pall Mall is known for its private members’ clubs. Piccadilly is lined by large commercial buildings, many of which are occupied by internationally famous retailers.

Adjacent Conservation Areas: To the north Mayfair, Regent Street, Haymarket and Leicester Square Conservation Areas; to the west and south the Royal Parks; to the south east the Whitehall, and to the east the Trafalgar Square Conservation Areas.

Strategic Views: The strategic views from Primrose Hill to the Palace of Westminster and from Parliament Hill to the Palace of Westminster, cut through the Conservation Area at its eastern end.

Areas of Special Archaeological Priority: The eastside of Suffolk Street lies within the Lundenwic and Thorney Island area of special archaeological priority.

Article 4 Directions: None.

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

Planning Briefs and Design Guides: No specific guidelines.

Spaces protected by the London Squares Acr 1931: St James’s Square, Carlton House Terrace and Gardens.

Registered Historic Parks and Gardens: St James’s Square (Grade II)

Contacts

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