

APPLICATION BY:

**RESIDENTS' SOCIETY OF MAYFAIR AND ST JAMES'S
THE MAYFAIR RESIDENTS' GROUP**

To Designate Mayfair as a Neighbourhood Area

Introduction and Geographic Designation:

In accordance with section 5 of the Neighbourhood Planning Regulations (2012) and section 6 of the Localism Act (2011) the amenity groups of the Residents' Society of Mayfair and St James's and the Mayfair Residents' Group would like to apply for Neighbourhood Area status for the geographic area of Mayfair as set out by the following defined boundaries:

- Along the centre of Oxford Street from the east side of the Marble Arch gyratory (though not including the gyratory) through until Hills Place, to the East of Oxford Circus;
- From Hills Place, down the East side of Regent Street Conservation area taking in properties facing onto both sides of Regent Street (to include the west side of Kingly Street) as far as Piccadilly Circus;
- Along the centre of Piccadilly (A4) to Hyde Park Corner;
- North from Hyde Park Corner along the length of Park Lane (both carriageways) terminating at the Marble Arch Gyratory;
- All the area within this zone.

A detailed map has been prepared and accompanies this application.

Name:

The Neighbourhood Area shall be known as 'Mayfair'.

Statement of Area Coherence:

The communities and businesses being covered by this Area all self-define themselves to be part of the Mayfair geographic area and there is a strong and vibrant community attachment. Over the years a strong civic movement has resulted in numerous very active and enthusiastic associations contributing to the everyday life and wellbeing of the area. Mayfair also boasts a historic and distinctive commercial and business community with several traders' associations and a prominent Business Improvement District active in the area.

Statement of Intent:

The joint applicants for this Neighbourhood Area are confident that the aims and objectives prescribed in the Localism Act (2011) promoting Neighbourhood Forums can be achieved. We recognise the need to have a broad and balanced membership to recognise the characteristics of the area and can confirm that the boundaries being proposed do not overlap with an existing Neighbourhood Area. Our shared ambition is to provide the focus for social, environmental and economic improvements to the Area through the constituting of a Neighbourhood Forum.

In preparing this application we have met several times with prominent landowners, businesses and traders networks and locally elected members. There have also been discussions with the neighbouring Soho Society to seek agreement on the Eastern boundary of the Area. We believe that there is a shared ambition amongst these groups to develop a Neighbourhood Forum and, consequently, deliver the outcomes such a Forum can bring the Area.

Anthony Lorenz
Residents' Society of Mayfair and St James's

Ron Whelan
Mayfair Residents' Group

GROSVENOR



Title / Date

Mayfair
2012
(1:6000 @ A3)

Legend



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