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19th June 2012

Miss Rosemarie MacQueen
Strategic Director for the Built Environment
Westminster City Council
64 Victoria Street
London SW1E 6QP

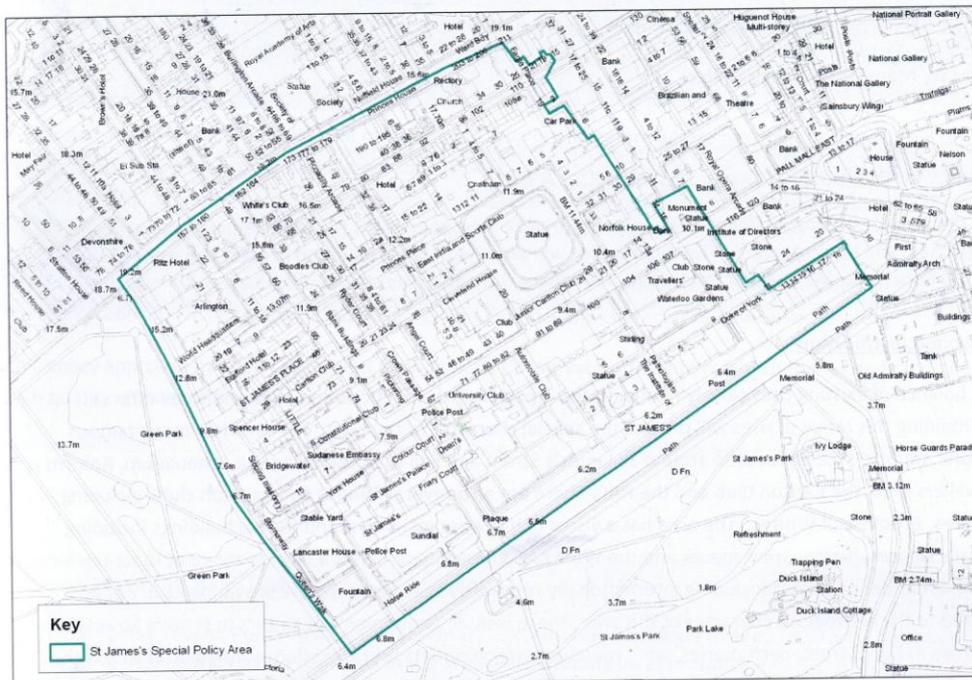
Dear Miss MacQueen

St James's Neighbourhood Planning Forum

1. The St James's Conservation Trust is, hereby, submitting its application for the designation of a Neighbourhood Area which it understands is the first step in the establishment of a Neighbourhood Forum.

The designated area

2. The designated area is the same as the St James's Special Policy Area in accordance with Section 50 of the Westminster City Council's City draft Management Plan dated November 2011. This area is shown below.





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An appropriate designation.

3. A statement explaining why the Trust considers this designation is an appropriate area is set out below.

- The St James's SPA mirrors closely the St James's Conservation Area (See Conservation Area Audit No.17 St James) which states that:-

“St James's forms a distinct district in the City of Westminster. The Conservation area is bounded to the north by Piccadilly and to the south by The Mall. Both roads are major thoroughfares of very different character reflecting the diversity within the conservation area from the north to the south. The conservation area is bounded to the west by Green Park which forms an attractive backdrop to the grand residences on the western side of St James's, whilst the eastern boundary abuts Trafalgar Square.

Located in the heart of the city this area has a strong relationship with many of the adjoining conservation areas and together they form some of the most well-known townscapes in London. This area has developed over numerous centuries and today provides a relatively settled townscape which retains important elements of some of the earlier development, most notably the Tudor Palace of St James's.

St James's Square and the surrounding 17th century grid pattern, Pall Mall and the later development of Waterloo Place, Carlton House Terrace and Piccadilly all contribute significantly to the character of the area. Within this overall framework are many buildings of note from the 18th and early 19th centuries, including surviving mews developments tucked away behind the larger scale residential terraces. There are also many Victorian and 20th century developments of architectural value. This is reflected in the variety and number of listed buildings.

In contrast to the hard urban form are the soft green edges provided by Green Park to the West and St James's Park to the South and there are also important landscaped gardens and squares within the conservation area. The Mall and Waterloo Place are formal open spaces conceived as set pieces, the former a grand processional route of national importance within the area.

There are a number of famous Members Clubs focussed around St James's Street and Pall Mall including the Athenaeum, Reform and Travellers Club, Boodles, Whites, Brooks's, the Carlton and the RAC among many others. The area is also home to retailers of international renown concentrated along Piccadilly, with mainly specialist retailers such as shirt makers, tailors, food outlets and perfumeries in Jermyn Street, wine merchants, hatters and bootmakers



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in St James's Street and auction houses and art galleries to the west of St James's Square. Many original 18th and 19th century shopfronts of interest survive. There are also good examples of arcade development.”

- The area also includes an important financial sector including hedge fund operators, an increasing sector of wealthy residents and internationally famous academic institutions such as the Royal Society and The British Academy in Carlton House Terrace.

The organisation making the application.

4. This application is made by the St James's Conservation Trust. Charity No. 1079166; its Area of Benefit is attached and its charitable objects are:-

- To promote high standards of planning and architecture in, or affecting, the area.
- To secure the preservation, protection, development and improvement of features of historic or public interest in the area.
- To maintain the character and atmosphere of the area, with its social fabric, collection of ancient shops and private members clubs.
- To educate the public in the geography, history, natural history and architecture of the area.

The St James's Conservation Trust is confident that it is capable of being designated as a neighbourhood forum.

Yours sincerely

Brian Woodham
Administrator to the St James's Conservation Trust

Enclosure: Map of the Trust's Area of Benefit

Cc
Cllr Louise Hyams
Cllr Tim Mitchell
Cllr Cameron Thomson