



City of Westminster

PLEASE NOTE

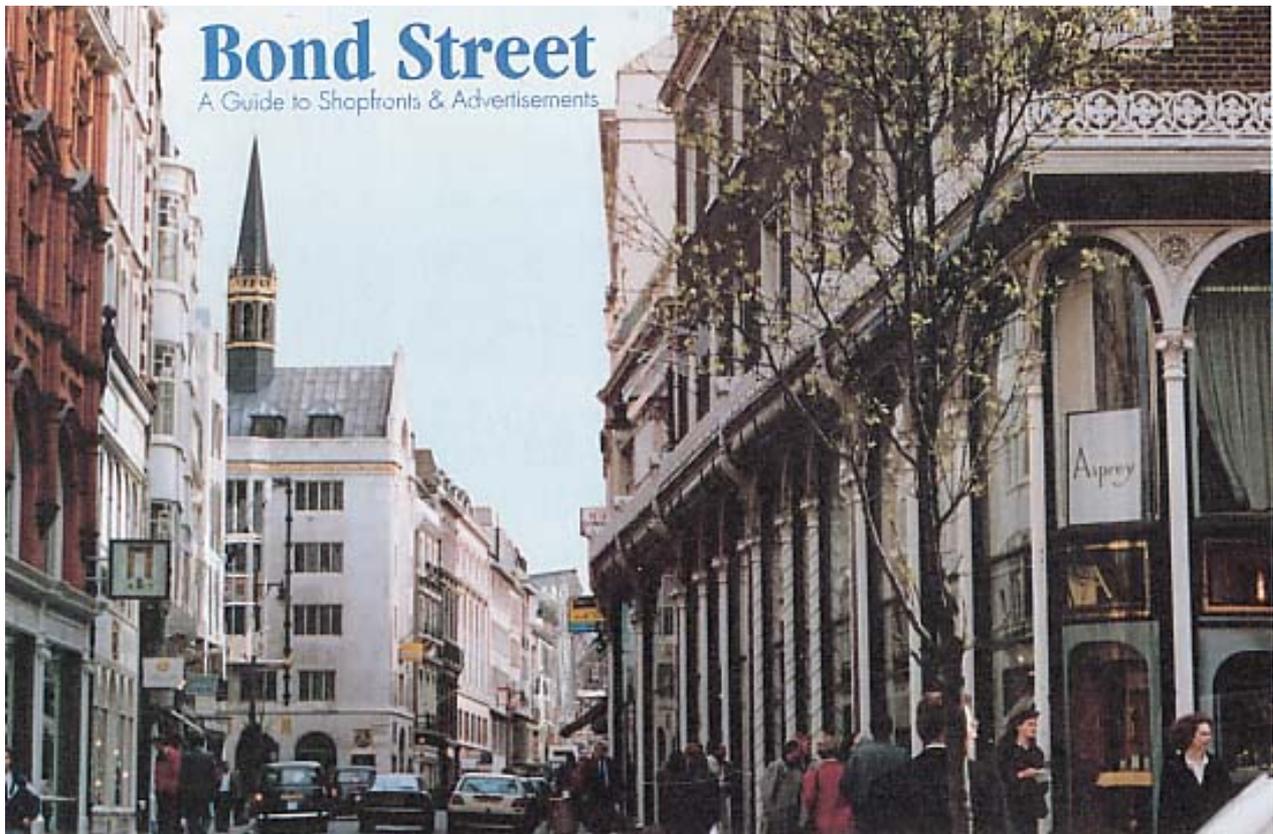
The Unitary Development Plan (UDP) policies and planning, building control and other legislation and regulations referred to in the text of this guide were current at the time of publication. Because this guidance is an electronic version of the printed guidance as approved and adopted, these references have NOT been changed. For ease of contact; names, telephone numbers and locations have been regarded as non-material editorial changes and have been updated.

As UDP policies and government legislation may have changed over time, before carrying out any work, it is recommended that you consult the current UDP

<http://www.westminster.gov.uk/planningandlicensing/udp/index.cfm> for policy revisions and you may wish to check with planning and/or building control officers about your proposals.

Bond Street

A Guide to Shopfronts and Advertisements



Purpose of the Guidelines

These guidelines have been produced by Westminster City Council to provide planning guidance supplementary to the statutory District Plan, the Unitary Development Plan and to the City of Westminster's design guides, "Shopfronts, Blinds and Signs" and "Advertisements". They are intended to assist anyone undertaking alterations to shopfronts or advertisements in Old or New Bond Street in order to guide them towards what is likely to be acceptable to the City Council.

1. Introduction to Bond Street

1.1 Bond Street occupies a prominent position in the heart of the West End shopping district and is the only street to cross Mayfair from north to south connecting Piccadilly with Oxford Street.

1.2 Bond Street was built in two stages. Old Bond Street between Piccadilly and Burlington Gardens was first developed from 1684, principally by the speculator Sir Thomas Bond. New Bond Street, which was constructed as a continuation to the north, was originally developed on the Corporation of the City of London's Conduit Mead Estate in the building boom of the early 1720's.

1.3 Through narrow and with many of the shops little more than 20 feet wide it quickly became famous as a luxury shopping street and fashionable promenade for the beau monde.

1.4 There has been a considerable amount of piecemeal rebuilding since the eighteenth century creating a richly textured townscape which has helped the street retain its international reputation.

2. Conservation Area Status

2.1 The entire length of Bond Street is included in the Mayfair Conservation Area. It was designated in three phases, starting in September 1969, with small additions in February 1974 and November 1990. Forty buildings in the street are included in the statutory List of Buildings of Special Architectural or Historic Interest.

2.2 The City Council will expect any alterations or redevelopments to preserve or enhance the street's unique character and appearance, as outlined in Section 4 in this leaflet.

3. Permission for Alterations

3.1 Planning permission will be required for new shopfronts and for material alterations to existing shopfronts.

3.2 The removal of all or part of an unlisted shopfront may require conservation area consent. The City Council will normally require the retention of historic shopfronts.

3.3 Listed building consent will be required for all alterations which materially affect the special architectural or historic interest of any building on the statutory list ('listed' buildings).

3.4 Advertisement consent will be required for all externally or internally illuminated fascia signs, projecting signs and letting boards and certain other advertisements.

3.5 The City Council's first consideration when assessing applications is whether the existing shopfront contributes positively to the character or appearance of the Conservation Area. For this advice on this matter please contact one of the design officers in the Central Area Team of Development Planning Services. See 'Further Information' at the end of this Guide.

4. Townscape Characteristics

4.1 Bond Street runs approximately north/south with a slight constriction and curve at the southern end and a small pedestrianised area between Grafton Street and Clifford Street.

4.2 It contains many buildings of great character in a variety of architectural styles from the eighteenth century to the present day, many of which are highly ornamented. These are analysed in Section 5.

4.3 Most buildings, with their comparatively narrow ground-floor shopping frontages, contribute to a rhythm of fairly even widths; the larger scale and wider buildings maintain this relationship by the sub-division of their facades.

4.4 The character of Bond Street is derived partly from its buildings and partly from the functions they accommodate. The street contains a mix of retail shops and showrooms, auction houses and galleries with associated specialist workshops. These dominate the street at ground floor level and frequently extend to the first and upper floors. This creates a unique character which the City Council aims to preserve and enhance.



General view of Bond Street

5. Types of Building

5.1 For the purposes of this Design Guide the buildings of Bond Street can be divided into five principal architectural categories which demand differing approaches to shopfront design (see maps below). These are referred to separately (categories A to E) as follows:

A. Traditional Georgian and Early Victorian Buildings



No. 25 Old Bond Street

5.2 These have regularly spaced windows and decreasing floor heights above first floor level. They are faced in brick or stucco, with the shopfront confined to the ground floor.

5.3 In these cases, the shopfront should be contained within a traditional framework of pilasters and frieze, with the frieze incorporating a fascia. The shop window itself should be designed using mainly traditional forms and materials.

5.4 The properties in this category are:

Old Bond Street:

13, 15-16, 23, 25, 26, 28, 29, 37, 38, 40-41, 45 and 46

New Bond Street:

8, 9, 9a, 10a, 10, 11, 19-20, 26, 30, 31, 36, 38, 65, 66, 78, 92, 97, 98, 100, 102, 103, 111-112, 113, 118, 119, 121, 122, 123, 158, 159, 160, 161, 177, 178 and 179.

B. Classical Buildings



Nos. 135-137 New Bond Street

5.5 Many buildings in Bond Street have elaborate classical facades with pilasters, attached columns, arches and other elements on the upper floors dividing the façade into bays. Some contemporary buildings are included in this group.

5.6 Shopfronts in these buildings should normally continue this architectural treatment at street level by being divided by columns or pilasters corresponding to those above. Some buildings of this type have heavy friezes at fascia level and these may be used as a termination for minor vertical elements. The shopfront panels should be simply designed to relate to the architectural surrounds and should not contain elements so large that they disrupt the overall form.

5.7 The properties in this category are:

Old Bond Street:

1, 1a, 6, 7a, 7b, 9, 14, 19-21, 22, 24, 27, 30, 31, 33, 43, 44, 47, 48-9 and 50.

New Bond Street:

6-7, 13, 14, 14a, 14b, 15a, 15b, 15, 16, 17-18, 24-25, 29, 32, 39, 40, 41, 42, 43-44, 47-48, 51-52, 53, 54-59 inc. 67, 68, 69, 70, 71, 75, 76, 87-91, 93, 94, 95, 96, 101, 104, 105-106, 107, 110, 114, 115, 120, 130, 131-132, 133, 134, 135, 136, 137, 140, 145-146, 147, 148, 164, 170, 171, 172, 173, 174, 175-176, 180

C. Shopfronts Which Are Part of a Two-Storey Composition



Aspreys, Nos. 165-169 New Bond Street

5.8 In a number of cases, shopfronts are part of a two-storey composition, which includes an upper display window above the ground floor shop front. These double-height shopfronts are found on either building categories 'A' or 'B' above.

5.9 Sometimes double-storey shopfronts form part of the original design of a building but they can also be additions applied to earlier buildings.

5.10 In most cases the two storey shopfront should be retained as an important characteristic of Bond Street. However in some cases the removal of a non-original two-storey shopfront and restoration of the original appearance of the building may be acceptable.

5.11 Where two-storey shopfronts are retained, the ground and first floor should be treated as one architectural composition.

5.12 In some cases the ground floor has been altered, disrupting the two-storey composition. When new shopfronts are required, the two-storey feature should be appropriately restored.

5.13 Properties in this category are:

Old Bond Street
11 + 12

New Bond Street
12, 27, 28, 37, 45, 46, 64, 73, 74, 77, 79, 99, 109, 116-7, 124, 125, 126-7, 139, 141-2, 143, 149 and 165-9.

D. Shopfronts in Modern Buildings with Flat Facades



Nos 153-157 New Bond Street/1-4 Bruton Street

5.14 Some of the more recent buildings in Bond Street have ground floor facades in the form of flat unrelieved stone planes pierced by rectangular door and window openings.

5.15 The stonework should normally be retained and alterations restricted to the design of the opening. In general these should reflect the simplicity of the building as a whole. Individually applied letters would normally be appropriate on the stone fascia.

5.16 Properties in this category are:

Old Bond Street:

2, 3, 4, 5, 10, 17-18 and 39.

New Bond Street:

1-3, 4, 5, 21, 22, 23, 23a, 49-50, 72, 80, 81, 82, 108, 138, 150-1, 153-7, 162 and 163.

E. Facades Without a Shopfront



Nos 128-129 New Bond Street

5.17 A number of buildings, for example purpose-built banks, have facades that are not readily adaptable and do not lend themselves to piecemeal changes.

5.18 Changes at street level should recognise and respect important architectural characteristics of these buildings.

5.19 Properties in this category are:

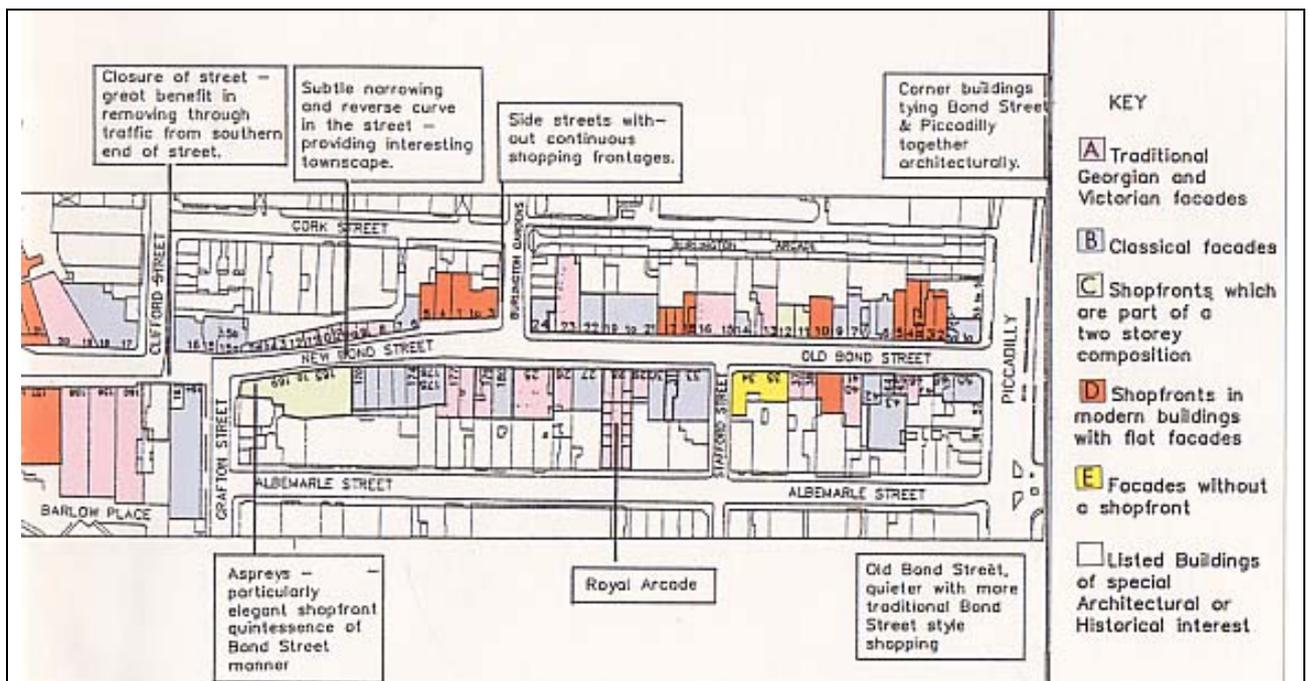
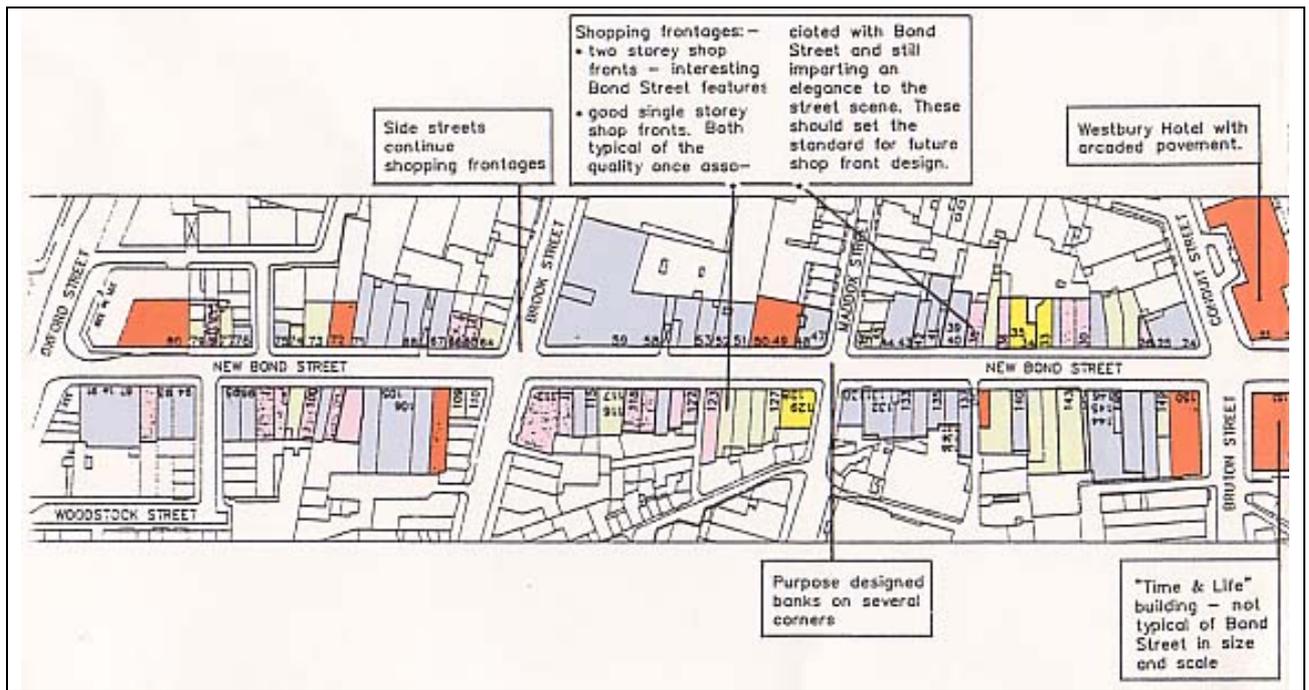
Old Bond Street:

Nos 34-6

New Bond Street:

Nos 33-5 and 128-9

Buildings in different architectural categories in New and Old Bond Street (see Section 5)



Listed Buildings

Old Bond Street:

Nos. 1a, 22, 23/23a, 24, 25, 28, 31, 42/43, 44, 48-50 (cons).

New Bond Street:

Nos. 11, 26, 34/35, 36, 39-42 (cons), 47/48, 74, 103, 118, 119, 121, 122, 131-134 (cons), 135-137 (cons), 140, 143, 144-146 (cons), 148, 153-157, 161/162, 165-169 (cons), 170-174 (cons), 175/176, 179, 180

6. Materials

6.1 Materials must be selected carefully so as to relate appropriately to the style of the building and the character and appearance of the street. As a general rule, traditional materials will normally be required and the excessive use of aluminium and perspex, for example, is unlikely to be appropriate.

7. Signs

Fascia Signs

7.1 As a general rule most shopfronts in Bond Street have an area at fascia level where it is appropriate to apply lettering. Individually applied letters are usually preferable but in certain instances, especially buildings in category A, painted fascia signs will be most suitable.

7.2 In a few cases where the design of the shopfront does not include a fascia panel, the City Council would suggest lettering in a position corresponding to the fascia, set 0.8m behind the glass. Discreetly designed appropriate lettering applied to the inside of the shop window is another possible alternative and does not require the benefit of consent.

7.3 Box signs of any type are unacceptable.

Projecting signs

7.4 These are generally acceptable in Bond Street, subject to individual designs and the comments below, but their design and position must be sympathetic to the design of the shopfront. The number of signs should not exceed one per shop (or per frontage).

7.5 Projecting signs are not considered suitable on shopfronts with heavily modelled surrounds (generally categories B and C*) where the sign will obscure architectural details.

7.6 In general projecting signs should be mounted so that the main part of the sign is at fascia level or slightly below.

7.7 Hanging signs appropriate to the period of the building and with traditional brackets are preferred. Projecting box signs and signs with internal illumination are unacceptable.

**See building categories A, B, C, D, and E under "Types of Building", Section 5.*

8. Lettering

8.1 The size of lettering should be carefully controlled so as to be in scale with the fascia to which it is applied. Normally the fascia lettering should be the largest on the shopfront.

8.2 Businesses operating from upper floors naturally want to identify their presence. This can be achieved in an attractive way by applying letters to the inside of the upper floor windows. Where it is appropriate to the building, well-designed advertisements of this kind, in gold leaf or similar material, are acceptable and do not require the benefit of advertisement consent.



No. 73, New Bond Street,



No. 12, New Bond Street

9. Blinds and Canopies

9.1 When applying for planning permission, advertisement consent or listed building consent for shop blinds, the following should be observed:

Blind boxes should normally be fitted above the glass and on the underside of the ground floor structural soffit in such a manner that they do not project in front of the main building line of the façade. Blinds, when open, must be set back at least 1m from the pavement edge. The minimum height clearance, including fittings, is 2.3m of the building's face and 2.14m at the outer edge. Blinds should be of the traditional apron type and should not have side valances.

Non - retractable blinds and dutch blinds are not acceptable.

Blinds must serve a functional purpose and not be of garish colours or patterns.



9.2 The preferred material is canvas and the only lettering should be that stating the name and trade of the occupier of the shop. Metallic blinds will not normally be acceptable.

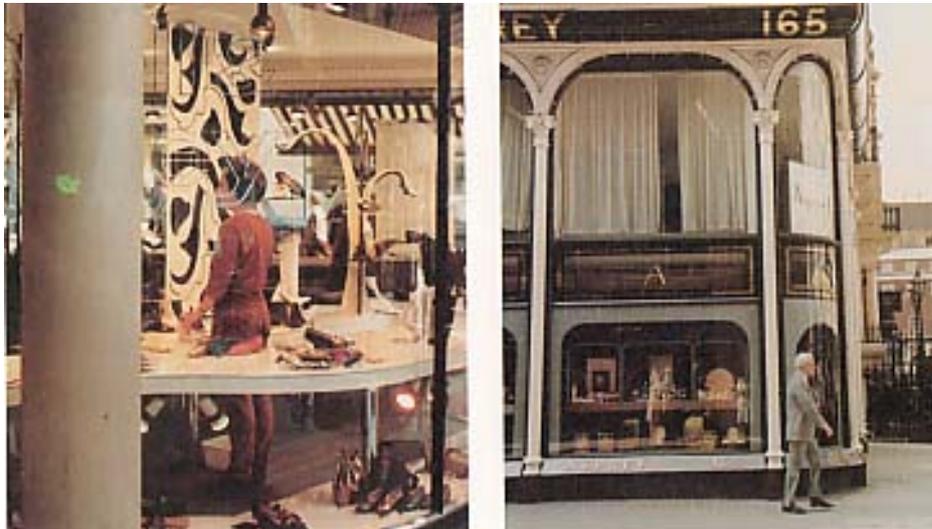
9.3 Fixed canopies in solid materials such as metal, glass, or wood are not normally acceptable in Bond Street.

9.4 Blinds above ground floor will not normally be acceptable.

Acceptable designs for blinds
Top: 26 New Bond Street (blind retracted)
Bottom: 173 New Bond Street.

10. Shutters

10.1 Shutters which conceal the merchandise from the pavement will not normally be given consent. Where a need for security exists shutters of the brick-bond type grille of anodised metal set inside the shopfront glazing should be used.



Nos 24/25 (left) and 165 New Bond Street
High quality traditional and modern window displays can co-exist in perfect harmony in this historic shopping street of central London.

11. Recessed Window Panels

11.1 The recessing of a part or the whole of the shop window panel within its architectural framework will not normally be accepted.

12. Flagpoles

12.1 The erection of projecting flagpoles and the use of house flags normally requires consent under Control of Advertisements Regulations. Listed building consent will also be required for the erection of a flagpole on a listed building.

Further Information

For further information on shopfronts and advertisements in Bond Street contact Central Team, Development Planning Services.
Click below for Contact details.

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WESTMINSTER CITY COUNCIL
CONTACTS LIST

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