



Planning & Transportation Supplementary Planning Guidance Note

December 2001

CENTRAL ACTIVITIES ZONE: AREA PROFILES

Westminster is home to some 245,000 residents, and contains the largest part of London's central business district and tourist attractions. The Council's [Unitary Development Plan](#) (UDP) contains policies relating to Westminster's Central Activities Zone (CAZ), and is crucial to help cater for the needs of Westminster's residents, as well as businesses and visitors. The CAZ has been subdivided into eight 'sub-areas'. This Supplementary Planning Guidance (SPG) note gives detailed profiles of each of the sub-areas.

INTRODUCTION

This Supplementary Planning Guidance (SPG) note has been produced to supplement relevant policies in the Unitary Development Plan (UDP) by providing additional background information on the Central Activities Zone (CAZ) in Westminster. It will assist all users of the Unitary Development Plan (UDP) in applying the Plans' policies on Westminster's Central Area. It is intended to periodically review the SPG note to update the information within it.

The City of Westminster UDP was adopted in July 1997. The [adopted UDP](#) is under review and a replacement Plan will be placed on second deposit for public consultation in January 2002. This SPG note supplements, in particular, policies CAZ 1, CAZ 3, CAZ 4, CAZ 5 and CAZ 6 in Chapter 1 'Development Principles for Central Westminster' of the adopted UDP and policies CENT 1, CENT3 and CENT 4 in Chapter 1 'Westminster's Central Area' in the replacement Plan. Other UDP policy area designations which relate to sub-areas of the CAZ are referred to under the area profiles in this SPG note.

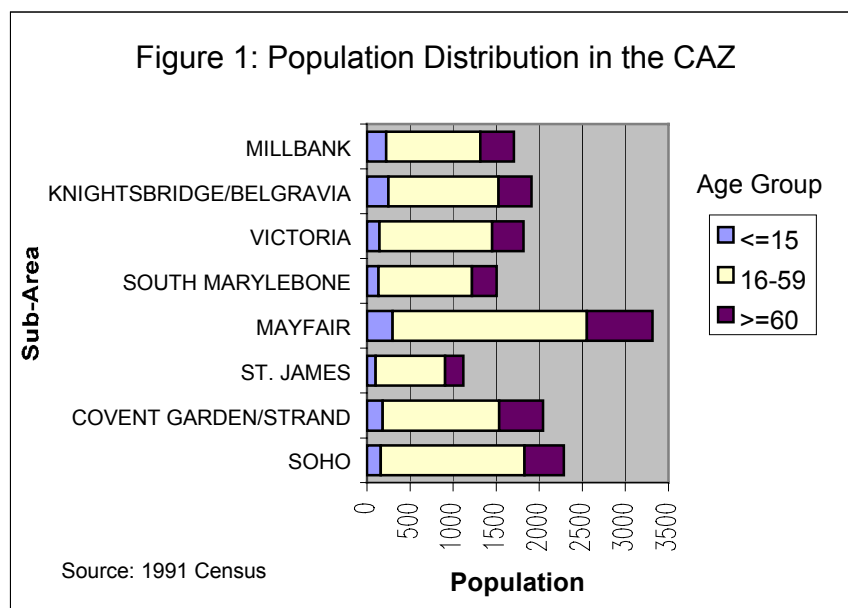
Following its approval by the City Council's Planning and Licensing Committee on 16 January 2001 a draft SPG on the Central Activities Zone, in the form of an information note, was issued for public consultation from 19 February to 30 March 2001. It was made available on the [Council's website](#) and copies sent out to over 200 relevant contacts on the UDP database relating to residents groups, business interests and the

property and development industry. The City Council has taken into account all the responses received to the consultation in finalising this SPG note.

The SPG note has been prepared in accordance with Government Guidance on Supplementary Planning Guidance set out in Planning Policy Guidance Note 12. This SPG note on the CAZ will form a 'material consideration' when considering relevant planning applications.

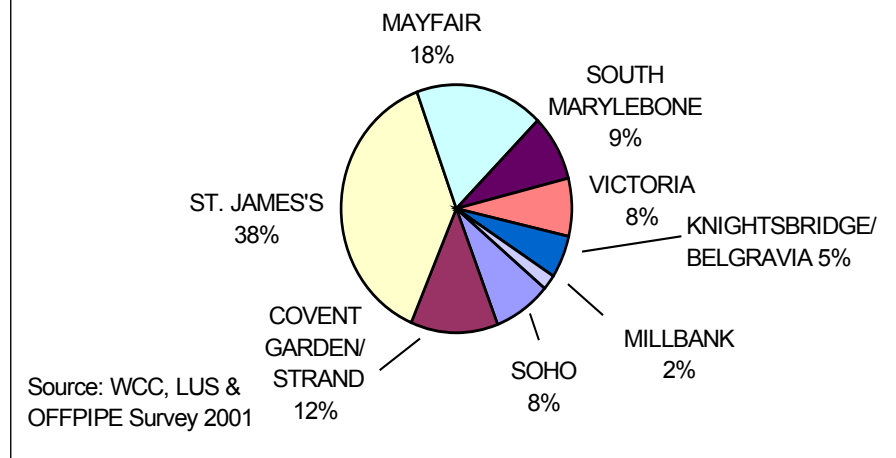
1 THE CENTRAL ACTIVITIES ZONE

- 1.1 One of the principle distinctions underlying the UDP's strategy is the distinction made between those activities that are appropriate to, and need to be, in central London, and those consistent with the character of the surrounding residential communities. Examples of such Central London Activities (CLAs) include: headquarters buildings, offices, hotels, internationally important shops, restaurants and leisure activities, including cinemas, theatres, clubs, pubs and night-clubs. An illustrative list of non-residential CLAs is contained in the adopted Plan (para 1.22) and in the replacement Plan (Chapter 1, table 1.1). The UDP has to balance the objective of catering for those activities that need a Central London location while protecting residential areas from erosion by increasing commercial and late night/all night activity.
- 1.2 The UDP identifies an area where CLAs are most appropriately located. This Central Activities Zone (CAZ) covers the area commonly known as the 'West End', and contains the vast majority of existing CLAs and a significant proportion of Central London's business sector. The CAZ boundary was determined by the proportion of CLAs compared to other uses, and with the intention of protecting residential uses adjacent to it. Minor revisions to the CAZ boundary in the adopted UDP are set out in the replacement UDP - second deposit version. The CAZ boundary shown on [Map 1](#) in this SPG note incorporates these minor revisions.
- 1.3 The CAZ is almost entirely ringed by residential areas, which are particularly valuable to those people who derive their livelihood from London based activities. The City Council regards housing as both a supporting activity and a Central London Activity in its own right and there are many streets and areas within the Central Activities Zone where the presence of residential accommodation will influence decisions about locating other uses.
- 1.4 The CAZ is not a homogenous or uniform area and needs to be considered in ways which take this varying nature into account. To assist an understanding of the different character and function of areas within the Central Activities Zone, the CAZ has been divided into eight 'sub-areas': [Soho](#), [Covent Garden/Strand](#), [St James's](#), [Mayfair](#), [South Marylebone](#), [Victoria](#), [Knightsbridge/Belgravia](#), and [Millbank](#). (see [Map 1](#)). Area profiles have been developed for each of the sub-areas.
- 1.5 Approximately 9% of the residential population of Westminster live within the Central Activities Zone, based on information from the 1991 Census. [Figure 1](#) shows the distribution of the 1991 resident population inside the CAZ between the eight sub-areas, as well as the age composition of the population of each sub-area.



- 1.6 In 1991, Mayfair contained the largest proportion (21%), of the total residential population inside the CAZ, with a total of 3,316 people. St. James was least populated with a total of 1,117 people (7%) living within the St. James sub-area. In each of the areas, the majority of the population (between 64% and 73% of the total population of each 'sub-area') was of working age (aged 16-60). Covent Garden/Strand had the highest percentage (59%) of one person households.
- 1.7 Since 1990 over 2,350 additional new dwellings have been constructed within the CAZ. It is estimated that approximately 28% of all the new homes built in Westminster since 1990 have been constructed within the CAZ¹.
- 1.8 The residential population of Westminster is increasing. The latest population estimates for the whole of Westminster indicate that the City's population has increased by 30% since the 1991 Census.⁶
- 1.9 There is over 9 million sqm of office floorspace in Westminster, amounting to a quarter of floorspace in all uses in Westminster⁵. Approximately 70% of all office floorspace in Westminster is concentrated in the CAZ. [Figure 2](#) shows the amount of office floorspace within each area as a percentage of the total inside the CAZ. It shows that the majority of office floorspace in CAZ is located in the St. James's profile area (almost 40%), and that Millbank contains only 2% of the total amount.
- 1.10 Over 565,000 people are employed in Westminster in more than 47,000 workplaces (Annual Business Inquiry, 1999)¹². Westminster provides a place of employment to more people and contains more firms than any other Borough in Great Britain. Since 1995 employment in Westminster has grown by 10% (+ 50,800). Employment in Westminster is highly concentrated with St James Ward (147,800) and West End Ward (140,300) accounting for over 50% of all those employed in Westminster. These two wards comprise about 75% of the CAZ.

Figure 2: Total Office Floorspace by area inside CAZ



1.11 Within the CAZ are the well known International Shopping Centres of the West End and Knightsbridge, including the Primary Shopping Frontages of Oxford Street, Regent Street and Bond Street, speciality shopping areas such as Carnaby Street, Covent Garden and Jermyn Street and a range of other shopping facilities which meet more local needs. There is 550,000 sqm of retail floorspace in Oxford Street, over 200,000 sqm in Regent St and over 130,000 sqm in Bond St.⁹ As these main shopping streets form the boundaries of the area profiles in this SPG note an analysis of retail floorspace within the profile areas has not been included.

1.12 Numbers of visitors to London fluctuate from year to year but the general trend is upwards. Overall visitor numbers have almost doubled since 1991; rising from 15 million to an estimated 28 million in 2000.¹³ It is estimated that 95% of all visitors to London will visit Westminster and many visitor attractions are concentrated within the CAZ in Westminster. There are over 400 hotels in Westminster. 50% of hotels are located within the CAZ, in terms of bedstock¹⁰.

1.13 For each sub-area an area profile has been produced which summarises:

- Location
- Townscape
- Character and Function
- Land use and Other Data
- Other UDP Policy Designations

1.14 This information has been derived from:

- the City Council's conservation area appraisal audits,
- the Planning and Transportation Department's land use survey
- residential, office and hotel planning decisions inside CAZ over the last 10 years,
- 1991 Census of Population

- information from the Licensing Business Unit on trends in the growth of entertainment and restaurant uses and late night activity.

1.15 Only brief summaries of townscape and character have been included in the area profiles. For fuller character assessments see individual conservation area appraisal documents (see [Appendix A](#) – Status of Conservation Area Appraisal documents for Conservation Areas in the CAZ).

2 AREA PROFILE: SOHO

LOCATION

2.1 Soho is defined as the area south of Oxford Street, east of Regent Street, north of Coventry Street, and west of Charing Cross Road. It is almost entirely covered by the Leicester Square, Regent Street and Soho Conservation Areas.

TOWNSCAPE

2.2 The area contains a mix of buildings dating from the 17th century onwards. The original 17th century street plan is still in existence today, albeit with a few minor Victorian intrusions on Shaftesbury Avenue and Charing Cross Road. Small scale 17th and 18th century houses dominate the inner parts of Soho, which is ringed and cut in half by larger scale Victorian development.

CHARACTER & FUNCTION

2.3 Soho has traditionally been a vibrant and cosmopolitan area. The area has served as a meeting place for intellectuals and bohemians and has been home to notable luminaries including Karl Marx and William Blake. The mixed character of buildings and the chequered history of the area have created a rich mix of uses. This is invigorated by the presence of the theatres in Shaftesbury Avenue, which have encouraged the area's development into a place of entertainment, as well as a place for shops, homes and the media industry. In the 1920's Soho began to be known as a night-club area, and by the mid-1970's the area was in danger of being overrun by the rapidly expanding sex industry. A series of clampdowns since has seen the number of premises used by the sex trade drop dramatically.

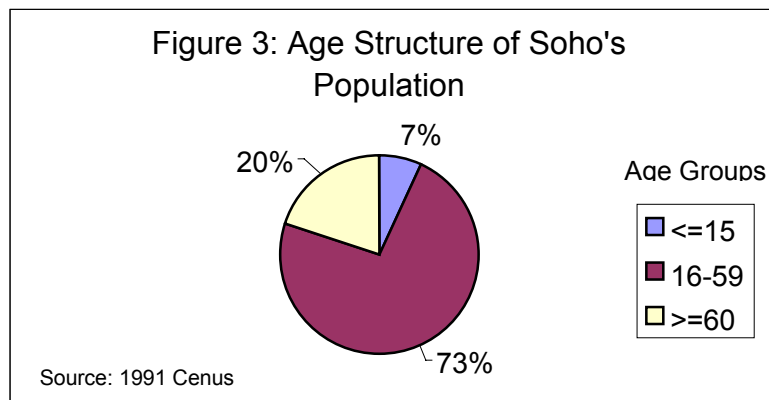
2.4 'Chinatown', the area in and around Gerrard Street/Lisle Street, is the home of London's Chinese community and forms the largest and most centrally located Chinatown in Europe. The origins of Chinatown date from the 1950s and its evolution is linked to the concentration, expansion and servicing of the specialist south east Asian catering industry in this location. The area has a diverse mix of uses which support the local community including residential, retail, medical and financial uses as well as restaurant uses. The character of Chinatown has been reinforced by the use of distinctive street furniture and improvements to the 'public realm'. Chinatown forms an important tourist attraction. The specialist nature of the area and its contribution to the character of London is recognised in the Government's Regional Planning Guidance for London (RPG 3)¹¹.

2.5 The internationally renowned shopping facilities on Oxford Street and Regent Street border the area to the north and west.

2.6 The area's restaurants are particularly popular with residents and tourists alike. Soho also has long-standing and thriving French, Greek and Italian communities. All have had an influence on the diverse range of restaurants, shops and culture. Tying all these uses together is Soho's long-established residential community. Recent increases in the numbers of cafes, bars, restaurants and clubs, and the lengthening of the evening economy, have brought additional pressures on the area. This has adversely affected the commercial diversity of the area as well as residential amenity.

LAND USE & OTHER DATA

2.7 According to the 1991 Census, Soho's resident population was 2,285, of which 73% were of working age. [Figure 3](#) shows the age distribution of Soho's population, including the total proportion of the population within each age group.



2.8 Soho's population represents 14% of the 1991 resident population inside the CAZ. In the same year, there were 990 private households in Soho, equal to 13% of the total in CAZ. 58% contained just one person, and almost 11% contained children. Soho also has the highest percentage (84%) of resident households of all the CAZ sub-areas. In the last 10 years 150 new homes have been constructed representing an increase in dwelling stock of about 8%.¹

2.9 It has been estimated that in July 2000 the combined population of the Soho and Covent Garden area, within the West End Stress Area as indicated in the replacement UDP, had grown to 8,500.⁷

2.10 Soho contains 38% of all restaurants, bars and cafés (Class A3 uses) in the CAZ, and 45% of all entertainment venues. Soho is the area with the most entertainment uses in central Westminster, with over 200 new A3 uses having opened in the last 11 years, representing an increase of 44%². There has also been a 43% increase in uses such as night clubs and live music and dance venues (Class D2 uses) in the area, (source LUS and DAS³, October 2001).

2.11 Over 70 premises in the Soho area hold night café licences, permitting opening beyond 11pm, an increase of 60% since 1995. 141 premises hold music and dance licenses, an increase of 60% since 1995, (source Licensing Business Unit, October 2001). Soho also contains over 530,000 sqm of office floorspace, an increase of about 1.0% in the last 11 years (source LUS and OFFPIPE⁴, 2001). This total figure represents 8% of all office floorspace in the CAZ.

2.12 Further detailed information on trends in entertainment uses and the impacts of the entertainment industry in the West End Stress Area, which covers the whole of the Soho profile area, are set out in the West End Entertainment Impact Study, October 2001.⁸

OTHER UDP POLICY DESIGNATIONS

2.13 The UDP sets out planning policies that provide guidelines for the development of land and transport within the City of Westminster. In addition to the UDP policies on central Westminster other policy designations particularly relevant to the Soho area in the adopted and replacement UDP are as follows:

Adopted UDP	Replacement UDP - Second Deposit
Light Industrial SPA (policies ECON 10 & 11)	Creative Industries SPA (policies COM 8/9)
Shopping Centres - Prime Frontages on Oxford Street and Regent Street (policy SS 1)	Shopping Centres – West End International Centre Primary Shopping Frontages on Oxford Street and Regent Street (policy SS 5)
Priority Area for Additional Playspace (policy SOC 13)	Priority Area for Additional Playspace (policy SOC 6)
	West End Stress Area (policies TACE 8 to 10)
Conservation Areas – Soho, Leicester Square (part) and Regent Street (part) (policy DES 7)	Conservation Areas – Soho, Leicester Square (part) and Regent Street (part) (policy DES 9)
	Sex related use Area (policy TACE 13)
Area of Special Archaeological Priority (policy DES18)	Area of Special Archaeological Priority (policy DES11)

3 AREA PROFILE: COVENT GARDEN/STRAND

LOCATION

- 3.1 Covent Garden/Strand is defined as the area north of Victoria Embankment, east of Charing Cross Road, south of West Street/Sheldon Street, and west of Chancery Lane/Lincoln's Inn. The River Thames borders the area to the south. It is covered by the Covent Garden, Strand, Adelphi and Savoy Conservation Areas.

TOWNSCAPE

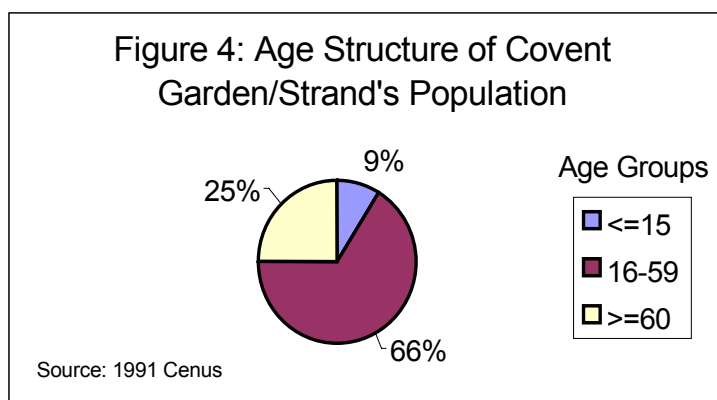
- 3.2 The townscape of the Covent Garden/Strand area is varied. Covent Garden is densely developed; the centre of the area is clearly defined by the 19th Century Central Market and Piazza, and by St. Paul's Church. The street pattern dates back to the 17th and 18th Centuries. Along the Strand there are a mix of 19th and 20th century buildings. The area includes the Courts of Justice in the east, built between 1862 and 1882, Somerset House (18th Century) in the south with its formal layout, and towards the west on Aldwych there are a number of fine churches. South of the Strand large-scale office, retail and hotel buildings predominate.

CHARACTER & FUNCTION

- 3.3 Covent Garden is home to the Royal Opera House and the London Coliseum and many important theatres. It has been a major cultural centre for a considerable time and these uses add to the vitality and interest of the area. The area also has a long-standing and increasing residential population. Since the fruit and vegetable market vacated the area in 1974, the significance of the area as an entertainment area has become even more marked with the introduction of new shops, cafés, restaurants, wine bars and museums. The recent growth in restaurants, bars and cafés, and the lengthening of the evening economy, has brought additional pressures to the area. The area has also become a shopping destination and it is increasingly visited by tourists. The area has also become more attractive to media related businesses. The Covent Garden Area Trust, supported by the City Council, has carried out an 'Environmental Study of Central Covent Garden' (1997) which is regularly updated and which will be a material consideration when considering relevant planning applications.
- 3.4 The Strand largely consists of commercial, educational and administrative buildings and theatres. Legal (Royal Courts of Justice/Middle Temple), and educational functions (Kings College/the London School of Economics and Political Science) dominate the eastern end of the Strand area. Somerset House has become a more recent focus for arts, cultural and entertainment uses. The River Thames and the Embankment Gardens make an important contribution to the character of part of the profile area and this is considered further in the 'Thames Policy Area Supplementary Planning Guidance' issued by the City Council in November 2001.

LAND USE & OTHER DATA

- 3.5 According to the 1991 Census, Covent Garden/Strand's resident population was 2,043, of which 66% were of working age. [Figure 4](#) shows the age distribution of the population in the profile area, including the proportion of the population within each age group.



- 3.6 Covent Garden/Strand's population represents 13% of the total 1991 resident population inside the CAZ. In the same year, there were 1,088 private households in Covent Garden/Strand, equal to almost 15% of the total in CAZ. The area has the most single person households, with 59% containing just one person, and almost 10% containing children. 240 new homes have been constructed, in the last 11 years, representing an increase in the dwelling stock of 21%¹.
- 3.7 It has been estimated that in July 2000 the combined population of the Soho and Covent Garden area, within the West End Stress Area as indicated in the replacement UDP, had grown to 8,500.⁷
- 3.8 The Covent Garden/Strand area also contains the second highest concentration of restaurants, pubs and cafes (A3 uses) and other entertainment uses of the sub-areas, with 23% of all A3 uses in the CAZ, and 13% of all clubs and entertainment venues in the CAZ (source LUS and DAS³, October 2001). There has been a 23% increase in the number of A3 uses in the Covent Garden/Strand sub-area since the last land use survey². There are 75 premises in the Covent Garden/Strand profile area with music and dance licences and a further 10 premises hold night café licences, permitting opening beyond 11pm (source Licensing Business Unit, October 2001). Further detailed information on trends in entertainment uses and the impacts of the entertainment industry in the West End Stress Area, which covers a major part of the Covent Garden/Strand profile area, are set out in the West End Entertainment Impact Study, October 2001⁸
- 3.9 There is over 810,000 sqm of office floorspace in the area, representing over 12% of the total in the CAZ, but there has only been a 0.5% addition to the office stock in the area in the last 11 years (source LUS & OFFPIPE⁴, 2001).

OTHER UDP POLICY DESIGNATIONS

- 3.10 The UDP sets out planning policies that provide guidelines for the development of land and transport within the City of Westminster. In addition to the UDP policies on central

Westminster other policy designations particularly relevant to the Covent Garden/Strand area in the adopted and replacement UDP are as follows:

Adopted UDP	Replacement UDP- Second Deposit
Light Industrial SPA (policies ECON 10 & 11)	Creative Industries SPA (policies COM 8/9)
Entertainment Route (Policy THE 10)	West End Stress Area (part) - (policies TACE 8 to 10)
Conservation Areas – Covent Garden, Strand, Adelphi and Savoy (policy DES 7)	Conservation Areas – Covent Garden, Strand, Adelphi and Savoy (policy DES 9)
	Sites of Nature Conservation Importance (policy ENV 15)
	Thames Policy Area (River Thames chapter)
Area of Special Archaeological Priority (policy DES18)	Area of Special Archaeological Priority (policy DES11)

4 AREA PROFILE: ST. JAMES'S

LOCATION

- 4.1 St. James's is defined as the area south of Piccadilly; west of Charing Cross Road, St. Martin's Place, Northumberland Avenue and Embankment; and north of Victoria Street, Caxton Street, Petty France, Buckingham Gate and Constitutional Hill. The River Thames borders the area to the east. The area includes the Conservation Areas of Leicester Square (part), Trafalgar Square, Haymarket, Royal Parks, Whitehall, Westminster Abbey and Parliament Square (part), St. James's, Birdcage Walk and Broadway and Christchurch Gardens. The area profile for St James's covers an area wider than the traditional historic core of St James's which is to the east of Green Park, north of the Mall, south of Piccadilly and west of Haymarket and Cockspur Street.

TOWNSCAPE

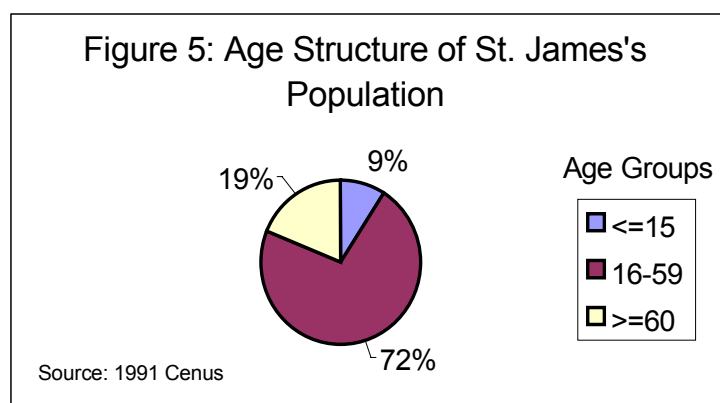
- 4.2 Over half of the area is covered by the Royal Parks of Green Park and St. James's Park. The area also boasts the highest concentration of listed buildings and street furniture in England. The streets have remained in original 18th century grid pattern. The buildings in most parts of St. James's also generally reflect the architectural style of the 18th century.
- 4.3 Leicester Square and Trafalgar Square form focal points in the north of the area. Trafalgar Square is world renowned with Nelson's Column and fountains included within it. Whitehall was built on a majestic and imposing scale. Adjacent to Whitehall is Parliament Square. At the centre of the profile area is St James's, which was originally the home of royalty and aristocrats. The townscape is ornate, with the majority of buildings being of classical design, with a heavy use of white stucco, columns and elaborate cornices.

CHARACTER & FUNCTION

- 4.4 The character of the area has an atmosphere of grandeur – reflected by the many fine buildings and headquarters of major companies – and it is punctuated by the Royal Parks. The area contains a range of diverse functions. State and Government functions are focused on the Royal Palaces and Whitehall. Arts, cultural and entertainment uses are concentrated around Leicester Square, Trafalgar Square and the Haymarket. In and around Pall Mall there are a number of ‘Gentlemen’s Clubs’ and there are specialist shops such as gentleman’s outfitters in Jermyn Street. The St James’s Conservation Trust has carried out a study of the historic core of St James’s entitled ‘Conserving Historic St James’s’ (1999) which has been taken into account in the review of the UDP. South of Pall Mall and west of Regent Street the function of the area changes to one of administration, with a number of institutional offices and historical monuments. The whole area is what many tourists would describe as ‘London’. The River Thames makes an important contribution to the character of part of the profile area and this is considered further in the ‘Thames Policy Area Supplementary Planning Guidance’ issued by the City Council in November 2001.

LAND USE & OTHER DATA

- 4.5 According to the 1991 Census, St. James’s resident population was 1,117, of which 72% were of working age. [Figure 5](#) shows the age distribution of St. James’s population, including the proportion of the population within each age group.



- 4.6 The population of St James’s represents 7% of the 1991 resident population inside the CAZ, the lowest residential population of all of the CAZ ‘sub-areas’. In the same year, there were 484 households in St. James’s, 13% of which contained children. 39% of dwellings in St. James’s are not used as the main form of residence. The residential population and the number of households in St. James’s represents 7% of the CAZ total. 170 new homes have been constructed since the last land use survey, representing an increase of less than 6% of the dwelling stock¹.
- 4.7 There has been almost a 50% (an additional 30 uses) increase in the number of restaurants, bars, and cafes in the St James’s profile area since 1990², though the area still only accounts for 5% of all such uses in the CAZ (source LUS & DAS³, October 2001).
- 4.8 St. James’s contains the largest amount (almost 40%) of office floorspace of all the CAZ sub-areas (2.5 million sqm), and has seen a 1% increase in office floorspace since 1990 (source LUS, DAS & OFFPIPE⁴, 2001)

UDP POLICY DESIGNATIONS

- 4.9 The UDP sets out planning policies that provide guidelines for the development of land and transport within the City of Westminster. In addition to the UDP policies on central Westminster other policy designations particularly relevant to the St James's area in the adopted and replacement UDP are as follows:

Adopted UDP	Replacement UDP- Second Deposit
Light Industrial SPA (policies ECON 10 & 11)	Creative Industries SPA (policies COM 8/9)
	West End Stress Area (part) – (policies TACE 8 to 10)
Conservation Areas – Leicester Square (part), Trafalgar Square, Haymarket, Royal Parks, Whitehall, Westminster Abbey and Parliament Square (part), St. James's and Birdcage Walk and Broadway and Christchurch Gardens (policy DES 7)	Conservation Areas – Leicester Square (part), Trafalgar Square, Haymarket, Royal Parks, Whitehall, Westminster Abbey and Parliament Square (part), St. James's, Birdcage Walk and Broadway and Christchurch Gardens (policy DES 9)
Sites of Metropolitan Importance for Nature Conservation (policy STRA 29)	Sites of Nature Conservation Importance (policy ENV 15)
Area of Special Archaeological Priority (policy DES18)	Area of Special Archaeological Priority (policy DES11)
	Thames Policy Area (River Thames chapter)

5 AREA PROFILE: MAYFAIR

LOCATION

- 5.1 Mayfair is defined as the area south of Oxford Street and Bayswater Road, west of Regent Street, north of Piccadilly and Serpentine Road, and east of West Carriage Drive. The area is covered by the conservation areas of Mayfair and Regent Street (part).

TOWNSCAPE

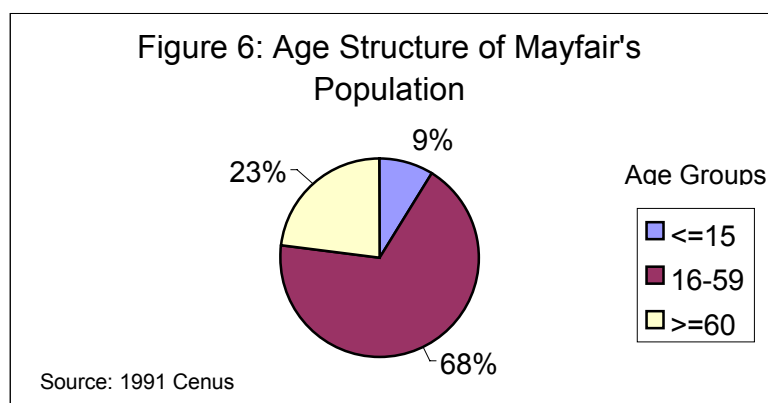
- 5.2 The architecture of the area is characterised by 18th century town houses. All the buildings were built to a high quality, and although in later Victorian and Edwardian periods there was a lot of redevelopment and alterations, Mayfair has never lost its scale and character. Mayfair's development is marked in three clear, spacious grid pattern street plans, (marking the areas of the three landowners that had originally owned estates on the land in the 18th Century) joined together with a haphazard array of linking junctions that give good views of the other estates.

CHARACTER & FUNCTION

- 5.3 Mayfair's reputation is that of a prestigious location with international recognition. At present, approximately one third of the area is residential, another third office, and the remainder retail, (both local – for example, Shepherds Market, and International – Oxford Street and Bond Street). Specialist traditional uses in the area include tailors in and around Savile Row, the art galleries on Cork Street and jewellers on Bond Street. The area also contains some of London's most famous hotels on Park Lane. Mayfair has a long established residential community.

LAND USE & OTHER DATA

- 5.4 According to the 1991 Census, Mayfair's resident population was 3,316, of which 68% were of working age. [Figure 6](#) shows the age distribution of Mayfair's population, including the proportion of the population within each age group.



- 5.5. The population of Mayfair represents 21% of the 1991 resident population inside the CAZ, the largest of all the profile areas. In the same year, there were 1,696 private households in Mayfair, equal to 23% of the CAZ total. 200 of the households within Mayfair contained children. Since 1990 a further 350 residential units have been built adding 7% to the existing dwelling stock¹.
- 5.6 Mayfair has the third highest number of restaurants, bars and cafes (A3 uses) and other entertainment uses of the CAZ sub-areas. The area contains over 15% of all A3 uses, and 18% of all clubs, casinos and other entertainment venues. An additional 86 A3 uses have opened since the last land use survey of the area, representing a 47% increase in such uses in the last 9 years (source LUS and DAS^{2,3}, October 2001).
- 5.7 The Mayfair sub-area also has the second highest amount of office floorspace of all the sub-areas in the CAZ, with nearly 1.2 million sqm of office floorspace, representing 18% of the total in the CAZ. There has been a 1% increase in the office stock in the area in the last 9 years (source LUS & OFFPIPE⁴, 2001).

OTHER UDP POLICY DESIGNATIONS

- 5.8 The UDP sets out planning policies that provide guidelines for the development of land and transport within the City of Westminster. In addition to the UDP policies on central Westminster other policy designations particularly relevant to the Mayfair area in the adopted and replacement UDP are as follows:

Adopted UDP	Replacement UDP- Second Deposit
Temporary Office Policy Area (policy ECON 9)	Temporary Office Policy Area (policy COM 5)
Light Industrial SPA (policies ECON 10 & 11)	Creative Industries SPA (policies COM 8/9)
Shopping Centres – Prime frontages on Bond Street (policy SS 1)	Shopping Centres – West End International Centre Primary Shopping Frontages on Oxford Street and Bond Street (policy SS 5)
	West End Stress Area (part) – (policies TACE 8 to 10)
Conservation Areas - Mayfair, Regent Street (part) (policy DES 7)	Conservation Areas – Mayfair, Regent Street (part) (policy DES 9)
	Sites of Nature Conservation Importance (policy ENV 15)
Area of Special Archaeological Priority (policy DES18)	Area of Special Archaeological Priority (policy DES11)

6 AREA PROFILE: SOUTH MARYLEBONE

LOCATION

- 6.1 South Marylebone is defined as the area north of Oxford Street; west of Charlotte Street; south of Langham Street, Queen Anne Street, New Cavendish Street, George Street, Portman Close, Seymour Street; and east of Edgware Road. The area includes the Portman Estate, Harley Street, Stratford Place, Regent Street (part), Charlotte Street West, East Marylebone, Hanway Street conservation areas.

TOWNSCAPE

- 6.2 South Marylebone consists of large-scale buildings bordering Oxford street, whilst north of these there is mainly smaller Georgian development in the west and Victorian development in the east, the height of which rarely exceeds six floors. The area also contains a number of 18th Century houses, all of which are listed. The architectural style of the area is mainly as a Victorian form of classicism. South Marylebone's grid like pattern reflects this period.

CHARACTER & FUNCTION

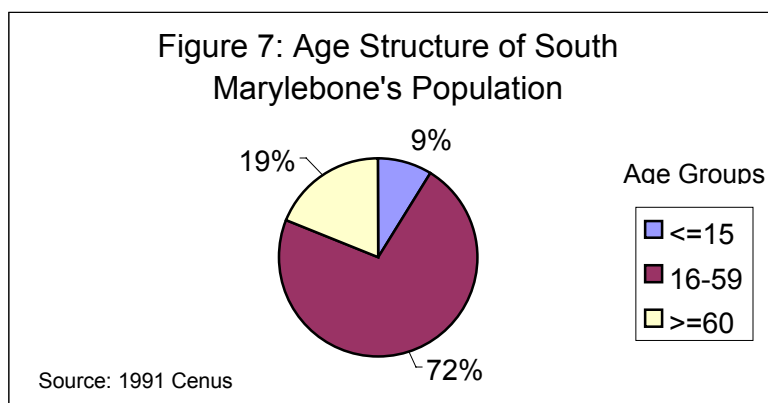
- 6.3 South Marylebone can be divided into two broad areas in terms of character and function. The northern part is characterised by uses that largely serve the local community – reflecting the fact that there is a high percentage of residential properties and that this area is located on the edge of the CAZ. The area in and around Harley Street has a concentration of specialist private medical uses. However, in the south there is a greater concentration of retail uses, hotels, educational institutions, fashion

related wholesale showrooms and media-related industries. This mix of uses has made this part of South Marylebone more vibrant and busier.

- 6.4 While South Marylebone has a smaller residential population than Soho – it is generally a much quieter area with a more residential feel than the area south of Oxford Street. It has fewer night-clubs, pubs and restaurants than its neighbouring sub-areas and attracts fewer visitors and tourists.

LAND USE & OTHER DATA

- 6.5 According to the 1991 Census, South Marylebone's resident population was 1,504, of which 72% were of working age. [Figure 7](#) shows the age distribution of South Marylebone's population, including the proportion of the population within each age group.



- 6.6 South Marylebone's total resident population represents 10% of the 1991 resident population inside the CAZ. In the same year, there were 716 private households in South Marylebone, 12% of which contained children. Since 1990 260 new homes have been constructed in South Marylebone, representing an increase in dwelling stock of about 11%¹. The number of households in the area represents 10% of the total number of households in the CAZ.
- 6.7 South Marylebone contains 134 restaurants, bars and cafes, nearly 8% of the total of such uses in the CAZ (source LUS & DAS³, October 2001).
- 6.8 South Marylebone also contains over 550,000 sqm of office floorspace, and has seen an increase of about 4% in office stock in the last 11 years. This total figure represents 8% of all office floorspace in the CAZ, (source LUS & OFFPIPE⁴, 2001).

UDP POLICY DESIGNATIONS

6.9 The UDP sets out planning policies which provide guidelines for the development of land and transport within the City of Westminster. In addition to the UDP policies on central Westminster other policy designations particularly relevant to the South Marylebone area in the adopted and replacement UDP are as follows:

Adopted UDP	Replacement UDP - Second Deposit
Temporary Office Policy Area (policy ECON 9)	Temporary Office Policy Area (policy COM 5)
Light Industrial SPA (policies ECON 10 & 11)	Creative Industries SPA (policies COM 8/9)
	East Marylebone SPA (policy COM12)
Shopping Centres – Prime frontages on Oxford Street (policy SS 1)	Shopping Centres – West End International Centre Primary Shopping Frontage on Oxford Street (policy SS 5)
	West End Stress Area (part) – (policies TACE 8 to 10)
Conservation Areas - Portman Estate, Harley Street, Stratford Place, Regent Street (part), Charlotte Street West, East Marylebone, Hanway Street (policy DES 7)	Conservation Areas – Portman Estate, Harley Street, Stratford Place, Regent Street (part), Charlotte Street West, East Marylebone, Hanway Street (policy DES 9)
	Sites of Nature Conservation Importance (policy ENV 15)
Area of Special Archaeological Priority (policy DES18)	Area of Special Archaeological Priority (policy DES11)

7 AREA PROFILE: VICTORIA

LOCATION

7.1 Victoria is defined as the area east of Buckingham Palace Road, Warwick Row and Stafford Place; south of Arlington Street, Palace Street, Catherine Place, Petty France, Caxton Street, and Victoria Street; west of Vandon Place, Strutton Ground, Horseferry Road, Rochester Row, Greencoat Place, Francis Street, Gillingham Street and Hugh Street; and north of Warwick Way, Belgrave Road, Vauxhall Bridge Road and Windsor Place. The area includes the Broadway and Christchurch Gardens (part), Westminster Cathedral, Birdcage Walk (part) and Pimlico (part) conservation areas.

TOWNSCAPE

7.2 Within the Victoria area, the Broadway and Christchurch Gardens Conservation Area has an array of buildings constructed in different eras and styles. Westminster Cathedral Conservation Area largely consists of turn of the century red-brick buildings, which were designed to blend in with the cathedral. Westminster Cathedral is

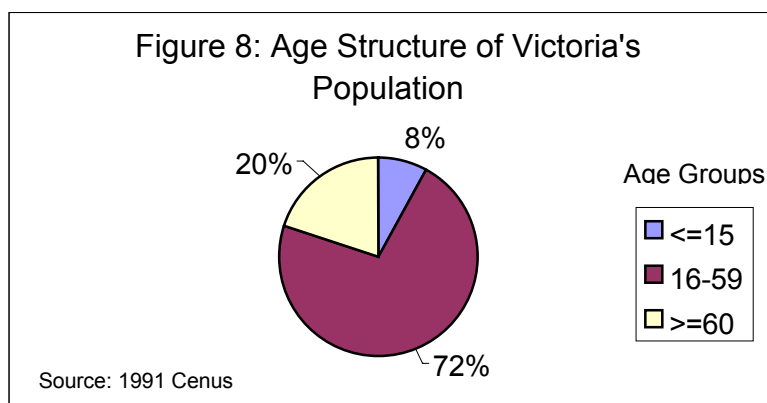
designed in a 'Free Byzantine' style of red brick and Portland stone. The piazza in front of the Cathedral was a 1970's addition. Elsewhere on Victoria Street modern large-scale buildings predominate, many of which are occupied by Government offices.

CHARACTER & FUNCTION

- 7.3 The railway, underground, bus and coach stations at Victoria provide the gateway for many people arriving in the area. The railway station is the busiest mainline terminus in London. The underground station is the busiest in London. Over 250 buses per hour at peak times serve the bus station and nearby bus stops. The coach station (within the adjoining Knightsbridge/Belgravia profile area) is served by national and international coach services. Many people's perception of the area is formed as they pass through the stations on their way to their destination. There are likely to be major opportunities to improve the stations and local environmental quality during the period covered by the replacement UDP.
- 7.4 Victoria Street itself, with the station at one end, is otherwise dominated by a mix of office and retail uses. Victoria Street's retail facilities are used by office workers, local residents and visitors to the area. There are also three theatres in the area. The area around Victoria Rail and Coach Stations has a number of pubs and restaurants serving tourists, visitors and workers and many transient people are attracted to the area.

LAND USE & OTHER DATA

- 7.5 According to the 1991 Census, Victoria's resident population was 1,816, of which 72% were of working age. [Figure 8](#) shows the age distribution of Victoria's population, including the proportion of the population within each age group.



- 7.6 Victoria's resident population represents 12% of the total 1991 resident population inside the CAZ. In the same year, there were 725 private households in Victoria, equal to 10% of the total in the CAZ. Of these, 89 (12%) contained children. Since 1990 over 190 additional dwellings have been constructed, representing an increase in dwelling stock in the area of 7%¹.

- 7.7 Victoria contains 114 restaurant, bars and cafes (A3 uses), 6% of the total A3 uses in the CAZ. There has been a 25% increase in such uses in the area since 1993², (source LUS & DAS³, October 2001).
- 7.8 Victoria also contains over 500,000 sqm of office floorspace, an increase of about 6% since 1993. This total figure represents 8% of all office floorspace in the CAZ, (source LUS & OFFPIPE⁴, 2001).

UDP POLICY DESIGNATIONS

- 7.9 The UDP sets out planning policies which provide guidelines for the development of land and transport within the City of Westminster. In addition to the UDP policies on central Westminster other policy designations particularly relevant to the Victoria area in the adopted and replacement UDP are as follows:

Adopted UDP	Replacement UDP- Second Deposit
Priority Area for Additional Playspace (policy SOC 13)	Priority Area for Additional Playspace (policy SOC 6)
Conservation Areas – Broadway and Christchurch gardens (part), Westminster Cathedral, Birdcage Walk (part) and Pimlico (part) (policy DES 7)	Conservation Areas – Broadway and Christchurch gardens (part), Westminster Cathedral, Birdcage Walk (part) and Pimlico (part) (policy DES 9)
Area of Special Archaeological Priority (policy DES18)	Area of Special Archaeological Priority (policy DES11)

8 AREA PROFILE: KNIGHTSBRIDGE/BELGRAVIA

LOCATION

- 8.1 Knightsbridge/Belgravia is defined as the area south of South Carriage Drive; east of Ebury Street, Eaton Square, Lancelot Place and Trevor Street; north of Brompton Road, Belgrave Mews South and Semley Place; and west of Grosvenor Place and Buckingham Palace Road. The area includes the Belgravia, Knightsbridge, Albert Gate and Knightsbridge Green conservation areas.

TOWNSCAPE

- 8.2 The architectural form of the area dates back to the 19th century. The townscape of Belgravia is uniform and formal and this is evident in the spacious grid patterned streets – leading to large green squares. The prevailing material used to decorate the buildings is stucco. Building heights range from four to six storeys with classical detailing on the fenestration, porches and roofs. Those parts of Knightsbridge, which are not covered by conservation area status, are mainly 1960's office buildings of relatively poor external design.

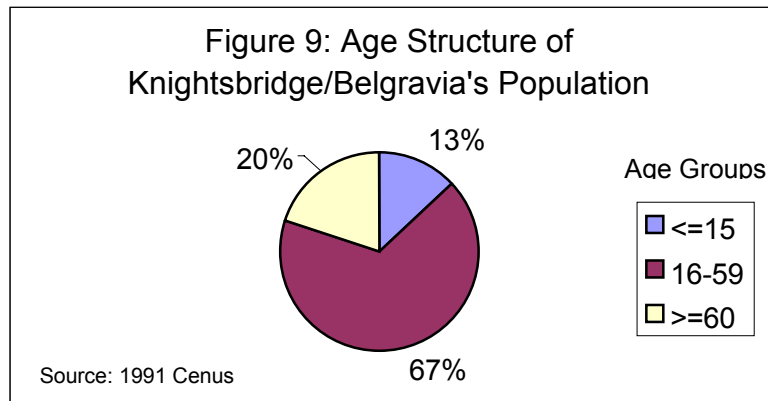
CHARACTER & FUNCTION

- 8.3 Knightsbridge contains retail facilities, which are of an international status, hotels, offices and high quality residential property. Belgravia consists of mostly high quality residential property with a number of diplomatic and allied uses. Although Victoria

Coach station is located in the south-west of the profile area it is considered in the adjoining Victoria area profile (see paras 7.3 & 7.4) as it has closer functional links with the Victoria area.

LAND USE & OTHER DATA

- 8.4 According to the 1991 Census, Knightsbridge/Belgravia's resident population was 1,911, of which 67% were of working age. [Figure 9](#) shows the age distribution of the area's population, including the proportion of the population within each age group.



- 8.5 The total population of Knightsbridge/Belgravia represents 12% of the total 1991 resident population inside the CAZ. In the same year, there were 877 private households in the area, again equal to 12% of the total in the CAZ. 134 of these households contained children, representing 15% of the total.
- 8.6 There are about 50 restaurants and bars in the Knightsbridge/Belgravia profile area.
- 8.7 The area also contains about 370,000 sqm of office floorspace, an increase of 6% in the last 11 years. This total figure represents about 5% of all office floorspace in the CAZ, (source OFFPIPE⁴, 2001).

UDP POLICY DESIGNATIONS

- 8.8 The UDP sets out planning policies which provide guidelines for the development of land and transport within the City of Westminster. In addition to the UDP policies on central Westminster other policy designations particularly relevant to the Knightsbridge/Belgravia area in the adopted and replacement UDP are as follows:

Adopted UDP	Replacement UDP- Second Deposit
Shopping Centres – Prime Frontages on Knightsbridge and the Brompton Road (policy SS 1)	Shopping Centres – Knightsbridge International Centre Primary Shopping Frontages on Knightsbridge and the Brompton Road (policy SS 5)
Conservation Areas – Belgravia, Knightsbridge, Albert Gate and Knightsbridge Green (policy DES 7)	Conservation Areas – Belgravia, Knightsbridge, Albert Gate and Knightsbridge Green (policy DES 9)
	Sites of Nature Conservation Importance (policy ENV 15)
Area of Special Archaeological Priority (policy DES 18)	Area of Special Archaeological Priority (policy DES 11)

9 AREA PROFILE: MILLBANK

LOCATION

- 9.1 Millbank is defined as the area south of Victoria Street; west of Millbank; north of Vauxhall Bridge Road, Ponsonby Terrace, Vincent Street, Page Street, Horseferry Road and Great Peter Street; and east of John Islip Street, Marsham Street and Strutton Ground. The River Thames borders the area to the east. Smith Square, Millbank, Westminster Abbey and Parliament Square Conservation Areas, and a small part of the Broadway and Christchurch Gardens Conservation Area cover the Millbank profile area.

TOWNSCAPE

- 9.2 Smith Square Conservation Area is characterised by a medieval street plan, altered during the 18th Century. The focal point of this area is the large ornamental Grade 1 listed St. John's Church and terraced houses and offices (both 18th and 20th Century) around the Square, which complement and enhance the classical style of the area. The townscape of the Millbank conservation area consists of the 1902 local authority housing estate in red brick and arts and crafts style blocks of flats and the late Victorian Tate Gallery Building – Tate Britain.
- 9.3 The part of Westminster Abbey and Parliament Square Conservation Area in the Millbank area contains the neo-gothic style Houses of Parliament and Westminster Abbey. This area has been designated a 'World Heritage Site'. Immediately adjoining this area is the Victoria Tower Gardens overlooking the Thames.

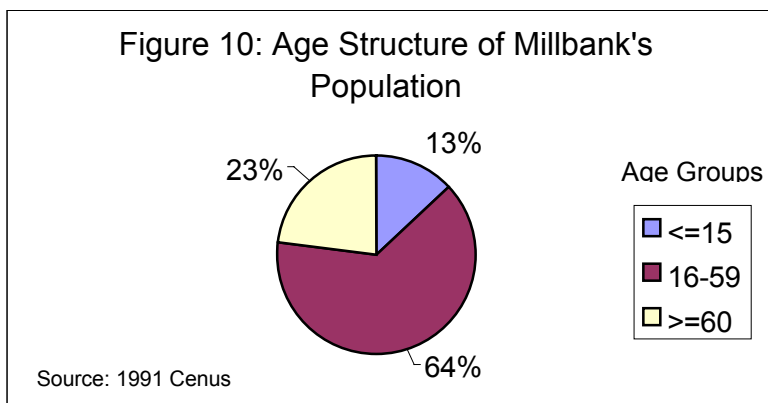
CHARACTER & FUNCTION

- 9.4 The area covered and enclosed by Bridge Street, Abingdon Street, Millbank and the Embankment attracts large number of tourists as well as civil servants and office workers due to the presence of Westminster Abbey, the houses of Parliament and related Government functions being located in the area. The buildings are large and grandiose. The area's ecclesiastical functions centre on Westminster Abbey, Church House and Methodist Central Hall (in the adjoining St James's profile area). Other parts of the area are largely residential. The River Thames makes an important

contribution to the character of part of the profile area and this is considered further in the 'Thames Policy Area Supplementary Planning Guidance' issued by the City Council in November 2001.

LAND USE & OTHER DATA

- 9.5 According to the 1991 Census, Millbank's resident population was 1,707, of which 64% were of working age. [Figure 10](#) shows the age distribution of Millbank's population, including the proportion of the population within each age group.



- 9.6 Millbank's total population represents 11% of the total 1991 resident population inside the CAZ. In the same year, there were 723 private households in Millbank, equal to 10% of the total in CAZ. 19% of these (134) households contained children, the highest for all of the sub-areas in the CAZ. Since 1990 over 270 additional dwellings have been constructed, representing an increase in the dwelling stock in the area of over 6%¹.
- 9.7 Millbank contains the lowest number of restaurants, bars and cafés (A3 uses) in all of the CAZ sub-areas. There are about 30 such premises in the Millbank area.
- 9.8 Millbank also has the lowest amount of office floorspace of all of the sub-areas, with 133,000 sqm of office floorspace, representing just 2% of the CAZ total. However the office stock in the area has increased by 22% since 1990 (source LUS and OFFPIPE⁴, 2001).

UDP POLICY DESIGNATIONS

- 9.9 The UDP sets out planning policies which provide guidelines for the development of land and transport within the City of Westminster. In addition to the UDP policies on central Westminster other policy designations particularly relevant to the Millbank area in the adopted and replacement UDP are as follows:

Adopted UDP	Replacement UDP-- Second Deposit
Conservation Areas – Smith Square Millbank, Westminster Abbey and Parliament Square and Broadway and Christchurch Gardens (part) (policy DES 7)	Conservation Areas – Smith Square Millbank, Westminster Abbey and Parliament Square and Broadway and Christchurch Gardens (part) (policy DES 9)
	Sites of Nature Conservation Importance (policy ENV 15)
Area of Special Archaeological Priority (policy DES18)	Area of Special Archaeological Priority (policy DES 11)
	Thames Policy Area (see all policies in the River Thames chapter)

NOTES

N.B. Apart from the 1991 Census of Population information, unless otherwise indicated, the data for the area profiles relates only to those parts of the areas within the CAZ boundary as set out in the replacement second deposit UDP as agreed by Cabinet Committee on 29th October 2001 and indicated on [map 1](#). The 1991 Census data relates to all of the profile areas indicated on [map 1](#), including those parts outside the CAZ boundary. This is due to the census enumeration districts extending beyond the CAZ boundary.

¹Based on data obtained from the Residential Pipeline (RESPIPE). RESPIPE is a record of all proposed schemes involving developments of 5 or more residential units. An annual survey is conducted to monitor the implementation of these schemes. For schemes of less than 5 units it has been assumed that 60% of schemes permitted will be implemented. This assumption has been incorporated within the estimate of total additional new dwellings for the CAZ as a whole in para 1.7, but has not been included in the figures given for dwellings constructed within each of the profile areas.

²These calculations do not take into account any losses of A3 use during this period.

³The Decisions Analysis System (DAS), is a database system that contains all planning decision information, including type of application, and changes in floorspace.

⁴The OFFPIPE System, is a database system that contains all planning proposals information, relating to office proposals over 1000sq m.

⁵WCC '1990' Land Use Survey as at August 1996

⁶ 2000 Mid Year Estimate of Residential Population of Westminster supplied by the Office of National Statistics compared to the revised 1991 Census of Population figure for Westminster

⁷Estimate provided by WCC Chief Executive's department, based on Council tax register information and residential units information from WCC Planning Department for the West End Stress Area as set out in the first deposit version of the replacement UDP.

⁸ West End Entertainment Impact Study, October 2001, WCC. Prepared for WCC by Town Centres Ltd in association with Chesterton plc and PRP Planning. For further information about this study please contact Julie Garbett, WCC Planning and Transportation Department on 020 7641 2860.

⁹ City of Westminster Shopping Study - Overview and Background Report, July 1998, Drivers Jonas

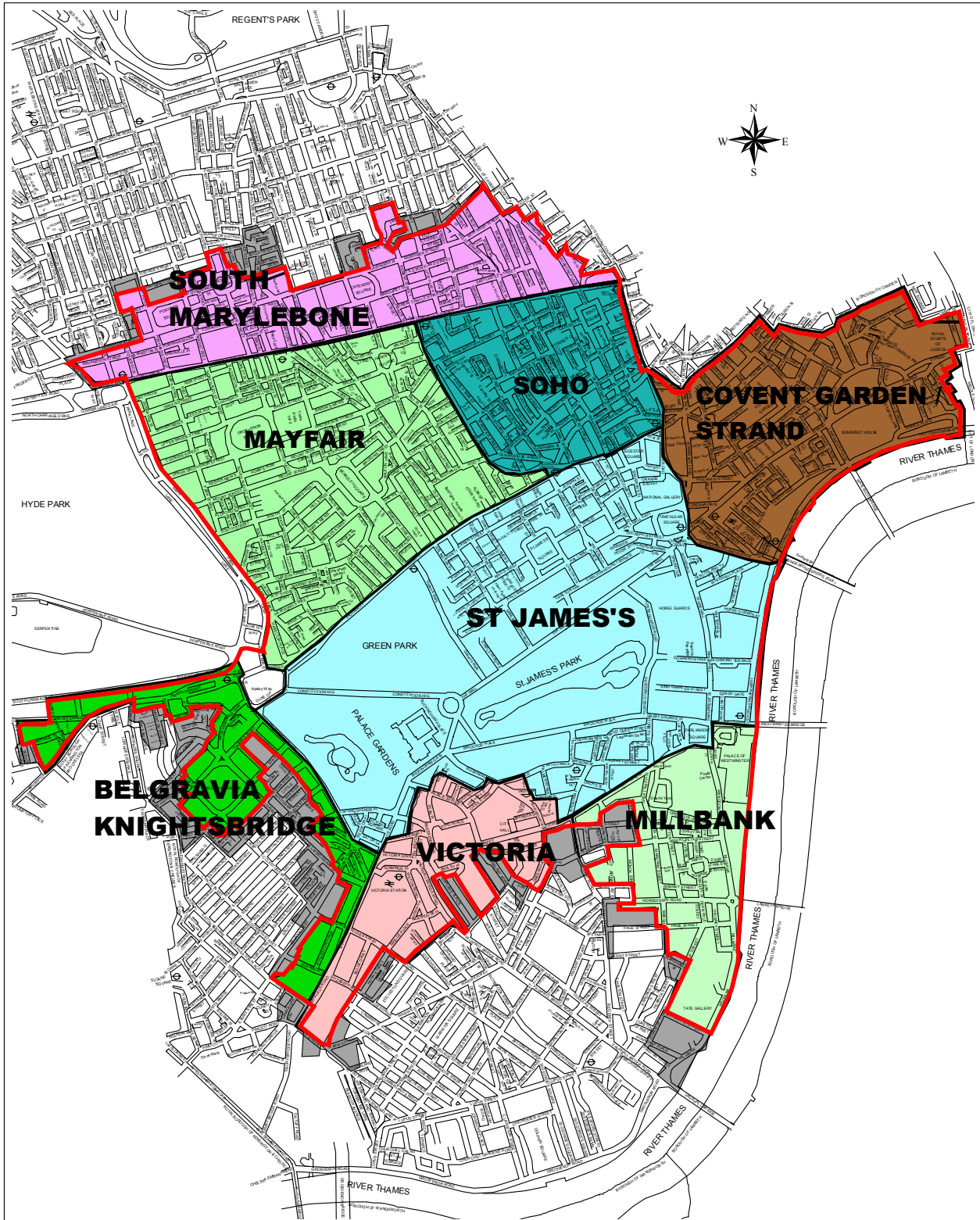
¹⁰ Hotpipe Hotel database which contains details of all planning proposals information relating to hotel development


¹¹ RPG 3 May 1996, Strategic Guidance for London Planning Authorities, para 2.29


¹² Data on employment and workplaces taken from the Annual Business Inquiry, 1999, Office of National Statistics (ONS). Comparison with 1995 based on rescaled Annual Employment Survey information from 1995, ONS

¹³ Visitor numbers information from London Tourist Board, August 2001

Map 1: Map of Central Activities Zone and Sub-Areas



 **Central Activities Zone Boundary as in replacement second deposit U.D.P. as agreed by Cabinet Committee on 29th October 2001**

 **Area beyond the CAZ Boundary which is included in the sub-area profile for census data analysis**

Produced by Policy & Project Development Group, Information Team Peter Hollis August 2001

0.2 0 0.2 Kilometers

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Further information regarding the UDP can be obtained by visiting the City Council's website at: www.westminster.gov.uk/udp

Or by e-mailing:
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Central Westminster UDP policy advice,
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Planning and Transportation Department
Westminster City Council

Published December 2001

APPENDIX A: STATUS OF CONSERVATION AREA APPRAISAL DOCUMENTS IN THE CAZ

Conservation Area	General Information Leaflet	Directory		Audit			Conservation Area Boundary Review
	Published	Adopted	Edited for publication	Draft	Adopt for consult	Adopt	Status
8. Portman Estate	11-99	02-98		04-99	07-00		Preliminary appraisal
9. Harley Street	10-99	02-98					
10. Stratford Place	03-96	02-98					
11. Mayfair	08-98	02-98	09-98				
12. Regent Street	06-99	02-98					
13. Charlotte Street West	11-94	02-98		04-99			Preliminary appraisal
14. Soho	07-99	02-98					
15. Covent Garden	11-99	02-98					
16. Strand	08-99	02-98		10-99			Preliminary appraisal
17. St. James's	08-98	02-98	08-00	10-99	03-00		Preliminary appraisal
18 Trafalgar Square	09-99	02-98	08-00	04-99			Preliminary appraisal
19. Whitehall	08-99	02-98	08-00	04-99			Preliminary appraisal
20. Westminster Abbey & Parliament Square	08-99	02-98	08-00	04-99			Preliminary appraisal
21. Smith Square	07-99	02-98		04-99			Preliminary appraisal
22. Knightsbridge	07-99	02-98					
23. Belgravia	03-93	02-98					
24. Grosvenor Gardens	09-99	10-98					
25. Birdcage Walk	03-93	10-98					
26. Westminster Cathedral	12-99	10-98					
27. Pimlico	03-96	10-98		04-99			Preliminary appraisal
28. Millbank	12-99	10-98		06-00			Preliminary appraisal

31. Adelphi	03-96	10-98	09-98	04-99			Preliminary appraisal
32. Savoy	08-99	02-98		07-00			Preliminary appraisal
33. East Marylebone	10-99	10-98		04-99			Preliminary appraisal
34. Broadway & Christchurch Gardens	11-99	10-98					
36. Albert Gate	07-99	10-98					
37. Knightsbridge Green		07-99	10-98				
39. Hanway Street	10-93	10-98					
41. Royal Parks	08-98	10-98					
42. Leicester Square	10-99	10-98					
48. Haymarket	03-96	10-98					

For copies of and further information about the status of these Appraisals please contact either [Gareth Jones](#) (020 7641 8019) or [Rachel Pittam](#) (020 7641 8705).