



St James's Conservation Trust

News Letter

1st October 2007 -31st March 2008

Edition No. 8



VIEW OF ST. JAMES'S PALACE, TIME OF QUEEN ANNE. (From an Old Engraving.)

PATRONS: THE HON DOMINIC ELLIOT • LADY OLGA MAITLAND

TRUSTEES: JOHN BEVERIDGE QC (CHAIRMAN) • RICHARD DONALDSON (VICE CHAIRMAN)
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REGISTERED OFFICE: 7 ST JAMES'S SQUARE, LONDON SW1 Y 4JU • REGISTERED CHARITY NO. 1079166 • MEMBER OF EUROPA NOSTRA • REGISTERED WITH THE CIVIC TRUST

The threat to historic St James's

Over the past twenty years, there has been an accelerated deterioration in the character and atmosphere of St James's. Historically, it has been relatively quiet and has been a unique environment, with St James's Palace, the clubs, traditional specialist shops and many other listed buildings.

The increase in large offices, restaurants and bars has brought intolerable noise and unwelcome footfall from the neighbouring West End. Forty years ago, Leicester Square had high quality restaurants and clubs and its deterioration was caused by the same factors now attacking historic St James's.

Purposes of the Trust

1. To promote high standards of planning and architecture in, or affecting, the area.
2. To secure the preservation, protection, development and improvement of features of historic, or public interest, in the area.
3. To maintain the character and atmosphere of the area, with its social fabric, collection of ancient shops and gentlemen's clubs.
4. To educate the public in the geography, history, natural history and architecture of the area.



City of Westminster

Architecture suitable for St James's

20th November 2007- A useful meeting, attended by the Chairman of the Trust, Cllr Alistair Moss, Chairman of the Planning & City Development Committee and Miss Rosemarie MacQueen, Director of Planning & City Development, took place at the City Hall to discuss the scope of the "Architecture suitable for St James's" study.

The enhancement of St James's Square

Peter Heath RIBA MRTPI, Consultant architect and town planning adviser to the Trust has been working during the period of this News Letter as a consultant to West One, an associate company of Westminster City Council, on the preliminary design work for the enhancement of the Square. This has been made possible through a grant of £10,000 from the Rose Foundation which has acted as a catalyst for this much needed work. Design work is continuing on this project.



The Trust is most grateful to Gillian Tindall, the historian and her husband, for proof reading each News Letter

Diary of events

Subject- organisation	Date	Event	Page reference.
Noise nuisance	11 Oct 07	Meeting with Rupert Thornley-Taylor FIOA- acoustics expert to discuss noise nuisance in St James's	
Europa Nostra	01 Nov 07	Meeting with Dr Lester Borley CBE, Europa Nostra	
Heritage Link	11 Nov 07	Heritage Link conference	
The Westminster Society	13 Nov 07	Meeting with Mr Barry Henderson, Chairman of The Westminster Society to co-ordinate planning observations of the two organisations.	
Architecture Suitable for St James's	09 Jan 08	Presentation to Press by Peter Heath RIBA MRTPI at Sofitel St James	6&7
Architecture Suitable for St James's	16 Jan 08	Reception at The Ritz to launch the report.	6&7
Noise nuisance	03 Mar 08	Meeting with Rupert Thornley-Taylor FIOA- acoustics expert to discuss a Trust a future meeting to discuss noise nuisance and solutions to the problem.	
Mayfair & St James's Safer Neighbourhood Panel	31 Mar 08	Meeting of the Panel with Police Safer Neighbourhood Team. Mr John Beveridge QC was elected chairman of the Panel	4



Planning applications

7&8 St James's Square

Although an application to demolish and redevelop the site of 8 St James's Square was granted in February 2007, it was at the instigation of the Trust that a condition was imposed for the Duke of York Street elevation to be redesigned. This elevation, once redesigned, although an improvement, still did not meet the Trust's high standards for the area, but, nevertheless, it was granted planning permission in October 2007.

The ownership of 7&8 St James's Square has since changed and a new application was granted in March 2008 for 8 St James's Square (Ensearch House) for six residential units. The change to residential use is welcomed by the Trust. The proposed penthouse has gained notoriety by being reported as priced at over £115 million.

Windsor House, 55 St James's Street

As a result of lobbying by the Trust, an application for the demolition and redevelopment of Windsor House was refused in March 2007, but an improved design was granted planning permission in July 2007. However, an application for a further revision of the design was submitted in December 2007 allowing for the retention of the existing Four Posts public house. The Trust considers this will have an adverse effect on both the Bennet Street and Arlington Street elevations

Bus Route 38- Piccadilly

The Trust has responded to a **Transport for London** consultancy, being conducted by Atkins Transport Planning, for that part of Bus Route 38 that passes along Piccadilly from Piccadilly Circus to The Ritz Hotel. The proposal is to place another bus route adjacent to, but flowing in the opposite direction to the existing one. The Trust has expressed its concern about the negative aspects of the proposed scheme and would like this part of Piccadilly to be restored to its former elegance. The Trust will make further representations in due course.

Amenity Issues

Unacceptable night time noise in Carlton House Terrace and Waterloo Place

Following an appeal to the Trust by a long time resident of Carlton House Terrace, the Trust made a representation against noise nuisance caused by revellers in the middle of the night returning to their cars parked in this formerly quiet and dignified street. The matter is now in the hands of the City Council's Community Protection department.

Unacceptable night time noise St James's Square

In the course of collecting evidence in connection with an on-going appeal against a refusal by the City Council to grant a Premises Licence, a number of residents from the Square have made statements complaining of intolerable noise from revellers in the middle of the night. This problem was reported at a Mayfair & St James's Ward Panel meeting to the Police Safer Neighbourhood Team on 31st March 2008.



Mayfair & St James's Safer Neighbourhood Panel (M&St J SNP)

The Safer Neighbourhood Panels are a Metropolitan Police initiative to combat crime and disorder by making use of a wide cross section of the community. The Panel will consider crime and disorder in their area and after analysis, priorities will be determined by the Panel for action by the associated Police Safer Neighbourhood Team (SNT)

On 31st March, Mr John Beveridge QC was elected to be the chairman of the M&StJ SNP



Coachman



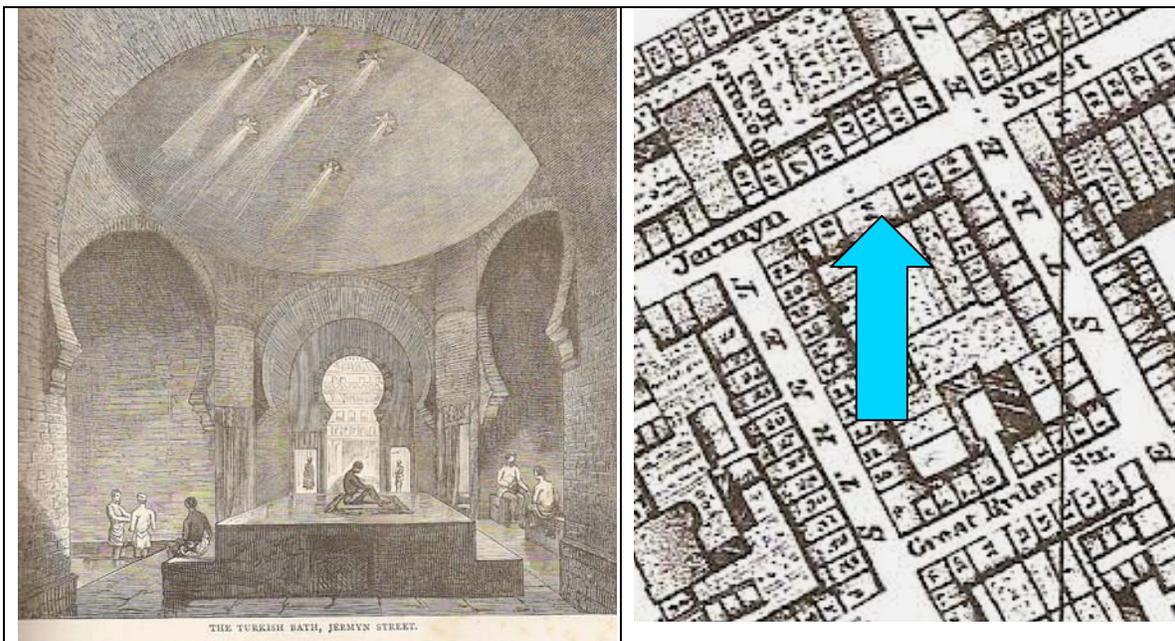
Groom

Little St James's Street

Turkish Baths in Jermyn Street

The Turkish Bath, as understood by the Victorians, was a dry air sauna, different from the Russian steam bath or the Finnish sauna (which has water ladled onto hot coals), and drier even than the present day Turkish bath or *hammam*.

The first Turkish bath of this kind in the British Isles was built in County Cork, Eire in 1856. By 1861 there were more than 30 public Turkish baths in London alone, and in 1862 the **London & provincial Turkish Co.** opened a Turkish bath at **76 Jermyn Street**, on the site of the former stables behind an existing hotel. The plan of the old Roman bath was strictly followed at No.76 where the temperature rose to 160 degrees Fahrenheit. In 1907, the Savoy Turkish Baths were also opened in Jermyn Street at No. 92. At the height of their popularity, there were over six hundred Turkish baths in the United Kingdom.



It is recorded that the American artist, James Whistler (1834-1903) and his publisher, William Heinemann used the Turkish bath at 76 Jermyn Street which appealed to him as being ‘*the fashionable paradigm of the ideal Turkish bath*’

The baths stayed open until 1941, closing for business just weeks before the building was destroyed at 3.00am on 17th April during the London blitz.

Letters to the Editor

The Trustees would welcome letters from readers concerning the history, architecture, commerce and social life of St James's, for inclusion in the Spring 2007 News Letter and future editions.

Letters (which would not for publication in the News Letters) containing evidence which could be used by the Trust to support future planning and licensing objections to Westminster City Council, would also be welcomed.

The Launch of the Trust's report "Architecture Suitable for St James's" at The Ritz Hotel, 16th January 2008



Mr John Beveridge QC ,Chairman of the Trust making the address and **Mr Peter Heath RIBA MRTPI** author of the report

A reception was held in the William Kent house at The Ritz Hotel on 16th January 2008, when the report of the Trust's third seminal study entitled "**Architecture Suitable for St James's-An illustrated analysis of the area and its architectural needs**" was formally launched before a distinguished assembly of guests. These included many of the Trust's supporters, members of Westminster City Council, English Heritage, The Civic Trust, Europa Nostra, architects and developers, and the media. The Chairman of the Trust, Mr John Beveridge QC, made an address describing the scope, purpose and need for the study. To date over 120 copies of the report have been distributed to City Council planning officers, councillors, developers, architectural and conservation authorities, and supporters of the Trust

Westminster City Council stated in the report "*that it welcomes and shares the Trust's aspirations to promote the highest standards of design for all new buildings in St James's, as well as to preserve and enhance the historic character of the area. The document provides a useful stimulus for debate on what constitutes good design, and we look forward to continuing our collaborative approach to securing the very best for this vital and much cherished part of the City*".

English Heritage also stated in the report "*that it has long supported the aims and ambitions of the Trust to promote high standards of design and stewardship in all proposals which might affect the outstanding architectural and historic interest of St James's, Whilst clearly there is an understanding that new developments should reinforce the qualities which make St James's special, we would expect to assess any application referred to us for comment on its own merits informed by appropriate guidance and our own Conservation Principles not just on buildings, but also the public realm which forms an integral part of St James's*".

Improvements to the public realm are something which English Heritage takes very seriously indeed, and we are working closely with the Trust on specific projects in the area. We will continue to provide support, advice and guidance on such projects.”

Design principles and planning matrix

The Trust has formulated, what is considered unique, a set of eight principles which can be applied by means of a matrix to all future planning applications in the core area of St James’s.

Applications of the principles set out in the study.

The study seeks to raise the standards of what is acceptable in St James’s by defining eight principles that should be addressed; these are:-

1. Development must not be monolithic- **absolute compliance.**
2. No more excessive height- **absolute compliance.**
3. Fit the “spirit of St James’s.
4. Responsible modernity.
5. Retain and adapt the best facades where appropriate.
6. Consider replica authentic.
7. Reject over-intensive uses.
8. Increase the residential community.

The Study illustrates the Trust’s proposed use of a new matrix, which is a mechanism to encourage the planning authority to enforce key design principles more rigorously.

EXAMPLE : A 21st CENTURY BUILDING.

This development has been given planning permission in 2007 and is considered suitable for St. James’s.



Image source: Cushman Wakefield

1959-60. 5/6 St. James’s Square.

Planning permission granted: 2007.

The application to replace this building complied with most of the criteria, for an acceptable new development in St. James’s. When compared with the adjacent buildings, the existing facade was very plain and lacking in the architectural intricacy expected in St. James’s. The replacement building will re-introduce intricate detailing, and proposes aspects of the original 18th century house, such as ground and first floor storey heights.

Matrix for 5-6 St James’s Square



Judging Criteria	Score
1 Development must not be monolithic	✓
2 No more excessive height	✓
3 Fit the “Spirit of St. James’s”	✓
4 Responsible modernity	✓
5 Retain and adapt the best facades where appropriate	✓
6 Consider replica authentic facades	-
7 Reject over-intensive uses	✓
8 Increase the residential community	-
(✓) comply (✗) not comply (-) neutral/not applicable	✓

The Texas Legation, London 1836-1845



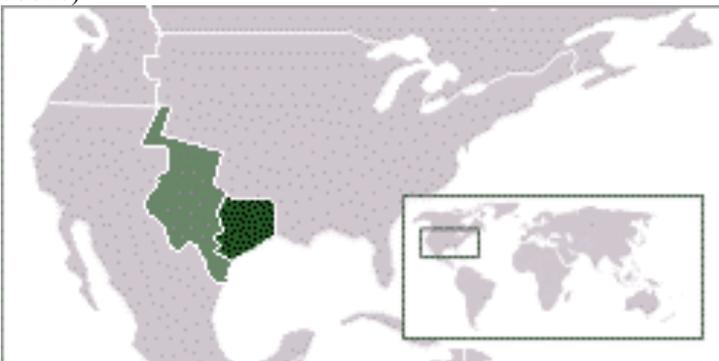
Plaque at entrance to Pickering Place

The **Republic of Texas** was a sovereign state in North America between the United States and Mexico that existed from 1836 to 1845. Formed as a break-away republic from Mexico by the Texas Revolution, the nation claimed borders that encompassed an area that included all of the present U.S. state of Texas, as well as parts of present-day New Mexico, Oklahoma, Kansas, Colorado, and Wyoming based upon the Treaties of Velasco between the newly created Texas republic and Mexico. **Area of The Republic of Texas: 389,166 sq mi** (UK is less than a quarter of this area.)

In a bid to protect itself from almost certain invasion by forces from neighboring Mexico, the government of the republic sought to foster international ties. It did this by also opening the Texas Legations in London and Paris.

. Their opening is believed by some academics to be less an attempt by Texas to enter the international stage as an independent country and more a manoeuvre to prompt officials in the United States to worry that an independent Texas might allow British and French soldiers to mass on the south border of the United States.

The Texas Legation in London was located on St. James Street near St. James's Palace in a building that also houses Berry Brothers and Rudd, wine merchants that has been at that site since 1730. On the north side of the building is a plaque marking it as the site of the legation (See above)

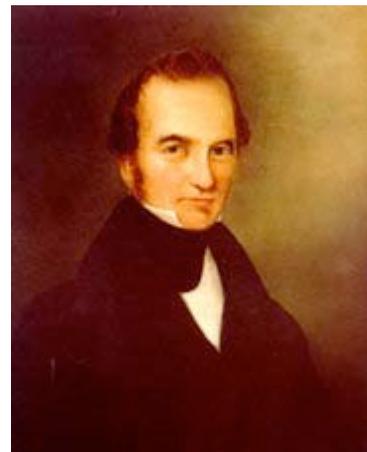


Above-Map of Republic of Texas

Key: Dark green-present day Texas

Pale green- included in Republic of Texas

Right-**Stephen F. Austin**, known as the “Father of Texas”



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"...London par excellence is bounded on the north by Piccadilly, on the south by Pall Mall, on the east by Haymarket, and on the west by St. James's Street..."

Theodore Hook, 1870



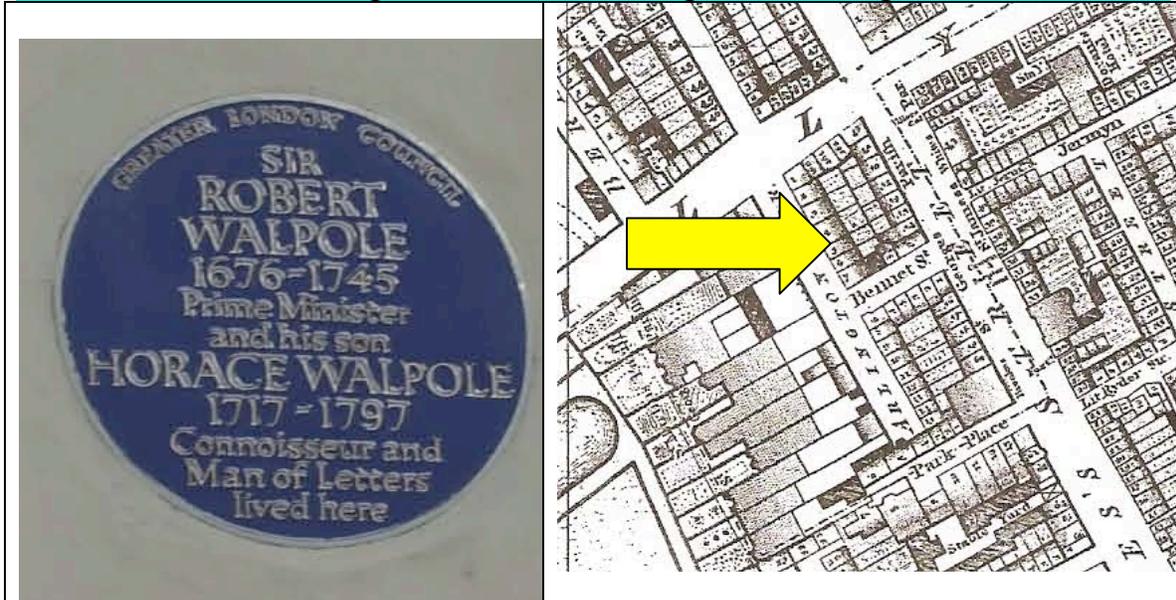
A WEBSITE FOR THE TRUST

www.sjctrust.co.uk is just about to be launched and above is a preview of how it looks. We have tried to keep it as simple as possible whilst providing everything you need to know about the Trust and its work.

The Trust has found that many planners and developers need ready access to its statements of architectural principles and these are set out in its three key reports which are available to view online, or download in full. At the same time, the website carries full references to all contacts, sets out particulars of the Trust and its Trustees and, among other items, makes available the Trust's recent newsletters.

We would be grateful for any comments or suggestions you may have about our new website. Please send them to the Trust's Administrator, Mr. Brian Woodham at administrator@sjctrust.co.uk

Sir Robert Walpole and Horace Walpole- 5 Arlington Street



Sir Robert Walpole (1676-1745), generally regarded as Britain's first prime minister, resided at 5 Arlington Street. He became a Whig MP aged 25 and served three monarchs; Queen Anne, George I and George II.

During the later part of Queen Anne's reign he held a number of important posts but in 1712, after the Tories briefly came to power, he was accused of corruption and spent six months in the Tower of London.



Sir Robert Walpole

When George I came to the throne the new king distrusted the Tories, and Walpole again was appointed to high office. It was the *South Sea Bubble* financial crisis that brought him to the highest office as First Lord of the Treasury and Chancellor of the Exchequer in 1720. George I appointed him to resolve the speculation mania generated by Parliament's approval of the South Sea Company's proposal to take over three fifths of National Debt. Many investors were ruined in its aftermath.

He effectively became Prime Minister, and remained in this position of dominance until 1742, when he stepped down and was created Earl of Orford. He thus became the longest serving *de facto* prime minister ever. It is of note that George II made Walpole a gift of 10 Downing Street,

Horace Walpole (1717-1797), the youngest son of Sir Robert Walpole, was born at **Arlington Street** on 24th September 1717, and became a politician, writer and an architectural innovator. His life spanned the reigns of George I, George II and George III. He was educated at Eton College where he met the future poet Thomas Gray and at King's College, Cambridge. In 1739, he embarked with his friend Thomas Gray on the '*Grand Tour*' of the continent. Whilst away he was elected MP for Callington in Cornwall. He held other seats, but retired from Parliament in 1767



Horace Walpole
He became the 4th Earl of Orford in 1791

His overriding interest was **Strawberry Hill**, his house at Twickenham. Over many years, he turned Strawberry Hill into a little 'Gothick' castle, and this involved the work of a number of famous architects and artists. By the time of his death in 1797, Strawberry Hill had become "*the most celebrated Gothic House in England*".



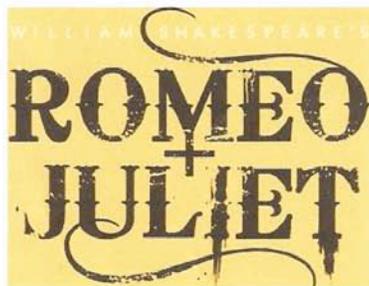
Strawberry Hill by J.H.Muntz1758



Welcome to the Jermyn Street Theatre

Monday 21 April- Saturday 17th May

Antic Disposition presents

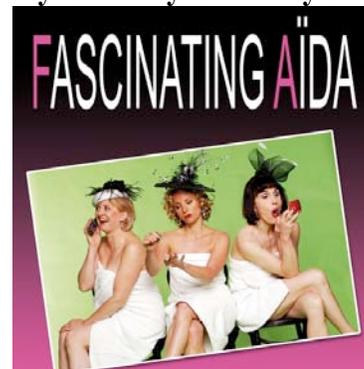


Starring: Andrew Haydn-Smith with Ami Sayers as the Nurse & Susan Penhaligan from TV

The St James's Conservation Trust supports the enterprise of the small privately owned Jermyn Street Theatre. The theatre regularly stages fortnightly performances and set below are their two next.

Box office: 020 7287 2875

Monday 19th May-Saturday 31st June



Starring: Dillie Keane, Adele Anderson & Liza Pullman

Support for the St James's Conservation Trust

You who care for St James's are all too aware that this unique area is a fragile treasure which is under intense threat from destructive influences. The energies of the Trust are actively spent preserving St James's for future generations to enjoy. In running the Trust, the Trustees give their time free and, apart from an administrator, the overheads of the Trust are modest. Most of the donations it receives are devoted to meeting the costs of essential planning and legal advice.

There are many calls on the Trust's funds. Some are predictable, but most occur on an *ad hoc* basis, in response to events. For example, the implications of the Licensing Act 2003 led to much expenditure in fighting unwelcome licensing applications.

Over the past nine years, the Trust has received many generous donations from its friends and these funds have been used sparingly and wisely. The Trust has only small reserves, and there is a danger that it might be unable to continue its work through lack of funds. Now once more we are appealing to our old friends for help. It is estimated that our present annual expenditure will be about £70,000, and we still need significant donations to reach this sum. We look forward to the day when we have accumulated sufficient regular support to go some way towards producing an adequate annual income.

The Trustees of the St James's Conservation Trust would, therefore, welcome donations and an annual commitment would greatly help the Trust in establishing a sound financial base. In addition, legacies made in favour of the Trust would materially ensure the future of the important work of the Trust. All donations will be formally acknowledged and the value of donations from private individuals would be greatly enhanced if donors completed the Gift Aid enclosed. Cheques should be made out to the St James's Conservation Trust and sent to:-

**The Administrator
St James's Conservation Trust
C/o Morgan Cole solicitors
Buxton Court
3 Westway
Oxford OX2 0SZ
Mobile: 07821 377299**

Alternatively, the enclosed standing order form can be made out to the Trust's bankers:-

**Adam and Company plc
22 King Street
London, SW1Y 6QY
Tel: 020 7839 4615**



