

A guide to the proposals for the South Molton Triangle.



GROSVENOR



Indicative computer-generated image of the proposal for Davies Mews and South Molton Lane.



Dear neighbour,

We are writing to update you on the proposals for the South Molton Triangle and have produced this guide to share the details and progress made since we last consulted with you in 2019. We would like to hear what you think about them.

The South Molton Triangle, bounded by Davies Street, Brook Street and South Molton Street, covers 2 acres within the Mayfair Conservation Area. The proposals for this area would create elegant, greener, welcoming streets, and more homes that are accessible to more people, while preserving what's great about Mayfair.

The proposals would enhance the range of employment opportunities in Central London. The new offices combined with 58,000 sq ft of new shops, restaurants and cafes would create more than 750 jobs, including up to 80 apprenticeships during construction and c. 440 employment opportunities during each year of construction. The South Molton Triangle would also attract an estimated additional spend of £6 million per year, supporting existing businesses and helping the area bounce back from the challenges caused by Covid-19.

Since we last met with you, our focus has been on progressing the proposals based on previous feedback and ongoing conversations with local people and Historic England. Thank you to everybody who has already contributed their time. We have also spent the last few months making further changes to respond to feedback from officers at Westminster City Council. In line with the City Council's ambition to support the economy of the City, we are now keen to progress the proposals and continue consulting wherever possible.

Over the past two years we have kept you updated through the project website, as well as holding public events, group meetings and having individual conversations. Due to the Covid-19 restrictions, we have had to reconsider our usual, preferred, face-to-face approach. We are using a range of digital and print methods, such as this guide, to openly communicate the proposals so that you can share your views with us.

We have received a lot of valuable feedback over the past two years, which has directly contributed to changes in the proposals. Your views continue to be important and will help us further refine the plans. Please take your time to read about the proposals and share your feedback via the online survey at <https://thesouthmoltontriangle.commonplace.is/> or the enclosed feedback form. For each response received, we will donate £5 to a local charity, up to the value of £1,500.

We recognise that some of you may have questions around specific areas of the proposals or might just want to learn more. We will be holding a series of online discussion sessions the team will share information about key topics and answer any questions you may have — there are more details in this guide.

We plan to submit a planning application to Westminster City Council in early summer 2020 and will keep you up to date with progress. If you have any questions please don't hesitate to get in contact with me or my team at southmoltontriangle@grosvenor.com or **020 7312 6278**.

Yours faithfully,



Thomasin Renshaw

Director of Development

Why does this make sense?

More jobs, shops, homes and amenities



Around **35** new shops, cafes and restaurants.



Around **12** new homes, all of which would be affordable housing.



86% increase in office workspace.



An additional local spend of **£6 million** a year.

Preserving what's great about Mayfair



Heritage facades would be preserved and sensitively adapted.



Grays Antiques and the **Running Horse pub** will be retained.



40–46 Brook Street will be retained and converted into a hotel.



Celebrating the **history and character** of the area in the public spaces.

A greener, cleaner, more elegant place



A new **pedestrian route** between South Molton Lane and South Molton Street.



Pedestrian only access along Davies Mews after midday to allow alfresco dining.



Servicing would be consolidated and by **electric vehicles only**.



New buildings would produce **35% less carbon** than a building built to current UK standards.

Having developed the design further, we are pleased to share in this guide:

- Updated masterplan and information on how it has changed in response to feedback.
- Details on the mix of uses and the benefits they would bring to the area.
- Our design approach to celebrate the unique character of the area and deliver a greener, cleaner and more sustainable place.
- Computer generated images that bring the proposals to life.
- Information on the servicing strategy and our approach for the long-term management.
- The construction programme and steps that would be taken to minimise impact.
- Information on next steps, including how to give your feedback.
- Details of the online discussion sessions around key topics relating to the proposals and how to contact the team with any questions.



Listening to young people



We're working hard to ensure that we understand young people's perceptions of Mayfair and how our plans for the area can positively respond to their needs.

To help us learn more about young people's experiences, we have launched an online survey for young people to share their thoughts on what makes a great place. Head to <http://youngmayfair.commonplace.is> or scan the barcode for more information.

We are also asking young people to feedback on the proposals for the South Molton Triangle and will continue this conversation over the summer, after submitting the application to Westminster City Council.



Scan the QR code using your phone camera to visit the Young Mayfair survey.

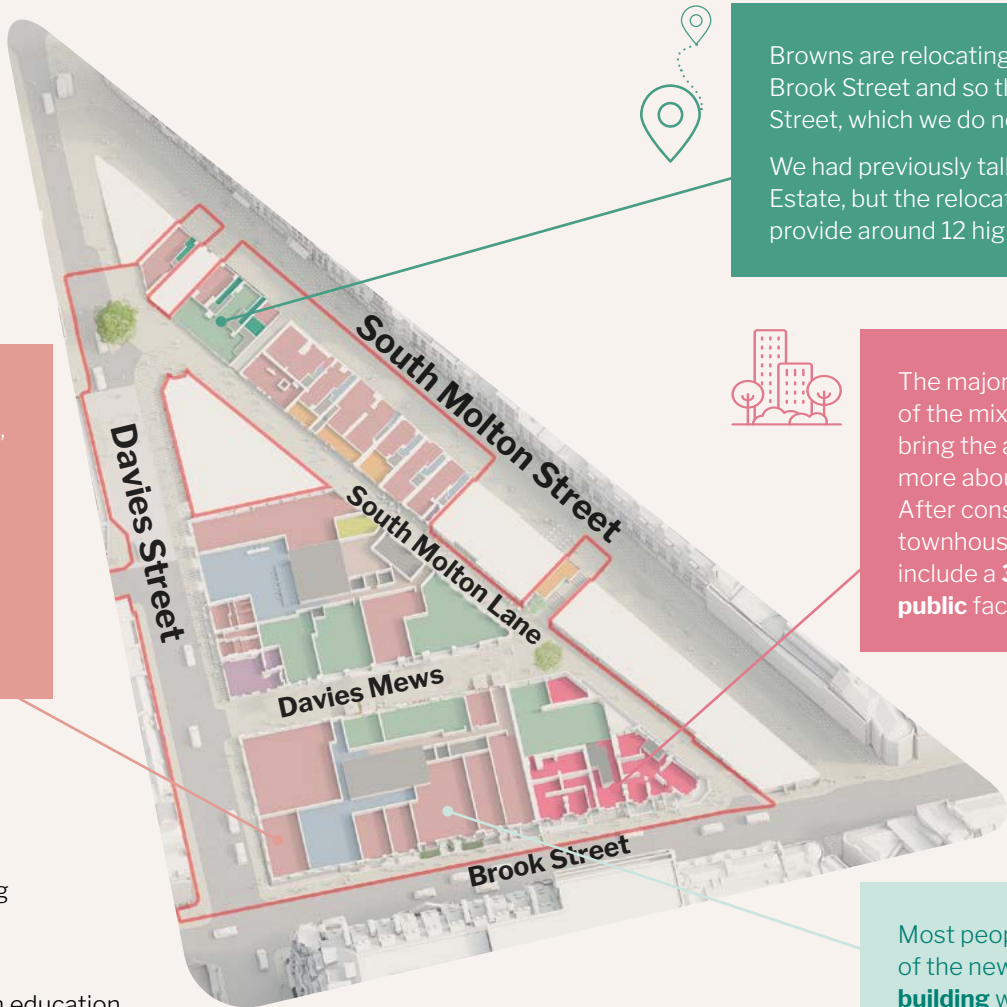
Updated masterplan

What has changed?



We had previously planned to replace **Brookfield House** entirely with a new building, which some people felt had an impact on the character of the street. After considering this feedback and exploring the options for this location, we are now proposing to carefully dismantle the stone façade and **re-construct and extend it using the original materials**, with the new building behind.

- | | | | |
|--|--------------|--|--|
| | Retail | | Affordable housing |
| | Micro-retail | | Office |
| | Restaurant | | TBC, potentially an education or training facility |
| | Pub/bar | | Back of house, cores & plant |
| | Hotel | | |



Browns are relocating from **23–27 South Molton Street** to 39 Brook Street and so these buildings (excluding 26 South Molton Street, which we do not own) are now included within the proposals.

We had previously talked about providing homes elsewhere on our Estate, but the relocation of Browns provides an opportunity to provide around 12 high-quality, affordable homes in this location.



The majority of feedback to date has been supportive of the mix of uses, which most people felt would help bring the area to life. Many were interested in learning more about what 40–46 Brook Street could be used for. After considering a range of potential uses for the listed townhouses at **40–46 Brook St**, we are proposing to include a **31-bed hotel with a restaurant open to the public** facing onto Davies Mews and a basement bar.

Most people were supportive of the emerging designs of the new buildings, but some felt that the **south building** was too tall. We have since reduced this building by 1 storey, which is now 7 storeys above ground floor.

Proposed mix of uses



Indicative computer generated image of South Molton Lane.



Indicative computer generated image of Davies Mews.

Shops



There would be a range of shops from well-known retailers on Brook Street and a new flagship store on Davies Street. There would also be ‘micro units’ on South Molton Lane with shorter leases to encourage a changing selection of smaller, new and independent retailers. These new shops would help to anchor existing retail on South Molton Street, Brook Street and Davies Street.

Homes



In the upper parts of Browns on South Molton Street (numbers 23–25 and 27) we would provide around 12 high quality, affordable homes, catering to a variety of household sizes and contributing towards Westminster City Council’s housing targets. To enable the wider redevelopment to happen, we will also relocate the small number of private homes currently within the South Molton Triangle to nearby Claridge House on Davies Street.

Hotel



40–46 Brook Street, and the stable block behind it on the corner of South Molton Lane and Davies Mews, would be retained and converted into a 31-room hotel. We would seek an independent operator to develop a bespoke concept with a high-quality restaurant on Davies Mews, and a basement bar. This would add a new dynamic to the area and open a celebrated heritage building to more people. It is estimated that hotel guests would spend around £5 million each year.

Cafes and restaurants



As well as the Running Horse Pub, there would also be a variety of restaurants and cafes to suit different occasions including a higher-end restaurant in the new hotel and places to eat at a range of price points along Davies Mews with outside seating for the local community, as well as workers and visitors. These eateries would also benefit from external seating on the Mews.

Offices



Above the ground floor, would be new much-needed office space for the West End, increasing the amount that is currently in this location by c. 85%. This would be located in the northern building, with a main entrance on Davies Street, and the southern building with a main entrance on Brook Street. The additional local spend by people working in these offices is estimated at £1.2 million per year.

What kinds of shops and restaurants would you like to see in the area?

Visit the online survey, complete a feedback form or speak to a member of the team on 020 7312 6278.



Scan the QR code using your phone camera to visit the online survey.

Design proposals overview

The indicative computer-generated images aim to show you what the South Molton Triangle could be like. The scale of the buildings are representative of the designs.

1

Davies Mews, which is currently underutilised and dominated by cars and delivery vehicles, would become the heart of the South Molton Triangle. The Mews would be pedestrianised in the afternoons and into the evening, and the mix of restaurants, cafes and shops would create a welcoming atmosphere for residents, office workers and visitors. Outside seating would allow for al-fresco dining, whilst the improved paving and new planting would evoke a traditional mews character.

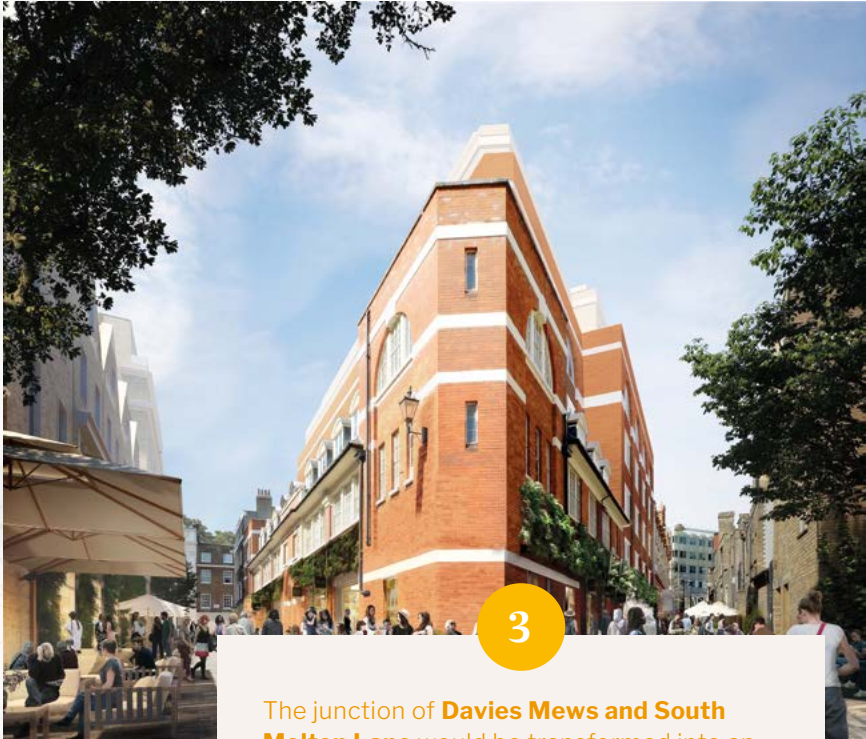
The original façades of 1–8 Davies Mews would be retained, with new shopfronts proposed to replace the current shop fronts and garage doors. The new office building on the north of the mews will be set back behind the existing façade. The new southern office building would be set back behind a series of gable roof buildings fronting Davies Mews, to reflect the style of the buildings behind 40–46 Brook Street.



2

Along **South Molton Lane**, the buildings in our ownership would be re-imagined as ‘micro units’ for smaller, independent retailers. Other properties along the Lane are owned by third parties, including the City of London Corporation, and we would continue to work closely with others to bring further improvements to the wider area.

The new cut-through at 10 South Molton Street would better connect South Molton Street with South Molton Lane and Davies Mews, and we would also enhance South Molton Passage with new lighting, paving and public art – share your ideas for what this could be via the online survey or feedback form.



The junction of **Davies Mews and South Molton Lane** would be transformed into an inviting public space, animated by a new restaurant on the corner, part of the hotel. Sensitive greening, including new trees and planting on the terraces, would create an attractive environment, whilst helping to improve air quality. Improvements to the landscaping of the Mews and Lane also includes new seating and a drinking fountain.

Ground floor plan to show proposed mix of uses.

4

At **40 – 46 Brook Street**, where South Molton Lane meets Brook Street, are four Grade II townhouses that were built at the end of the 19th Century. At the back of these buildings is a ‘stable block’ that runs along Davies Mews which is currently used as offices. We are proposing to refurbish these buildings into a 31-bed hotel, which would include a new restaurant that opens onto Davies Mews and basement bar.

A new turret on the corner of Brook Street and South Molton Lane and the addition of gables (triangular roof sections) are proposed along the Lane, both of which were intended by the building’s original architect but never constructed.



5

Brookfield House stands at a prominent location on the corner of Brook Street and Davies Street. We are now proposing to retain the character of the building (rather than rebuilding it as new) by carefully removing the stone façade and re-constructing it using the original materials. There would also be some sensitive reworking of the design and two additional storeys added. To minimise visual impact, the new floors would be set-back and made of a stone that matches the existing materials. We are also proposing to remove 60 Brook Street to extend Brookfield House along Brook Street – from 3 window bays to 5.

Here would be a new flagship store; we are still exploring what exactly this will be, but we would like it to be a destination in its own right and are considering a range of uses, including fashion, experiential retail or food and drink.

6

At **56 Davies Street**, the former home of the Territorial Army, the building’s façade would be carefully dismantled and rebuilt, repositioned and extended by one floor. The arched door and windows would be adapted to create three archways; the first would become an entrance to a new shop (directly opposite the new Bond Street West Station) and the remaining two would be entrances for the offices in the new building.

The listed townhouses at **52–54 Davies Street** would be partly restored, including reinstating the original portico entrance at number 54 as well as the lost front rooms on the basement and ground floors. There would be a shop in the basement, ground and part first floor whilst the upper floors would be converted to offices.

The **Running Horse Pub** would remain at the corner of Davies Street and Davies Mews undergoing renovation works to refurbish its historic features as well as including some guest bedrooms on the upper floors; this would require it to close during the works.



Preserving what’s special about Mayfair

The architectural variety and significance of Mayfair would be celebrated by sensitive adaptation of historic buildings to enrich the conservation area, including:

A

56 Davies Street

adapting and extending the existing elevation.

B

52 and 54 Davies Street

(Grade II listed): restoring the facades and front rooms at basement and ground floors.

C

The Running Horse Pub

(Grade II listed): building retained and refurbished. It would remain as a pub with the inclusion of guest bedrooms on the upper floors.

D

Brookfield House

: adapting and extending the existing elevation.

E

Townhouses at 48–58 Brook Street

: preserving and extending the frontages.

F

40–46 Brook Street

(Grade II listed): retaining the building, restoring its most sensitive rooms and converting it into a 31-room hotel.

Plan to show retained buildings and facades

I

Please note that Grays Antiques at 58 Davies Street is not part of our proposals, so neither the building or its use will be changed as part of the application.

H

South Molton Street

(10, 15–16 and 18–20 Grade II listed as a group of buildings, 21 Grade II listed and 17 Grade II* listed as William Blake's former residence. 22 is unlisted): restoring shopfronts, facades and sensitive adaptations to the interiors.

G

1–8 Davies Mews

(Grade II listed): investing in historic features to enhance the front and side elevations.

Retained buildings

Retained with new passageway formed at ground floor

Facade removed, reconstructed and extended

Retained Facades

The plan displays the number of storeys and heights of the proposed buildings in the South Molton Triangle and the surrounding area. It has always been a principle of our design that we will concentrate height in the centre to minimise the visual impact of the new buildings from ground level.

Celebrating the character of the area through art and culture

We intend to use artistic elements and cultural activity to animate and celebrate the history of this part of London. Various ‘gateways’ into the South Molton Triangle provide an opportunity for creative elements to be incorporated into the public spaces.

The route of the Tyburn River (now culverted), which runs beneath Marylebone Lane and South Molton Lane, before heading south to join the Thames near Millbank Tower, is something we would like to celebrate as part of the cultural strategy.

Greener, cleaner and more pedestrian friendly spaces

More sustainable buildings that help to tackle the climate emergency:

New buildings that produce 35% less carbon than a building built to current UK standards.

Existing buildings would be thermally insulated where possible and fitted with new high efficiency lighting, heating and ventilation systems.

Embodied carbon minimised through use of low impact construction materials and circular economy approach i.e. how those materials may be reused within their lifetime to minimise environmental impact.

Water efficient design that stores rainwater for re-use to reduce pressure on local draining systems.

Low energy features to cool and ventilate the buildings where possible.

A more welcoming and inclusive environment

Proposed improvements to public spaces are underpinned by five principles.

A place for people:

well-designed spaces that are safe and inclusive to all.

A greener environment:

new trees and planting, including retaining the existing tree outside Grays Antiques.

An animated and vibrant place:

a range of uses for daytime into the evening.

A clear identity:

celebrating the distinctive Mayfair character.

A focus on sustainable transport:

reduced dominance of vehicles, with new pedestrian routes and bike spaces.

Increased biodiversity:

supporting pollinators such as bees and birds.

Indicative computer generated image of Davies Mews

Open upwards to see an overview of the design proposals

Consideration for our neighbours

Management

To ensure that the South Molton Triangle is a safe and welcoming environment for everyone, we would have a dedicated on-site managerial team, as well as security, gardeners and maintenance staff, following a similar model to that at Eccleston Yards in Belgravia.

Servicing

We are working to reduce the number of servicing and waste collection vehicles that currently use the area, which would improve air quality and the pedestrian experience. Servicing would be consolidated and by electric vehicles only, with activity restricted to between 07:00–12:00 midday in Davies Mews. Waste and recycling would be stored inside the buildings until this time, when it would be collected from the waste store on South Molton Lane. The hotel would be serviced separately from the rest of the South Molton Triangle, with a loading bay on South Molton Lane for deliveries and waste.

Construction

We recognise that the construction work would cause disruption in the area and we will produce a detailed Construction Management Plan as part of the planning application that sets our approach to minimising the impact. It includes commitments such as:

- Adhering to Westminster’s Code of Construction Practice.
- Giving regular updates on planned construction activities.
- Establishing a Residents’ Liaison Group prior to construction.
- Using equipment that monitors noise, vibration and dust to set maximum limits and sharing these results with resident groups.

The detailed Construction Management Plan will be shared once we have submitted the application to Westminster City Council and we will make it available to download from this website.

Anticipated timeline

To help bring to life what the proposals would be like, we have illustrated a typical day in the South Molton Triangle.

Morning

In the early morning, Davies Street will be busy with commuters from Bond Street tube station and the new Elizabeth line station. Enhancements to the street and public space will improve the routes and increase pedestrian space.

The morning servicing and deliveries will complete in good time to allow Davies Mews to return to a pedestrian only environment in the afternoons. During the servicing period, a few retail units will sell coffee and breakfast to drink and eat in or take away. By late-morning, the full range of food and drink will be in operation, when the last of the servicing and delivery vehicles leave to be replaced with outdoor seating.

Afternoon

As lunchtime approaches, increasing numbers of workers will emerge from their offices to grab lunch and to enjoy the sun. With a range of food at different price points, all styles and tastes are catered for from 'grab and go' lunches to those who can enjoy al fresco eating into the afternoon.

Davies Mews remains pleasant even at its busiest. It is our aspiration that the Mews becomes a meeting place and somewhere people seek out to rest and relax. A good relationship between the traders and Grosvenor on site staff means the area is kept clean and is well managed.

Once the brisk lunchtime trade is over, activity settles into a relaxed pace, which allows residents and visitors to make the most of this new public space.

Evening

In the early evening, workers leave their offices and start a buzz of activity which continues into the evening with people stopping off for a drink at the Running Horse Pub or a cocktail at the hotel bar. As shops and lunchtime food outlets close, evening diners continue to arrive to sample the restaurants. Visitors to the area are joined by regulars that work and live locally who enjoy spending their evenings there. The activity draws to a close at 11.30 with the management team ensuring that the last customers leave quietly for home on nearby public transport or in taxis from Brook Street.

What happens next?

We are committed to an ongoing conversation with you

Over the next few months the team will progress the design, using your feedback to inform their approach. This will allow us to share the final proposals with the community in the early summer when we submit a planning application to Westminster City Council. Following validation of the application by Westminster City Council, there will be a period of statutory consultation, which we encourage you to participate in. We have a genuine commitment to this neighbourhood and are here for the long-term, so this dialogue will continue well beyond the planning application.

We want to hear your views

Your views are important and will help us further refine and finalise our proposals for the South Molton Triangle. Please complete an online survey at www.thesouthmoltontriangle.commonplace.is or the enclosed feedback form to tell us what you like about the proposals, or if any aspects cause you concern. We also want to know your suggestions for the type of shops, cafes and restaurants you'd like to see as well as the public art we could include.

We will share the outcomes of this consultation with you and give details about how it has helped shape the proposals. After progressing the design in consideration of the feedback we receive, we will submit the planning application to Westminster City Council in early summer 2020 and will share more details of this with you in due course.

A summary of all issues raised, and our response, will be set out in a Statement of Community Involvement, a public document which accompanies the planning application.



Scan the QR code using your phone camera to visit the online survey.

If you would prefer to speak to a member of the team directly, you can contact us at:

E: southmoltontriangle@grosvenor.com
P: 020 7312 6278



Sign up to an online briefing

We recognise that some of you might have questions around specific areas relating to the proposals, or you might just be interested in learning more.

We will be holding a series of online discussions where members of the project team and some of our consultants will be on hand to talk you through key topics and answer any questions you might have.

Please email southmoltontriangle@grosvenor.com or call **020 7312 6278** to sign up, and to share any questions or queries.



Wednesday 6 May 15:00–16:00
Design & Heritage

Monday 11 May 11:00–12:00
Construction, Management and Servicing

Tuesday 12 May 16:00–17:00
Environment and Sustainability

Meet the South Molton Triangle team

Grosvenor Britain & Ireland

Grosvenor is a privately-owned property business with a history spanning over 300 years. Today, we create and manage high quality neighbourhoods that are great places to live, work and visit. We are defined by our long-term perspective and our commitment to sustainability and wellbeing, focussing on the success of the communities we support. Our property development, management and investment portfolio include our London estate of Mayfair and Belgravia and other developments in London, Oxfordshire and Cambridgeshire.

Project team members:



Simon Harding-Roots
Executive Director



Thomasin Renshaw
Director of Development



Michael Lytrides
Director of Project Management



Lucy Puddle
Project Director



Jasmine Tredget
Development Manager

Share your views

Your views are important to us and will help us finalise the proposals. Please take a few minutes to complete the following questions and then return the form to us by enclosing within an envelope addressed to: Freepost GROSVENOR.
Please note that 'GROSVENOR' must appear in upper case but you do not need to add an address.

For each completed survey we will donate £5 to a local charity up to the value of £1,500. Once we receive your feedback form we will contact you to vote for the charity you'd like to support.

Your contact details:

Name:

Postcode:

Email:

Please circle as appropriate: Local Resident / Local Worker / Visitor

By providing your details you agree to be contacted by Grosvenor about the South Molton Triangle. We will keep your information on file until the development is complete. We will not pass your details to any third party. You can be removed from the mailing list at any time by contacting southmoltontriangle@grosvenor.com

Overall

Do you support the detailed proposals for the South Molton Triangle? Yes ☐ No ☐ Neutral ☐

Please explain your reasons

Do you think the proposals will help the local economy bounce back from the challenges caused by Covid-19? Yes ☐ No ☐

Please explain your reasons

Do you support the proposed mix of uses? Yes ☐ No ☐

Please explain your reasons

Do you support the provision of affordable housing in this area? Yes ☐ No ☐

Please explain your reasons

Do you support the approach taken to local engagement?

Do you have any other overall comments, including aspects you think need further consideration? Yes ☐ No ☐

Key locations

Davies Mews:

Which elements of the proposals for Davies Mews do you support?

Are there any elements which cause you concern, or other improvements you'd like to see?

Please give some examples of shops, restaurants or cafes you would like to see in Davies Mews:

South Molton Lane:

Which elements of the proposals for South Molton Lane do you support?

Are there any elements which cause you concern, or other features you'd like us to consider?

Please give examples of the types of retailers you would you like to see in the micro-units:

Do you support the introduction of an additional passageway at 10 South Molton Street? Yes ☐ No ☐

Please explain your reasons

What type of public art would you like to see in South Molton Passage and the new passageway at 10 South Molton Street?

Which of these options do you prefer as an approach to celebrating the River Tyburn?

Lighting ☐ Planting ☐ Paving ☐ Sound installation ☐

Other:

Brook Street:

Which elements of the proposals for Brook Street do you support?

Are there any elements of the proposals for Brook Street which cause you concern, or other changes you'd like to see incorporated?

Do you support the proposal of a hotel at 40–46 Brook Street? Yes ☐ No ☐

Please explain your reasons

Do you feel that we have successfully maintained the historic character of Brook Street and Davies Street by retaining, re-constructing and extending the façade of Brookfield House? Yes ☐ No ☐

Please explain your reasons

What would you like to see in the flagship retail store?

Davies Street:

Which elements of the proposals for Davies Street do you support?

Do you support the retention of the Running Horse Pub and the inclusion of guestrooms at 50 Davies Street? Yes ☐ No ☐

Please explain your answer

Are there any elements which cause you concern, or other improvements you'd like to see included on Davies Street?

Design of the buildings:

Which elements of the design of the buildings do you support?

Are there any elements which cause you concern?

Do you feel that the proposals successfully celebrate the varied character of this part of Mayfair? Yes ☐ No ☐

Please explain your answer

Design of the public spaces:

Which elements of the proposals for the public spaces do you support?

Are there any elements which cause you concern, or other improvements that you'd like us to consider?

What public art would you like to see incorporated?

Thank you for taking the time to give your views. We will report on feedback received and give details about how it has refined the proposals when we submit the planning application to Westminster City Council in early summer 2020.



GROSVENOR