

**NEW WEST END COMPANY****BOND STREET DEVELOPMENT COMMUNICATIONS ACTIVITY**

Date	Stakeholder Activity	Attendees
22 September 2015	Presentation to a West End Ward Councillor	Cllr Paul Church
29 September 2015	Presentation to the Chairman of Residents Society of Mayfair & St James	Lois Peltz
30 September 2015	Presentation to a West End Ward Councillor	Cllr Jonathan Glanz
11 November 2015	Presentation to Richemont Group (They hold 10 companies on Bond Street)	
17 November 2015	One day presentation to occupiers and property owners on Bond Street at Westbury Hotel	33 attendees
16 December 2015	Presentation of final proposals to West End Ward Councillor	Cllr Jonathan Glanz
Mid January 2016	Newsletter sent to residential and business properties in the vicinity of Bond Street inviting attendance at the public exhibition	3,382 properties invited to attend public exhibition
22 January 2016	Presentation of the final proposals to the Chairman of the Residents Society of Mayfair & St James	Lois Peltz
26 to 28 January 2016	Three day exhibition and drinks reception held at Bonhams Gallery with attendees including: <ul style="list-style-type: none"> <li>• Cabinet Member for the Built Environment, Cllr Robert Davis MBE DL</li> <li>• All West End ward councillors</li> <li>• Representatives of NWECA and Heart of London BIDs</li> <li>• Property owners</li> <li>• Retailers</li> <li>• Resident representatives</li> <li>• Developers</li> </ul>	84 attendees @ exhibition 60 attendees @ drinks reception
18 February 2016	Presentation to Steering Group of Mayfair Neighbourhood Forum	

Late February 2016	Further newsletter to the area, noting exhibition material was available on the website and encouraging further responses to the feedback form	3,382 properties
14 March 2016	Presentation to the Mayfair Neighbourhood Forum	45 attendees including about 12 resident representatives, ward councillors, businesses and property owners, TfL, WCC and design consultants.
April 2016 (date tbc)	Presentation to the Surveyors Department of the Corporation of London	15 attendees expected
2 June 2016	Presentation to the Saville Row Bespoke Group	8 members
27 July 2016	Presentation to the Richemont Group (They hold 10 companies on Bond Street)	18 Attendees (Representatives from each company)

### **Summary of Responses**

Consultees at the exhibition and stakeholder briefings broadly agreed that both New and Old Bond Street are in significant need of investment. Many consultees who reside on Bond Street or who work in the area recognise that the pavements are cracked, the streetscape is ageing and outdated, the roads are cluttered, and there is poor signage linking surrounding cultural and restaurant quarters of Mayfair.

The responses to the consultation suggest there is strong support for the proposed renewal of Bond Street's public realm, particularly the introduction of high quality materials, improving the setting of the retail and commercial premises, the creation of a more pedestrian friendly environment and improvements to the management of the traffic.

There were however some concerns about the impact of the scheme in relation to the Mayfair Traffic Plan, and the proposal to make Davies Street and Brook Street two-way. There were particular concerns about the creation of a potential bottle-neck for vehicles travelling south from Oxford Street to the right turn into Brook Street. Attendees also noted the proposed 'shared space' and new arrangement for parking and loading would require careful management in order to be successfully implemented. Section 3: Detailed Issues by Theme Design

The vast majority of attendees at the public exhibition welcomed the new designs, particularly the choice of materials; the widened pavements; the provision of more seating and spaces to dwell; and the general decluttering of the streetscape.

There were a couple of minor concerns raised regarding the potential loss of identity of Bond Street. This concern was raised by a couple of business owners and residents who felt that this redevelopment could mean Bond Street would 'look like any other retail destination' and it could lose its traditional

character. A couple of residents also were not in favour of the choice of materials, particularly the introduction of Yorkstone paving, and preferred the existing paving slabs as they were felt they were more traditional. However, the majority of consultees agreed that the consistent material palette used throughout the street would enhance connectivity and gives both Old and New Bond Street more of an identity.

Many business owners believe the improved design of the public realm, combined with the opening of Crossrail, would add visual interest, improve the setting of the street, increase footfall in the area and therefore improve business.

Some attendees felt the proposed introduction of trees at the entrance to Oxford Street would clutter the street, and would prefer it to be a wide, clear highway to deal with added footfall. Some of the consultees also noted the potential rationalisation of trees at 'the plug', which led to further questions as to whether or not the project seeks to enhance the greenery of Bond Street.

There were some concerns over the potential introduction of shared space along sections of the street, with some attendees concerned that this could be dangerous to pedestrians and motorists. All agreed that this needs to be clearly communicated to drivers entering the area, particularly for the first time; and could be improved through further measures to consolidate servicing vehicles on the street or limit their access to specific times. Cultural Offer & Public Space

The majority of attendees supported the principle of reintegrating Bond Street into the surrounding Mayfair area. Crucial to this success was the proposed introduction of more wayfinding signage on Bond Street to signpost visitors to the surrounding oases, galleries and restaurants.

There was also support for the principles of creating more places for people to rest and relax along Bond Street and the surrounding environs. However, it was noted there needed to be sufficient supporting infrastructure and these would need to be actively managed to avoid increases in littering, smoking or loitering.

### **Traffic**

Businesses and property owners along the street were particularly supportive of the proposed reduction of traffic on Bond Street as they felt it would make it more attractive to visitors and shoppers; and in turn enhance their businesses. However some residents who attended the exhibition believed that by making Brook Street and Davies Street two-way, traffic congestion in these areas and surrounding streets could significantly worsen. These residents, therefore, were not supportive of this part of the project although understood the measures were being proposed in response to the emerging Mayfair Traffic Plan.

### **Delivery times**

Although businesses welcomed the ongoing work of NWEK to encourage retailers and commercial premises to participate in the Commercial Vehicle Reduction scheme as a long term solution to improve the management of the street, a few were cautious over the planned introduction of restricted delivery times. Some galleries pointed out that they often rely on deliveries throughout the day and as a result of restricted delivery times their businesses would suffer or would be inconvenienced.

Some galleries and auction houses therefore queried whether they could be exempt from the restricted delivery times due to their unpredictable nature of business.

Local businesses were happy that there would be further consultation and encouragement to participate in the Commercial Vehicle Reduction Scheme, as they agreed this was an important supporting aspect of the project.

### **Residential offer**

Whilst most residents recognised the need to invest in the future of Bond Street, there were some questions as to how surrounding residents could also benefit from the proposals. This was a specific point that the scheme had been designed with businesses in mind, seeking to draw in footfall from other areas, as opposed to making Bond Street a better place for those who already reside in the area.

A resident asked what cycling provision the scheme would offer, and wanted to see a designated cycle lane although this was generally resisted by other attendees as they did not feel that bicycles or other forms of public transport would be appropriate on Bond Street.

### **Construction Plan**

Most consultees wanted to see a robust construction plan, and were reassured that the timeline of the project included many months of planning and logistical research and would be introduced in phases to minimise disruption.

All stakeholders were particularly keen to be consulted on the detailed design of the scheme and given significant advance notice of any construction periods, and welcomed the idea of a forum or point of contact to raise specific issues.

The majority of businesses and property owners were particularly happy that the entire scheme is forecasted to be completed in conjunction with Crossrail.

### **Feedback Forms**

**Feedback forms returned to date from public exhibition / online survey: 25**

Statement	strongly agree	agree	neutral	Disagree	strongly disagree
1. Bond Street's public realm needs to be improved	17	6	1		1
2. Bond Street and the wider Mayfair area would benefit from improved wayfinding signage	10	13		1	1
3. Bond Street should be more aligned with Mayfair's cultural offer (eg galleries and introduction of public art)	11	9	4		1

4. Bond Street should have more places to sit and relax	<b>13</b>	6	3	3	
5. There is too much parking along Bond Street and parking needs to be better managed	<b>14</b>	3	4	2	2
6. The number of commercial and construction vehicles need to be reduced	<b>12</b>	4	5	4	
7. There are some good cafes and restaurants in the streets around Bond Street which should be more integrated into the street through signage	<b>10</b>	<b>10</b>	2	2	1
8. Bond Street would benefit from more trees and greening	<b>16</b>	6	1	1	1

### **Other Engagement**

NWEC have visited and discussed plans with the managers of 74 stores and retailers along the street (These are listed in appendix A).

100% of responses from these visits were positive, although there were concerns expressed about parking and loading arrangements as well as disruption caused by the building works.

One of the most commonly expressed views was a concern about the lack of control of white van and construction vehicle parking all along the street.

**Table of stakeholders visited** - Of those visited – responses have been almost unanimously positive.

<b>Business</b>	<b>Address</b>
Adler	13-14 New Bond Street
AKRIS	30 Old Bond street
Alexander Mcqueen	6 Old Bond street
Asprey	165-167 New Bond Street
Bally	45-46 New Bond Street
Belstaff	135-137 New Bond Street
Bonhams	101 New Bond Street
Boodles	178 New Bond Street
Bottega Veneta	14-15 Old Bond Street
Breguet	10 New Bond Street
Bulgari	168 New Bond Street
Burberry	21-23A New Bond Street
Cartier	41-42 old Bond Street
Cartier	175-177 New Bond Street
Chanel	158-159 New Bond Street
Charbonnel & Walker	28 Old Bond Street
Chaumet	174 New Bond Street
Chopard	12 New Bond Street
Christian Dior	160-162 New Bond Street
Coach	39-42 New Bond Street
Corneliani	131-132 New Bond Street
Daks	10 Old Bond street
David Morris	180 New Bond Street
De Beers	46-50 Old Bond Street
De Grisogono	14a New Bond Street
Delvaux	36 New Bond Street
DKNY	27 Old Bond Street
Dolce & Gabbana	6-8 Old Bond street
Dolce & Gabbana	53-55 New Bond Street
ETRO	43 Old Bond street
F.Pinet	47-48 New Bond Street
Fendi	141 New Bond Street
Fenwick	56-63 New Bond Street
Geneu	65 New Bond Street
Graff	6-7 Bond Street
Gucci	34 Old Bond Street
Halcyon Gallery	144-146 New Bond Street
Halcyon Gallery	29 New Bond Street
Harry Winston	171 New Bond Street
Hermes	153-155 New Bond Street
Jaeger-Le-Coultre	1 Old Bond Street

Jaeger-Le-Coultre- building site	13 Old Bond Street
Jewellery Theatre	44 Old Bond Street
Jimmy Choo	27 New Bond Street
Johnstons of Elgin	77 New Bond Street
Joseph	23 Old Bond Street
la Perla	9 Old Bond street
Longchamp	28 New Bond Street
Louis Vuitton	17-20 New Bond Street
Lucie Campbell	26 New Bond Street
Marcus	170 New Bond Street
Max Mara	19-21 Old Bond street
Mikimto	179 New Bond Street
Moussaieff	172 New Bond Street
Mulberry	49 - 50 New Bond Street
Next (&Aviva)	321-331 Oxford Street
Patek Phillipe	16 New Bond Street
Piaget	169 New Bond Street
Ralph Lauren	1-5 New Bond Street
Russell & Bromley	24-25 New Bond Street
Russell & Bromley	109-110 New Bond Street
Salvatore Ferragamo	24 Old Bond Street
Smythson	39-40 New Bond Street
Sotheby's	34-35 New Bond Street
The Fine Art Society	148 New Bond Street
Tiffany & Co	25 Old Bond Street
TOD'S	2-5 Old Bond Street
Tod's Shoes	2-3 Old Bond Street
Vacheron Constantin	37 Old Bond street
Valentino - Owned by Maxmara	39-40 Old Bond Street
Van Cleef & Arpels	9 New Bond Street
Vertu	38 Old Bond Street