



WALKING IN MAYFAIR

A GUIDED WALK THROUGH THE HEART OF MAYFAIR

The suggested walk through Mayfair takes about 2 hours. It offers views of typical Mayfair houses and other buildings but it is in no way comprehensive. There is much to see in Mayfair: antique shops to browse, fine buildings to admire, quiet mews to enjoy where the only obvious change is the motor car in place of the horse-drawn carriage.



MAYFAIR HISTORY

The Grosvenor family has owned the 40 hectares (100 acres) of Mayfair since 1677, when Sir Thomas Grosvenor married Mary Davies, heiress to part of the Manor of Ebury. The northern part of the Manor, which is today bounded by Oxford Street, Park Lane, Berkeley Square and Avery Row, took its name from the 'May Fair' – a place of 'vice' and 'impurities', held annually until well into the 19th century.

A FASHIONABLE AREA

In 1720, Sir Richard Grosvenor, eldest son of Sir Thomas and Mary, began developing the land into a fashionable residential area. First came Grosvenor Square, which was unique being twice the size of other squares in the district and the first in London to have terraced houses grouped behind a unified façade.

In the 19th century, commerce began to arrive in the shape of shops along Mount Street and Oxford Street, while embassies and diplomatic residences also moved into the area. In the 20th century the pace of change was accelerated by the westerly migration of office users from the war-damaged City of London.

Since the 1930s, almost the whole of the Mayfair Estate has been included in a statutory Conservation Area. Today, Mayfair contains a cosmopolitan mix of commercial and residential property.

There are offices, five-star hotels, embassies and shopping facilities ranging from small specialists to international luxury brands, together with prestigious apartments, houses and lower priced flats.

Grosvenor has an on-going programme of development and adaptation to create the kind of modern accommodation people and businesses require, while always respecting the unique architectural heritage of the area.

LOOKING FORWARD

Over the last 300 years, the Grosvenor Estate (now known simply as Grosvenor) has evolved to become one of the UK's largest private property companies. Its chairman is Gerald Grosvenor, the 6th Duke of Westminster and head of the Grosvenor family. Apart from its office in Mayfair, Grosvenor has offices in 17 of the world's most dynamic cities, managing its growing portfolio of international property assets and is active in Britain & Ireland, the Americas, Continental Europe, and Asia Pacific. However, Mayfair and Belgravia remain the core assets of the Grosvenor portfolio.

Grosvenor's long term aims are the pursuit and maintenance of excellence. To help meet these objectives, its estate management policies are deliberately designed to ensure the preservation of some of the UK's most important streetscapes and to promote mixed and vibrant communities for those who live and work there.

THE WALK

STARTING AT MARBLE ARCH TUBE STATION

1 cross at the pedestrian lights with Marble Arch on your right and walk down Park Lane. The second turning on the left takes you into Grosvenor's Mayfair Estate via Green



P.G. WODEHOUSE
LIVED AT NO 17
DUNRAVEN STREET

Street 2 lined with late 19th century terracotta buildings. Note the ornate shell shaped porches at Nos 52, 53 & 54. These buildings were originally houses but now all except No 31 have been converted to flats. Only Nos 60 & 61 survive from the street as originally laid out between 1720 and 1760.

At the end of Green Street cross North Audley Street 3 to St Mark's Church, which was built in 1825 as a chapel of ease for ST GEORGE'S, Hanover Square, and restored in 1878. To the left of the main door is a faded notice telling parishioners how to apply for pews, dating from the days when pew rents were payable. Next door, Nos 11 & 12, a pair of white stucco houses with a columned porch dating from around 1725, are said to house 'one of the finest Georgian interiors of London's private houses'.

Walk down North Audley Street and turn right into Lees Place 4 then left into Shepherd's Place 5 a quiet pedestrian street with cottage style houses built in the 1930s and a



sharp contrast to the grandeur of neighbouring streets. At the junction with Upper Brook Street 6 see No 9a on your right, the home of STANLEY BALDWIN between his second and third terms as Prime Minister. As a Conservative MP he was instrumental in ending the 1926 General Strike. In his third term, leading the National Government, he weathered the abdication crisis and the period of 'appeasement' before retiring in 1937.

Cross Upper Brook Street and turn left towards Grosvenor Square 7 Grosvenor Square was conceived as the centrepiece of the Mayfair Estate when the Grosvenor family started developing the area in the 1720s. At six acres, it is the second largest square in London (the largest is Lincoln's Inn Fields in Holborn) and is maintained by the Royal Parks on behalf of the Grosvenor Estate. The layout of the Square was adapted throughout the 18th and 19th centuries and was completely restructured in 1948 following severe damage during World War II.

Grosvenor Square has had strong associations with the USA since the 1930s and in 1939 JOSEPH KENNEDY, then American Ambassador, moved the American Embassy from Victoria to the Square. The present building, completed in 1958, looks across the garden replanted in 1947 in memory of Roosevelt. In 1948 the British memorial to PRESIDENT ROOSEVELT was unveiled, and in 1985 the Eagle Squadron monument was erected along the same central axis.

8 The 50th anniversary of D-Day was celebrated with the unveiling of a commemorative stone by the Prime Minister, the Rt Hon JOHN MAJOR, MP on 13 April 1994.



MEMORIAL TO
PRESIDENT
ROOSEVELT

During World War II, GENERAL EISENHOWER'S Supreme Allied Expeditionary Force took up most of the north side of Grosvenor Square. During the period when the Normandy landings were being planned here, the Square became familiarly known as 'EISENHOWERPLATZ'!

9 N^o 9 is the oldest house in the Square. JOHN ADAMS, then the First Minister to the British Court, lived here from 1785. He became the second US President in 1797. N^o 44 Grosvenor Square, now the BRITANNIA HOTEL 10 was home to the EARL OF HARROWBY from 1804 to 1847. In 1815, Wellington's victory at Waterloo was announced to the Cabinet at dinner here. Opposite the Britannia Hotel, the BICENTENNARY GATES leading into Grosvenor Square Garden celebrate the 1783 Treaty of Paris ending the American War of Independence.



You may care to detour along Upper Grosvenor Street to N^o16, where SIR ROBERT PEEL – twice Prime Minister (in the 1830s and 40s) and creator of the London police force when Home Secretary – lived in 1829. From him, the police derived their nicknames, 'peelers' or 'bobbies'.

Otherwise, turn left into South Audley Street 11 where a riot of terracotta gables and contrasting brick faces sit above elegant china, furniture, antique and carpet shops. On the left, you will pass Adams Row where the red brick Victorian houses have been converted from stable blocks which once

housed the horses and servants of Grosvenor Square's wealthier residents. **Pause at the crossroads with Mount Street.** On the corner is the AUDLEY PUBLIC HOUSE – originally named the Bricklayer's Arms, but rebuilt and renamed by the 1st DUKE OF WESTMINSTER to make it more 'salubrious'. This was one of the few Mayfair pubs to

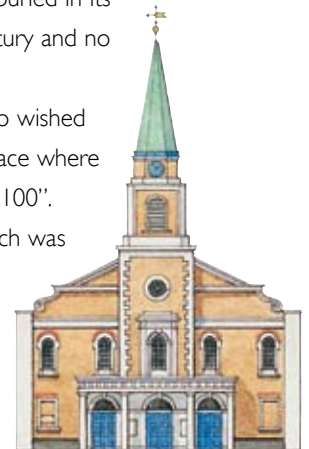


ROYAL WARRANT

survive a Victorian purge on licensed premises. The present building dates from the 1880s and distinguished visitors have included LAUREN BACALL, ALEC GUINNESS, PAUL NEWMAN, FRANK SINATRA. and MICHELLE OBAMA. Across the street you can see PURDEY'S GUN SHOP

which still produces individually crafted, made-to-measure hunting guns and holds a Royal Warrant.

Continue down South Audley Street to the small church on your left known as the GROSVENOR CHAPEL, built by SIR RICHARD GROSVENOR in 1730 to service the new residential area of Mayfair. In 1873, rented pews here provided an annual income of over £1,000. Among those buried in its vaults – sealed in the 19th century and no longer accessible – is the 4th EARL OF CHESTERFIELD, who wished to be buried "at the nearest place where this could be done for under £100". During World War II, the church was used for worship by American troops – another reminder of the United States' close connection with the area.



GROSVENOR CHAPEL

Just beyond the chapel is THOMAS GOODE, a shop specialising in fine china and glass, which also holds a Royal Warrant.

(Here you have the option of continuing down to the junction with South Street,

where at N^o 15 CATHERINE WALTERS, the last Victorian courtesan, lived from 1872 until 1920 under the name of Bailee. To her admirers though, she was 'Skittles'. A Victorian lady of a rather different eminence,

FLORENCE NIGHTINGALE, lived at N^o 10)



CATHERINE WALTERS



FLORENCE NIGHTINGALE

Otherwise, bear left before the Grosvenor Chapel, past the Mayfair Library, into Mount Street Gardens

12 a more secluded and intimate green space than Grosvenor Square. This garden was laid out in 1720 and is one of the oldest parts of the Estate. It was the burial ground of

ST GEORGE'S, HANOVER SQUARE, until 1854. Now it is a public garden shaded by plane trees and crossed by paths lined with benches, many of which are gifts from American anglophiles.

Take the left-hand path and exit through the first gate into Mount Street 13 Mount Street took its name from MOUNT FIELD which lay around a modest earthwork called OLIVER'S MOUNT; this was said to be a remnant of civil war fortifications and rose close to the present west corner of Mount Row with Carpenter Street at the eastern end of Mount Street. The street is famous for its spectacularly florid terracotta and contrasting brickwork and is the main shopping street of Mayfair.

Mount Street was not always so fashionable; in 1772, 600 paupers lived in the parish workhouse where N^o 103 now stands. In 1811, SHELLEY eloped from Mount Street with HARRIET WESTBROOK – who later drowned herself when he deserted her for his second wife, MARY (author of Frankenstein).

Cross Mount Street, turn right, then left into Carlos Place 14 past the CONNAUGHT

HOTEL built in 1815 and re-built in 1894-96. This was originally the PRINCE OF SAXE-COBURG HOTEL – named for the PRINCE CONSORT, but in 1916, with anti-German feeling running high, it was renamed after Queen Victoria's son, the DUKE OF CONNAUGHT. Other residents of Carlos Place were JOSIAH WEDGWOOD, who had his first London showroom here in 1766 and OSCAR WILDE who rented rooms in 1884.



OSCAR WILDE

Turn right into Mount Row 15 to see the unusual arts and crafts style houses with carefully laid red brickwork and intricately carved woodwork. These were designed by FREDERICK ETHELLS and built in 1929-31 by T DOWNER.

At the junction of Mount Row and Davies Street 16 cross to Bourdon House, built in 1723 and extended in the 19th century. Notice the bricked up windows – often done to reduce the burden of Window Tax at that time. THE 2nd DUKE OF WESTMINSTER moved here in 1916 when he loaned GROSVENOR HOUSE in Park Lane to the Government to help the war effort. Bourdon House remained his London home until his death in 1953.

Turn right, then left down Bourdon Street 17 originally stables and mews for servants of the houses in Grosvenor Street but now converted to homes and offices. Notice ST GEORGE'S BUILDINGS, built by JOHN NEWSOM in 1852 at the instigation of the Grosvenor Estate – one of a number of 'model dwellings' built by philanthropists of the time to house the poor.

Follow Bourdon Street off to the left, through an archway, into Grosvenor Street where at N^o 70 you can see the Grosvenor Office which we moved to in April 2000. **Cross Grosvenor Street** 18 **to Avery Row** 19 a pedestrianised street of small cafés, antique and print shops. This narrow, intriguing lane lined with cottages runs along the eastern boundary of the Grosvenor Estate following the line of the old River Tyburn.



Cross Brook Street to South Molton Lane 20 which runs parallel with the famous shopping street of South Molton Street. **Turn left into Davies Mews** 21 originally a large complex of livery stables. In 1978, extensive alterations were made to adapt the buildings on the north side to their present use as an antique market.

At the junction with Davies Street, turn right, then left into St Anselm's Place 22 **and then right into Gilbert Street** 23 **Turn left into Weighhouse Street** 24 to see the KING'S WEIGHHOUSE CHAPEL built in 1891 with terracotta and sandstone towers and arched windows. Straight ahead is a curious rotunda with a curved roof. This is part of an electricity transformer station covered by a public garden,

built to this design at the instigation of the 1st DUKE OF WESTMINSTER.

Turn left into Duke Street and immediately right into Brown Hart Gardens 25 where you can peer through a grille into the depths of the substation. Brown Hart Gardens is lined with 19th century model dwellings for the poor, built as a joint venture between the 1st Duke of Westminster and the Improved Industrial Dwellings Company. A wall plaque records that in 'this and other buildings on his London Estate' the Duke is 'accommodating nearly 4,000 persons of the working class – friend and benefactor of his poor brethren'. **Walk to the end of Brown Hart Gardens** to the junction with Balderton Street where, if you glance to the right, you will see Selfridges, the famous Oxford Street department store.

Walk back into Duke Street 26 **and turn right. At the junction of Grosvenor Square with Brook Street** 27 **turn left then third left into Davies Street**

28 Davies Street is named after MARY DAVIES, who married SIR THOMAS GROSVENOR in 1677, forging a family dynasty which would make the Grosvenors owners of some of



MARY DAVIES

London's most valuable real estate.

Davies Street is now lined with smart shops. On the corner of Davies Street and Brook Street is CLARIDGE'S HOTEL, which opened in 1856 and played host to Queen Victoria four years later. It remains a favourite with Royals and heads of state.



SIR THOMAS GROSVENOR

You should now be outside 53 DAVIES STREET – a magnolia stucco, 18th century house and home of the Grosvenor Office from 1836 to 2000. THE DAVIES STREET BUILDING comes complete with its very own ghost – a lady dressed in a ballgown who, so the story goes, is searching in vain for the ballroom.

For your homeward journey, continue up Davies Street to Oxford Street for buses and tubes at Bond Street and Oxford Circus.



53 DAVIES STREET, HOME OF THE GROSVENOR OFFICE
BETWEEN 1836 AND 2000

COMMEMORATIVE PLAQUES ON GROSVENOR'S MAYFAIR ESTATE

JOHN ADAMS (1735-1826)
First American Minister to Britain (1785-8)
and second President of the United States (1797), lived at
9 GROSVENOR SQUARE

ALBERT HENRY ASHFIELD (LORD ASHFIELD) (1874-1948)
First Chairman of London Transport, lived at
43 SOUTH STREET

COLEN CAMPBELL (1676-1729)
Architect and author, lived at
76 BROOK STREET (1726-1729)

DWIGHT D. EISENHOWER (1890-1969)
American General, Supreme Commander of the Allied
Expeditionary Force, January – March 1944, US President
(1952-60). Headquarters at 20 GROSVENOR SQUARE

GEORGE FRIEDRICH HANDEL (1685-1759)
Musician and composer, lived and died at
25 BROOK STREET

JIMI HENDRIX (1942-1970)
Guitarist and songwriter, lived at
23 BROOK STREET (1968-1969)

SIR MOSES MONTEFIORE (1784-1885)
Philanthropist and Jewish leader, lived at
99 PARK LANE for 60 years

FLORENCE NIGHTINGALE (1820-1910)
Lived and died at a house on this site 10 SOUTH STREET

ANN OLDFIELD (1683-1730)
Actress and first occupant of
60 GROSVENOR STREET (1725-1730)

WALTER HINES PAGE
American Ambassador to the Court of St. James (1913-1918),
lived at 6 GROSVENOR SQUARE

SIR ROBERT PEEL (1750-1830)
Manufacturer and reformer; and his son Sir Robert Peel (1788-
1850) Prime Minister; founder of the Metropolitan Police,
lived at 16 UPPER GROSVENOR STREET

SIR THOMAS SOPWITH (1888-1989)
Aviator and aircraft manufacturer, lived at
46 GREEN STREET

SIR RICHARD WESTMACOTT (1775-1856)
Sculptor, lived and died at 14 SOUTH AUDLEY STREET

JOHN GILBERT WINANT (1889-1947)
United States Ambassador (1941-1946), lived at
7 ALDFORD STREET

PG WODEHOUSE (1881-1975)
Writer, lived at 17 DUNRAVEN STREET

SIR JEFFREY WYATVILLE (1766-1840)
Architect, lived and died at 39 BROOK STREET

SOURCES: ENGLISH HERITAGE (1991-1998), THE BLUE PLAQUE GUIDE TO LONDON,
CAROLINE DAKERS (1982), THE BLUE PLAQUES OF LONDON, LM PALIS (1989)

A SELECTION OF HOTELS, BARS AND RESTAURANTS IN MAYFAIR

AUDLEY PUB

41-43 Mount Street
020 7499 1834

BELLA ITALIA

64/66 Duke Street
020 7495 1110

CAFÉ UNO

28 Binney Street
020 7499 9312

CHALET BAR

80 Grosvenor Street
020 7495 7475

DELFINOS

121a Mount Street
020 7499 1256

DUNHILL

2 Davies Street
0845 458 0779

EURO COFFEE BAR

83 Duke Street
020 7629 9831

FINO'S WINE BAR

123 Mount Street
020 7491 1640

FINO'S WINE BAR

12 North Row
020 7491 7261

GARFUNKEL'S

55 Duke Street
020 7499 5000

LA GENOVA

32 North Audley Street
020 7629 5916

LA PETITE MAISON

53 - 54 Brook's Mews
020 7495 4774

LE GAVROCHE

43 Upper Brook Street
020 7408 0881

LUCKY SPOT

14 North Audley Street
020 7493 0277

MARLBOROUGH HEAD PUB

24 North Audley Street
020 7629 5981

MAYFAIR SANDWICH BAR

61 Davies Street
020 7629 4095

MAZE

10-13 Grosvenor Square
020 7107 0000

MORTONS

28 BERKELEY SQUARE
020 7493 7171

PRINCESS GARDEN

8/10 North Audley Street
020 7493 3223

RICHOUX

41A South Audley Street
020 7629 5228

RUNNING HORSE PUB

50 Davies Street
020 7493 1275

SCOTTS

20 Mount Street
020 7495 7309

SERAFINO

8 Mount Street
020 7629 0544

SPAGHETTI HOUSE

74 Duke Street
020 7629 6097

SUZE WINE BAR

41 North Audley Street
020 7491 3237

LA PETITE MAISON

54 Brook's Mews
020 7495 4774

TRUC VERT

42 North Audley Street
020 7491 9988

CLARIDGE'S HOTEL

55 Brook Street
020 7629 8860

MARRIOTT HOTEL

10 Duke Street
020 7493 1232

MILLENNIUM HOTEL

44 Grosvenor Square
020 7629 9400

THE CONNAUGHT HOTEL

16 Carlos Place
020 7499 7070

If you are interested in living in Mayfair please contact the
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or visit our website at:

www.grosvenorlettings.co.uk



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