

A masterplan based on a comprehensive understanding of context

KEY FINDINGS:

PLACE

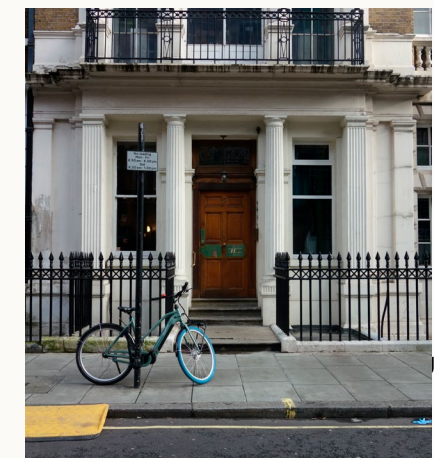
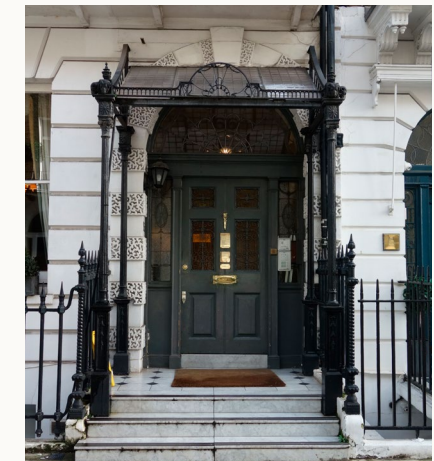
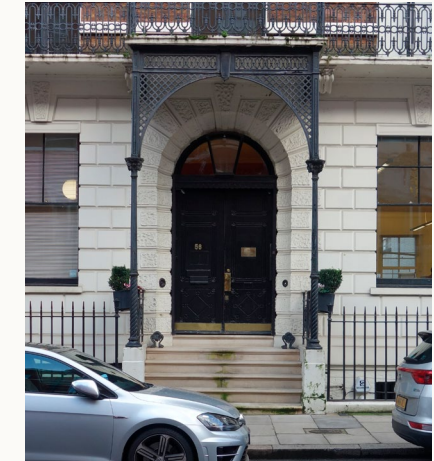
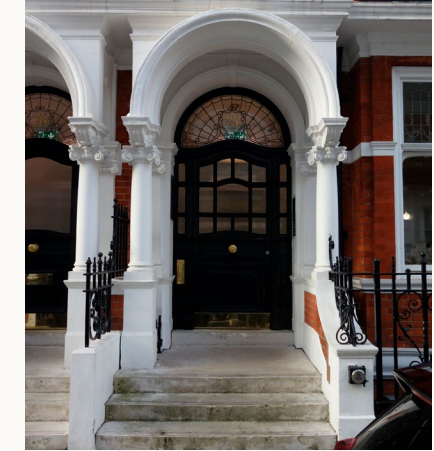
- An area defined by its well preserved heritage with historically significant streets including Portland Place and Marylebone High Street.
- Subtle variation in architectural styles and detailing are vital to understanding the character of the area.
- An established neighbourhood with relatively low development pipeline.

PEOPLE

- A global destination for private health care, highlighted by its special policy area designation.
- An area in which much of the activity takes place behind closed doors.
- A significant and visible residential population with several schools meaning children are an active presence in the area.

PUBLIC REALM

- An area lacking high quality public realm commensurate to its heritage and high end healthcare uses.
- A missing jigsaw piece in London's West End in terms of connectivity.
- An area with little variation in planting and greenery with a monoculture of street trees.



A rich and well-preserved heritage

- Origins as the ancient parish of St Mary-le-Borne, adjacent to the royal hunting ground of Marylebone Park.
- A busy satellite village on the outskirts of London with famous pleasure gardens and a notable Huguenot population.
- Gradual development as part of the fashionable West End during the Georgian period from the centre piece of Cavendish Square.
- Victorian, Edwardian and C.20 rebuilding.



Rocque's map, 1746 (showing Marlebone Gardens)



A View of Marybone Gardens, 1755



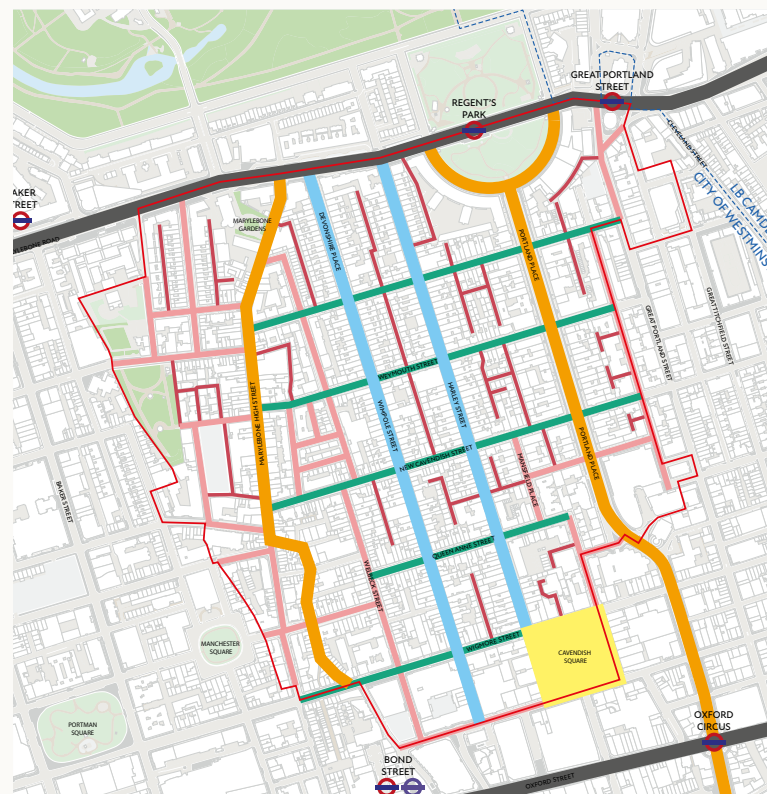
Horwood's map, 1792-99



Cavendish Square, Thomas Malton, 1800

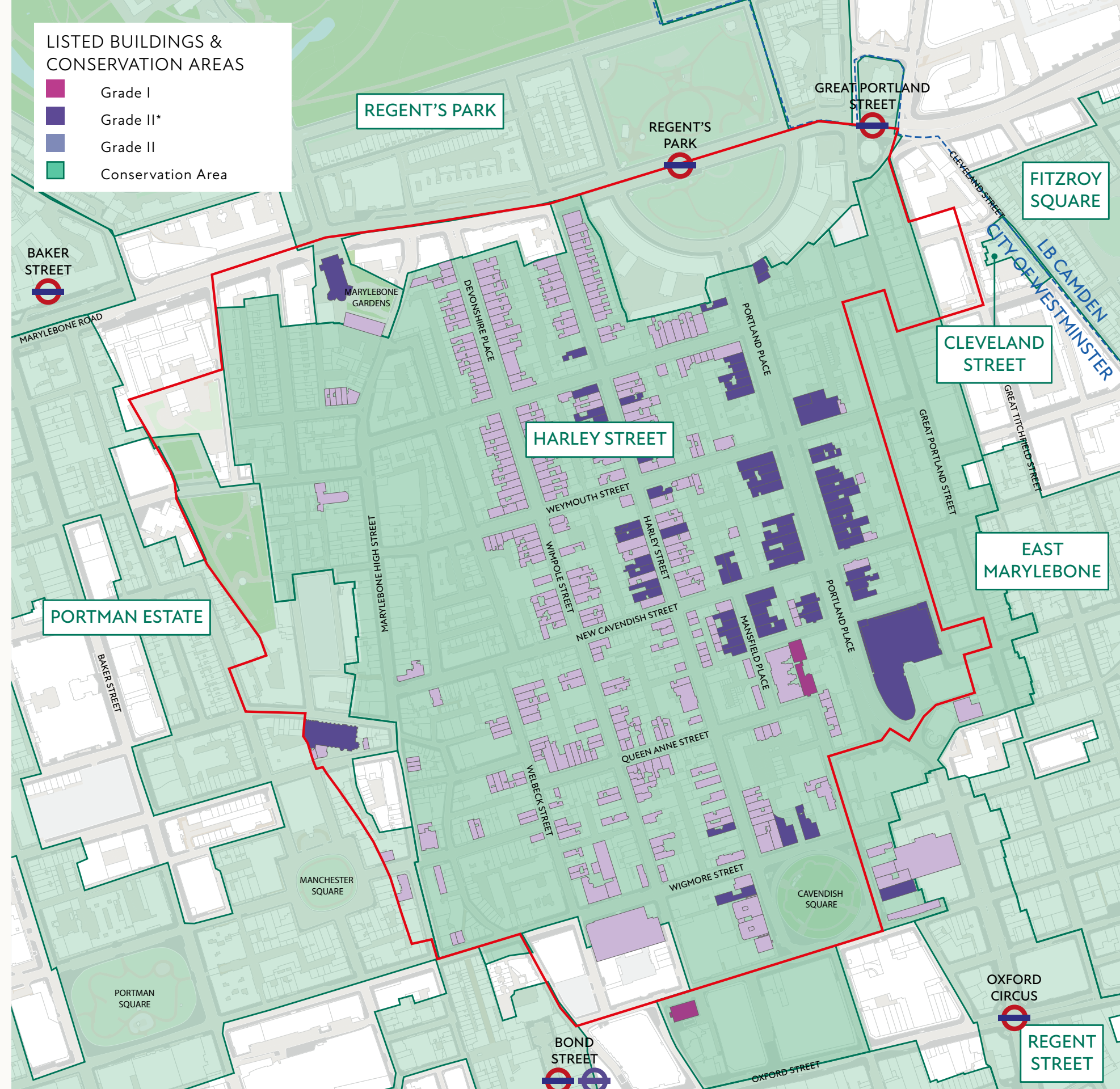
A rich and well-preserved heritage

- The area includes the historically significant streetscapes of Marylebone High Street and Portland Place with unique characters.
- The central section of the BID area is defined by a gridded street network, with subtle variations between north-south and east-west streets.
- The area incorporates many Listed Buildings and overlaps with the Harley Street, Regent's Park and Portman Estate Conservation Areas.



ARCHITECTURAL CHARACTER

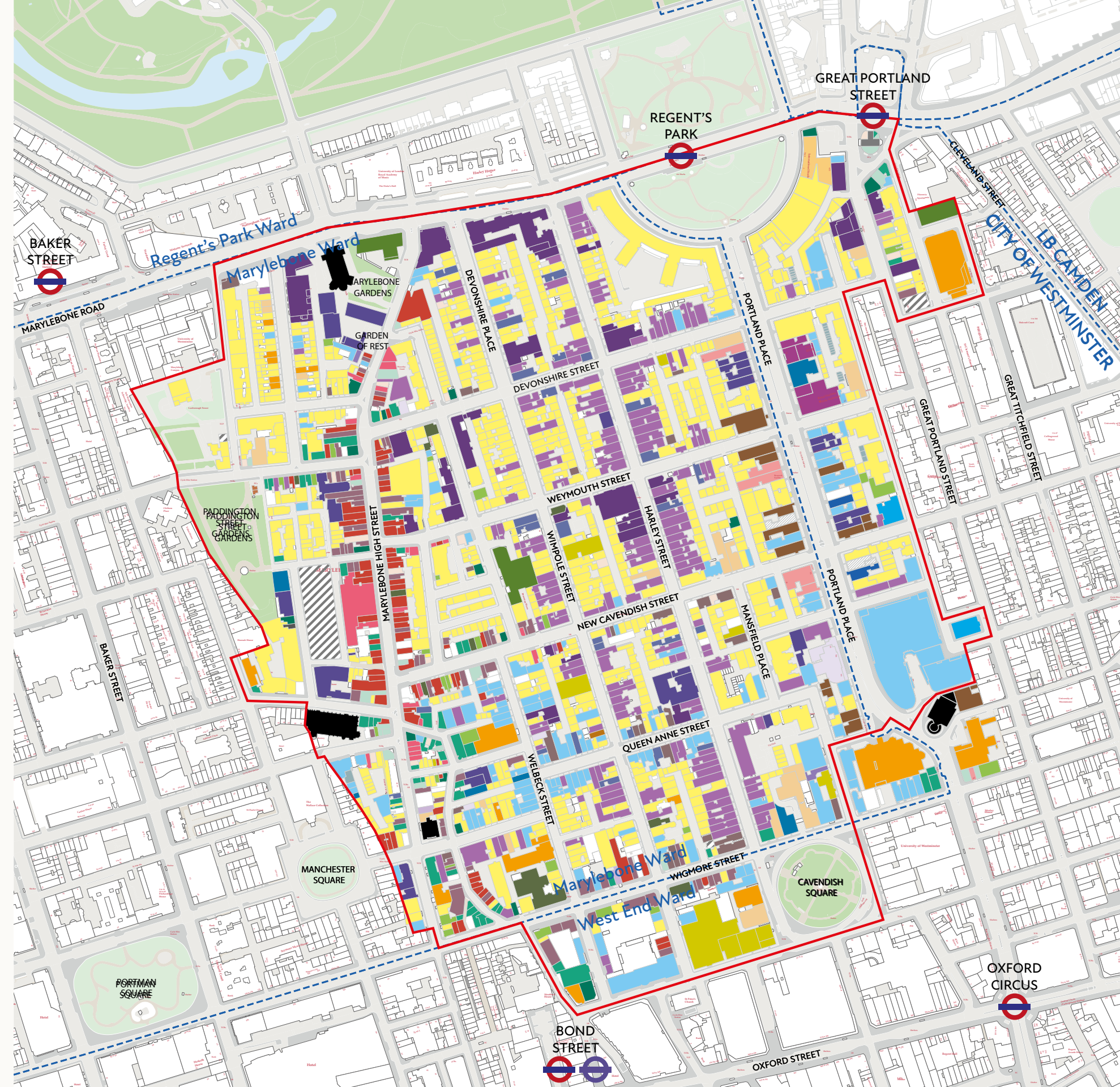
Black	Major routes
Orange	Significant townscape streets
Yellow	Garden Squares
Light Blue	North-south connections
Green	East-west connections
Red	Mews Streets
Pink	Other



A mixed-use neighbourhood in central London

- Diverse range of uses including retail, commercial, healthcare, diplomatic premises, institutions and residential.
- Activity is clustered, with retail and food & drink uses focused around Marylebone High Street and Marylebone Lane, healthcare uses focused around Harley Street and diplomatic and institutional uses around Portland Place.
- The area has a residential population of approx. 5,500 and a notable population of young people with 13% of the population aged 18 or under.
- Several schools in the area mean there is a visible presence of children on the streets.

RESIDENTIAL	FOOD & DRINK	HEALTH
Residential	Pub/bar	NHS Hospital
Hotels	Restaurant	Private Hospital
COMMERCIAL	Café/takeaway	Private clinic
Offices	AMENITY	Dentist
Co-working	Theatre/cinema	Health & beauty
RETAIL	Art gallery	Pharmacy
High street	Institution/museum	Healthcare institution
Luxury	Education	OTHER
Specialist	Religious	Construction/refurbishment
Local	Diplomatic premises	Car park
	Charity	Vacant
		Under construction



An historic and current day centre of healthcare

- Developed as a centre for healthcare practitioners in C.18 due to the areas proximity to hospitals and teaching institutions such as the Middlesex Hospital and University College London.
- Today the area has developed into a state of the art, global medical destination with 3800 medical consultants working in the area and 77,600 outpatients from overseas visiting annually.

NHS

1. NHS North West London ICB
2. University College Hospital at Westmoreland Street

HEALTH INSTITUTIONS

1. Kuwait Health Office
2. General Dental Council
3. British Veterinary Association
4. British Dental Association
5. The Medical Society of London
6. The Queen's Nursing Institute
7. The Royal Society of Medicine

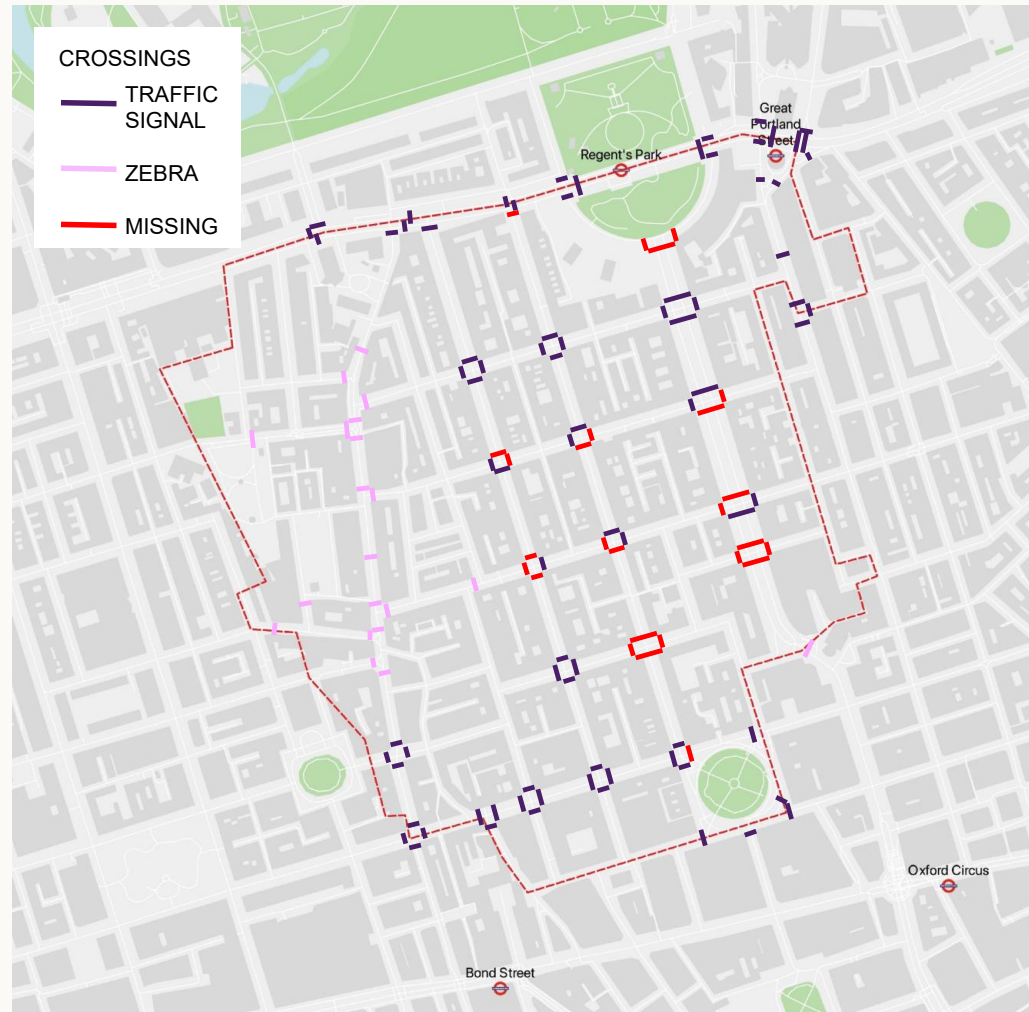
PRIVATE HOSPITALS

1. The Princess Grace Hospital
2. The London Clinic Duchess of Devonshire Wing
3. The London Clinic Main Hospital

4. The London Clinic Consulting Rooms and Outpatient Department
5. The London Clinic Consulting Rooms
6. The London Clinic The Rapid Diagnostics Centre
7. The Princess Grace Hospital - Outpatients and Diagnostics
8. King Edward VII's Hospital
9. Weymouth Street Hospital
10. Charterhouse Annex King Edward VII's Hospital
11. Arkangel Hospitals
12. The Harley Street Clinic - HCA
13. The London Heart Clinic
14. Anelca Clinic
15. London Claremont Clinic
16. The London Children's Clinic
17. The London Welbeck Hospital
18. Harley Street Specialist Hospital
19. The Portland Hospital - HCA



Challenges around movement and access to public transport



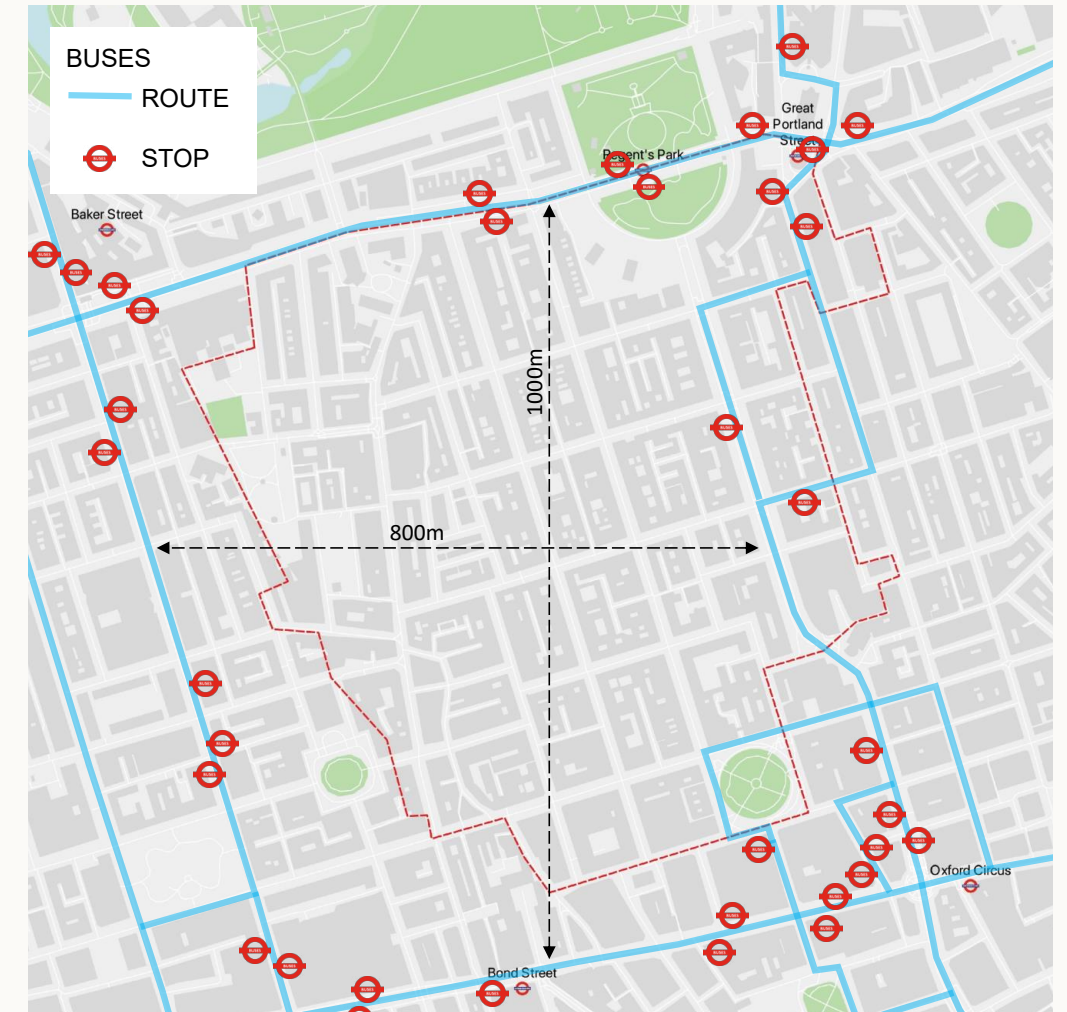
PEDESTRIAN CROSSINGS

There are a number of locations where controlled pedestrian crossing facilities are missing at junctions. This reduces the ease, safety and comfort for people walking in the area, particularly those with children or mobility impairments.



CYCLE NETWORK

There is currently an east-west cycleway (C27) to the north of the study area following the Devonshire St - Paddington St alignment. Westminster City Council has consulted on plans to improve the cycling provision on Portland Place and also on a new east-west Cycleway alignment to the south of the study area. This new alignment will include connections to a range of other routes to the south also under consideration.



PUBLIC TRANSPORT

Although there are many bus routes servicing the boundary of the study area, there are none that pass through. This means that a person in the middle of the area might be up to 500m from a bus stop. This is significantly higher than TfL's Central London target of 200m.

Limited green spaces and a monoculture of street trees

- Tree survey conducted to BS5837.
- Pear monoculture across the whole survey area but in particular on Harley Street, Weymouth Street, Devonshire Street, and New Cavendish Street.
- Several stand out individual trees including a Plane tree by Great Portland Street station, a Huntington Elm on Marylebone High Street and a Cork Oak on Portland Place.



Marylebone High Street's mature Elm tree.



Cork Oak on Portland Place.

