

A PLACEMAKING STRATEGY
FOR **BAKER STREET** AND
THE MARYLEBONE AREA

Publica

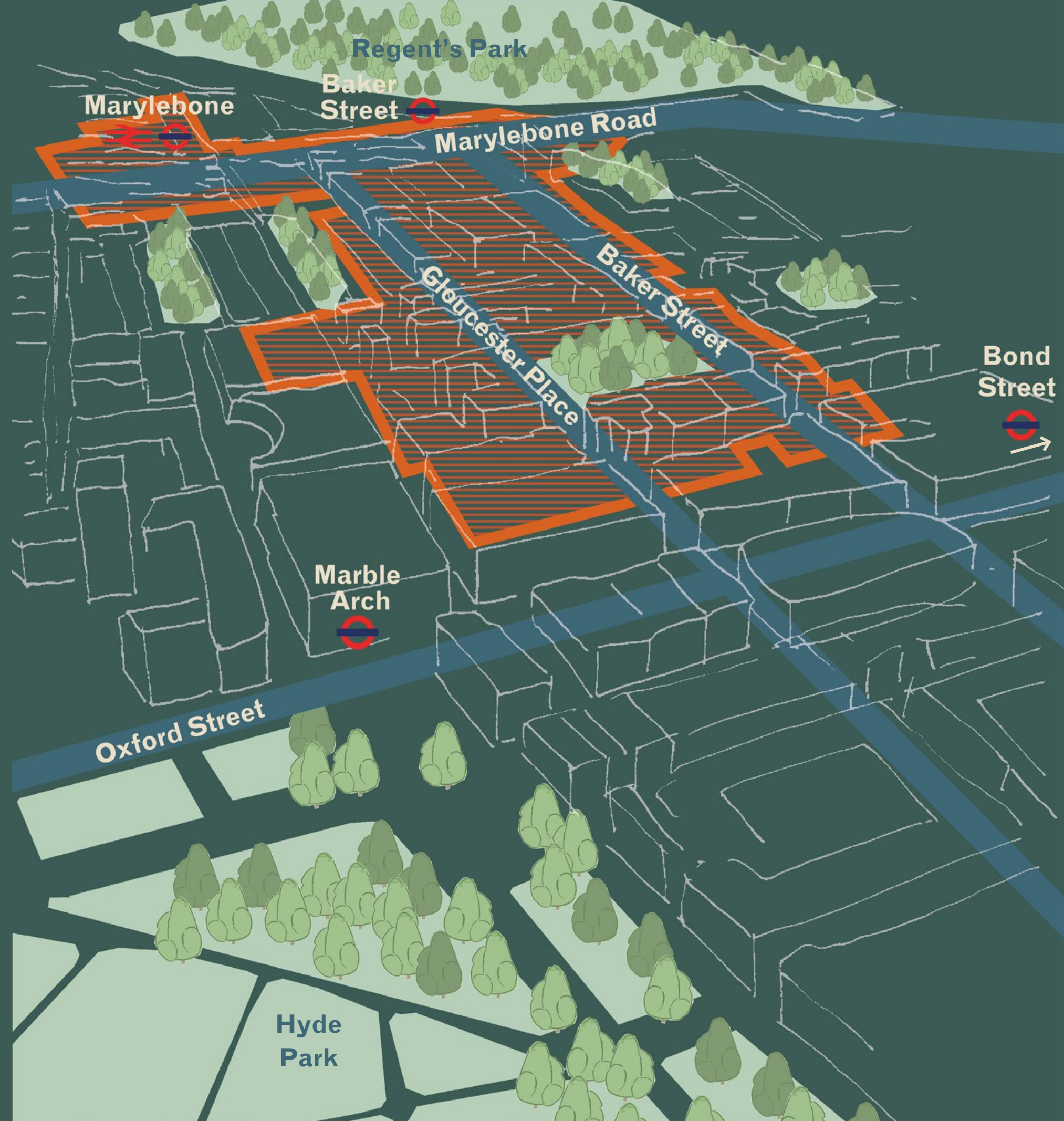
NRP
NORMAN ROURKE PRYME



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FOREWORD

The strong appeal of this special part of Marylebone has never been more important. It is blessed with a unique combination of community spirit, a neighbourhood feel, attractive and green spaces with independent retail and dining. We have enjoyed hearing from so many individuals, groups and organisations about their Marylebone – the positives, negatives and their hopes for the future.

The area must continue to adapt and evolve to ensure its future vitality and this study provides strategies and recommendations of how this evolution can most positively develop. These are centred on the views and thoughts of those who know the area best and has benefitted from several rounds of feedback, debate and discussion.

We must ensure this special neighbourhood is inclusive, progressive and exceptional. We must strive for an area that nurtures its residents, is compellingly attractive and effectively promoted – drawing people back to the workplace, attracting visitors, talent and continued investment.

We must place sustainability at the heart of our ambition with delivery focused on people's health and wellbeing, supporting those in need, delivering social value and benefitting the local and global environment. These changes must be meaningful and will present challenges but by working together and continuing this dialogue we know we can ensure a bright future for Marylebone.

Penny Alexander,

Chief Executive, Baker Street Quarter Partnership

Simon Loomes,

Strategic Projects Director, The Portman Estate

THANK YOU

Thank you to everyone who engaged with the consultation process and to the many individuals for their time, insights and input to this strategy and also specifically to the following bodies and organisations:

BakerStreetQ Occupier Board

BakerStreetQ Owner Board

Chiltern Railways

Harley Street BID

Howard de Walden Estate

London Living Streets

Luxborough Tower Residents Association

Marble Arch London BID

Marylebone Association

Marylebone Forum

St Marylebone Church

St Marylebone School

St Marylebone Society

The Fourth Feathers Youth & Community Centre

Transport for London

University of Westminster

Westminster City Council

THE PROJECT TEAM

This Placemaking Strategy has been commissioned jointly by the Baker Street Quarter Partnership (BakerStreetQ) and The Portman Estate. It sets out a vision for the future of Baker Street and the Marylebone area and makes recommendations to help to achieve this vision. The development of the strategy has been led by urban research and design consultancy, Publica, with transport consultants, Norman Rourke Pryme (NRP), engagement consultant, Soundings, and specialist urban consultant, Cynthia Grant.

ABOUT THE BAKER STREET QUARTER PARTNERSHIP

Baker Street Quarter Partnership is a Business Improvement District (BID), a not-for-profit body dedicated to enhancing and managing the area for the benefit of everyone working here, living in the area and visiting. Their vision is for an area that is progressive, compelling and connected.

ABOUT THE PORTMAN ESTATE

Situated in the heart of central London, The Portman Estate comprises 110 acres of prime commercial, retail and residential space including frontages on Oxford Street, Baker Street, Edgware Road and Marble Arch. The Portman Estate work in ongoing collaboration with their occupiers, residents and the broader community to develop and improve their properties and surroundings, while ensuring they retain and protect the unique character, architecture and heritage of the area.

ABOUT PUBLICA

Based in London, Publica is an urban design and research consultancy founded in 2010. Publica has been studying the Oxford Street District (OSD) since 2015, delivering Westminster City Council's Place Strategy in 2019 and as Design Guardian as part of the OSD Framework in 2020. Publica also continues to work with The Portman Estate on the long-term plans for the future of Marble Arch and has designed and supported the delivery of projects in Westminster including Bond Street and Hanover Square. Publica developed the Baker Street Quarter Public Realm Study in 2014 and the Baker Street Greenery Action Plan in 2015 which have both been the catalysts to successful public realm improvements over the past decade.

ABOUT NORMAN ROURKE PRYME (NRP)

NRP is a multi-disciplinary consultancy providing a range of traffic, transport and highway engineering services, project management, quantity surveying and procurement advice. NRP has been working with Westminster City Council and the surrounding Business Improvement Districts since 2012. Schemes implemented successfully include Strand-Aldwych, Bond Street, Regent Street and the Baker Street Two-Way Project.

ABOUT CYNTHIA GRANT

A civil engineer by background, Cynthia Grant is a project facilitator who has worked in transport, public realm and public art planning and delivery. Cynthia has been working in the West End since 2014 as a consultant for the New West End Company, Heart of London Business Alliance, the Royal Academy of Arts, and various owners and estates in the West End, delivering public realm projects at Bond Street, Hanover Square and other key locations in the area.

ABOUT SOUNDINGS

Soundings is a London-based agency founded in 2007 to offer services specialising in community engagement, co-design, placemaking, vision development and delivery and all aspects of participatory design and co-production as regards urban and rural change.

INTRODUCTION

Baker Street and the Marylebone area is a special part of central London with a rich history and a collection of some of London's most beautiful streets and squares. With its mix of business, residential, educational, and cultural communities, the area has the ingredients essential to a vibrant neighbourhood. Common to all cities, this part of Marylebone faces the challenges of climate change and increasing societal and economic inequality. Within this context, the strategy sets out place-specific recommendations that seek to address these challenges and at the same time, strengthen the unique identity and sense of place of Baker Street and the Marylebone area.

With a common mandate to work with others to improve the area, BakerStreetQ and The Portman Estate have commissioned a study based on the aspirations of the users and stakeholders in the area. The strategy has been developed through extensive dialogue and engagement, seeking to reach the widest possible audience. Those that live, work, and learn in the area have been engaged with, as well as local amenity groups and representatives from Westminster City Council and Transport for London. The strategy will be used as a communication tool to help to facilitate dialogue and debate and to build consensus. It is intended to be used with statutory authorities, local representative groups, and potential investors to illustrate the aspirations and concerns of the broad range of stakeholders in the area. Engagement with local communities and stakeholders will continue as the placemaking strategies begin to evolve.

“Cities have the capability of providing something for everybody, only because, and only when they are created by everybody.”
Jane Jacobs



INTRODUCTION

HISTORY OF PLACEMAKING IN THE AREA

Several public realm studies and public realm projects have been developed in the area over the last 15 years. The first studies were initiated by The Portman Estate in 2008, to understand the opportunities and constraints of the Estate in general and then to look specifically at Baker Street and Portman Square. Chiltern Street was improved in 2013 coinciding with the opening of the Chiltern Firehouse. After the BID was established, BakerStreetQ and The Portman Estate worked together to support, accelerate and co-fund the development of the Baker Street Two-Way Project delivered in 2019 by Westminster City Council (WCC) and Transport for London (TfL). Other joint initiatives include developing designs to improve the public realm of Manchester Square and opening the garden at Portman Square for the popular 'Summer in the Square' festival. In addition, led by BakerStreetQ, the transformation of the underground walkway at Baker Street Station into the Wonderpass in 2016 has created a visitor attraction and improved the arrival experience to the area. These changes have noticeably enhanced these locations and have demonstrated the positive impact of streetscape improvement projects. But, as articulated in earlier studies, there is a recognition that place-specific public realm improvement projects should be seen as part of a package of more holistic changes. This placemaking strategy consolidates and bring up to date, this package of recommended strategies for change.

ABOUT THE PLACEMAKING STRATEGY

The completion of the Baker Street Two-Way Project was a significant milestone resulting in increased pedestrian activity and cycle usage, reduced vehicle impacts and improved air quality. The benefits of these attributes came into sharp focus during the Covid-19 pandemic in the context of the urgent need to continue to address the climate emergency and the issues of poor air quality, lack of biodiversity and net zero goals. The way people use and experience central London has evolved. The retail environment and patterns of work have changed rapidly, and priorities have shifted with an accelerated focus towards achieving a cleaner, greener, and more inclusive city. At a time of such rapid change, understanding and articulating how local stakeholders and communities would like to see their neighbourhoods evolve can help influence and guide these changes. The multi-faceted activity of 'placemaking' is more important than ever.

This study identifies practical strategies that can help nurture an environment that responds to the needs of as many people as possible. The Placemaking Strategy is not a static plan, rather it identifies aims and priorities, and recommends processes for ongoing change. This Strategy has taken a multi-layered placemaking approach that prioritises how the qualitative aspects of public life can be improved for all. For example, understanding issues such as inclusion and safety, and how to increase a sense of belonging. Rather than a single grand plan, these area-wide strategies encompass improvements to the physical environment alongside initiatives to increase activity, accessibility, and inclusivity. Designed to be implemented incrementally, the overall aim is to build upon the area's assets and qualities over the short, medium and long term.



Example of placemaking implementation at Portman Square

REPORT STRUCTURE

The study describes how this connected and distinctive mixed-used neighbourhood has the potential to positively evolve through a variety of placemaking initiatives.

The recommendations outlined in this study respond to feedback from the engagement process; the team's close study of the area; local and London-wide policy and the team's wider understanding of how London and other cities are evolving.

Based on a vision statement and three overriding objectives, six principles for change have been identified. Two contain recommendations and guidance for public realm improvements, two focus on use and activity, one focuses on safety, maintenance and cleanliness, and one on sustainability.

The engagement process was a foundational step in the development of the strategy—to listen to and understand the shared and differing aspirations and perspectives of the area's diverse communities. The recommended strategies embed themes that were identified as priorities and propose initiatives and projects that could progress and address these priorities.

An appendix contains a summary table of the issues raised, current initiatives and recommendations for future actions and a summary of the engagement process led by Soundings.

The report is structured into the following sections:

Baker Street and the Marylebone area: This includes the definition of the geographic scope of the study, a brief history, and summaries of the team's area studies.

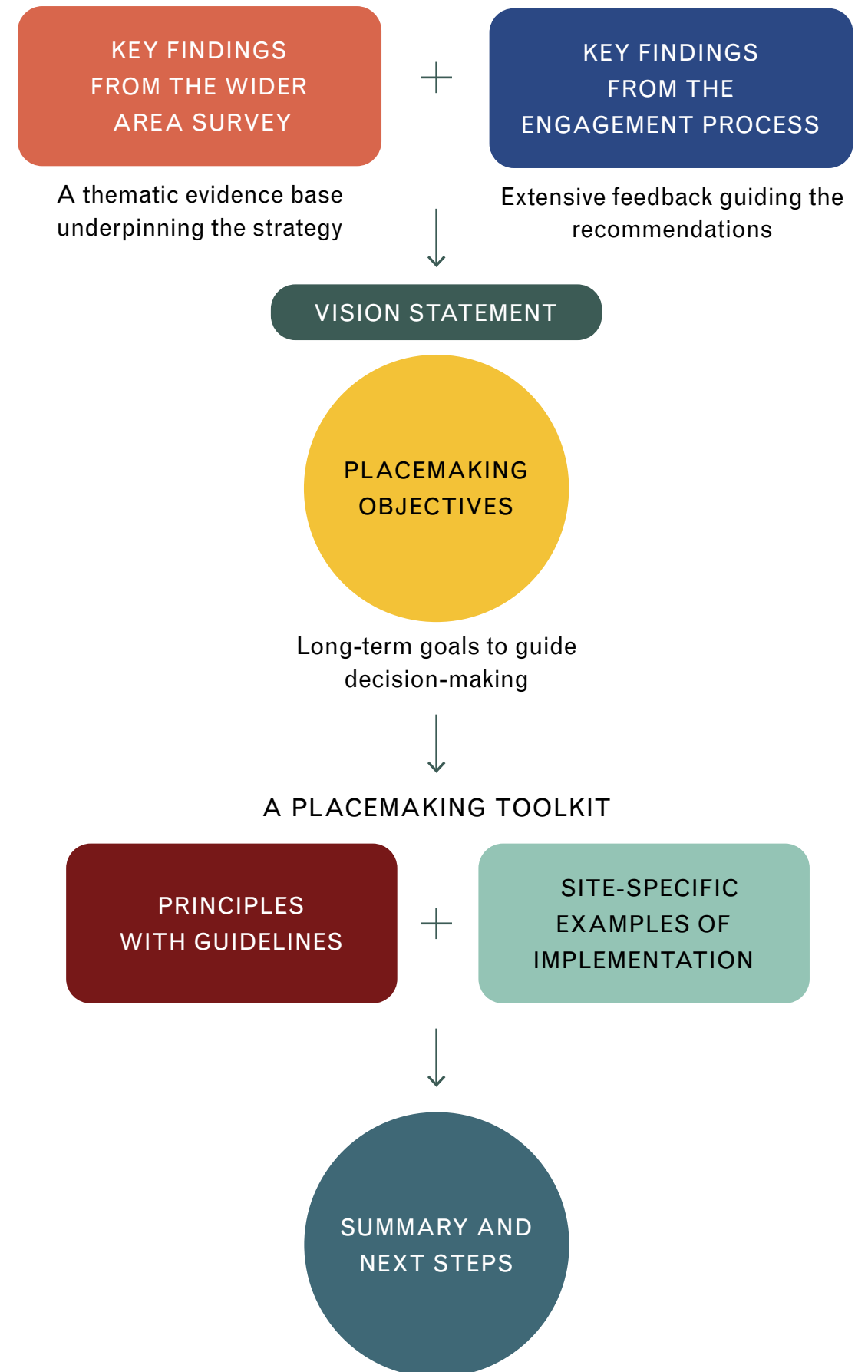
The engagement process: A summary of the engagement process and its key findings.

Vision and objectives: A vision for the area based on the report's findings with a set of objectives.

Placemaking toolkit: A series of thematic principles supported by area-wide guidelines.

Examples of placemaking implementation: Sketched examples across the area that illustrate the way in which the proposed strategies could be implemented.

Summary of recommendations and next steps: Setting out how strategies could be developed and funded, and with which partners.



EXECUTIVE SUMMARY

A SUMMARY OF THE REPORT'S FINDINGS

The team's study of the area builds on the evidence base developed by Publica to inform the 2014 Baker Street Public Realm Study. To understand current patterns of movement in the area, we have mapped how the Baker Street Two-Way Project (2019), the opening of the Elizabeth Line (2022) and new cycle lanes have all impacted movement for vehicles, pedestrians and cyclists. We have also studied parking utilisation and the trajectory of car ownership. To understand how inclusive and active the area is, we have mapped land use and the current provision of public amenity—places to rest, places to play, and locations of cultural spaces, community spaces and public toilets. We have also studied the area's night time character and the area's socio-demographic profile using 2021 census data and ward profile data. To understand how biodiverse and green the area is, we have mapped the locations of all trees and green spaces. To understand potential opportunities arising from new development we have mapped the development pipeline.

In parallel, the engagement process consulted on six cross-cutting themes; movement and mobility; night time; health, well-being, and accessibility; culture and facilities; green spaces and biodiversity; management and maintenance.

The area study findings, taken together with the feedback from the engagement process, have highlighted the area's strengths and weaknesses, assets, and issues. Some of the issues are area-wide, such as the lack of greenery and spaces for respite, and others, such as issues of cleanliness or pedestrian safety, are location specific.

STRENGTHS AND WEAKNESSES

Strengths and assets

- The area's 15-minute city qualities—its central location, walkability, and public realm and public transport connectivity—improved by the Elizabeth Line.
- The area's neighbourhood character—derived from the mix of land uses and mix of business and residential communities and leisure uses.
- The area's cultural assets such as the Wallace Collection, Madame Tussauds, the Sherlock Holmes Museum and the farmer's market.
- Independent retail and food businesses such as those on Chiltern Street, but also found throughout the area.
- The area's history and townscape character.

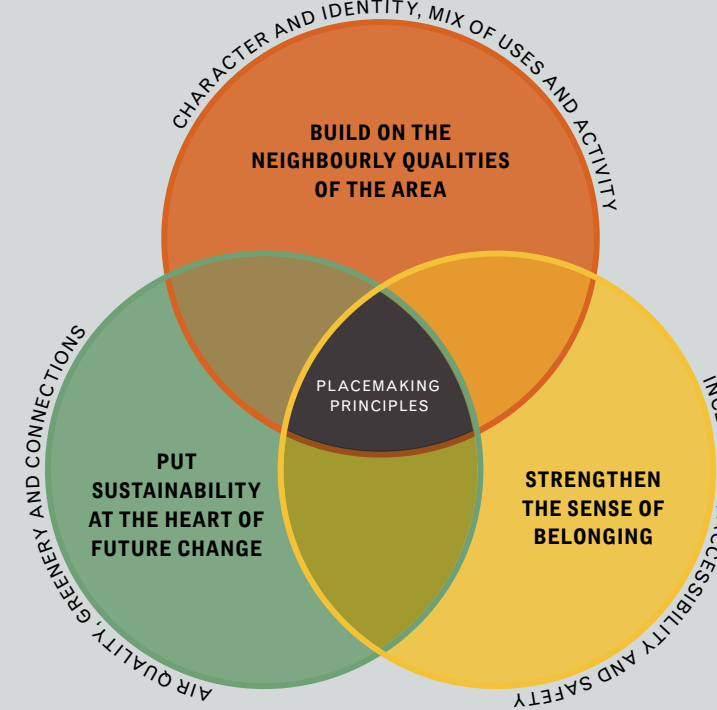
Weaknesses and issues

- The physical and psychological severance of Marylebone Road.
- The area lacks a strong identity and does not have a physical 'heart'.
- Lack of publicly accessible green spaces, trees and public seating.
- Pedestrian comfort and safety and cyclist safety, in specific locations.
- Poor air quality in some locations particularly on and near Marylebone Road.
- Lack of diversity in the food and retail offer, lack of cultural activity, lack of food offer clustering.
- Street cleanliness in specific areas.
- Issue of delivery driver behaviours in specific areas.

A SUMMARY OF OUR RESPONSE

Responding to the key findings from the wider area survey and engagement process, the strategy identifies three overriding objectives:

- › To build on the neighbourly qualities of the area
- › To strengthen a sense of belonging
- › To put sustainability at the heart of future change



A series of principles are derived from these objectives, seeking to maximise the potential of the area's characteristics through approaches that strengthen its qualities while addressing issues. Sketched examples for Baker Street Station, Marylebone Station, Dorset Street and Portman Square illustrate how the proposed strategies could be implemented.

CONCLUSIONS AND NEXT STEPS

The study underlines the need for all stakeholders to share a common vision for Baker Street and the Marylebone area so that progress can be made towards the same outcomes. The report's conclusion highlights the importance of a holistic, multi-layered approach to change, guided by this shared vision.

The report suggests a prioritisation of the strategies and a high-level timeframe for development and implementation. It also sets out how each strategy can be progressed, outlining the partners that would need to work together on each project, the key stakeholders and the potential funding streams. Through a process of ongoing engagement, the initial next step is for the area's stakeholders to identify which initiatives to prioritise and take forward.



Pop-up event as part of the engagement process

1. **BAKER STREET** AND **THE MARYLEBONE AREA**



1.0 BAKER STREET AND THE MARYLEBONE AREA

Situated in the centre of London, the study area is within the Marylebone area of Westminster, a historic parish that is now built up as mixed districts of commercial, residential, cultural and other uses. Baker Street and this part of Marylebone lie between other distinct neighbourhoods and can be seen as an area in itself.

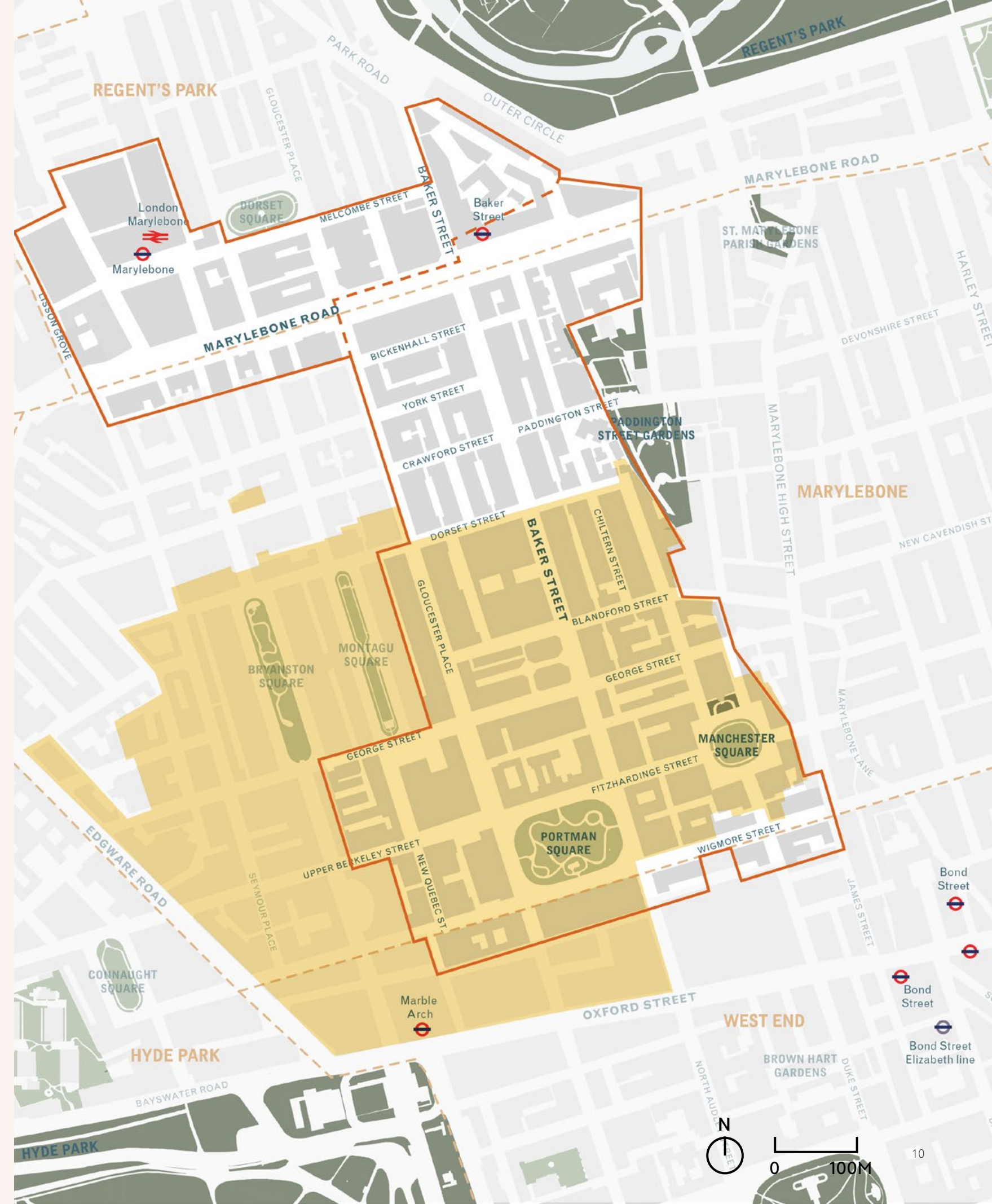
To the east, Marylebone High Street and Harley Street form the area most clearly associated with the name Marylebone. However, the presence of Marylebone Station across Baker Street to the northwest extends associations with the name Marylebone.

The boundary of the BakerStreetQ Business Improvement District has been recently extended to include the area northwest of Marylebone Road. The area covered by this strategy includes the streets within the BakerStreetQ boundary as well as closely adjacent areas. Across this geography, there is a rich mix of commercial, residential, and cultural activity as well as a diversity of street types, ranging in scale, character, level of traffic and quality of public realm. The area is characterised by clusters of activity, for example around the stations and at key street junctions.

At its northern gateway, Marylebone Station and Baker Street underground station bring thousands of workers and visitors into the area each day. To the east, the area connects to Marylebone High Street, to the west, to Edgware Road and Paddington and to the south, to Oxford Street and Marble Arch. The recently completed Elizabeth Line—with stations at Paddington to the northwest and Bond Street to the southeast—has impacted patterns of movement with more pedestrians walking into and through the area from these stations.

The urban grain of the area is distinguished by the regularity of its grid, except where the grid meets the open spaces of Paddington Street Gardens and Regent's Park. The public realm comprises the streets and passages between these dense urban blocks and the area lacks a single 'heart'.

- BakerStreetQ BID boundary
- - - BakerStreetQ BID former boundary
- - - Ward boundary
- The Portman Estate
- Public green spaces
- Private green spaces



1.1 A RICH HISTORY

Encompassing four conservation areas, Baker Street and the surrounding Marylebone area have a rich history that informs its enduring spatial and architectural character and land use. The stewardship of major landowners and the historic patterns of custodianship and development have had a clear effect on the streets and spaces of the area. An understanding of the timeline of development and current ownership is informative and goes far in explaining some of the differences perceived along the length of Baker Street and in the character of surrounding public spaces. The area has historically attracted a mix of commercial and creative activity.



MARYLEBONE LIES AT THE EDGE OF LONDON AND GROWS AS A RECREATION AREA

Marylebone can trace its beginnings as far back as the Norman Conquest when The Portman Estate stretched from Oxford Street to the Regent's Canal.

'A view of the Orchestra with the Band of Music, the Grand Walk' in Marylebone Gardens, 1770

THE NEW ROAD IS BUILT, PROMPTING THE PORTMAN FAMILY TO BEGIN DEVELOPING THEIR ESTATE

The Estate developed from the south as an expansion of the Mayfair estate to create a connection with Oxford Street. The Estate's development began slowly and then rapidly increased in the mid-eighteenth century with the New Road (renamed Marylebone Road 100 years later) opening in 1756, designed as a bypass to Oxford Street for cattle on their way to Smithfield Market.

Portman Square, 1780

BAKER STREET IS BUILT UP BY SPECULATIVE BUILDERS AS A FASHIONABLE RESIDENTIAL ENCLAVE

[1780] Baker Street was developed by speculative builder Sir William Baker, after whom it is named.

Cary's New And Accurate Plan of London And Westminster, 1795

REGENT'S PARK OPENS TO THE PUBLIC AND THE BAKER STREET BAZAAR IS BUILT

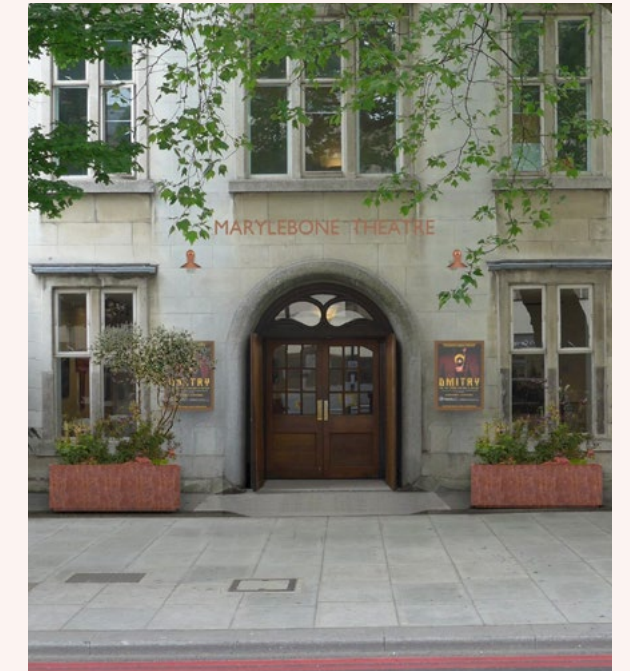
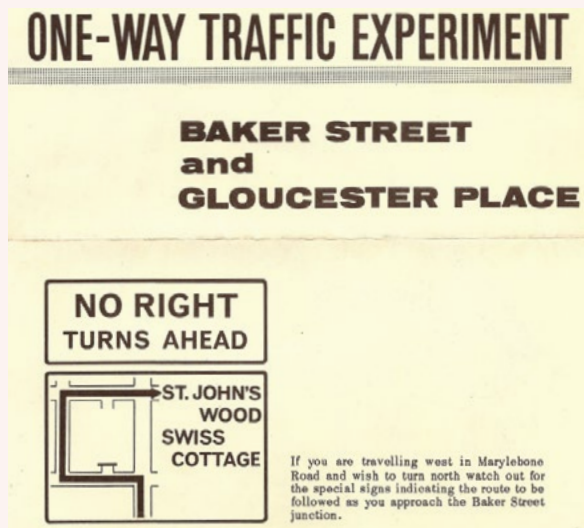
[1835] Designed by John Nash, Regent's Park curtailed the northern section of Marylebone High Street, leading to Baker Street's prominence as a main north-south route to central London. The Baker Street Bazaar was built on the site of the present 55 Baker Street. The annual Smithfield Show was held here for over twenty years and Madame Tussauds opened her shop in 1835, before moving to Marylebone Road in 1884.

Botanical Gardens, Regent's Park, 1835
The Smithfield Club's Cattle Exhibition at the Baker Street Bazaar, 1839

BAKER STREET STATION OPENS AND COMMERCE BEGINS TO LINE THE STREET

[1863] Baker Street station opened for the new Metropolitan Railway linking Paddington and Farringdon Street to emerging suburbs. A change in character came about on the street, as the proximity of a smoky, busy railway junction turned it into a main thoroughfare and drove former residents to seek less noisy quarters. Gradually commerce replaced residences.

Heavy traffic and bustling streets outside Baker Street Station, 1895
Gloucester Place with a corner pub: the Gloucester Arms, 1905



WWII BOMB DAMAGE LEADS TO THE REBUILDING OF MUCH THE AREA IN THE 1950s

Over 1,000 properties on the Portman Estate were destroyed or seriously damaged in the Blitz, including some of Portman Square. The Baker Street Bazaar and Montagu House were replaced by 55 Baker Street and the Radisson SAS Hotel respectively. One of the biggest post-war one-way schemes in London was that involving Baker Street and Gloucester Place. Introduced only as a six-month experiment, it was in place until the implementation of the Baker Street Two-Way Project in 2019.

*Bomb damage at Great Cumberland Street, 1940
Poster introducing no right turn north up Baker Street, part of the one-way system, 1961*

BAKER STREET IS A DRAW TO MUSICIANS AND DESIGNERS IN THE 1960s AND 1970s

Between 1967 and 1968, the Apple Boutique was located on the corner of Baker Street and Paddington Street, one of the first business ventures of the Beatles. Dusty Springfield lived on Baker Street in the 1960s and Gerry Rafferty stayed there in the 1970s inspiring his hit single 'Baker Street'. The interior of EMI House at 20 Manchester Square was the setting for the cover photo of the Beatles' debut LP Please Please Me and Manchester Square was the photographic backdrop for many EMI artists.

*The Beatles' Apple boutique on Baker Street, with mural by art collective The Fool, 1967.
Copyright: Bill Zygant|Shutterstock*

BAKER STREET TWO-WAY PROJECT 2008 – 2019

Baker Street was converted to a one-way street in the 1960s in a bid to ease congestion, but changing vehicle dynamics in the area saw the growth of heavy single-file traffic which acted as a barrier to pedestrians and other road users. The Two-Way Project rebalances the use of public space between pedestrians and vehicles. The Baker Street Two-Way Project was led by WCC, with funding from TfL, The Portman Estate, and BakerStreetQ. Despite initial reservations amongst some groups, it has been widely seen a success - delivering the forecast benefits.

View of Baker Street, 2022

WONDERPASS 2016

The once-neglected underpass that connects Baker Street Station to the south side of Marylebone Road was reimagined as the 'Wonderpass' – a popular visitor attraction with exhibits on the area's history. The project was led by the BakerStreetQ with funding from TfL mainly, BakerStreetQ and WCC.

The Wonderpass, photographed 2022

MARYLEBONE THEATRE 2023

The Marylebone Theatre is London's newest cross-cultural performance space. Once known as the Steiner Hall, the theatre has undergone an extensive refurbishment and is now a versatile, state-of-the-art space, with a programme of inter-cultural theatre performances, concerts, dance and spoken word events.

Marylebone Theatre, 2023. Credit: Marylebone Theatre

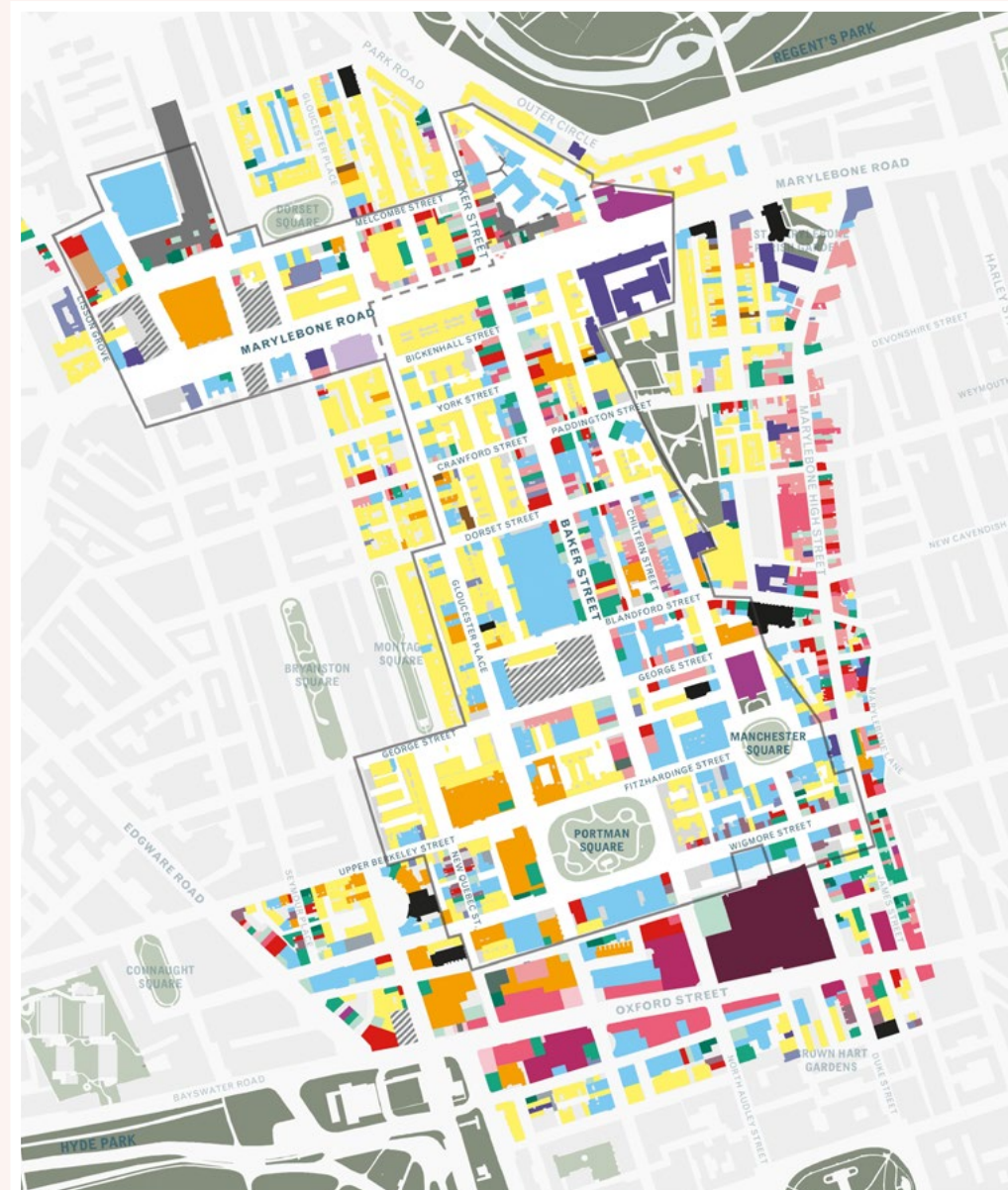
1.2 A DENSELY POPULATED, MIXED-USE NEIGHBOURHOOD

These maps illustrate land use on the ground and first floors of all buildings in the area and highlight the mix of uses across the area.

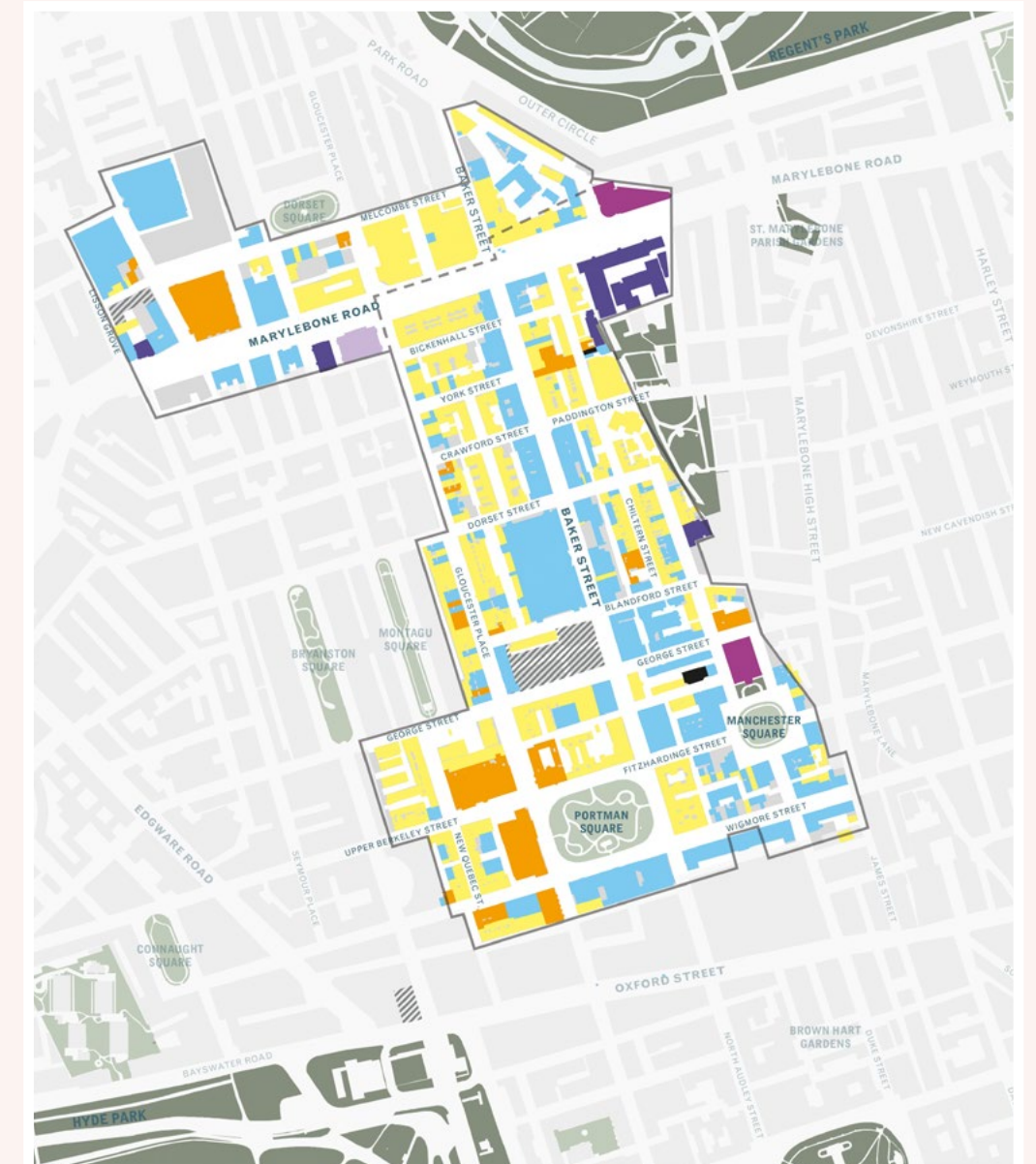
Baker Street itself is identifiable from its granular mix of relatively small-scale commercial, retail and food and drink uses, and the retail spine of Marylebone High Street is also clearly identifiable. The map also shows how food and drink uses are spread across the area, mostly on Baker Street or to the west of Baker Street. There are a few locations where there are offers close to each other (such as the north end of Baker Street at Marylebone Road, Dorset Street and Crawford Street/Chiltern Street), but the map illustrates a lack of food and beverage clustering in the area.

At street level, residential use is dominant to the north of the area, beyond Dorset Street. But the upper-level map illustrates residential use across many parts of the area, although notably Baker Street, Manchester Square and half of Portman Square have commercial uses on upper floors.

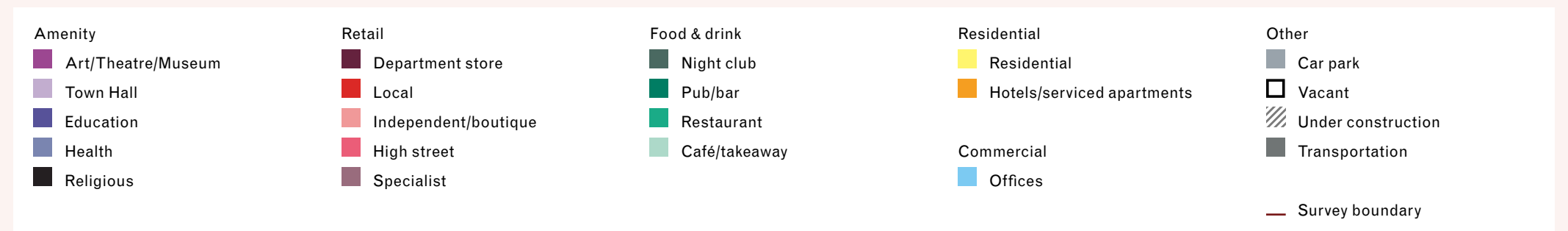
The northern part of the BID boundary and surrounding neighbourhoods are some of the densest neighbourhoods in London, with populations of approximately 20,000 people per km². Across the Marylebone ward—most of the BakerStreetQ BID boundary is within this ward—there are over 11,000 residents per km² compared to the Westminster average of over 9,000 residents per km². Within the BakerStreetQ BID boundary, the residential population in 2021 was nearly 6,000, a 27% increase from 2011 compared to the London average increase of 10%. In 2020, the area had a daily working population of 50,000. It is possible that the pandemic may have led to a decrease in this number, with many businesses adjusting to the new pattern of the working week with more workers at offices during the middle of the week than on Mondays and especially Fridays.



Street level uses



Upper level uses



1.2 A MIXED-USE NEIGHBOURHOOD



The neighbourhood is diverse, in its townscape character as well as socio-demographic profile. (Manchester Square)



The area has mixed housing tenures especially in the north of the study area. (Ashmill Street)



Madame Tussauds and the Sherlock Holmes Museum attract millions of visitors each year to the Baker Street area.



Baker Street is the area's high street with a mix of businesses, commercial and leisure activities.



Shops and services reflect the neighbourhood character of this part of Marylebone.



Local pubs and independent cafés are popular, bringing street life to the area. (Crawford Street)



Local services are still present on Chiltern Street.



The area features some popular spaces for local workers such as the Devonshire Arms on Duke Street.

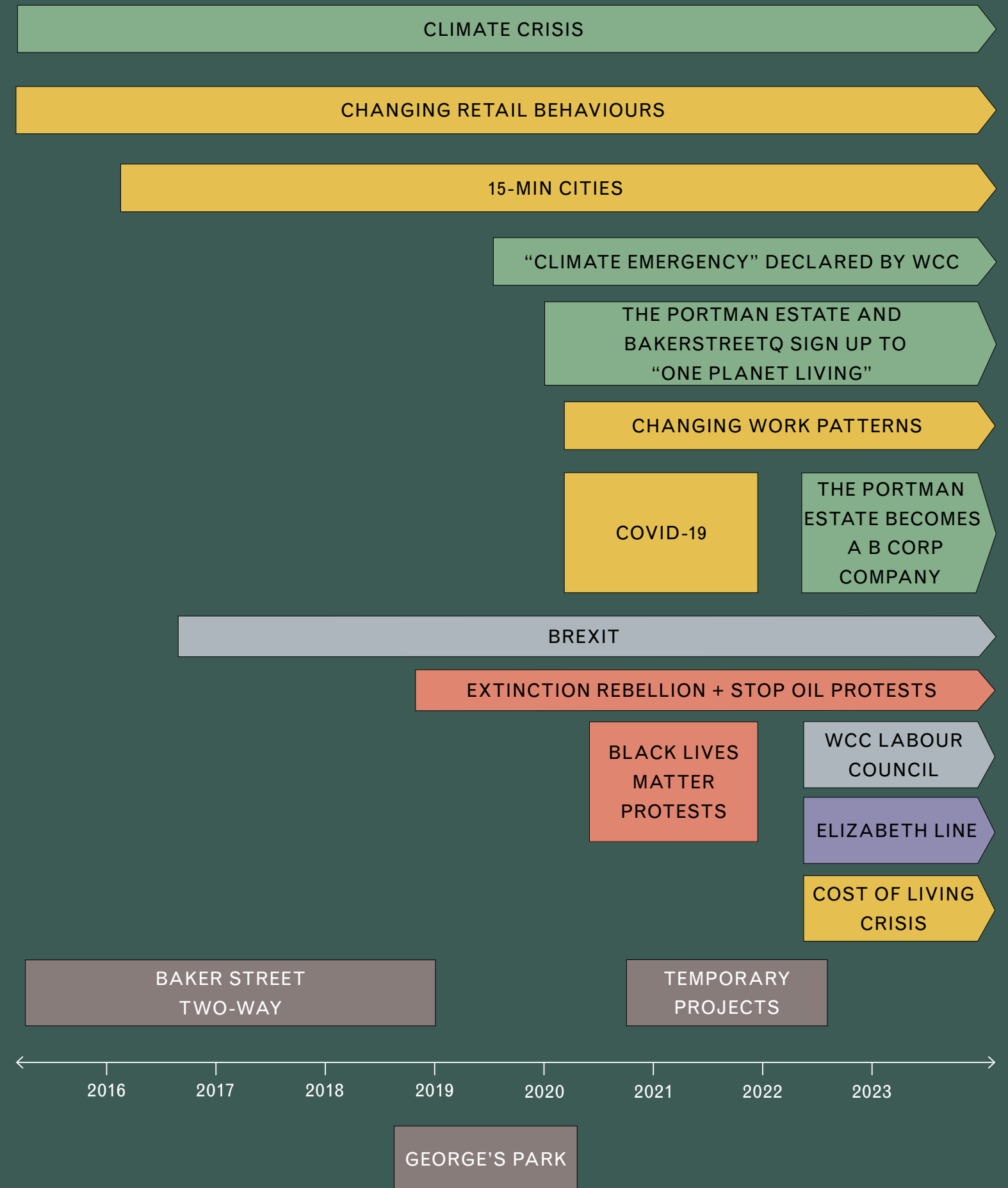
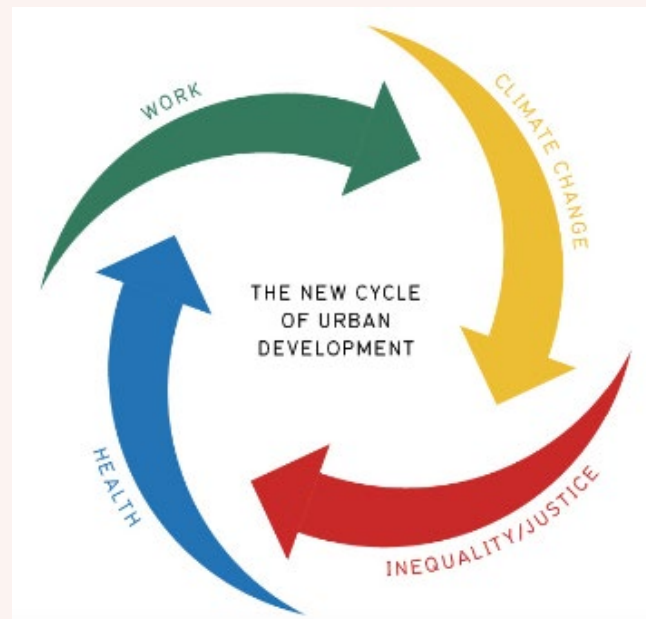
1.3 A RAPIDLY-CHANGING CONTEXT

This study is being undertaken in a time of rapid change in our cities. The emerging trends and themes are referred to by many urbanists as a 'new cycle of urban development'. These trends and themes have and will continue to impact this area through the policy-based changes being driven by Westminster, the GLA and TfL. Examples include the GLA's Low Emission Zone (2008) and Ultra Low Emission Zone (2019), and TfL's planning and implementation of a comprehensive cycle network across London. Another example is the GLA's 'Good Growth by Design' guidance which seeks to expand the definition of the public realm, and promote social inclusion and safer streets in London.

The complexities of successful placemaking go beyond what can be achieved through transport planning and public realm improvement projects alone. The interrelationships between climate change, health, the economy and inequality require a more multi-faceted and collaborative approach. The strategies in this report seek to support the wider agenda for London by helping to accelerate initiatives that improve the area and the lives of the diverse range of people who live and work here.

Global advisor on cities and an expert in urban development, Greg Clark, has written extensively on the new cycle of urban development. He has emphasised the importance of collaboration in urban development:

"Collaboration is critical to the success of cities in the 21st century. Cities cannot solve the complex challenges they face alone. Collaboration between public and private sectors, civil society, and other stakeholders is essential to build sustainable, inclusive, and resilient cities."



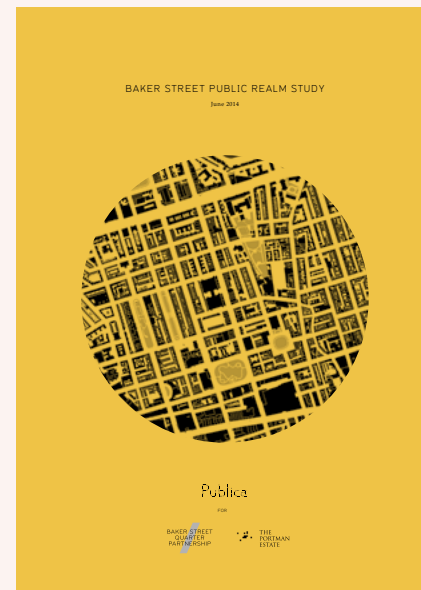
1.4 BUILDING ON PROGRESS

This strategy builds on previous public realm focussed studies. The remit of this placemaking study has been expanded to include qualitative aspects of public life such as well-being, inclusion and safety.



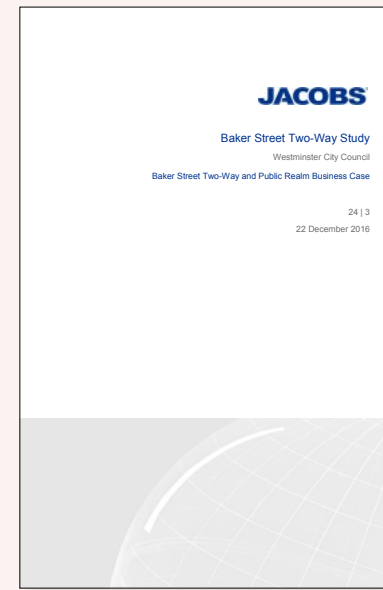
Public Realm Strategy, 2008 by Gehl Architects for The Portman Estate

Building on the collaboration between The Portman Estate and WCC that resulted in the improvements to Old Quebec Street, this study focussed on the rebalancing of the use of public space between pedestrians and vehicles. The study identified the opportunity to improve Baker Street and Gloucester Place by changing the one-way system to a traffic two-way system.



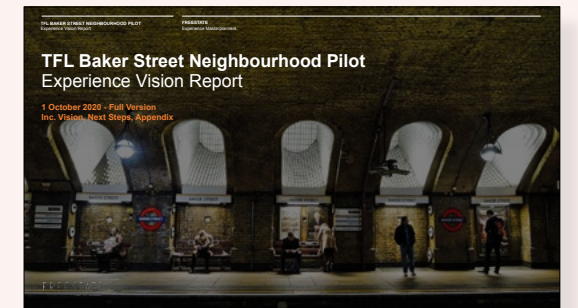
Baker Street Public Realm Study, 2014 by Publica for BakerStreetQ and The Portman Estate

This report looked beyond the Baker Street Two-Way Project to think about how the district around Baker Street worked - and could work - as a whole. It considered how wider benefits could be unlocked in the public realm, identified opportunities for further improvements, and suggested other projects that could help form a more holistic vision for the area's streets and spaces.



Baker Street Two-Way Study, 2016 by Jacobs for WCC

With the preferred two-way traffic option decided, this explored the detail of the arrangements, including traffic modelling, parking and loading assessments, pedestrian crossing and footway width analysis, bus operations, and road safety enhancements.



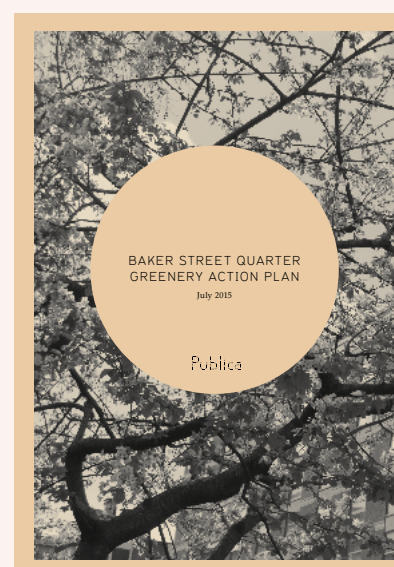
TfL Baker Street Neighbourhood Pilot Experience Vision Report, 2020

A masterplan that sets out a vision for the future of the 'Baker Street Campus' centred around Baker Street Station aligning planning, licensing and activation.



Urban Realm and Transport Study, 2011 by Gillespies and SKM for BakerStreetQ

This high level study investigated the urban context alongside the traffic systems and vehicle movement along Baker Street and Gloucester Place corridors (between Marylebone Road and Oxford Street), with particular consideration given to both enhanced one-way working and two-way traffic scenarios. The investigation also analysed the pedestrian environment, safety and comfort and reviewed the potential to increase greening. These insights fed into a number of concept proposals that were evaluated.



Baker Street Quarter Greenery Action Plan, 2015, Publica

Working closely with Westminster City Council's Senior Tree Officer, the Action Plan set out strategies to enhance the existing greenery in the area through the addition of new street trees, soft planting, climbing plants and green roofs. It also recommended a succession strategy for the removal and replacement of certain trees. Much of the guidance has been followed as evidenced by the number of new trees planted in the area since 2015.



Portman Public Places, 2019 by DSDHA for The Portman Estate

Public realm, mobility and land use mapping of The Portman Estate, and identification of public realm improvement projects across the estate.



Manchester Square, 2022 by DSDHA for The Portman Estate and BakerStreetQ

A vision for Manchester Square to create a culture-focused public space for everyone to enjoy.

1.5 A COORDINATED APPROACH

Developments within the Baker Street Quarter should contribute to WCC's and TfL's strategic priorities and support the ambitious targets set by both the council and the Mayor of London.

WCC LABOUR LEADERSHIP

The timing of this study coincides with the new Labour leadership at Westminster. Their ambitious manifesto sets out a strategy to "Clean and green our streets with action on air quality, sustainable transport, and a vision for 15-minute neighbourhoods".

Careful consideration aligned with the manifesto's concerns has shaped this Placemaking Strategy through:

- Extensive engagement with the local community to understand concerns and aspirations and ensure that residents feel heard and carefully responded to
- Balancing interests of both business-focussed and residential areas to ensure that aspirations won't negatively impact residential areas

ZERO CARBON CITY 2040 (WCC)

Developments in the area should also contribute to Westminster's strategic priorities and support the ambitious targets the council has set. The most impactful of these targets is the commitment by the council to be a net carbon zero city by 2040. This will have far-reaching implications for transport and air quality in the area and will require a partnership approach to deliver policy ambitions such as more on-street electric vehicle charging points to support the shift to private and commercial electric vehicles.

MAYOR'S TRANSPORT STRATEGY

The overarching aim of the Mayor's Transport Strategy is to reduce Londoners' dependency on cars and to increase the active, efficient and sustainable (walking, cycling and public transport) mode share of trips in London to an ambitious 80 per cent by 2041. This strategy supports this by recommending:

- Improving walking infrastructure by providing suitable footways and better crossings
- Making streets more accessible and enjoyable for all
- Encouraging a range of local land uses, retail types and local services to reduce the need to travel longer distances
- Enhancing the interchange experience around buses and rail and underground stations

HEALTHY STREETS

TfL are responsible for delivering the Mayor's Transport Strategy and have adopted the Healthy Streets Approach to improve air quality, reduce congestion and help make London's diverse neighbourhoods greener, healthier and more attractive places to live, work, play and do business. This is achieved by shifting the design and decision making focus to people and their health. A set of tools has been developed to assess existing streets and proposals against a set of 10 defined criteria.

VISION ZERO

TfL have a Vision Zero target to eliminate all London's road deaths and serious injuries by 2041. This involves a wide ranging plan that is aiming for lower speeds, improved street design, safer vehicles, improving road user behaviours, and learning from past collisions.

MARYLEBONE NEIGHBOURHOOD PLAN

The boundary of the BakerStreetQ sits entirely within the Marylebone Forum, the designated neighbourhood forum for the area. The Marylebone Forum is in the process of developing a neighbourhood plan and has set out three core themes for the emerging plan:

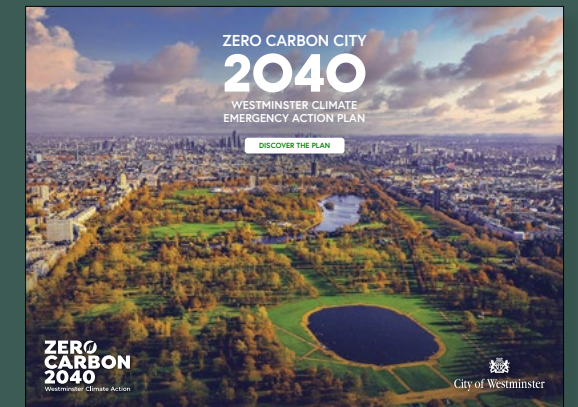
1. Sustainability & Air Quality
2. Community & Wellbeing
3. Spaces & Streets

Once adopted, the neighbourhood plan will be a statutory planning document sitting alongside the London Plan and the Local Plan providing detailed and specific policies governing development in the area.

The Marylebone Forum and Westminster City Council are currently considering policies to protect and enhance green spaces and play spaces, ensure new developments provide high-quality public realm, rationalise parking provision and deliver additional street trees and greening.



Labour's Plan for a Fairer Westminster, WCC, 2022



Zero Carbon City 2040, WCC, 2019



Mayor's Transport Strategy, Mayor of London, 2018

1.6 SHIFTS IN MOVEMENT

Mobility levels have been in flux recently but appear to have stabilised since spring 2022 at levels 80-90% compared to pre-Covid. Trends such as the increase in home-working have driven this and seem to now be embedded into work patterns.

TRAFFIC FLOWS

The study area covers a wide range of street types from quiet residential mews and specialist retail streets to transport interchanges and parts of the strategic road network, including multi-lane ring roads. Gloucester Place and Baker Street are key north-south routes and Marylebone Road a key east-west route. These roads carry the vast majority of the traffic flow in the study area including buses.

The study area straddles the boundary of the congestion charging zone with the streets south of Marylebone Road included within the zone. Marylebone Road and the area to the north are not covered by the charge.

The Mayor's Transport Strategy sets out a plan to expand road user charging beyond the existing zone and this has the potential to affect Marylebone Road in particular. If the zone expands, the role of Marylebone Road as an Inner Ring Road would shift. It will remain a very important strategic road for central London but the demand changes could enable adjustments to priorities such as the addition of more pedestrian crossings.

Vehicular traffic flows have been gradually decreasing in central London over the last

decade and, following a significant drop in activity during the pandemic and subsequent stabilisation, are continuing along that same trend (Source: TfL: Travel In London). Over the last 10 years different trends have been affecting motorised modes, with generally lower car traffic but higher freight and servicing traffic, particularly light goods vehicles (LGVs), and a dramatic increase in the number of private hire vehicles (PHVs).

All modal trends have been impacted by the pandemic. While private car entries into the Congestion Charging Zone are currently 80-90% of the pre-pandemic level, goods vehicles are higher at around 90% and PHVs and taxis are lower at 70%. This means that areas where there is a relatively high taxi and PHV demand compared to private cars and goods vehicles are likely to be experiencing more significant post pandemic effect. This has been observed in other recent traffic surveys in the West End area.

CYCLING

Cycle flows are similar between Gloucester Place and Baker Street even with cycling lanes provided on Gloucester Place generating fewer conflicts with buses and pedestrians. These are the two main north-south cycling corridors in the study area.

East-west cycle flows are focussed on Oxford Street and C27 (Crawford Street – Paddington Street). This leaves a gap between these corridors where the new cycleway (currently in development) will help to build the network density and cater for latent demand identified through an analysis by TfL. Alignment options for this cycle route are currently being developed and evaluated by WCC.

WALKING

Detailed footfall data was collected for Baker Street in 2019 showing that the north of the street is busier than the areas to the south, particularly on the eastern side. This is less pronounced during the lunch time period.

Since the 2019 footfall data was collected, the Elizabeth Line has opened, carrying more than 600,000 passengers per day (source: TfL). The closest Elizabeth Line station is Bond Street, to the south east of the study area. There are a variety of walking routes between the study area and the stations. The next nearest Elizabeth Line station is Paddington to the west of Edgware Road.

ROAD CASUALTIES

The road traffic collision data from the last 3 years (since the launch of the Baker Street Two-Way Project) have been analysed across the study area. This shows that, apart from the Marylebone Road corridor, there have been relatively few collisions and they are generally dispersed. Filtering the collisions by pedestrian casualties reveals a single small cluster of collisions at the Marylebone Road / Baker Street junction. All of these are slight in severity and this is likely to be a result of high levels of activity here rather than a specific safety issue. Good quality pedestrian crossing facilities at the junction were implemented by the Baker Street Two-Way Project and further decluttering of footways will address this issue.

PARKING

There is a large amount of parking in the study area with over 500 resident bays and over 250 pay-by-phone bays. The usage data



shows that there are certain bay types that have excess capacity, such as motorcycle parking and resident bays.

1.7 A STREETScape UNDERGOING TRANSFORMATION

There are a number of WCC traffic and public realm projects underway at various stages of development that will improve the overall quality of the area:

- Marylebone - Fitzrovia Cycleway – Study underway for a new east-west cycleway through the area south of Paddington Street and north of Oxford Street.
- Cycleway C51 – New north-south cycling connection across Marylebone Road connecting Harewood Avenue to Enford Street. Construction expected in 2023.
- Oxford Street – Proposals for improving Oxford Street to accommodate increasing footfall and activity. Construction is expected to begin in 2024. Currently in consultation stage.
- George Street – Localised footway enhancements and street greening to replicate the WCC “AI Fresco” temporary arrangement west of Manchester Street. Currently in the pre-consultation stage.

The project to create new public space around the northern section of Manchester Square is no longer progressing.

Other projects in the wider area include:

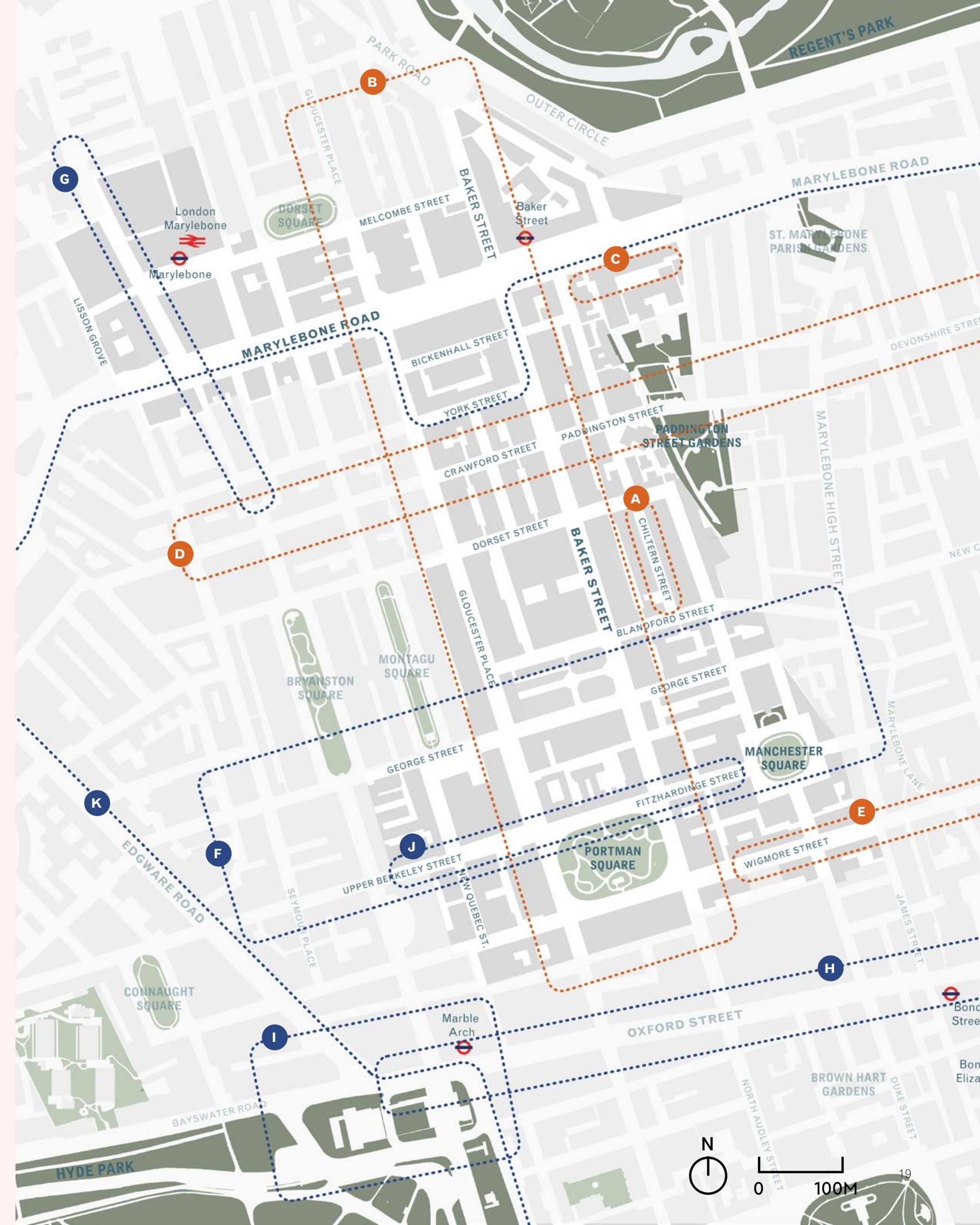
- Marble Arch – A feasibility study to remove the traffic gyratory, provide a higher quality public space and improve connections to Hyde Park.
- Paddington Places – Place and movement study across the Paddington area identifying potential schemes to improve connectivity across Harrow Road and wider connections to neighbouring areas, including Marylebone and Baker Street.
- Edgware Road Insights Study - Establishes an evidence base for future developments in the Edgware Road area.

PROJECTS RECENTLY DELIVERED

- A** CHILTERN STREET, 2013
Streetscape enhancements
- B** BAKER STREET TWO-WAY PROJECT, 2019
Removal of Baker Street and Gloucester Place gyratory converting streets to two-way operation
- C** FOOTWAY WIDENING, 2020
Pavement widening at bus stop layby
- D** CYCLEWAY C27, 2020
Cycling and walking enhancements along corridor
- E** WIGMORE STREET, 2020
Footway improvements, pedestrian crossing and streetscape enhancements

PROJECTS IN DEVELOPMENT

- F** MARYLEBONE - FITZROVIA CYCLEWAY, 2024
Cycling and walking enhancements along corridor
- G** CYCLEWAY C51, 2023
North-south cycling connection including new two-way crossing at Marylebone Road
- H** OXFORD STREET, 2024
High street improvement scheme
- I** MARBLE ARCH, 2025 - 2030
Removal of gyratory, public space and active travel enhancements to better connect Marble Arch to its surrounding areas
- J** WCC TREE PLANTING, ONGOING
Footway buildouts to accommodate additional street tree planting
- K** TFL ROAD USER CHARGING, 2030
Plans to adjust the road user charging mechanism and boundary system



1.8 IMPACT OF RECENT PROJECTS

A number of highway and public realm-related projects have been completed over the last ten years. These include:

- Chiltern Street (2013) - Streetscape improvements by WCC
- Baker Street Two-Way Project (2019) by WCC and TfL - Removal of Baker Street and Gloucester Place gyratory by converting streets to two-way operation. The main objectives of the project were to provide significant improvements to the quality of the public realm; reduce traffic dominance by introducing two-way working; reduce vehicle speed; reduce vehicle travel distances; improve the environment for pedestrians and cyclists; maintain adequate kerb side capacity for loading, servicing etc.; avoid any unacceptable impact to traffic operation and provide a safe environment for all road users.
- Melcombe Street (2019) - Streetscape improvements at key junctions as part of the Baker Street Two-Way Project.
- TfL Bus Stop (2020) – Pavement widening using temporary materials during the pandemic. (There is a desire amongst stakeholders to reconstruct this in a more integrated and permanent way.)
- TfL Cycleway 27 (2020) – East-west Cycleway connecting Tottenham Court Road to Edgware Road
- Wigmore Street Improvement Scheme (2020) by WCC – Pedestrian and streetscape improvements delivered along Wigmore Street



CHILTERN STREET

Chiltern Street is a retail and dining destination. The southern half of Chiltern Street was improved with new yorkstone paving and granite kerbs in 2013. This was at the time of the redevelopment of the Marylebone Fire Station into the fashionable Chiltern Firehouse restaurant and hotel. Lined with small, independent shops, Chiltern Street was already a popular successful retail destination, and its popularity has increased with the Chiltern Firehouse.

The northern half of Chiltern Street is a key secondary route but could benefit from streetscape improvements to provide a more comfortable pedestrian experience.



BAKER STREET TWO-WAY PROJECT

The most transformational recent project has been the Baker Street Two-Way Project. A detailed monitoring and evaluation exercise has been undertaken and concluded the following:

- Cyclist flows have increased on both the Gloucester Place and Baker Street corridors
- Vehicle speeds have generally fallen by 25-30%
- Pedestrian activity has increased along all sections of Baker Street in all peak periods, most notably in the inter peak (84%)
- Pedestrian crossing activity on Baker Street has increased by 29% in the AM peak, 20% in the inter peak and 35% in the PM peak
- The project has not resulted in any major delays to vehicle traffic on the network and journey times have improved in many instances
- Significant reductions in annual mean nitrogen dioxide concentrations were observed at all the sites, ranging between 35-50%



MELCOMBE STREET

The Baker Street Two-Way Project made improvements to the junctions along Melcombe Street with footway buildouts and also repaved footways along the street. There is potential for further improvements, including widening the busier southern footway between Gloucester Place and Baker Street by around 1.5m to create additional space for footfall, tree planting, benches and other potential uses such as al fresco dining licenses.

As a consequence of relocating coach and bus stops, there are concerns from nearby residents about the relocation of the coach stop to Dorset Square due to coach engine idling causing air pollution and noise. Alternative locations have already been explored but future changes to the Marylebone Road junction with Gloucester Place could create further opportunities to explore solutions.

There is currently an issue of cars illegally turning right to avoid the congestion charge zone at the junction with Gloucester Place. Options will be explored to provide advance warning to drivers to address this.

1.9 DEVELOPMENT PIPELINE

The number of projects either under construction or in the development pipeline reflects the confidence in the future of the area. Each new project presents the opportunity to consider how it can contribute to increasing the strengths of the area and addressing the weaknesses. The ground floors of buildings present opportunities to create spaces, not just for lobbies, shops and restaurants, but for uses that bring social and community activity. These active uses, in turn, will bring people to the area and contribute to its vitality. Clusters of developments highlight key areas of opportunities for this placemaking strategy to build upon.

- Recently completed (within three years)
- Under construction
- In planning

1 Nobu Hotel, Make Architects
22 Portman Square Street W1H 7BG
The newly refurbished hotel includes a new facade to the ground and first floors, a new double-height entrance and drop-off area with a canopy, plus new F&B spaces.
Status: Completed December 2020

2 Marble Arch Place, Rafael Viñoly
5-9 Marble Arch W1H 7EJ
The scheme comprises of an office building and The Bryanston apartment building. The shops and art gallery activate the ground level.
Status: Completed 2021

3 388-396 Oxford Street, Grafton Architects
388-396 Oxford Street W1C 1JU
Refurbishment of the existing building with reconfiguration of the retail and office space with the roof extension.
Status: Completed 2021

4 1-4 Marble Arch, AHMM
1 Cumberland Place W1H 7AL
Redevelopment behind a retained façade to provide new offices and a large retail unit across three floors.
Status: Completed 2022

5 20 Manchester Square, Squire and Partners/ Gilbert Ash
20 Manchester Square W1U 3PZ
Refurbishment and extension of an existing 9 storey commercial building to form new CAT A Offices.
Status: Under construction since 2022

6 Marylebone Place, Fletcher Priest Architects
129-137 Marylebone Road NW1 5QD
The scheme delivers approximately 75,000 sq ft of quality Grade A office space.
Status: Under construct., exp. Q1 2023

7 Metropolis, AHMM
242-246 Marylebone Road NW1 6JQ
The mixed-use scheme including offices and retail space.
Status: Under construction, expected completion 2023

8 25 Baker Street, Hopkins Architects
25 Baker Street W1U 8EQ
A mixed-use development scheme containing offices, residential and retail.
Status: Under construction since 2021/ Expected completion H1 2025

9 Patterson Building, Buckley Gray Yeoman
206 Marylebone Road NW1 6LY
The refurbishment of 120,000 sq ft office building with significant outside amenity space.
Status: Planning granted

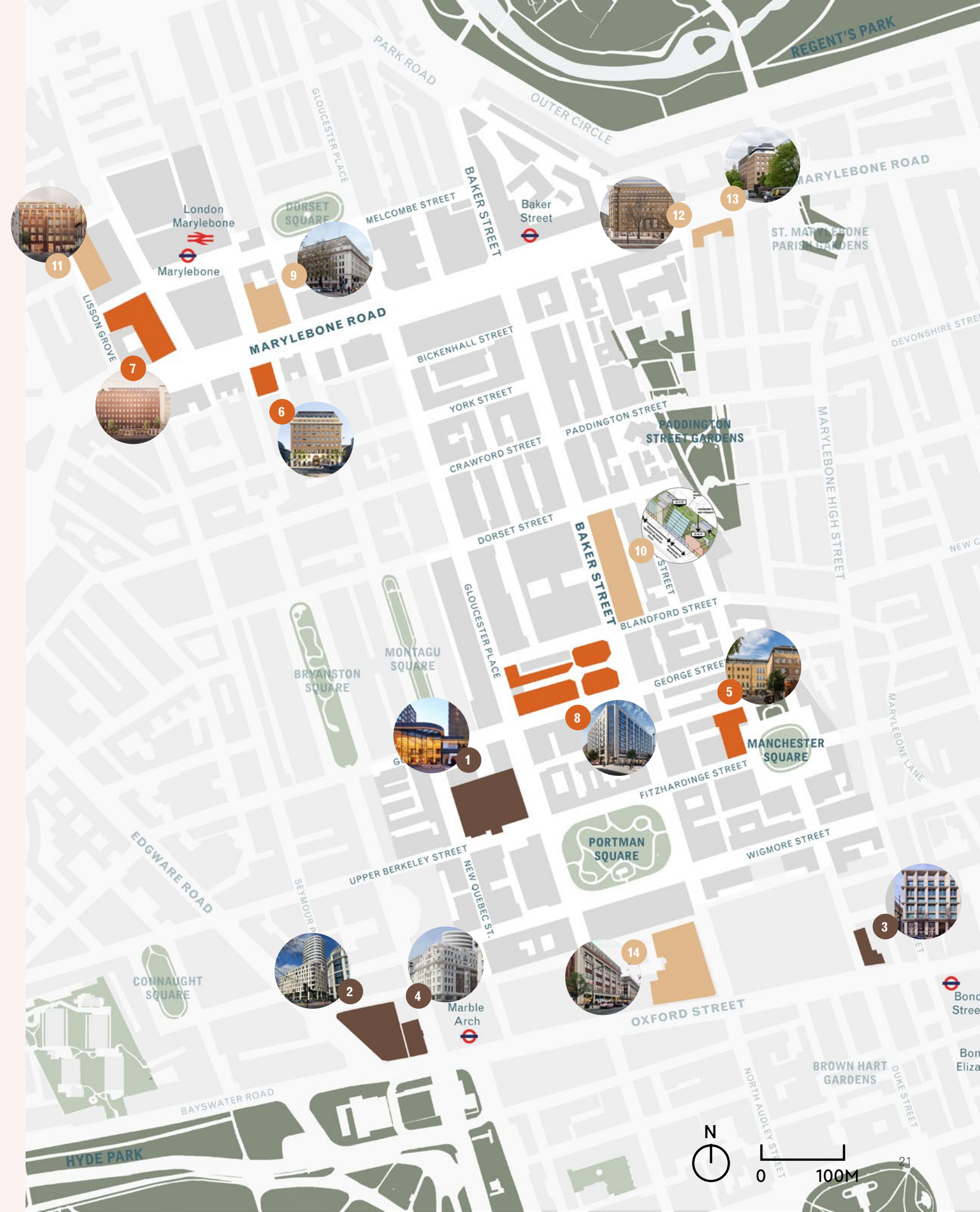
10 38-70 Baker Street, AHMM
38-70 Baker Street, W1
New commercial development and partially residential with proposed retail units on the ground floor.
Status: In planning

11 24-46 Lisson Grove, AHMM
26-46 Lisson Grove and 18 Hayes Place
Redevelopment to provide a seven-storey commercial building with retail space on the ground floor.
Status: In planning

12 25 Marylebone Road, Stamford Marylebone
25 Marylebone Road NW1 5NP
The refurbishment of the existing building for commercial use and flexible ground floor space.
Status: In planning

13 29 Marylebone Road, APD
29 Marylebone Road NW1 5JX
The proposed refurbishment of the existing University of Westminster's building for a new Centre for Employability and Enterprise Hub.
Status: In Planning

14 456-472 Oxford Street, M&S flagship store
458 Oxford St W1C 1AP
The proposed mixed-use building with flexible retail space, Grade A sustainable offices and new public realm.
Status: WCC planning permission withdrawn following public inquiry (July 2023)



1.10 NIGHT TIME CHARACTER

The life of the Baker Street area during the evening and night time is a crucial part of the vitality of the area. It is also highly dependent on a larger context, including public realm design, transport networks, highway strategies, social and cultural infrastructures, and complex ecologies of land uses and services.

A study of the night time character of the area was undertaken in order to inform the placemaking principles and guidelines.

Lighting: The most immediate observations were the shift in character between the main arteries of Baker Street and Marylebone Road and the side streets, and between the north and south ends of Baker Street itself. While there were pockets of delightful and characterful streets and building frontages as a result of considered lighting, overall, the quality of lighting was varied. At one end of the spectrum, the main arteries had a feeling of being dominated by traffic, and at the other end, a number of side and back streets were poorly lit and felt unsafe. Building on the character of streets such as Chiltern Street, the grain and architectural character of the area's streets suggest that there is an opportunity to create a more neighbourhood-like feeling rather than big city lights.

Activity: In the evening there are pockets of activity, such as around pubs with outdoor areas and outside the restaurants with al-fresco dining. While these activities contribute to creating an environment that feels safe, the behaviour of some delivery drivers congregating outside the cluster of fast food outlets at the north end of Baker Street is perceived by some to be intimidating.

STRENGTHS AND ASSETS



Sodium lamps around Marylebone Station create a distinctive warm light



Chiltern Street is an excellent example of what a street that is closed at night could feel like



Light spilling out from restaurants and pubs create activity at street level

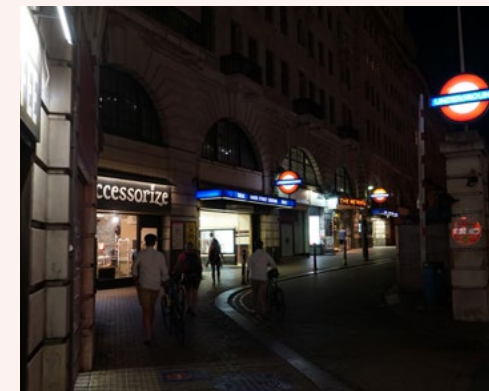


The Old Marylebone Town Hall acts as a key wayfinding marker along Marylebone Road

WEAKNESSES AND ISSUES



The overall impression of Baker Street at night is of vehicular traffic



The arrival experience at Baker Street Station after dark is unwelcoming, with contrasts in lighting levels and inactive frontages

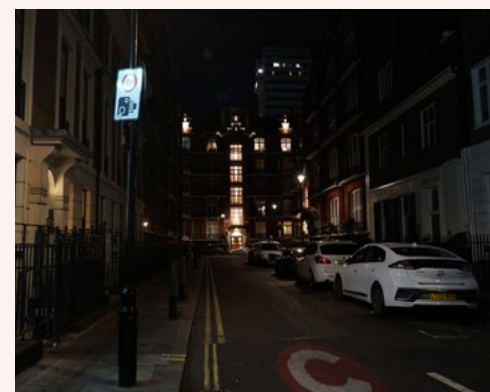


The corners on Baker Street are not active at night, lined with banks, estate agents, and other retail shopfronts



Some architectural and retail lighting is very bright, making other parts of the street seem dark in contrast

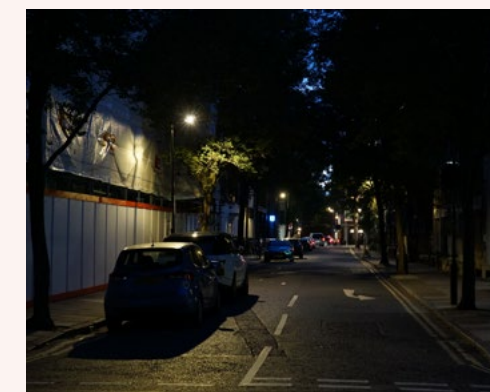
OPPORTUNITIES



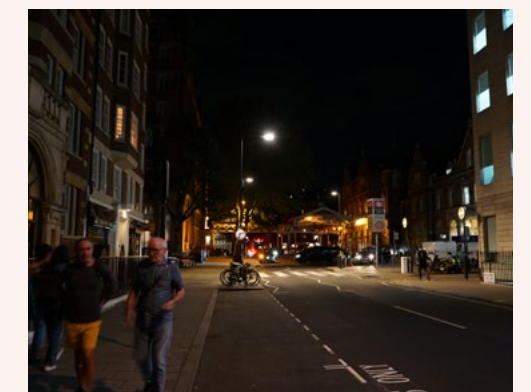
There is an opportunity to enhance the architectural character of side streets



Lobbies and shop fronts could be lit at night to improve the feeling of safety



Opportunity to improve lighting to create safer streets to walk at night



Opportunity to create a stronger connection between Marylebone Station and Baker Street Station

1.7 DISPARATE LEVELS OF INCLUSIVITY

Progressing equality, diversity, and inclusion in the area is about more than ensuring physical accessibility. This Placemaking Strategy seeks to be part of shaping the future for residents, businesses, and visitors, recommending strategies to give equal possibilities for all communities to engage with, enjoy and thrive in the area.

We have closely studied the area in order to understand how inclusive the area currently is. Our key observations:

- The area is noticeably lacking in publicly accessible garden/park spaces with Paddington Street Gardens as the only public park in the immediate area, and St. Marylebone Parish Gardens further afield. The private squares in the area provide 'borrowed' greenery but convey a sense of exclusivity. The only play spaces for young children are in Paddington Street Gardens. This is offset by the proximity of Regent's Park to the north and Hyde Park to the south yet access to both city parks requires further improvements.
- There are few places to sit outside to rest or eat lunch. Where there are places to sit, such as George's Pocket Park, these are well-used.
- Public toilets are available at Baker Street Station yet these are poorly signposted, and the men's toilet is past the ticket barriers. Paddington Street Gardens also offers access to public toilets that are managed by WCC. The WCC toilets on Marylebone Road are now closed. Few local retailers offer access to WC facilities.
- There are few free-to-use community spaces, especially for teenagers and young adults. These include the Wallace Collection, working with charities to connect young people and art, Hinde Street Methodist Church, hosting classes for all ages, Marylebone Library with free events for children, and the Greek Cultural Centre with a programme of talks and events.
- There are a number of affordable food outlets and supermarkets across the area, many of these are on Baker Street, particularly near the station. Most of these are chains. These are invaluable for residents and workers.
- The Wallace Collection is a valued free-to-enter museum that has family events and an extensive learning programme although lacking in outdoor space. Other cultural attractions are geared towards tourists and are ticketed. An exception is the Ambika gallery located within the University of Westminster which presents a free programme of exhibitions and talks about the built environment. Additional cultural amenities to the north of the study area would benefit from promotion and signposting as accessible venues, including Royal Academy of Music, Marylebone Theatre, Lisson Gallery, Cockpit Theatre and Alfie's Market.

- Public realm**
- Public bench
 - Private bench
 - Public playground
 - Private playground
 - Public green space
 - Private green space (limited public use)
 - Public toilet
- Amenity**
- Cultural/ civic use
 - Affordable food and drink
 - NHS Health Care
 - Religious



1.8 A GROWING POPULATION

A YOUNG AND ACTIVE POPULATION

The socio-economic profiles of the wider area use 2020 Office for National Statistics (ONS) data and 2021 census data. There are marked differences in ethnicity and affluence between the wards to the north – Lisson Grove and Church Street – and the other wards. The rate of population increase is also striking, and the proportion of young people aged 24 and under.

The current population of the area is 44,382 compared with 35,036 in 2011. This indicates a growth rate of 27%, significantly above the average rate for London (10%)

Overall 28% of the population are 24 and under. Areas with the largest proportion of younger people (24 and under) are Lisson Grove (35%), Regent's Park (32%) and Church Street (31%). Overall 13% of the population are 65 plus. Areas with the largest proportion of older people (over 65) are Mayfair (17%), Lisson Grove (15%) and Regent's Park (14%)

Ethnic mix varies significantly across the area. For example, in Lisson Grove 26% of residents identify as white, whereas in Marylebone the proportion identifying as white is 72%. Overall the non-white population is comprised of 17% Asian/British Asian (4% Bangladeshi and 4% Indian), 6% Black African, Black Caribbean or Black British and 10% Arab.

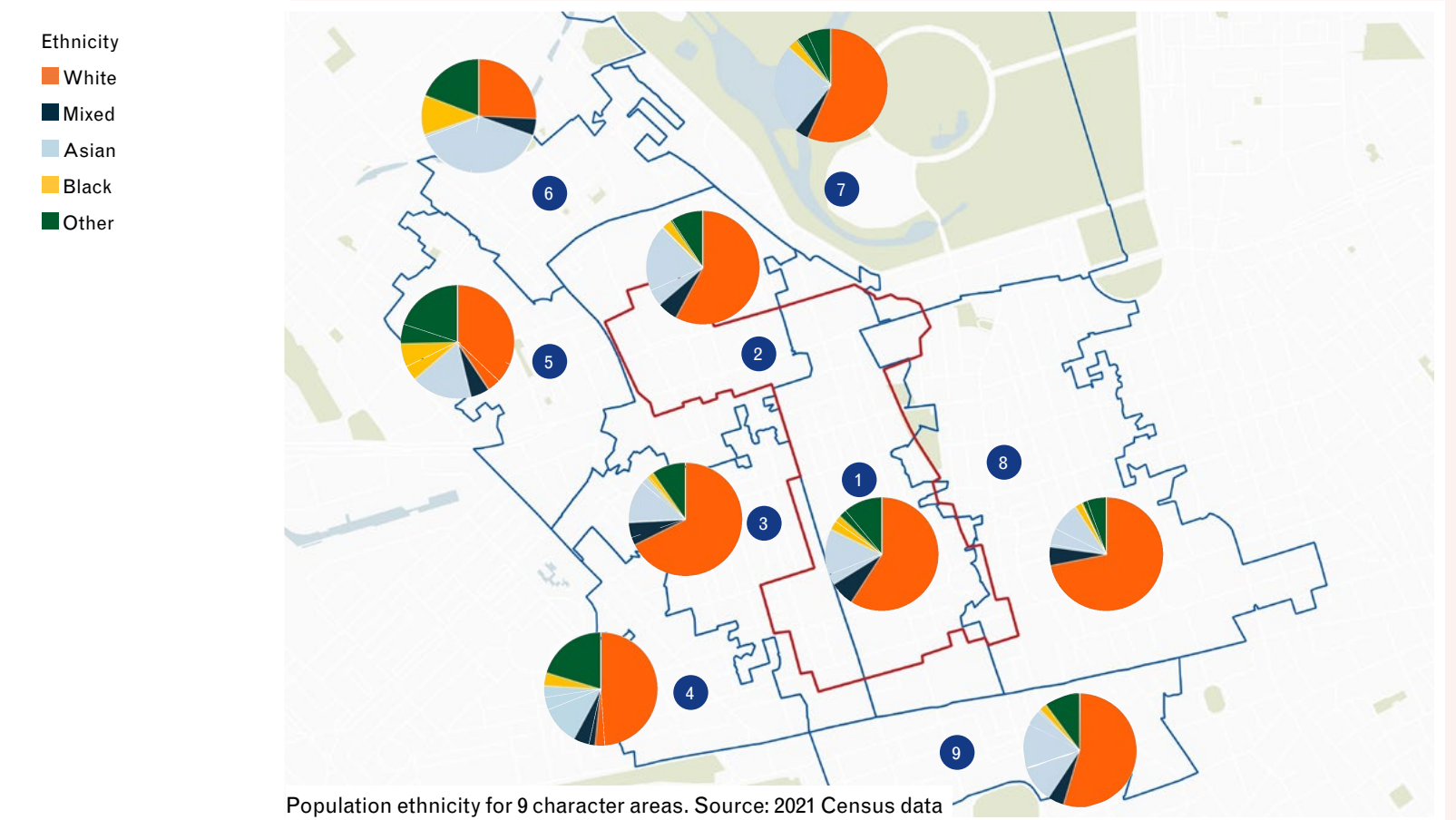
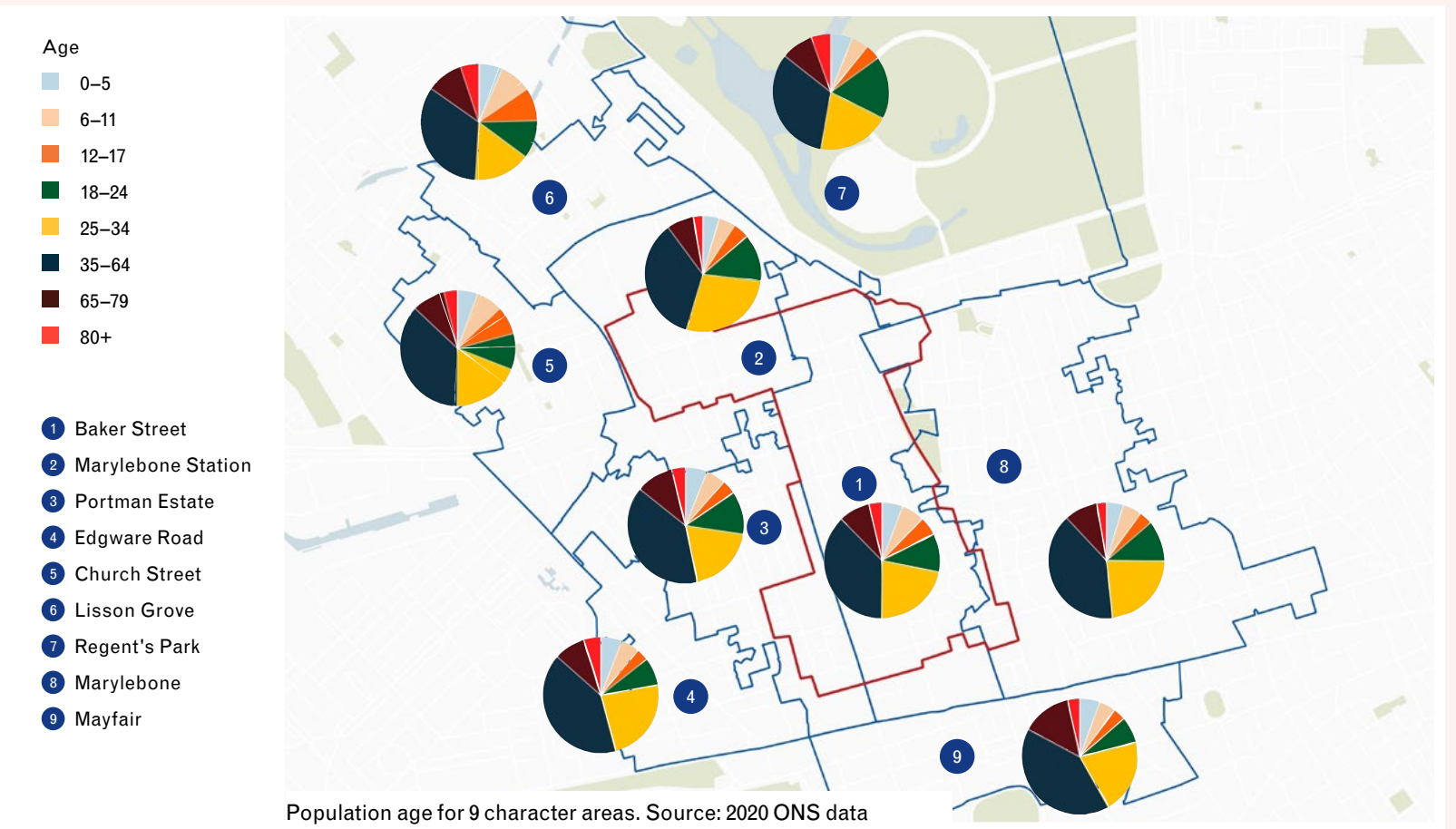
Across the area 27% of residents own their home, 50% of residents rent privately and 22% rent socially. Lisson Grove and Church Street are home to the highest proportion of social tenants (54% and 48% respectively). Edgware Road and Regent's Park are home to the lowest proportion of social tenants (3% and 4% respectively).

Across the area 70% of households have no access to a car. The proportion is highest in Edgware Road and Church Street (77% and 74% respectively), and lowest in Regent's Park (47%). In 2021 census, 69% of households in Marylebone Ward did not have access to a car or van and just 4% of working aged residents in Marylebone Ward travelled to work by car (note that this data dates back from the pandemic when 65% of people were working from home).

Across the area 60% of the working age population is economically active. The average in London is 66%. Only 50% of the working age population is economically active in Lisson Grove, compared with 70% in Marylebone.

Average household incomes vary significantly across the area, from £40,200 to £51,600 in Baker Street, to £18,300 to £24,120 in Church Street and Regent's Park Estate

Of the 4321 students across the area the largest numbers live in the Marylebone Station, Church Street and Lisson Grove areas.



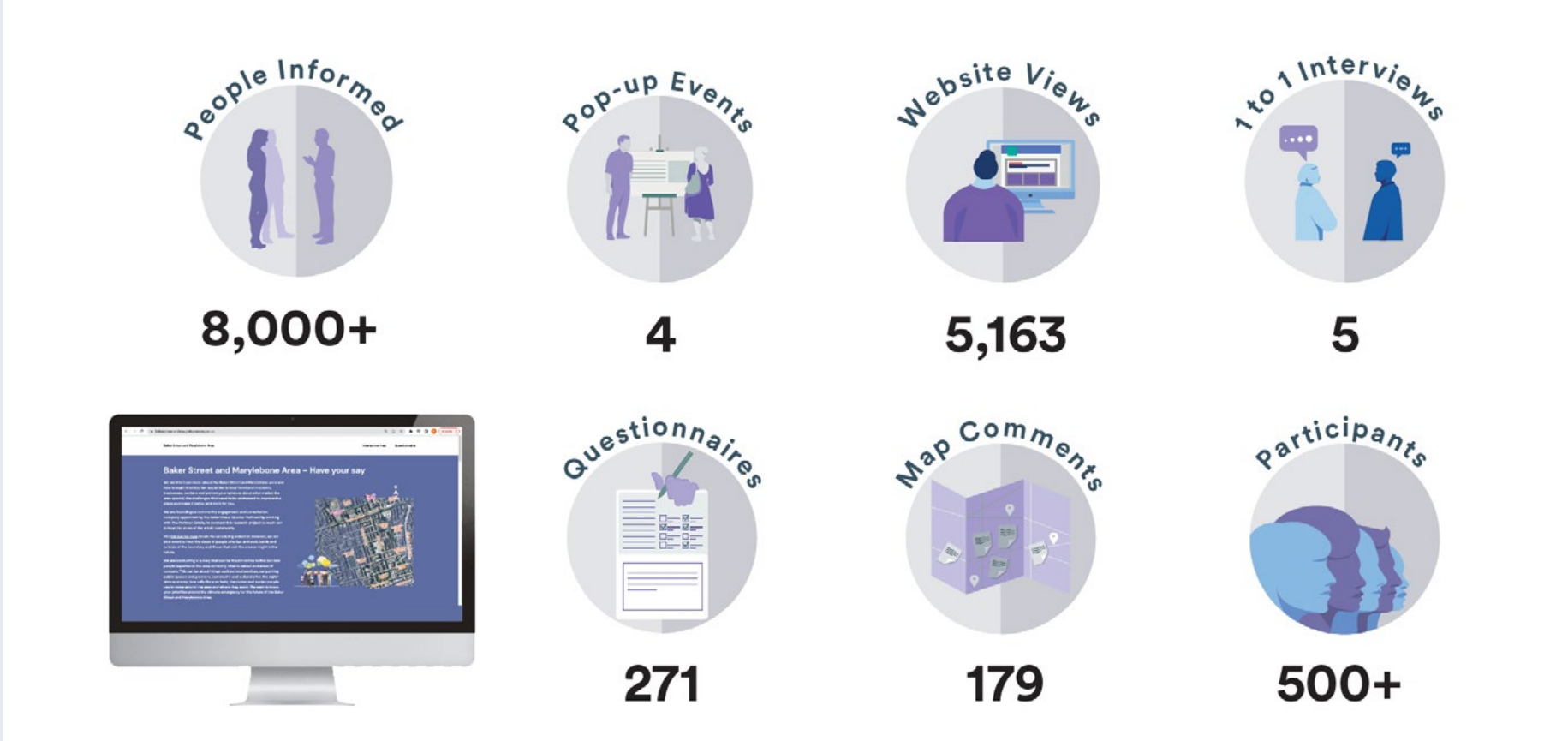
2.1 THE ENGAGEMENT PROCESS

Specialist engagement consultant, Soundings, carried out research to learn more about Baker Street and the Marylebone area and to understand how to make it better from the perspectives of local residents, businesses, workers and visitors. The engagement process was conducted during the winter of 2022, across November and December. The findings from this process have fed into the placemaking strategies.

An area with such a diversity of use and users is a strength, but at the same time, there is inevitably a range of perspectives to consider and areas of difference and sometimes conflict. The engagement process was invaluable in strengthening our understanding of these perspectives. The invited engagement audience of 8,000 people comprised businesses, residents, and visitors, reached via an interactive website, four pop-up events and five one-to-one interviews with key organisations and institutions. The level of participation was very positive; the website was viewed over 5,000 times, and questionnaire responses and map comments were received from over 500 participants (which is above average for this type of engagement process). There was an even spread of responses from residents and workers, however, there was minimal feedback from those visiting the area, studying, and those under 25. The respondents' gender, ethnicity and faith groups broadly followed 2021 census findings.

The engagement process consulted on six cross-cutting themes:

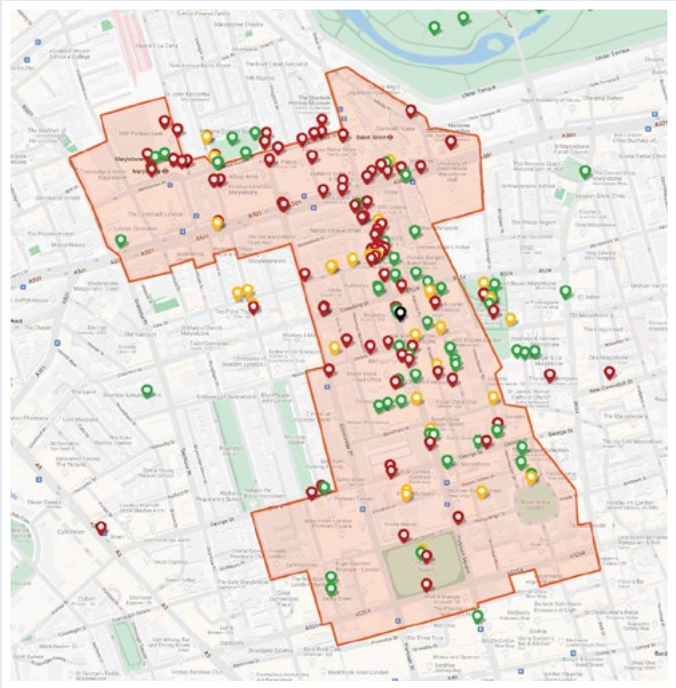
- › Movement and mobility
- › Night time
- › Health, well-being, and accessibility
- › Culture and facilities
- › Green spaces and biodiversity
- › Management and maintenance



Soundings' engagement process



Pop-up event in Paddington Gardens



Snapshot of interactive map on the website

2.1 THE ENGAGEMENT PROCESS

A series of roundtable discussions, 1:1 meetings and a site walk with the St Marylebone Society were organised as part of the engagement process.

Soundings held 5no. 1 to 1 meetings with identified stakeholders. The purpose of the meetings was to discuss the broader area and understand how it could be improved through an organisational perspective.

Stakeholder groups were:

- › St Marylebone School
- › Luxborough Tower Residents Association
- › University of Westminster
- › London Living Streets
- › The Fourth Feathers Youth & Community Centre

Three round table discussions with stakeholder representatives were held at various times throughout the engagement process. Representatives of the following stakeholder groups attended these focus sessions:

- › Harley Street BID
- › Howard de Walden Estate
- › Marble Arch London BID
- › Marylebone Association
- › Marylebone Forum
- › St Marylebone Church
- › St Marylebone Society
- › Transport for London
- › University of Westminster
- › Westminster City Council Ward Councillors

Right: Illustration to capture key comments arising from the engagement process



2.2 CONSULTATION FEEDBACK - THE AREA'S ASSETS



CONNECTEDNESS

“Transport links and the ability to walk around the area is great.” The area’s location - its connectedness—to public transport, to other parts of London and to Regent’s Park is central to its popularity.



BAKER STREET TWO-WAY PROJECT

“The two-way system down Baker Street, good move.” The change is seen as very positive for the area, in particular the wider footways and new trees.



THE FARMER'S MARKET

“The market is a great asset to the area. Lots of independent shops and traders.” The market is much loved—with concerns that it will be moved or removed.



THE WALLACE COLLECTION

“A fantastic, nationally important collection in a gorgeous property. We are so fortunate to have such a special historical and cultural resource in our neighbourhood.”



CHILTERN STREET

“The shops on Chiltern Street are great.” The street, with its independent boutiques, is a draw to the area for shoppers but also for passers-by.



PADDINGTON STREET GARDENS

“This green space is well used by locals.” As the only publicly accessible green space in the area, Paddington Gardens is valued, and there is a desire to improve its quality and amenity, and the routes to it from the east and west.



THE WONDERPASS

“The Wonderpass underground route at station has been a fantastic plus.” The reimagining of the underpass has been popular with locals and visitors and its cleanliness has been commented on.



OUTDOOR DINING

“The outdoor dining in the area is good. We need more of this.” The popularity of outdoor dining was proved during the pandemic with residents keen to maintain and increase the provision.

2.3 CONSULTATION FEEDBACK - THE AREA'S ISSUES



STREET CLEANLINESS

"I'm satisfied with the general waste collection but there is a lot of litter in the streets from the fast food restaurants."



SAFETY ISSUES

"I don't feel as though it's half as safe as it was before Covid."



LACK OF GREENERY

"There's a big opportunity to improve greenery throughout area - not just trees but also beds and wild areas."



PEDESTRIAN SAFETY/COMFORT

"The area, as most of central London, needs more pedestrian-only spaces. Spaces where there is no car traffic."



AIR POLLUTION

"The air coming into our living spaces is so dirty and polluted."



LACK OF SEATING/BENCHES

"I think the people who work in the area would like space outside to sit for their breaks as opposed to walking to Hyde Park or Regent's Park."



DELIVERY DRIVER ISSUES

"Lots of delivery drivers gathering together makes the road feel unsafe."



CYCLING SAFETY ISSUES

"We need segregated cycle lanes - bus lanes are not safe as lorries and buses stop and you have to cycle round them."



FOOD/RETAIL OFFER

"The area has become homogenised and expensive."
"The neighbourhood uses (DIY, barber etc.) have gone."



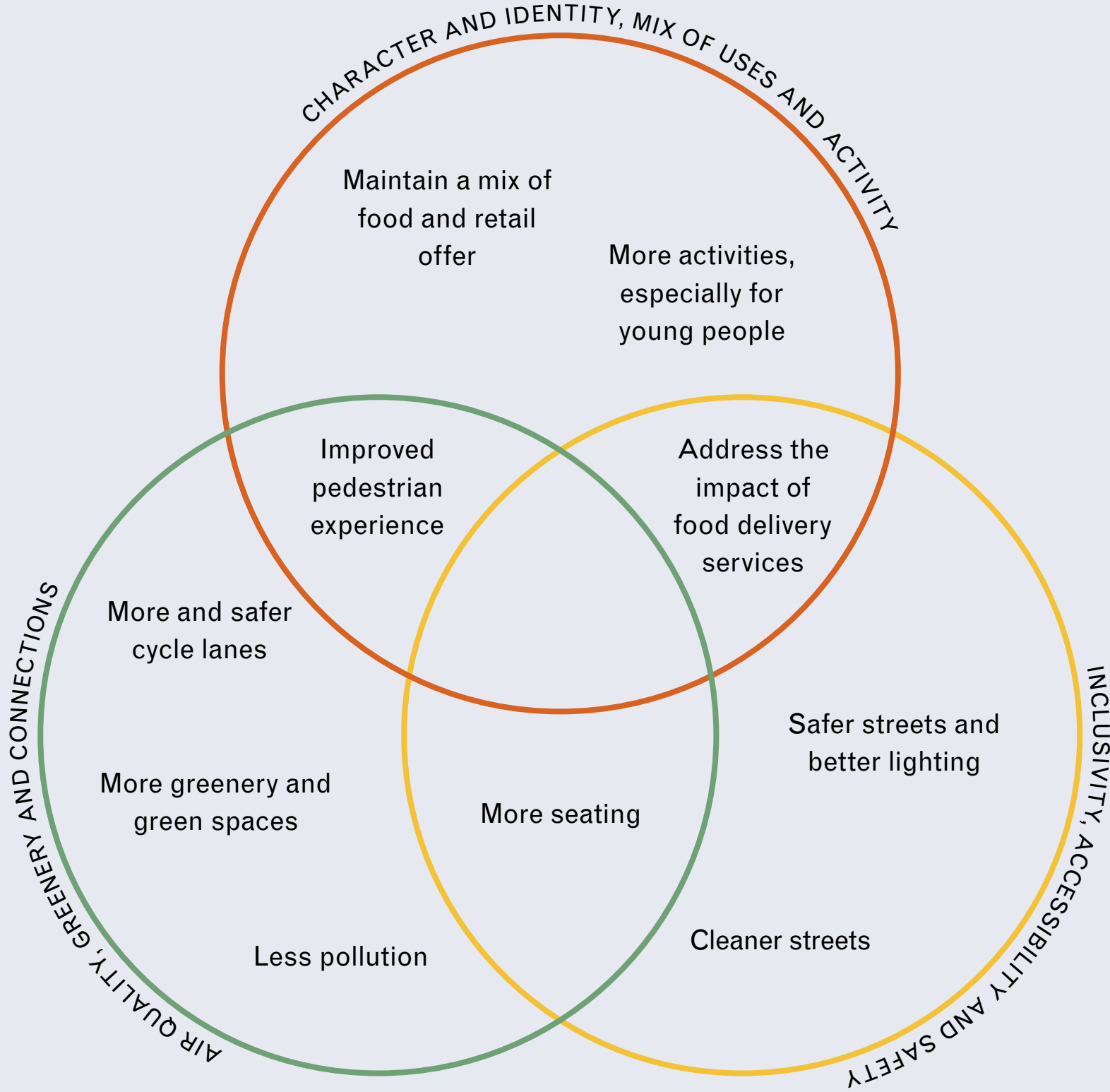
LACK OF ACTIVITY/CULTURE

"A better library, centrally located should be a priority."
"Other than farmers market there is no community feel here."

2.4 SUMMARY OF STAKEHOLDER PRIORITIES

AIMS

1. Cleaner streets
2. Safer streets and better lighting
3. More greenery and green spaces
4. Improved pedestrian experience
5. Less pollution
6. More seating
7. Address the impact of food delivery services
8. More and safer cycle lanes
9. Maintain a mix of food and retail offer
10. More activities, especially for young people

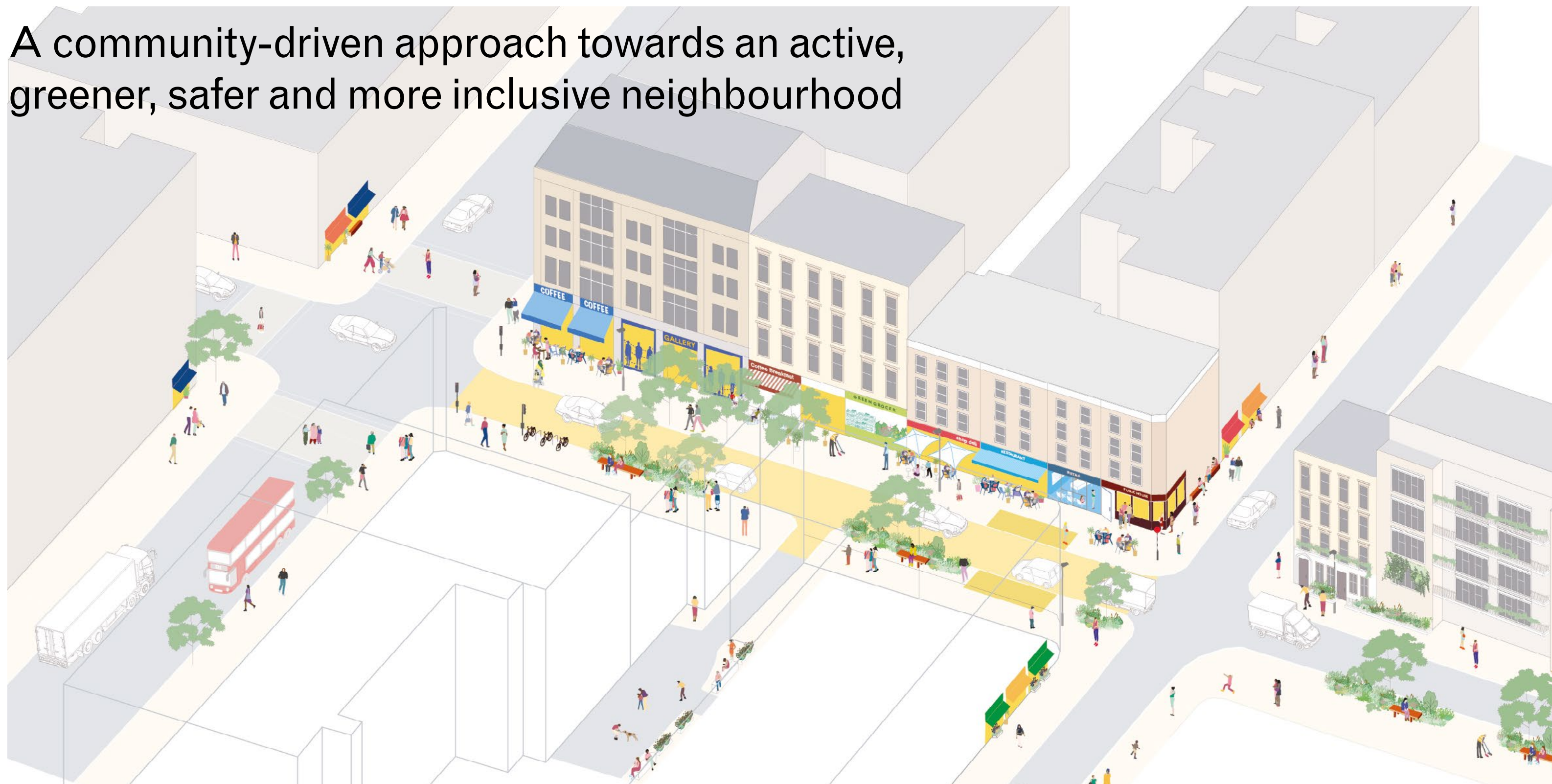


3. PLACEMAKING VISION



Re-imagining Baker Street and the Marylebone area as an exceptional place to live, work, study and visit within the heart of London

A community-driven approach towards an active, greener, safer and more inclusive neighbourhood

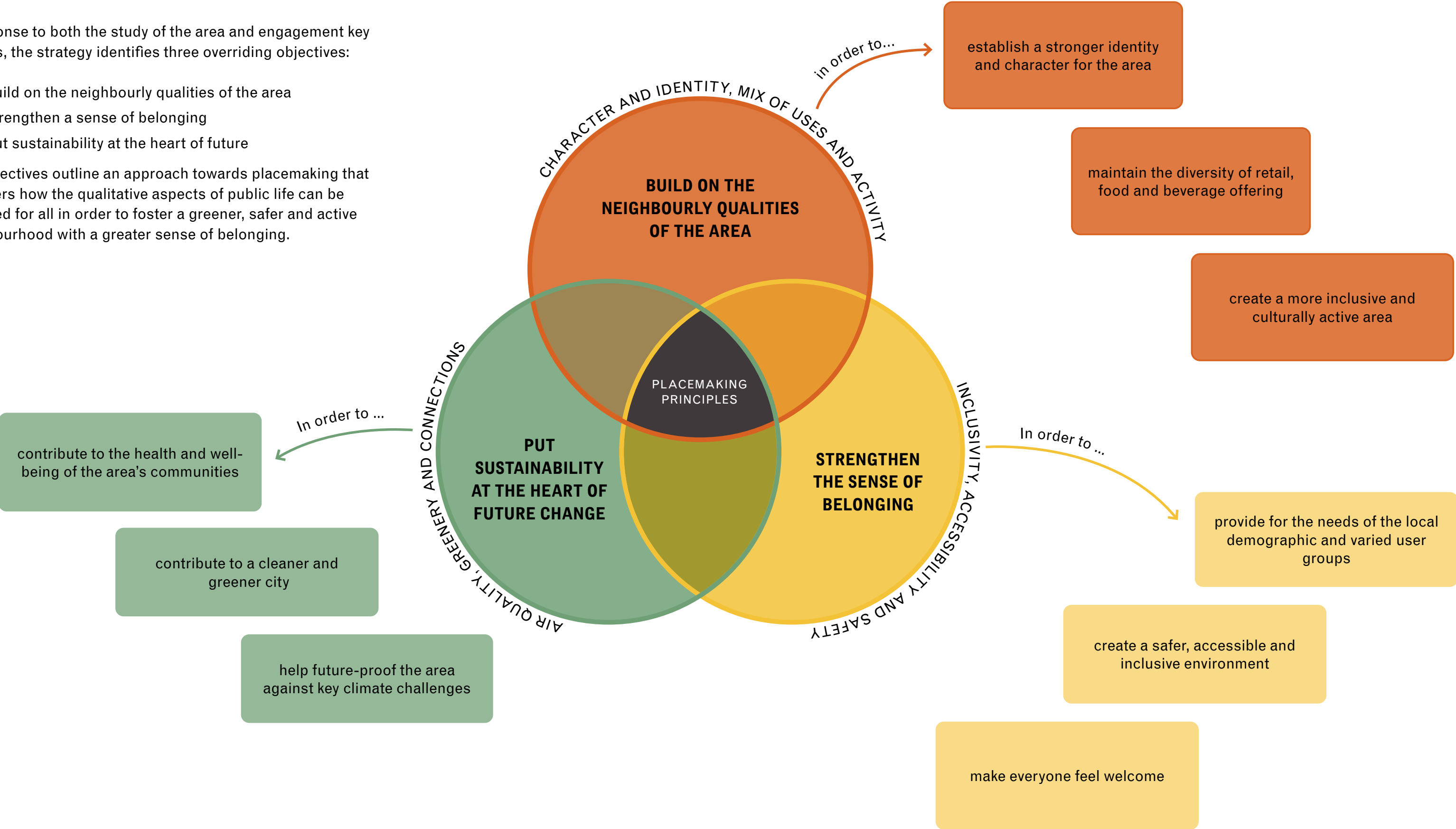


3. PLACEMAKING OBJECTIVES

In response to both the study of the area and engagement key findings, the strategy identifies three overriding objectives:

- To build on the neighbourly qualities of the area
- To strengthen a sense of belonging
- To put sustainability at the heart of future

The objectives outline an approach towards placemaking that considers how the qualitative aspects of public life can be improved for all in order to foster a greener, safer and active neighbourhood with a greater sense of belonging.

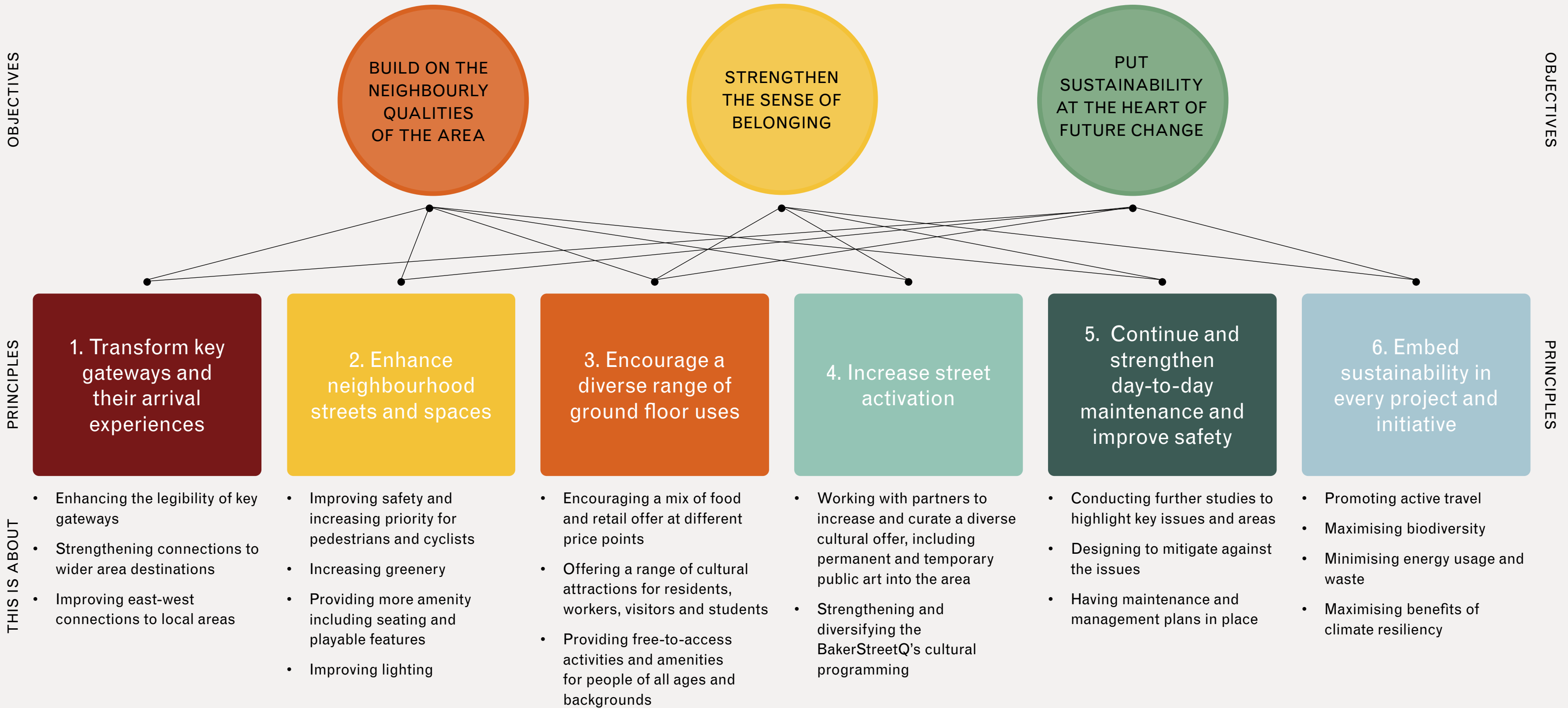


4. PLACEMAKING TOOLKIT



4.1 PLACEMAKING PRINCIPLES

These six interconnected thematic principles are derived from the overriding placemaking objectives. The principles are supported by area-wide guidelines that encompass improvements to the physical environment alongside initiatives to increase activity, accessibility, and inclusivity. The principles and guidelines form a placemaking toolkit for incremental implementation.

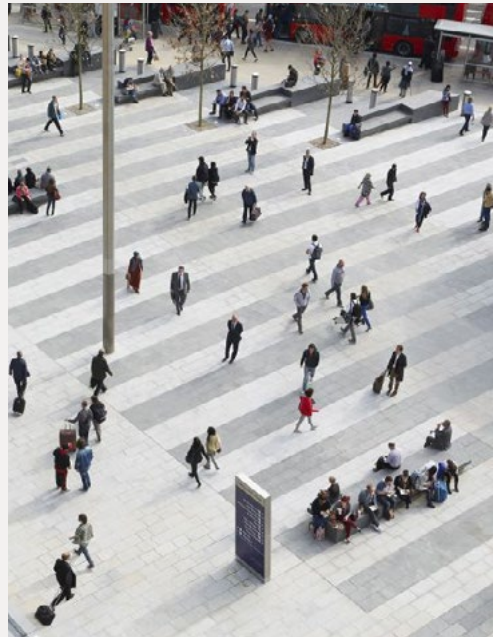


4.2 PLACEMAKING GUIDELINES

1 Transform key gateways

The Baker Street and Marylebone area is framed by gateways: Baker Street Station and Marylebone Station to the north, Portman Square and Manchester Square to the south. The recommendations in this strategy seek to not only enhance legibility of key gateways but also strengthen connections to wider area destinations. This will, in turn, encourage east-west movement across the primary north-south routes to amplify the presence and use of secondary, alternative pedestrian routes.

Increase the sense of welcome by providing an accessible, welcoming and inclusive arrival experience



Accessible and inclusive arrival space at King's Cross Square. Credit: Hufton + Crow

Declutter station forecourts and footways, and upgrade paving at key locations to open up sightlines and aid wayfinding. Introduce geofenced parking bays for dockless bikes



Extended and decluttered forecourt at the Bond Street station entrance with special paving creates a decluttered environment. Credit: Edward Bishop

Enhance key architectural markers through lighting and introduce visual interest at higher level with public art interventions to aid wayfinding



'Axis of Silence', a public art intervention acting as a wayfinding marker in Switzerland. Credit: Serge Frühauf

Plant trees in specific locations to provide shade, increase greenery and biodiversity and act as markers for orientation and improve legibility



A single, mature feature tree in New Ludgate signals a new public space with seating. Credit: Alex Upton

Update and increase the provision of Legible London totems at key locations to emphasise the presence of wider area destinations and strengthen connections to neighbouring areas



WCC can request and fund updates for TfL's Legible London scheme. Credit: TfL

Increase the number of mobility hubs to encourage shared modes of transport. Improve secondary east-west pedestrian and cycle routes to highlight alternative routes across the area. Increase EV charging provision



WCC are planning on converting 67 existing e-scooter bays to also accommodate dockless bikes. They will also deliver additional dockless micromobility bays (approx. 170-200). Credit: CoMo UK

4.2 PLACEMAKING GUIDELINES

2 Enhance neighbourhood streets and spaces

IMPROVE FOOTWAYS

Some streets immediately off the main roads have significant value and potential. Footway improvements alongside changes to traffic operations across neighbourhood streets will be key to providing an accessible, inclusive and walkable environment and in turn develop a reliable pedestrian network of east-west and north-south secondary routes.

Declutter and widen footways to maximise area for pedestrian movement, trees and seating



Marylebone Lane, a re-designed neighbourhood street with outdoor seating, planting and a paved carriageway with low kerb. Credit: Edward Bishop

Create cul-de-sacs on some side streets off Baker Street with areas for seating and greening



Cul-de-sac in Kings Crescent with boulders, bollards, trees and playable surface. Credit: Muf Architecture/Art

Introduce raised and/or paved carriageway areas to create more pedestrian-friendly streets



A paved carriageway helps transform Lamb's Conduit Street into a pedestrian-friendly street with outdoor seating. Credit: Academy of Urbanism

Identify, and trial streets for temporary closure to host local events on a consistent and regular weekend day, or for a lunchtime closure programme



Temporary pedestrianisation of Chancery Lane as part of the Lunchtime Streets initiative, enabling people to enjoy their lunch in a safer and more pleasant environment. Credit: Active City Network

Improve controlled pedestrian crossings by minimising waiting time. Provide additional crossings where required



A raised crossing at the junction of Bond Street and Burlington Arcade enhances pedestrian connectivity. Credit: Edward Bishop

Review the parking provision to balance the needs for loading and parking while considering underused parking. Introduce raised loading pads



Footway widening with raised loading pads and greening create a more enjoyable environment for walking in the City of London. Credit: City of London

4.2 PLACEMAKING GUIDELINES

2 Enhance neighbourhood streets and spaces

GREENERY

The Baker Street Quarter Greenery Action Plan set out the ambition to make the Baker Street Quarter the greenest neighbourhood in central London by encouraging businesses, building owners, occupiers and residents to bring greenery and planting to railings, light wells, balconies, roofs and blank façades. It set out the wide range of environmental and health benefits and studied how other parts of London and other cities were approaching the challenge.

This strategy builds on the Action Plan—and the lessons learnt from greening initiatives/projects that have already been achieved—to develop strategies that can effectively support the further implementation of greening in the area. Maintenance regimes will need to be carefully considered with all schemes. A specific project currently in development is for improvements to Paddington Street Gardens, which will include enhancements to greenery.

Prioritise areas of footway widening for new tree planting and greening. Integrate trees and planting into the public realm without blocking key sightlines and while creating an accessible environment



Low-level planting areas with trees delineate different zones of use and buffer from vehicular traffic at Canal Reach in King's Cross. Credit: Nigel Dunnett

Create pocket spaces with trees within new cul-de-sac areas to increase provision of shading across the area as well as seating and play features



Seating and playable features located near tree canopies that provide shading in King's Crescent, Hackney. Credit: Muf Architecture/Art

Include a variety of tree species throughout the area to increase biodiversity and create a changing natural environment across the seasons



Mix of specimen trees in Sauchiehall Street, Glasgow. Credit: Urban Movement

Identify opportunities for temporary greening initiatives that provide a space for residents, workers and visitors to socialise and engage with garden use



Short term improvements on North Audley Street create new pockets of planting around seating areas. Credit: Edward Bishop

Introduce low-level planting areas and provide soft planting within tree pits that can also be used as sustainable urban drainage



Low-level planting as part of tree pits can play a role in creating more sustainable urban drainage. Credit: Zhu Yi-wen

Use greenery as a way to signal alternative pedestrian routes



Potted plants in Floral Court elevates this small space as a secondary pedestrian route and delivers a valuable opportunity for respite. Credit: Publica

4.2 PLACEMAKING GUIDELINES

2 Enhance neighbourhood streets and spaces

SEATING

The existing seating provision across the area is currently sparse, affecting overall accessibility and sense of welcome of the area. Prioritising the addition of location-specific seating as a fundamental part of any streetscape improvement project is key to create an environment that can support future demand and create a more welcoming public realm.

It is recommended that each sub-area within the wider area be closely studied to decide on the specific type, quantity and layout of seating. Design choices will be dictated by how the seating will be used and who by, what role it is playing other than seating, and the ongoing maintenance regime.

Locate fixed seating where footway widths permit, to ensure it does not obstruct pedestrian flow



Seating located alongside a tree and away from main movement zone in Marylebone Lane. Credit: Publica

Use new pocket spaces created off Baker Street effectively to create attractive places to pause and rest



Seating located alongside trees and planting zones, away from main movement zone in Passeig de St Joan, Barcelona. Credit: Adrià Goula

Locate seating alongside street trees to provide shelter and shade



Large, playful seating built around trees in Melbourne. Credit: Rush Wright Associates

Specify seating to respond to accessibility design requirements with the provision of backrests, armrests, and space for wheelchair users to sit alongside



The off-the-shelf Olympic Park bench is an accessible seat with armrests, backrests and space for wheelchair users to pause on either sides. Credit: Publica

Prioritise high-quality, sustainable and robust materials and detailing, allowing for easy maintenance and cleaning while countering misuse



Bespoke designed bench on Bond Street, part of the street wide public realm improvement project. Credit: Publica

Provide both fixed and moveable seating that respond to the use and requirements of streets and spaces



Mix of fixed and moveable seating linked to cafe activity in Zurich. Credit: Neuland ArchitekturLandschaft

4.2 PLACEMAKING GUIDELINES

2 Enhance neighbourhood streets and spaces

PLAY

The existing play provision across the area is minimal, with one main playground area located in Paddington Street Gardens. Design and planning of the built environment is a major determinant of the opportunities that different groups have for physical activity and play, creating benefits for physical and mental health and wellbeing, and giving people more reasons to visit and return to the area.

Seek opportunities to increase play provision across the streetscape, particularly near the area's schools



Playable feature within planting bed. Credit: Robert Baray Associates

Integrate playable features in cul-de-sac areas alongside seating and trees



Playable feature and associated seating located in car-free spaces unlocked through footway widening. Credit: Adrià Goula

Promote play features that encourage incidental play, exploration and discovery



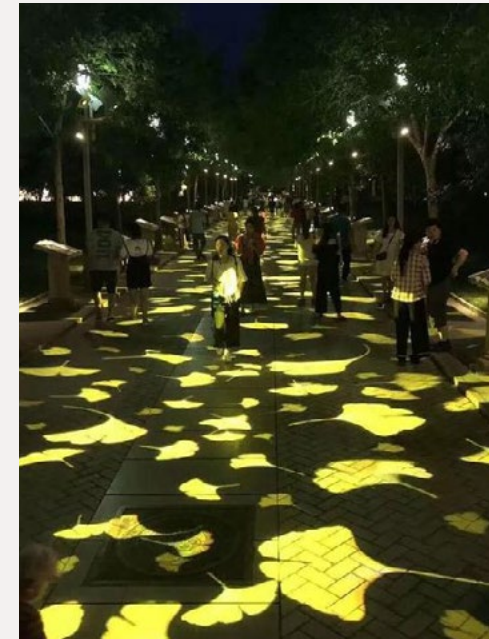
Van Gogh Walk in Lambeth is a pedestrianised outdoor space that incorporates incidental play features and equipment, seating, and rain gardens. Credit: Elaine Kramer

In appropriate locations, commission public art that is interactive and acts as seating and/ or a playable feature



Playable bench in New York. Credit: Jeppe Hein, Modified Social Bench NY #06 (2015). Courtesy of Public Art Fund

Create temporary playful environments such as lighting interventions as a way to attract a diverse range of users



Lighting projections animate the streetscape in Japan.

Consider all age ranges in the provision of playable features, particularly for older children and young adults



'Off Ground', an adaptable seating and play installation in Copenhagen aimed at providing play and dwelling opportunities for adults as a response to play being associated and provided solely for children. Credit: Jair Strachnow

4.2 PLACEMAKING GUIDELINES

2 Enhance neighbourhood streets and spaces

LIGHTING

The area's neighbourhooedly character can also be embraced and emphasised through subtle lighting improvements. Celebrating the side streets with light spilling out from restaurants and ground floor uses will gently contribute to create activity at street level. Carefully considered enhancements to lighting provision and levels will also help to improve safety and the perception of safety.

Introduce human scale lighting to strengthen the character and identity of neighbourhood streets while creating safer places to meet and walk through



Lamp posts create soft pools of warm light and uplight tree canopies in Elephant Park. Credit: Publica

Ensure improvements to lighting are designed respecting the surrounding context and functional requirements of specific streets



Selective illumination to façades and architectural details provides an attractive backdrop to night-time dining in Dubrovnik's old town. Credit: War Museum

Improve lighting in north-south mews streets for a better, safer pedestrian experience



Festoons and other street features animate narrow mews in Ashton Lane, Glasgow. Credit: Jimmy Coultas

Curate delightful retail shopfronts and signage that contribute to soft lighting spillout



Signage to retail and food and drink uses can significantly contribute to generating a neighbourhooedly atmosphere in the evening. Credit: Nitty Gritty

Consider sites for light installations as part of a move varied cultural offer



Bespoke, William Morris-inspired gobo graphics projected onto a facade in Greenleaf Road, Walthamstow, as a place-specific artwork. Credit: Publica

Provide appropriate levels of lighting to lobbies to contribute to creating a neighbourhooedly feeling



Illumination strategies integrating shopfronts spill out and lighting to trees. Credit: Land Collective

4.2 PLACEMAKING GUIDELINES

3 Encourage a diverse range of ground floor uses

This strategy seeks to help influence, define and strengthen the culture and identity of the area by encouraging developers and businesses to incorporate cultural activities into their buildings and activities. Taken in its widest sense, the 'culture' of the area is made up of the wide range of activities and behaviours taking place, inside and outside buildings. This includes the main visitor attractions of Madame Tussauds, the Wallace Collection, the Sherlock Holmes Museum, the University of Westminster, the network of smaller galleries, and also the shops, cafés, restaurants, pubs, and shared workplaces that contribute to the cultural life of the neighbourhood.

By continuing to provide the right environment for this mix of cultures to thrive, the area will become more inclusive and increase its popularity as a place to visit. Other initiatives can help attract more diverse audiences—such as the strengthening of educational and volunteering programmes within cultural organisations, the 'bringing outdoors' of free-to-access cultural events and activities, and the strengthening of digital outreach, and public art. Developers and businesses have the potential to make a significant contribution to the cultural life of the area by using ground floors as spaces for culture and public activity.

Encourage a diverse range of use types and scales that are produced by, reflective of, and accessible to all and for all ages



The East Street Exchange in Walworth is an extension to East Street Library that allows the library to boost activity and host a flexible range of new uses with affordable space for local businesses, entrepreneurs and community groups. Credit: Jakob Spriestersbach

Address the affordability of the retail, food and cultural offer with a breadth of price points to invite in those who might feel alienated by the area being too expensive



Central Parade, a meanwhile project in Walthamstow, hosts a cafe with a social purpose together with a flexible space for art classes, yoga, live music, etc. Credit: Dirk Lindner

Support the growth of meanwhile and affordable spaces for cultural and community use with free to access activities



The Koppel Project is a charity providing meanwhile creative workspaces in unused buildings. Credit: Koppel Project

Create clusters of complementary evening activities to establish hubs of activity



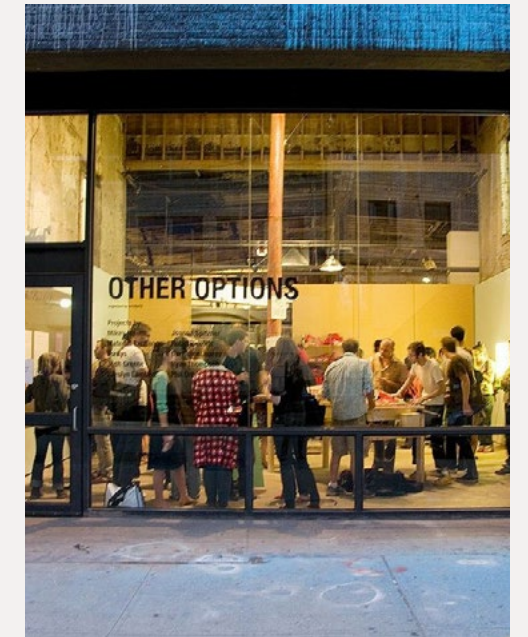
Grand Days in Sydney is a vintage record store with extended opening hours hosting evening and night-time events and activities including live music, dance classes, film screenings and workshops with local artists. Credit: Grand Days

Design ground floors to be welcoming and architecturally open with free-to-access community uses



A proposed mixed-use development on 105 Victoria Street provides access to a multi-purpose sports arena and auditorium for community use. Credit: KPF

Work with landlords and developers to encourage cultural uses on ground floors



Eyebeam is a platform for artists to engage society's relationship with technology. Credit: Eyebeam Art + Technology Center

4.2 PLACEMAKING GUIDELINES

4 Increase street activation

The strategy sets out a vision for increasing the vibrancy of the area, and in turn strengthen its identity. Extending the diversity of activity at different times of the day and evening will create a more stimulating and engaging place for residents, workers and visitors, encouraging them to keep returning to the area. Building upon the varied programme of existing events and public art in the area is key to establish a strategic, coherent and coordinated approach towards street activation while supporting and celebrating what is already taking place.

Diversify cultural programming by engaging with, and reflecting the diversity of local communities in the area



Saturday markets in Deptford Market Yard create a sense of place and a moment for residents to socialise. Credit: Farrer Huxley

Establish a cultural strategy that defines a coherent approach towards cultural programming and strengthen the current offer



Bryant Park, New York, hosts local and large-scale cultural events every year, ranging from The Reading Room, film screenings and a free open-air theatre in the summer. Credit: Angelito Jusay

Introduce a cultural anchor that becomes a place for meeting throughout the day and into the evening



The Young Vic on The Cut, Waterloo, becomes a cultural anchor for the area, complemented by a restaurant and bar that activate the street throughout the day and in the evening. Credit: YoungVic

Collaborate with local cultural partners to integrate new site-specific permanent and temporary public art including a mix of sculptures, installations and lighting interventions



Lighting interventions in Laneways, Sydney, transform and activate underused back-of-house spaces. Credit: Katherine Griffiths

Raise awareness of societal issues through public art interventions



Ice Watch, by Studio Eliasson, raises awareness of climate change. Credit: Robinson

Consider the environmental impact when hosting events to reduce waste and carbon impact



Edinburgh Festival Green Venue Guide promotes green organisations to reduce the environmental impact of the city's festival and events economy. Credit: Edinburgh Festival City

4.2 PLACEMAKING GUIDELINES

5 Continue and strengthen day-to-day maintenance to improve safety

Improved safety and cleanliness are vital ingredients towards creating a more welcoming and inclusive area. Improvements in these areas will require continuing close collaboration with WCC.

Safety: In addition to focusing on police and crime approaches to safety, a variety of community-led safety strategies and inclusive processes can help to address the highlighted challenges of safety and security.

As well as the police, these processes should involve all the 'actors' in the area at night including evening cultural venues, restaurants, bars and businesses.

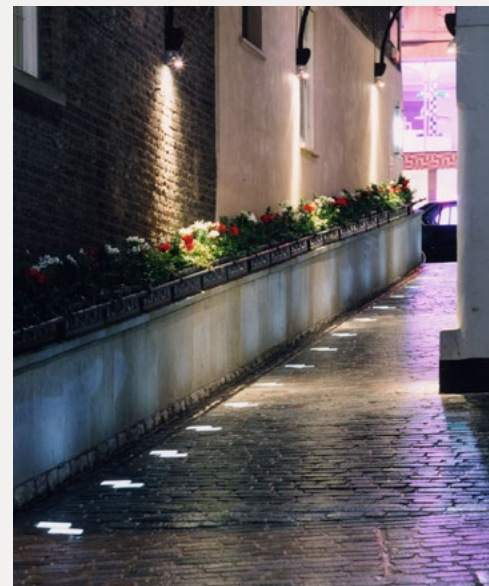
Management and maintenance: A Street Team is jointly funded by BakerStreetQ and Portman Estate to support enforcement action by the council and improve the cleanliness of the area. From April 2023, the Street Team will provide an enhanced cleaning service for whole area including north of Marylebone Road.

Maintain existing maintenance and security strategies and consider issues in future projects



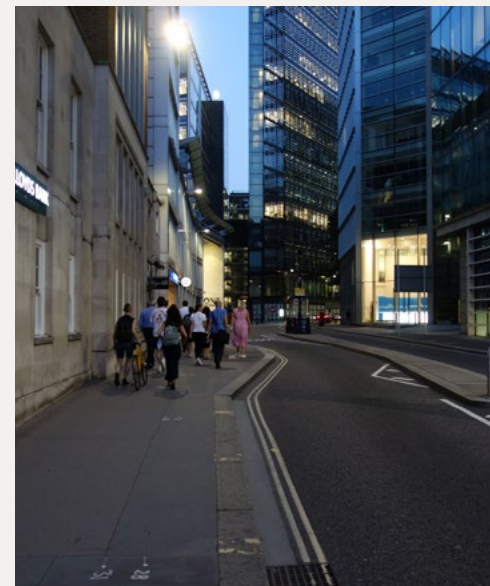
BakerStreetQ Street Team provides street safety reassurance and a deterrent to anti-social behaviour and crime. Credit: BakerStreetQ Partnership

Working with the local community, conduct a women's safety audit across the area. Address concerns around dimly lit streets to improve safety



Soft pools of light in Lancashire Court create a more comfortable and safer environment in the evening. Credit: Publica

Conduct further studies to understand the areas of particular security and cleanliness issues and establish priority areas



Group walks at night time as a form of engagement are an effective way to pinpoint safety and cleanliness issues. Credit: Publica

Create public realm interventions that are robust and maintainable using hard-wearing materials



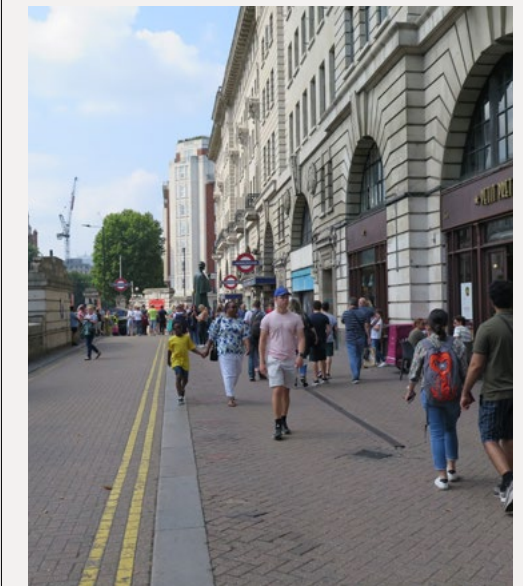
A robust bench with appropriate lighting levels in Elephant Park. Credit: Publica

Consult with maintenance teams during the design stage to mitigate against the issues



Planters can act as visual deterrents as part of an Hostile Vehicle Mitigation (HVM) strategy. Credit: Marshalls

Develop location-specific management plans where appropriate setting out protocols, processes and areas of responsibilities



Improvements to the Baker Street Station forecourt would require a bespoke management plan. Credit: Publica

4.2 PLACEMAKING GUIDELINES

6 Embed sustainability in every project and initiative

In the face of the climate emergency, the strategy sets out ways to support WCC's Climate Action Plan and its goal to achieve net zero carbon emissions by 2040. To encourage more active travel, the cycle network will expand to create a network mesh grid of cycling routes in the area, supported by initiatives from the Mayor's Transport Strategy and WCC. The strategy aims to build in additional benefits for other road users alongside greening and public realm improvements to create a better walking environment.

Promote active travel and encourage strengthening cycle infrastructure, including cycle parking and repair shops



Latest improvements on Old Quebec Street promote active travel and create a safer experience for pedestrians and cyclists. Credit: BakerStreetQ Partnership

Maximise biodiversity and climate resilience to improve wellbeing, air quality and long-term benefits



Planting schemes double up as sustainable urban drainage that can harvest and retain rainwater from peak rainfall for use at drier times of the year. Credit: Robert Baray Associates

Encourage minimising energy usage and waste. Avoid glare and light pollution from commercial uses



Focused lighting to book display and external seating on Chiltern Street. Credit: Publica

Support urban greening initiatives that engage with local community



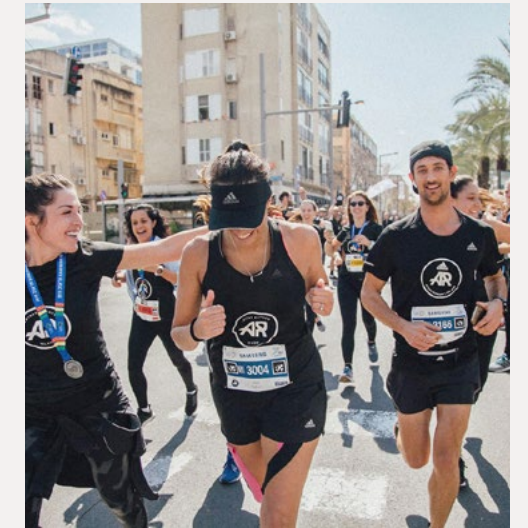
A temporary greening initiative in Belgravia with seating and planting invited the local community to engage with gardening. Credit: Wild West End

Consider sustainability and carbon footprint of materials. Prioritise recycling existing materials in creative ways



Existing concrete bollards in Bermondsey Blue Market were stained in red and repurposed to form continuous seating. Credit: Hannah Thual

Foster partnerships with public and private sectors to encourage them to play a socially, and environmentally, significant role



Adidas have runners' clubs in cities around the world. Credit: Adidas

5. EXAMPLES OF **PLACEMAKING** **IMPLEMENTATION**



5. EXAMPLES OF PLACEMAKING IMPLEMENTATION

The following pages illustrate ways in which the placemaking principles and guidelines could be implemented through place-specific sketched examples. These illustrative examples build on previous public realm strategies. Their purpose is not to depict finite design proposals but rather to illustrate ways of implementing the toolkit described in the previous section. These illustrated examples are rooted in the understanding of a specific context and will require further studies to develop projects to a concept design level. Any proposals being brought forward will require further discussion and consultation.




The adjacent map depicts the illustrated sites and typical neighbourhood streets, and their relation to key pedestrian routes and the development pipeline. Strategic clusters have been identified based on the potential unlocked through development sites, as well as key areas that could benefit from placemaking improvements.

- 1 Baker Street Station

- 2 Marylebone Station

- 3 Typical neighbourhood streets

- 4 Portman Square

-  Strategic clusters
-  Development pipeline
-  Key walking routes connecting to the wider area



5. EXAMPLE

5.1 Around Baker Street Station

Baker Street Station is full of under-exploited potential. It has popular inter-modal connections, grand architectural qualities and a captive market of tourists visiting Regent's Park and Madame Tussauds. However, the handsome Edwardian station building is blighted by clutter with key pedestrian routes and crossings overcrowded.

Previous studies have illustrated how the forecourt at Baker Street Station could be transformed. The existing service route is now no longer used by tour buses but only by emergency vehicles making it the opportune time to reconsider the use and activation of the space.

The Mayor's Transport Strategy plans are expected to help reduce vehicular traffic on Marylebone Road. This brings the opportunity to investigate improvements to the walking provision along the corridor and introduce signalised crossings that have previously not been possible owing to the impact on traffic operations.

Baker Street Station forecourt

- A new public space and enhanced arrival experience into the area with a public space for activation (incl. markets etc.)
- Declutter key crossing points between the station and Baker Street and consider a signalised crossing connecting Madame Tussauds to the station

University of Westminster forecourt

- Permanent footway widening
- Additional seating and low-level planting
- Repurpose existing toilet kiosks into active units

Baker Street North and Marylebone Road Junction

- Investigate the longer term potential to move crossings onto desire lines and have "all-red" stage for pedestrians
- Introduce a cul-de-sac with greening and seating on Porter Street

Chiltern Street North

- Streetscape enhancements to signal an alternative walking route and link to southern half of Chiltern Street

Current condition



The front of the station is crowded but of poor public realm quality with a lack of amenity. The Sherlock Holmes statue is used as a meeting point for visitors. The raised position gives good views of the neighbourhood



Baker Street Station forecourt is used as a place for waiting and meeting and would benefit from additional seating. The busy walking connection between Baker Street Station and Madame Tussauds currently requires pedestrians to cross Allsop Place without a signal



There is a large student population at the University of Westminster, with few options for comfortably socialising outside their building, or for eating or buying food nearby

Precedents



A monument with stepped seating acts as an anchor at Bonn Square, Oxford. Credit: Dave Stewart



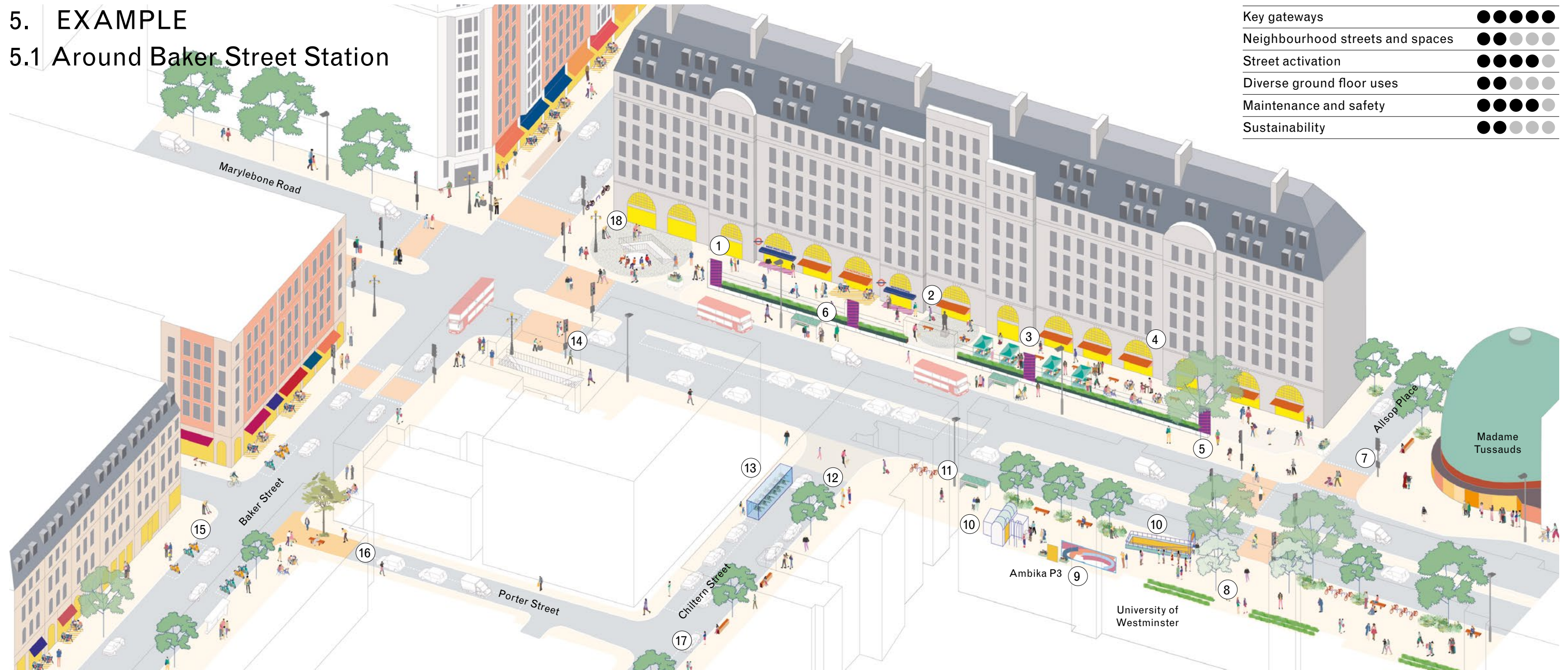
A mix of permanent and cafe seating outside Cambridge Station. Credit: Bidwells



Market Stalls in Deptford Market Yard outside the main station entrance. Credit: Farrer Huxley

5. EXAMPLE

5.1 Around Baker Street Station



| | |
|----------------------------------|-------|
| Key gateways | ●●●●● |
| Neighbourhood streets and spaces | ●●●●● |
| Street activation | ●●●●● |
| Diverse ground floor uses | ●●●●● |
| Maintenance and safety | ●●●●● |
| Sustainability | ●●●●● |

The above drawing illustrates how the placemaking strategies and recommendations could be applied within the conditions of a gateway, depicted here by Baker Street Station, Marylebone Road, Baker Street, Porter Street and Chiltern Street.

1. Pedestrianised forecourt for an enhanced arrival experience
2. Fixed seating provision aligned with the Sherlock Holmes statue rotated to face the Baker Street area
3. Space for activation with moveable seating
4. Curated shopfronts, retail awnings and signage
5. Integrated wayfinding signage
6. Additional planting to wall and bus stops
7. Improved crossing on Allsop Place
8. Additional seating and greening fronting the University of Westminster
9. Enhanced entrance to Ambika P3 gallery with public art intervention
10. Repurposed toilet kiosks into active units
11. Temporary footway widening outside Westminster University made permanent
12. Raised entry treatment to Chiltern Street
13. Mobility hub with e-bikes, e-scooters and cycle parking
14. Decluttered crossing between Baker Street and Baker Street Station
15. Additional motorcycle parking to help disperse the delivery riders
16. Porter Street cul-de-sac with seating and planting
17. Chiltern Street as a secondary north-south walking route
18. Long-term aspiration to remove station pavilion and create a new public square with seating

5. EXAMPLE

5.1 Around Baker Street Station

| | |
|----------------------------------|-------|
| Key gateways | ●●●●● |
| Neighbourhood streets and spaces | ●●●●● |
| Street activation | ●●●●● |
| Diverse ground floor uses | ●●●●● |
| Maintenance and safety | ●●●●● |
| Sustainability | ●●●●● |



Activated corner on Baker Street and additional motorcycle parking bays to help disperse delivery riders. Cul-de-sac on Porter Street with new seating and tree planting

Porter Street is currently a narrow two-street but forms part of a "rat-run" route for westbound vehicles on Marylebone Road wishing to turn left into Baker Street and bypass the signals. Porter Street also allows vehicles to perform a "G-turn" to avoid banned right turn on Marylebone Road westbound. Although flows are generally low, this activity is not appropriate for a narrow residential street. Creating a cul-de-sac helps to ensure the traffic flows on Porter Street are access only and also creates the opportunity for a pocket space. Three-point turns would be possible via the mews access.



Decluttered and improved arrival experience at Baker Street Station with clear wayfinding. Long-term removal of the station pavilion to create a new public square with seating

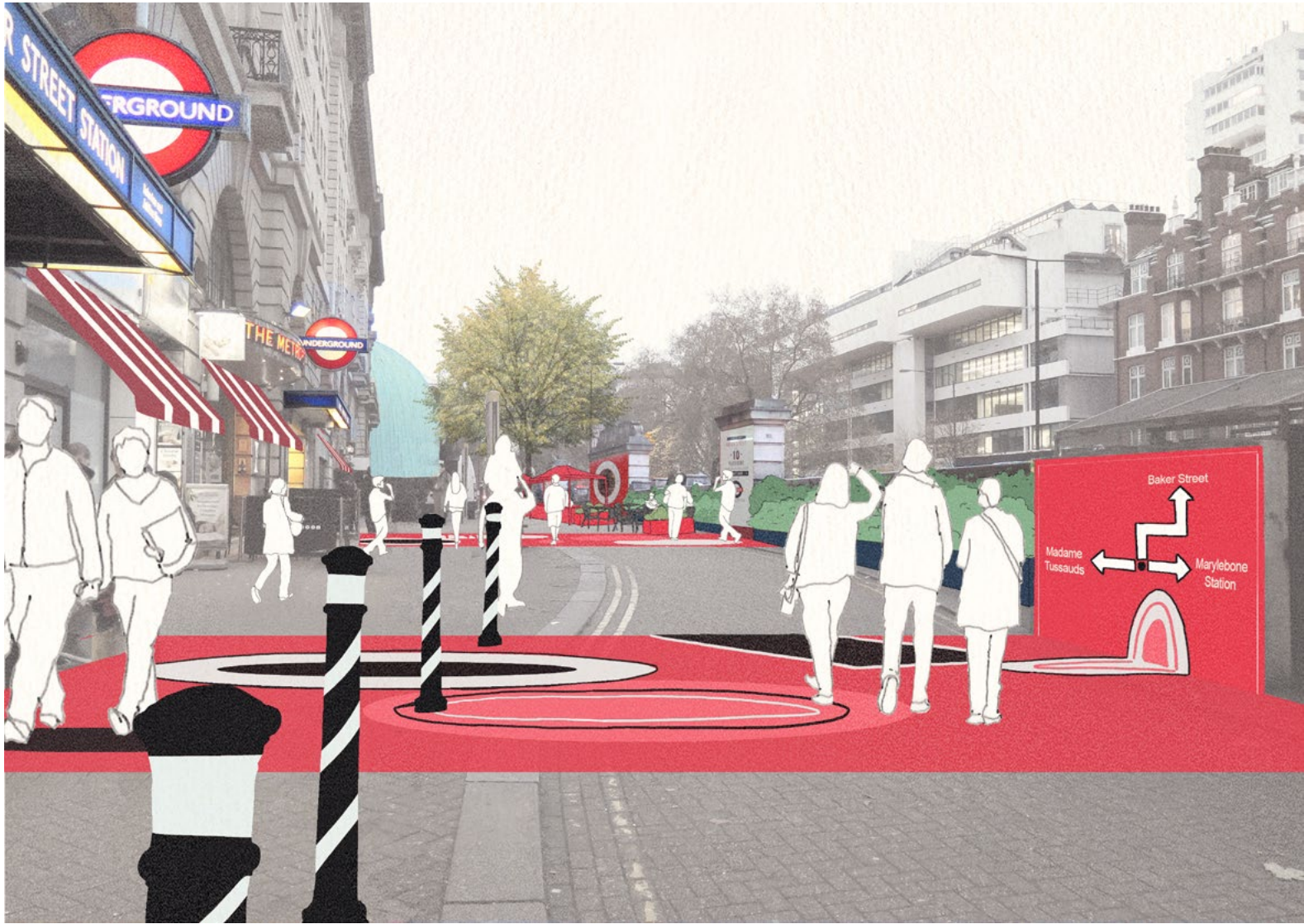


Improved crossing with Madame Tussauds and additional amenity at Westminster University entrance

5. EXAMPLE

5.1 Around Baker Street Station

Baker Street Station forecourt



Looking east from Baker Street Station. Improved station entrances through paint/ art on the footway. Potential to extend the character of the Wonderpass to the forecourt area for short-term activation.



Looking west towards Baker Street Station. Decluttered forecourt area with space for market stalls and associated seating. New public art to aid wayfinding. Sherlock Holmes statue rotated to face the Baker Street area.

5. EXAMPLE

5.2 Around Marylebone Station

The Marylebone Station forecourt area currently has a large number of parked cars associated with the station operations. There is the potential to relocate these nearby to help declutter the area and generate additional space for public realm enhancements.

In addition, streets adjacent to the station area have been identified as potential areas for improvement to help provide gateways from the station into the area. Harewood Avenue and Great Central Street are examples of this. For example, converting Great Central Street to one-way southbound traffic would create a large amount of additional space for wider footways and additional greening and this would help support the redevelopment of the area.

Marylebone Station

- Rationalise kerbside activity and provide additional amenity to create an enhanced arrival experience
- Review existing parking provision and provide loading bays

Great Central Street

- Vehicular traffic changed to southbound only traffic
- Footway widening on eastern site to create space for new street trees and seating
- Improved wayfinding

Current condition



Vehicle drop off and bus stops occupy the widened portion of Melcombe Place in front of Marylebone Station



A large paved area marks the entrance to the station but lacks amenity for people waiting



Marylebone Station's entrance canopy allows visibility of the station from Harewood Row through to Melcombe Street

Precedents



Linear seating and cycle parking outside Cambridge Station. Credit: Bidwells



Raised carriageway bordered by seating, trees and cycle parking in Wiesbaden, Germany. Credit: Strauma



A mature tree surrounded by circular seating serves as a wayfinding feature. Credit: Publica

5. EXAMPLE

5.2 Around Marylebone Station

The adjacent drawing illustrates how the placemaking strategies and recommendations could be applied within the conditions of a gateway, depicted here by Marylebone Station, Melcombe Place and Great Central Street.

1. Decluttered forecourt to create a station square, a space for arrival, meeting and waiting with seating and planting
2. Upgraded and additional wayfinding signage (Legible London)
3. Removal of servicing parking at the corner of Boston Place creating a public square with seating, enhanced paving and feature tree to aid wayfinding
4. Existing active units with streets activity retained
5. Key pedestrian route with southbound vehicular traffic and footway widening with seating and street trees
6. Raised crossing at the junction of Marylebone Road and Great Central Street to create improved east-west walking provision
7. Mobility hub with e-bikes, e-scooters and cycle parking
8. Existing loading bays converted to loading pads to prioritise pedestrian space
9. Relocation of station parking to enable widening of northern footway and expansion of forecourt
10. Improved crossing

| | |
|----------------------------------|--------|
| Key gateways | ●●●●●● |
| Neighbourhood streets and spaces | ●●●●●● |
| Street activation | ●●●●●● |
| Diverse ground floor uses | ●●●●●● |
| Maintenance and safety | ●●●●●● |
| Sustainability | ●●●●●● |



5. EXAMPLE

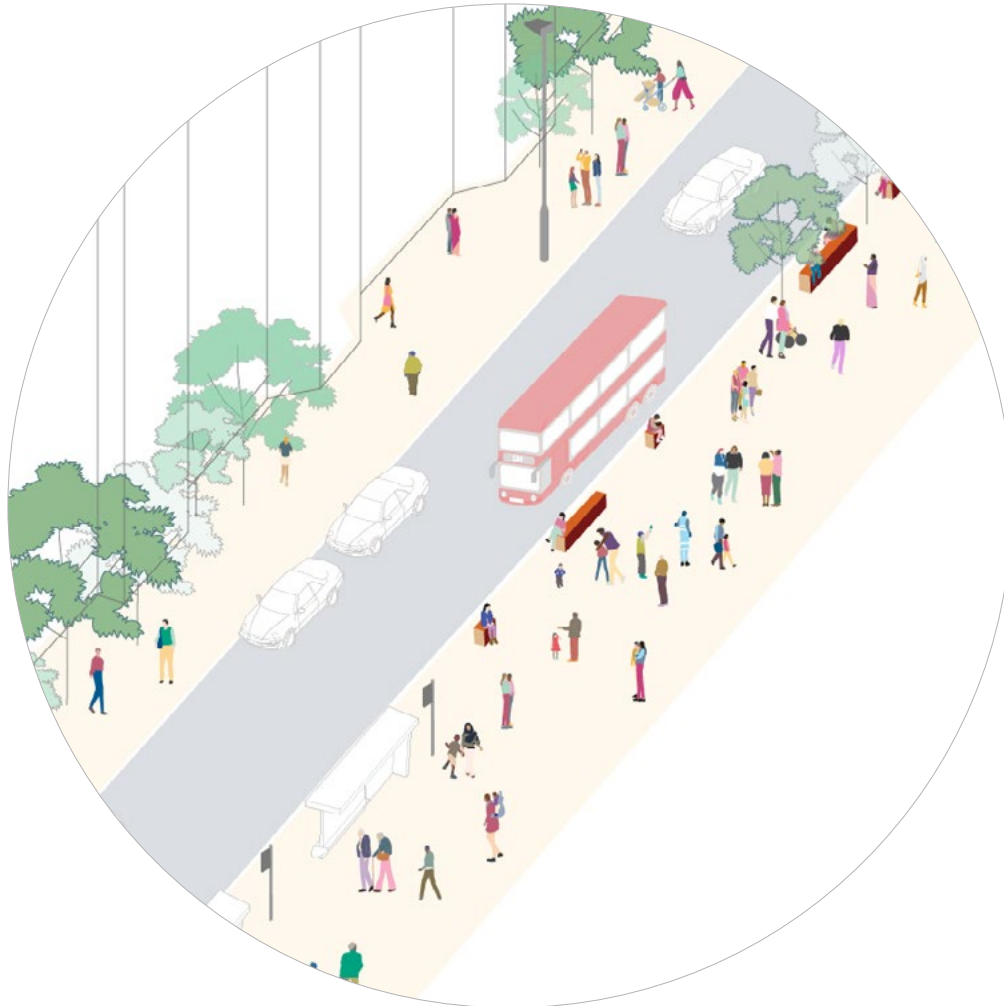
5.2 Around Marylebone Station



Improved arrival experience at Marylebone Station with a decluttered and extended footway, new seating and mobility hub alongside cycle parking



New public square with a feature tree, seating and special paving creates a place to pause, meet and aids wayfinding



Great Central Street becomes a key pedestrian routes with footway widening allowing for new seating and street trees

| | |
|----------------------------------|-------|
| Key gateways | ●●●●● |
| Neighbourhood streets and spaces | ●●●●● |
| Street activation | ●●●●● |
| Diverse ground floor uses | ●●●●● |
| Maintenance and safety | ●●●●● |
| Sustainability | ●●●●● |

5. EXAMPLE

5.3 A neighbourhood street

Some streets immediately off the main roads in the study area have significant value and potential. Projects could investigate changes to parking and loading arrangements alongside traffic operations to enable the design focus to be people orientated. These changes can generate space for greening, public space, al fresco dining, and events which would all contribute to increasing the value and offering of these streets.

Typical neighbourhood streets include Melcombe Street, Blandford Street, Crawford Street, Dorset Street and George Street. Neighbourhood streets often have a calmer quality than other connecting streets providing opportunities for footway widening for an enhanced walking experience, additional amenity as well as potential for café spill-out. Opportunities for an expanded cycle network should also be considered when implementing public realm improvements to neighbourhood streets.

Neighbourhood streets opportunities

- Widen footways to provide a more comfortable walking experience
- Introduce tree planting and planting beds where appropriate
- Consider expanding the existing cycle network through with additional east-west cycling routes through neighbourhood streets
- Celebrate local restaurants and shops to strengthen the area's character as a lively neighbourhood
- Trial timed street closures to host events including cultural events, markets, etc. Occasional closure of these streets could be trialed in the short term. These trials would take place when there is less need of traffic movement, loading and servicing. Occasional street closures would follow the council's standards approval processes. These could include closures trialed on Thursday evenings from 6-10pm, or Sunday from 12-6pm

Typical neighbourhood streets



Melcombe Street



Blandford Street



Crawford Street

Precedents



Lamb's Conduit Street, a neighbourhood street in Fitzrovia lined with trees and outdoor seating, uses traffic calming measures to create a safer environment for pedestrians and cyclists



Raised carriageway and street closure at The Cut/ Lower Marsh to host events for the local community. Credit: LoveLambeth



Plant pots in the Colonnade, a mews with a bakery and outdoor seating surrounded with a mix of residential and commercial uses. Credit: Colonnade25

5. EXAMPLE

5.3 A neighbourhood street

| | |
|----------------------------------|-------|
| Key gateways | ●●●● |
| Neighbourhood streets and spaces | ●●●●● |
| Street activation | ●●●●● |
| Diverse ground floor uses | ●●●●● |
| Maintenance and safety | ●●●●● |
| Sustainability | ●●●●● |



The above drawing illustrates how the placemaking strategies and recommendations could be applied to a typical neighbourhood street.

1. Two-way, raised pedestrian-priority street with footways widening
2. Enhanced and raised crossings
3. Loading bays provided on raised pads
4. Seating and low-level planting with a mix of street trees
5. Additional cycle parking

5. EXAMPLE

5.3 Dorset Street on a Saturday

| | |
|----------------------------------|-----------|
| Key gateways | ● ● ● ● ● |
| Neighbourhood streets and spaces | ● ● ● ● ● |
| Street activation | ● ● ● ● ● |
| Diverse ground floor uses | ● ● ● ● ● |
| Maintenance and safety | ● ● ● ● ● |
| Sustainability | ● ● ● ● ● |



The above drawing illustrates how the placemaking strategies and recommendations could be applied to a typical neighbourhood street depicted here during a temporary event.

1. Timed vehicular closure to host a local community event
2. Banners as potential public art interventions

5. EXAMPLE

5.4 Portman Square

Past upgrades to the public realm at Portman Square resulting in decluttered, spacious pavements provide an opportunity for activity at the edges of the gated gardens. The private playground at Portman Square is often used by nearby schools. While Portman Square has become a key summer destination during the Summer in the Square festival, it remains a private square and cannot be opened up for the rest of the year.

Moving away from previous studies and proposals for food and beverage kiosks, the illustration on the following page proposes to celebrate the corners with neighbourhood amenity including seating and playable features that present opportunities for future art commissions.

Traffic flows on Robert Adam Street are relatively low as there are parallel two-way streets to the north and south which are better aligned as through routes for traffic. As a result almost all the traffic on Robert Adam Street is access traffic with a purpose on the street. The creation of a pocket space at the western end could be achieved by either converting that end of the street one-way or by creating a cul-de-sac arrangement. The cul-de-sac closure area could potentially be timed to allow for the local servicing vehicles to pass through at certain times of day. A more detailed study would be required to determine the extent of the changes and any mitigation to ensure other local streets are not impacted unduly.

Portman Square

- Activate and enliven the corners through seating, public art and playful features
- Animate corners through active ground floor uses of buildings around

Baker Street

- Strengthen this southern section of Baker Street with ground floor uses focussing on health and wellbeing
- Introduce cul-de-sac on Robert Adam Street with seating, greening, and playable features

Current condition



Large paved areas at the corners of Portman Square are currently underused



Mature trees in Portman Square aid wayfinding from Baker Street and Wigmore Street



Portman Square opens its gates to the public every summer for Summer in the Square

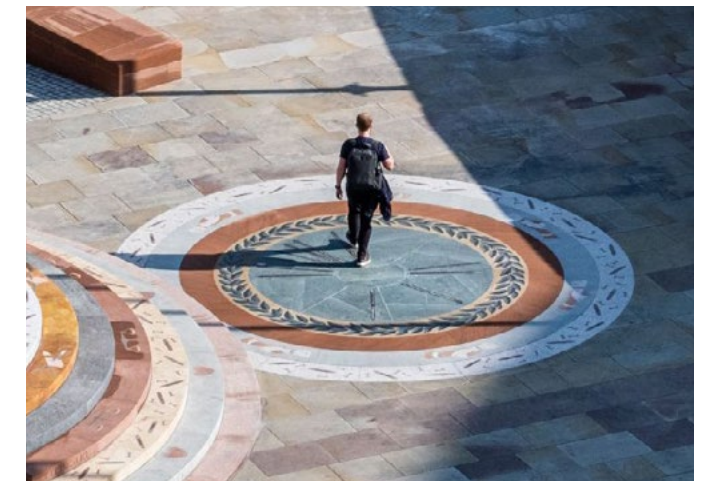
Precedents



Playful seating by Peter Newman at the Southbank Centre. Credit: Peter Newman



Public art becomes part of a series of playable features in Roppongi, Japan. Credit: Kan Yasuda



Circular paving pattern acts as an anchor in Manchester's public square. Credit: Blockstone

5. EXAMPLE

5.4 Portman Square

The adjacent drawing illustrates how the placemaking strategies and recommendations could be applied within the conditions of the eastern side of Portman Square.

1. Seating and public art double up as playful features and wayfinding markers
2. Mobility hub located within existing parking bays
3. Contraflow cycle lane to allow east-west cycle connectivity
4. Side street closure to create a pocket park with seating, tree and playable feature on Robert Adam Street – linking to George's Park
5. Animated frontage and corners on Orchard Street, Wigmore Street and Baker Street support public realm activity around the Square
6. Greening to neighbouring residential buildings
7. Strengthen identity of health and wellbeing uses



| | |
|----------------------------------|-----------|
| Key gateways | ● ● ● ● ● |
| Neighbourhood streets and spaces | ● ● ● ● ● |
| Street activation | ● ● ● ● ● |
| Diverse ground floor uses | ● ● ● ● ● |
| Maintenance and safety | ● ● ● ● ● |
| Sustainability | ● ● ● ● ● |

6. SUMMARY OF **RECOMMENDATIONS** AND **NEXT STEPS**



6.1 SUMMARY OF RECOMMENDATIONS AND NEXT STEPS

A PROCESS FOR ONGOING CHANGE

This report has set out a vision and narrative for the future of Baker Street and the Marylebone area, as well as the objectives and principles for change. It sets out how this area's specific characteristics provide the foundations for a more inclusive neighbourhood where working, living, playing and moving around can improve our physical and social well-being and minimise our impact on the planet's resources. This section sets out recommendations for a process of change.

TABLE 1. This table illustrates how projects and initiatives could be prioritised over the short, medium and long term.

TABLE 2. This table summarises ten priorities for stakeholders identified through the feedback from the engagement process, and recommended actions. These are outlined more fully in the Appendix.

TABLE 3. This table sets out guidelines (for the private sector) for developing, presenting, funding, and delivering public realm projects.

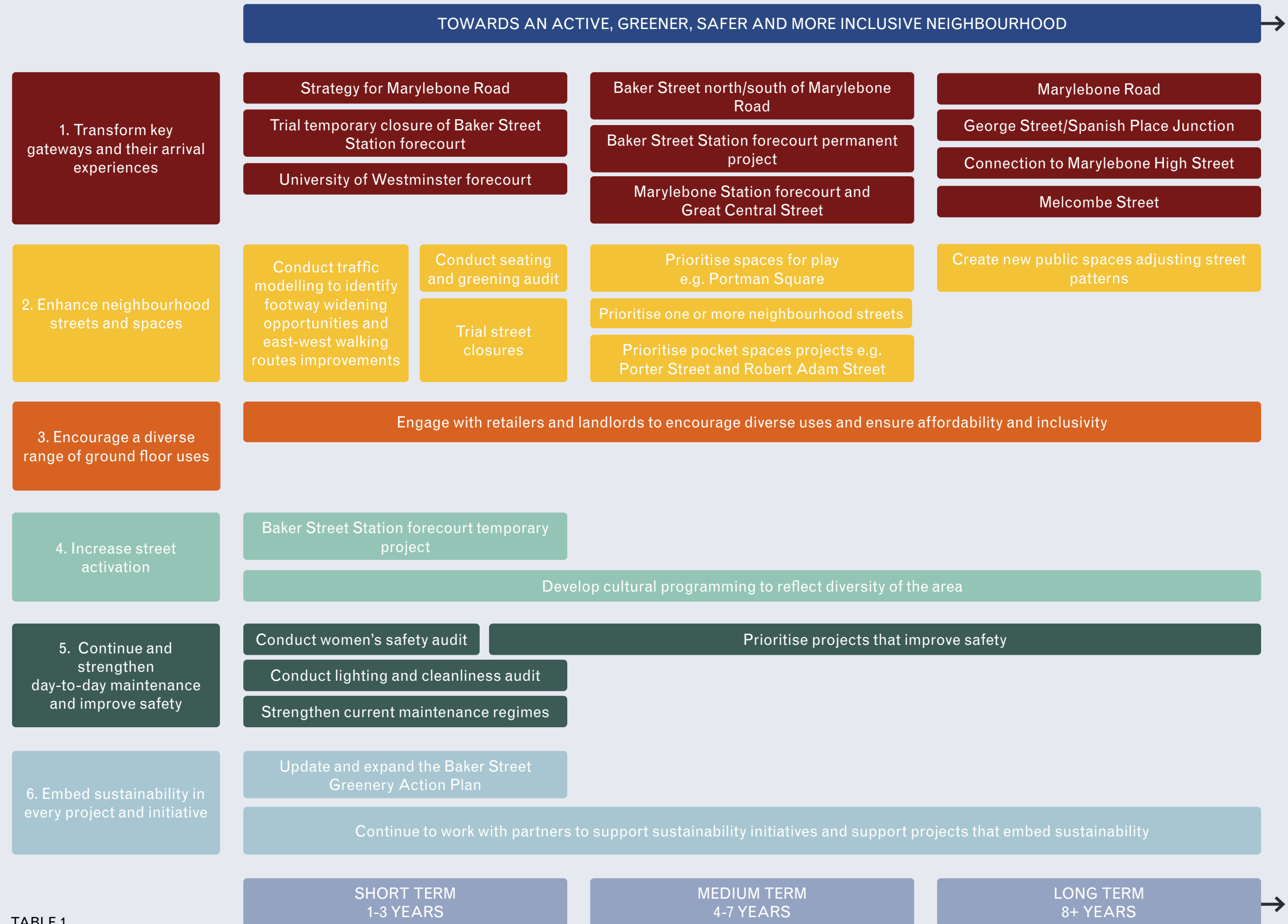


TABLE 1

6.2 SUMMARY OF STAKEHOLDERS PRIORITIES

TABLE 2 - SUMMARY OF STAKEHOLDER PRIORITIES

This table summarises ten priorities for stakeholders identified through the feedback from the engagement process, and recommended actions. These are outlined more fully in the Appendix.

| | Aim | Recommended actions | |
|----|--|--|---|
| | | To be led by BakerStreetQ/ The Portman Estate | To be considered as part of future public realm projects |
| 1 | Cleaner streets | Analyse the cleanliness issues that have been identified and address as part of the current maintenance and security strategies. | Consider, through design, how to mitigate issues in future public realm projects. |
| 2 | Safer streets and better lighting | Working with the local community, conduct a women's safety audit across the area. Address concerns around dimly lit streets to improve safety. | Consider how to improve safety by looking holistically at design (sight lines and lighting) as well as considering how night time activities (including evening cultural venues, restaurants, bars and businesses) can support by providing natural surveillance. |
| 3 | More greenery and green spaces | Continuing to work with WCC and local businesses, workers, residents and landowners to champion greenery projects, raise awareness, funds and sponsorship. | Explore ways to maximise the quality and quantity of greenery in any public realm improvement project and consider its maintenance regime. |
| 4 | Improved pedestrian experience | Identify and champion pedestrian enhancement projects. Continue to support initiatives that promote walking and improve the pedestrian experience. | Improve pedestrian movement with additional crossings. Widen footways and introduce seating where appropriate. |
| 5 | Less pollution | Support initiatives to encourage walking and cycling. Support the Mayor's Transport Strategy to improve the provision for cyclists. | Progress projects that encourage walking and cycling and provide space for trees. |
| 6 | Add more seating | Prioritise projects that can provide seating. | Progress projects that can provide space for more seating. Seating will need to be carefully located, designed and managed. |
| 7 | Address the impact of food delivery services | Continue to work with WCC and businesses to mitigate the current issues. Longer term, work with businesses to help diversify the type of food outlets which would potentially improve the 'hot spots'. | Consider how to disperse motorcycle parking bays to reduce the impact of congregating delivery drivers. |
| 8 | More and safer cycle lanes | Continue to work with WCC and TfL to support the strategy to create a network grid of cycling routes in the area. | Build in additional benefits for other road users alongside greening and public realm improvements. |
| 9 | Maintaining a mix of food and retail offer | Use the Strategy with businesses to describe the vision for the area to underline the importance of a diversity of offers and the mutual benefits of this mix. | Identify where footways can be expanded to provide more space for al fresco dining. |
| 10 | More activities, especially for young people | Progress work with TfL to activate the space outside Baker Street Station. Work with landlords/ developers to encourage cultural uses on ground floors. Work with communities to generate ideas for a range of activities for all ages and cultures. | Identify where public realm spaces can be used for events, and provide the required technical infrastructure. |

6.3 GUIDELINES FOR PROGRESSING PUBLIC REALM PROJECTS

TABLE 3

This table sets out guidelines (for the private sector) for developing, presenting, funding, and delivering public realm projects.

| | Steps | Why/ how is this done? | Who does this? |
|--|---|---|--|
| PHASE 0 Identify and scope the project | Identify the project and a project champion | Using the Placemaking Toolkit, identify a priority project and a project champion through engagement with local stakeholders. Project champions can be area stakeholders as individual organisation or a joint partnership. | Projects and project champions can be identified by BakerStreetQ/The Portman Estate with local stakeholder engagement. |
| | Develop and socialise a project brief | To agree the project aims and scope and to identify any constraints. Use the brief to ensure alignment with key partners such as WCC and TfL. | Depending on the complexity of the project, the brief this can be developed by the project champion or an external consultant. |
| | Agree funding for Phase 1 | To establish how Phase 1 will be funded. To be agreed through engagement with key stakeholders. Project Champion to act as banker, collecting contributions as necessary. Prepare outline funding strategy taking account of potential private sector funders, WCC manifesto, and specific local interests. | Cost of Phase 1 to be budgeted by project champion. |
| | Engage consultant(s) for Phase 1 | Unless the project can be delivered directly by WCC or TfL, consultants will be required to progress the design, appointed competitively or directly. | The project champion to oversee, coordinating with WCC and/or TfL/rail authority. |
| PHASE 1 Develop a costed concept design | Develop costed concept design | To develop the conceptual approach to the project, and to understand implications for traffic, parking, servicing and other key issues. To include costings and visuals. (It is vital that excellent visuals are produced at this stage to help present and explain the project vision to stakeholders). | Consultant or consultant team - typically urban designer, transport consultant, cost consultant. Could also include lighting designer, arboriculture specialist, artist. |
| | Engage with partners | Engage with key partners such as TfL and WCC to coordinate technical parameters and details, and get preliminary approvals. | Consultant or consultant team with project champion. |
| | Engage with local communities | Engage with local residents and stakeholders to receive feedback. | Consultant, consultant team or specialist engagement consultant with project champion. |
| | Final concept design incorporating feedback | Establishes the agreed concept design. | Consultant or consultant team. |
| PHASE 2 Funding and approvals | Agree funding and obtain approvals for project delivery | To establish how the project will be funded. To be agreed through engagement with key stakeholders such as WCC and TfL. May need preparation of a business case. Agree individual funding contributions. Project Champion to act as banker and will put in place all funding agreements with contributors, and with delivery agency. Approvals to be sought from relevant authorities (e.g. WCC Cabinet, TfL Board) | Led by project champion. |
| PHASE 3 Implementation | Detailed design, final costings, tender, mobilisation, implementation | Progress project through typical WCC or TfL design and contractor appointment stages. This stage typically includes a formal public consultation process. | Delivery team - WCC , TfL or rail authority, supported by Project Champion |

APPENDIX 1

Summary of stakeholders priorities

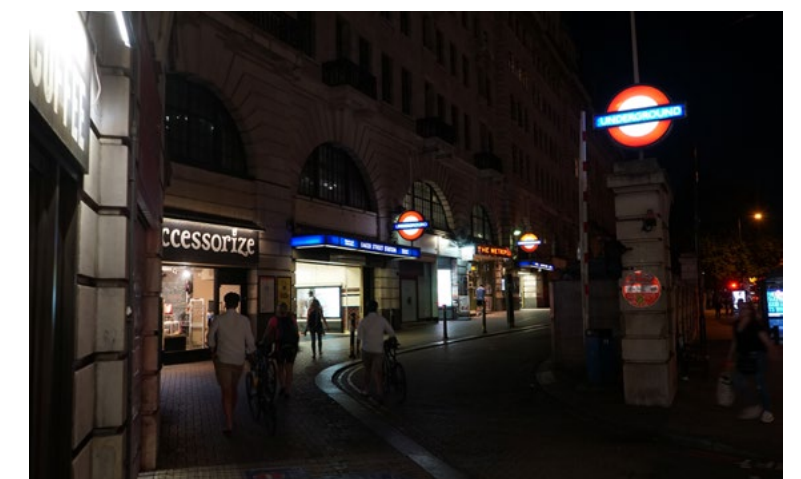
| What would improve the area? | What are BakerStreetQ and Portman Estate already doing? | What is the Placemaking Strategy recommending? |
|--|--|---|
| <p>1 Cleaner streets</p> <ul style="list-style-type: none"> • More than 100 location-specific comments • Most of the locations noted are north of Marylebone Road | <p>The Street Team</p> <ul style="list-style-type: none"> • The Street Team is jointly funded by BakerStreetQ and Portman Estate • The Street Team provides evidence and intelligence to support enforcement action by the council and improve cleanliness of the area • From 1st April 2023, the Street Team will extend its activities to north of Marylebone Road • Enhanced cleaning service starting imminently for whole area including north of Marylebone Road • BakerStreetQ has a dedicated Operations Manager | <p>Maintain existing strategies and consider issues in future projects</p> <ul style="list-style-type: none"> • The Placemaking Strategy recommends further studies to understand the areas of particular security and cleanliness issues • The ongoing projects in the Placemaking Strategy will identify how to mitigate these issues |
| <p>2 Safer streets and better lighting</p> <ul style="list-style-type: none"> • Most feel safe after dark though the night-time experience of the area could be improved • Desire to reduce anti-social behaviour • Desire for more security patrols, and improved lighting, particularly in the areas around Baker Street and Marylebone station | <p>Working with others to improve safety</p> <ul style="list-style-type: none"> • The Street Team and BakerStreetQ Operations Manager work closely with Police and security teams • The Street Team provides reassurance, evidence and intelligence to support enforcement by the police • From 1st April 2023, the Street Team will extend its activities to north of Marylebone Road • The Street Team promoted the Street Safe campaign tackling violence against women and girls, and raising awareness of the risk of phone theft • The Street Team work with the BakerStreetQ's dedicated outreach service, The Passage, to support those sleeping rough • Through the West End Security Group (WESG), BakerStreetQ are also involved in wider strategic security issues | <p>Undertake further lighting studies to better understand deficiencies</p> <ul style="list-style-type: none"> • Review of lighting in the area • Work with WCC to improve areas that are perceived as unsafe |



Bins ready for collection on Marylebone Station forecourt



Commercial bins on Glentworth Street



Stark lighting contrasts on Baker Street Station forecourt

APPENDIX 1

Summary of stakeholders priorities

| What would improve the area? | What are BakerStreetQ and Portman Estate already doing? | What is the Placemaking Strategy recommending? |
|--|---|---|
| <p>3 More greenery and green spaces</p> <ul style="list-style-type: none"> Regent's Park and Paddington Street Gardens are valued Lack of publicly accessible green space is a concern Requests to make private garden squares more open and public Biodiversity is important, to encourage bees, birds and insects Maintenance concerns around seasonal planting so that it looks good all year around | <p>45 trees planted in recent years</p> <ul style="list-style-type: none"> BakerStreetQ and the Portman Estate created George's Park and added greenery as part of improvements to the mobility hub on Old Quebec Street BakerStreetQ put on community events in Portman Square gardens (Summer in the Square) and support partners wishing to do the same within the permitted limitations BakerStreetQ are part of discussions looking to support improvements to Paddington Street Gardens BakerStreetQ are publishing a Greening Guide to support and encourage greening of premises by property managers and retailers | <p>Add significantly more greenery. Explore potential to achieve this by:</p> <ul style="list-style-type: none"> Expanding footways where traffic patterns will not be impacted for new tree planting Considering closing some side streets off Baker Street to create a cul-de-sac and create pocket spaces with trees <p>Suggested locations will be further studied to determine feasibility</p> |
| <p>4 Improved pedestrian experience</p> <ul style="list-style-type: none"> Walkability is a positive quality of the area Support for ways to improve the pedestrian experience in terms of accessibility and safety Location-specific comments about the lack of, or unsafe, crossings for pedestrians Concerns about rat-running | <p>Improvement projects are in the pipeline</p> <ul style="list-style-type: none"> Continue to identify and consult on possible small scale crossing/ pedestrian improvement projects working with WCC and TfL | <p>Develop more pedestrian enhancement projects</p> <ul style="list-style-type: none"> Improve pedestrian movement with additional crossings Widen footways and introduce seating where appropriate Consider closing some side streets off Baker Street to create a cul-de-sac with areas for seating |



Footways alongside Dorset Square provide glimpses into the private garden



Crossings are often difficult to negotiate due to the weight of traffic



Trolleys occupy the footway outside Tesco Express on the corner of Melcombe Street and Glentworth Street

APPENDIX 1

Summary of stakeholders priorities

| What would improve the area? | What are BakerStreetQ and Portman Estate already doing? | What is the Placemaking Strategy recommending? |
|--|---|---|
| <p>5 Less pollution</p> <ul style="list-style-type: none"> • Poor air quality was noted as an issue particularly along Marylebone Road • Support for less vehicular traffic and improved provision for pedestrians and cyclists • Requests for more infrastructure to charge electric vehicles • Lack of a sufficient number of service/loading bays for deliveries and maintenance vehicles • More dedicated parking bays for servicing vehicles | <p>Seeking to reduce emissions</p> <ul style="list-style-type: none"> • There have been improvements in air quality since the introduction of ULEZ • BakerStreetQ and The Portman Estate works with other BIDs and Estates as part of the West End Zero Emissions Group (ZEG), meeting regularly to progress reductions in freight and delivery traffic • BakerStreetQ continues to promote the Smarter Recycling scheme (reducing vehicles, emissions and waste) and seek new opportunities working with the Zero Emissions Group for the West End to reduce air pollution • Marylebone Forum has commissioned a detailed analysis based on all the monitoring data available. Report and findings to follow | <p>Support initiatives to encourage walking and cycling</p> <ul style="list-style-type: none"> • The Placemaking Strategy recommends projects to improve streetscapes to encourage more active travel • Additionally, the Mayor's Transport Strategy includes plans to expand road user charging which could reduce the strategic function of Marylebone Road. This also raises potential to introduce signalised crossings that have previously not been possible • The Mayor's Transport Strategy will improve provisions for cyclists • Review parking provision to balance the needs for loading and parking while reflecting underused parking |
| <p>6 More seating</p> <ul style="list-style-type: none"> • Few places to sit in the area • Desire to have more places to eat lunch without having to be in a commercial premises or Regent's Park • Some concerns were raised about seating attracting anti-social behaviour, but the majority of comments were in favour | <p>Creating a pocket park</p> <ul style="list-style-type: none"> • The recently created pocket park on George Street has provided an area for local workers, visitors and residents to pause and to have lunch • Manchester Square public space plan was developed but WCC decided not to progress | <p>Add more seating</p> <ul style="list-style-type: none"> • The Placemaking Strategy identifies the addition of seating as a fundamental part of any streetscape improvement project • Seating will need to be carefully located, designed and managed |



Shops and services reflect the neighbourly character of this part of Marylebone



Lack of seating outside Baker Street Station



Parking on Boston Place takes up valuable public space in front of Marylebone Station

APPENDIX 1

Summary of stakeholders priorities

| | What would improve the area? | What are BakerStreetQ and Portman Estate already doing? | What is the Placemaking Strategy recommending? |
|---|---|---|--|
| 7 | <p>Addressing the impact of food delivery services</p> <ul style="list-style-type: none"> Food-delivery couriers congregating on and next to footways, particularly at the York Street/Baker Street junction, was repeatedly raised as a concern Respondents feeling intimidated by the size and presence of these groups Desire to reduce fast food outlet night-time hours Desire to reduce the number of fast food outlets | <p>Working with others</p> <ul style="list-style-type: none"> BakerStreetQ continues to work with the food delivery companies, WCC and the Police on problem solving and evidence gathering | <p>Diversify the number of fast food outlets</p> <ul style="list-style-type: none"> The Strategy studies the space usage and facilities It considers how to disperse motorcycle parking bays to reduce the impact of congregating delivery drivers Longer term, the Strategy recommends a rebalancing of the type of food outlets which would potentially improve the 'hot spots' |
| 8 | <p>More and safer cycle lanes</p> <ul style="list-style-type: none"> Several comments noted safety for cyclists as a concern Requests for more segregated cycle lanes, two-way lanes, and a better crossing on Marylebone Road, and an improved east-west crossing Other comments were from non-cyclists noting safety concerns for pedestrians from cyclists who don't obey highway laws | <p>More cycle lanes are in the pipeline</p> <ul style="list-style-type: none"> Currently there is a single north-south and east-west route A cycle lane (not segregated) was added as part of Two Way on Gloucester Place WCC / TfL are developing schemes for an additional route along each alignment to create a denser network | <p>Increase the provision of cycle infrastructure</p> <ul style="list-style-type: none"> To continue to work with WCC and TfL to support the strategy to create a network grid of cycling routes in the area To build in additional benefits for other road users alongside greening and public realm improvements |



More locally focussed businesses predominate on streets east and west of Baker Street



Delineated outdoor seating area in Melcombe Place



New forms of mobility are increasingly popular among younger visitors to the area

APPENDIX 1

Summary of stakeholders priorities

| What would improve the area? | What are BakerStreetQ and Portman Estate already doing? | What is the Placemaking Strategy recommending? |
|---|--|---|
| <p>9 Maintaining a mix of food and retail offer</p> <ul style="list-style-type: none"> • Desire to protect the diversity of the retail and food offering (price points and type) • The proliferation of fast food outlets is seen as negative, with the desire for more independent businesses and more healthy, affordable offerings. • More restaurants are wanted, but not late night venues • A better supermarket would also be welcomed, and more neighbourhood shops such as bakeries and greengrocers | <p>Talking to businesses and residents</p> <ul style="list-style-type: none"> • In particular working with new developments to help create a diverse mix of ground floor offer | <p>Strengthen the diversity in food and retail</p> <ul style="list-style-type: none"> • The Placemaking Strategy will set out why a mix of food and retail offer, and price points, will strengthen and maintain the inclusivity and diversity of the area • BakerStreetQ and Portman Estate will promote this vision and strategy to owners and developers |
| <p>10 More activities, especially for young people</p> <ul style="list-style-type: none"> • Concern that the new library will not be an adequate replacement for the former library • General lack of community facilities in particular for older children and teenagers • Desire for more culture – galleries and performance spaces – and for more activities such as food markets and outdoor events | <p>Running a programme of culture and events</p> <ul style="list-style-type: none"> • BakerStreetQ run a programme of events and activities such as food markets and food stall pop-ups • ‘Summer in the Square’ festival in Portman Square attracts over 10,000 people • ‘15 Things to Do in Marylebone’ highlighted culture, food and drink and getting outdoors. • A cultural strategy will add new content | <p>Enrich the area with activities and activation</p> <ul style="list-style-type: none"> • To progress work with TfL to activate the space outside Baker Street station • To continue to work with landlords and developers to encourage cultural uses on ground floors • To propose ideas for a range of activities for all ages |



Independent cafés make use of footway space and provide shade to south facing tables and chairs



Cultural locations facing Marylebone Road are disconnected and hard to locate



University of Westminster attracts a lot of young people to the area

APPENDIX 2 Engagement Report

Baker Street & Marylebone Area Survey Report



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Project Partners:



Baker Street Quarter Partnership is a not-for-profit body dedicated to enhancing and managing the area for the benefit of everyone working here, living in the area and visiting. Their vision is for an area that is progressive, compelling and connected.



Situated in the heart of central London, The Portman Estate comprises 110 acres of prime commercial, retail and residential space. The Portman Estate work in ongoing collaboration with their tenants, residents and broader community to develop and improve their properties and surroundings, while ensuring they retain and protect the unique history, architecture and heritage of the area.



Soundings is a London-based agency founded in 2007 to offer services specialising in community engagement, co-design, placemaking, vision development & delivery and all aspects of participatory design and co-production as regards urban and rural change.

Introduction

The Baker Street Quarter Partnership, working with the Portman Estate have appointed Soundings, a place-research and community engagement agency to survey local residents, businesses and visitors to the Baker Street & Marylebone area.

The purpose of the research is to learn more about the Baker Street and Marylebone area and how to make it better from the perspectives of local residents, businesses, workers and visitors. Understanding opinions about what makes the area special, the challenges that need to be addressed to improve the place and make it better and work for all.

The engagement and research was conducted during the winter of 2022, across November and December. The findings from this report and survey will support future strategy decisions and potential future projects the Baker Street Quarter Partnership would undertake for the benefit of its residents, businesses and visitors.



Survey Pop-Up Event - Paddington Street Gardens

Engagement Summary

Overview:

The engagement has experienced high levels of participation and interest within the community, from its residents, businesses and visitors. Half of the participants live within the Baker Street & Marylebone area. Across the engagement over 500 people participated via online or at in-person events.

The following pages summarise the audience who engaged and the top headlines from the survey and interactive map. Further detail can be found in the spreadsheet data accompanying this report.



4



5,163



5



271



179



500+*

Postcode Map:

The geographic range of participants is shown in the postcode map below. It indicates there has been interest from within the BID outline as well good levels of interest from residential areas to the west in Montagu Square and to the north in the neighbourhood around Dorset Square and around Marylebone High Street.

Though not shown on the map, postcodes were marked in several London boroughs and west of London counties, indicating participation from people who work and visit the area.

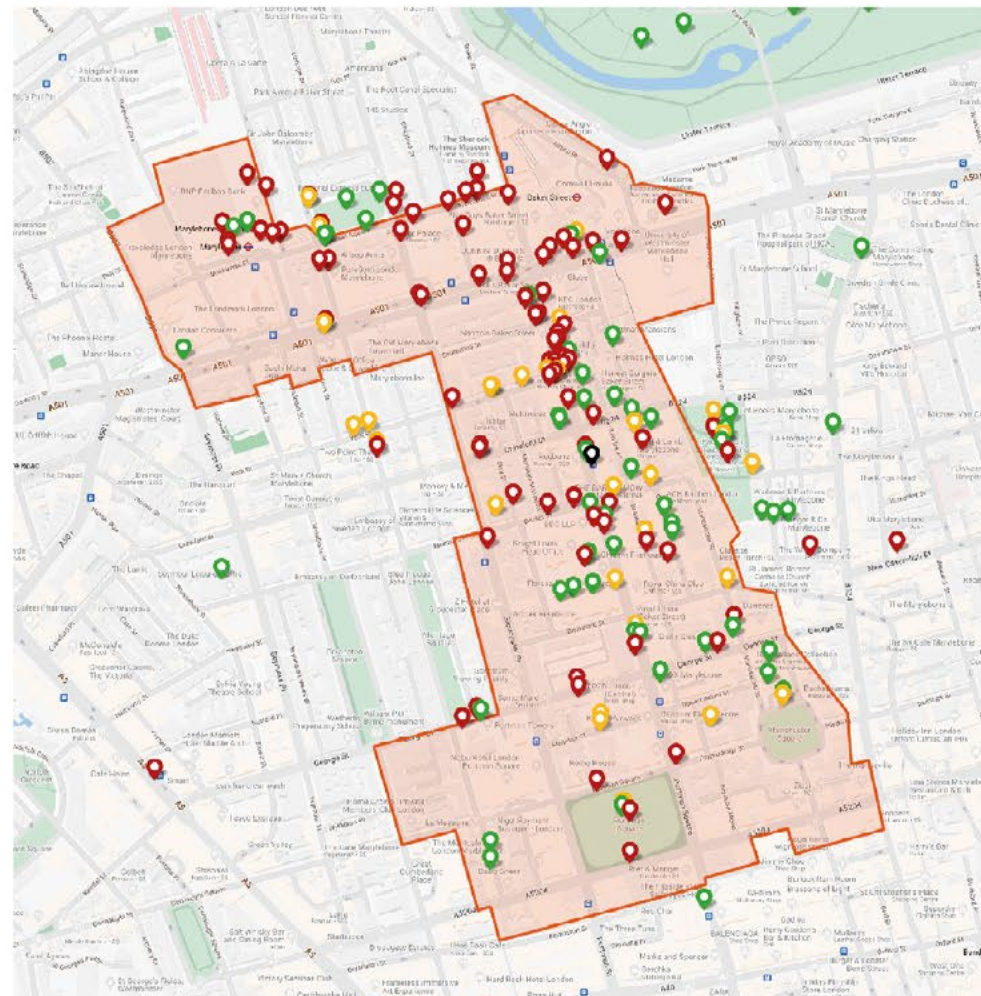


Map generated - 20.12.22

Interactive Map Summary

The interactive map received 179 comments from participants. The colours below indicate the sentiment of the comments, with the highest type of comment suggesting an improvement to the area. Entries were also collected at pop-up events and entered into the digital map.

The majority of suggestions relate to travel and movement within the area and green spaces across the area. Suggestions included: pedestrian crossing improvements at key junctions, waste management and fly-tipping spots and areas of high pollution and traffic.



Map generated - 20.12.22



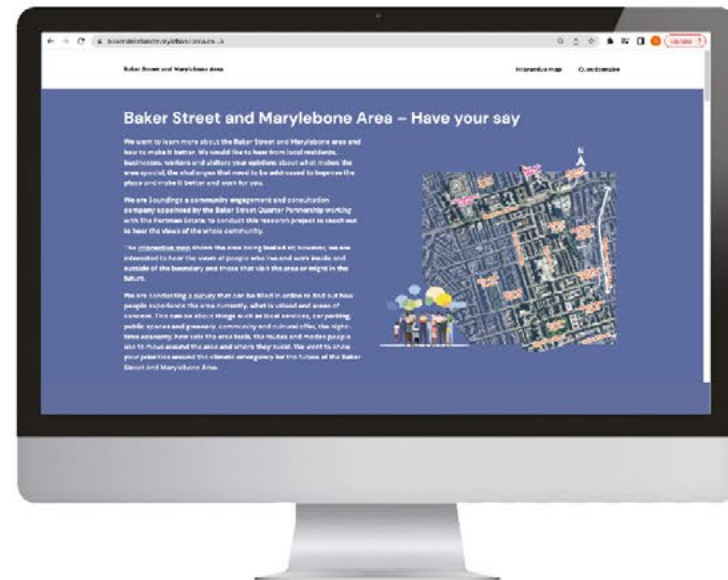
Pins were placed on a physical map of the area to highlight areas of interest, places to improve and where people avoid. These were later entered into the digital map on the website to build the overall interactive map.

Engagement Approach

Communications & Reach:

The engagement has experienced high levels of participation and interest within the community, from its residents, businesses and visitors. Half of the participants live within the Baker Street & Marylebone area. Across the engagement over 500 people participated via online or at in-person events.

The following pages summarise the audience who engaged and the top headlines from the survey and interactive map. Further detail can be found in the spreadsheet data accompanying this report.



*Number of people informed via Baker Street Partnership communications channels, newsletters and partner organisation mailing lists.



Survey Pop-Up Event - Paddington Street Gardens

The engagement approach was built to reach a range of audiences who occupy the Baker Street and Marylebone area (BSQ) to understand what makes the area special, the challenges that need to be addressed to improve the area. Enabling multiple viewpoints will ensure future plans are informed by those who live, work and visit the area:

Residents:

Residents who live further from the Baker Street and Marylebone area (the area) in wards such as Church Street or Lisson Grove tend to not use the area for everyday facilities. These communities are better served with multiple high streets on Edgware Road, Clifton Road and Church Street that cater for multiple economic profiles. The engagement approach focussed toward residents who are geographically close to the BSQ and tend to use services in BSQ.

Visitors:

The area is a well known part of London with high footfall of visitors and tourists who come to the area specifically for its cultural institutions. Some institutions such as Maddam Tussauds attract international visitors and day-trippers, while there are local centres such as Marylebone High Street which are used more frequently by locals and from further away. The engagement balanced the views between first-time visitors to the area and those with local knowledge.

Workers:

The area is a key destination for businesses to operate in Central London, the majority of businesses within the area are situated along Baker Street itself. Passenger movement data from TfL shows peaks of exits from Baker Street and Bond Street station in the morning, as people arrive for work. The engagement focussed on people coming to BSQ for the purposes of work to hear their specific views and thoughts about the area.

On the ground engagement:



Pop-Up Event

Soundings held Pop-Up event in locations with good footfall, often in public spaces, community centers or faith centers.

They were used to raise awareness of the project, though handing out flyers and sign post the surveys online (with QR code). They were also a good way to reach a cross section of the community who would not normally engage.



1:1 Meetings

Soundings held 1 to 1 meetings with identified stakeholders. The purpose of the meetings was to discuss the broader area and understand how it could be improved through an organisational perspective.

1 to 1's were also useful to reach wider networks of people and were used to promote the online survey and share information.



Door Knocking

Soundings, canvassed residential areas across the Baker St & Marylebone area (BSQ). Distributing flyers with links to the website and online survey for those who did not have time to complete there and then.

Residents who live within or close to the BSQ were more likely to contribute their time to the research and participate in the questionnaire.

Pop - Ups

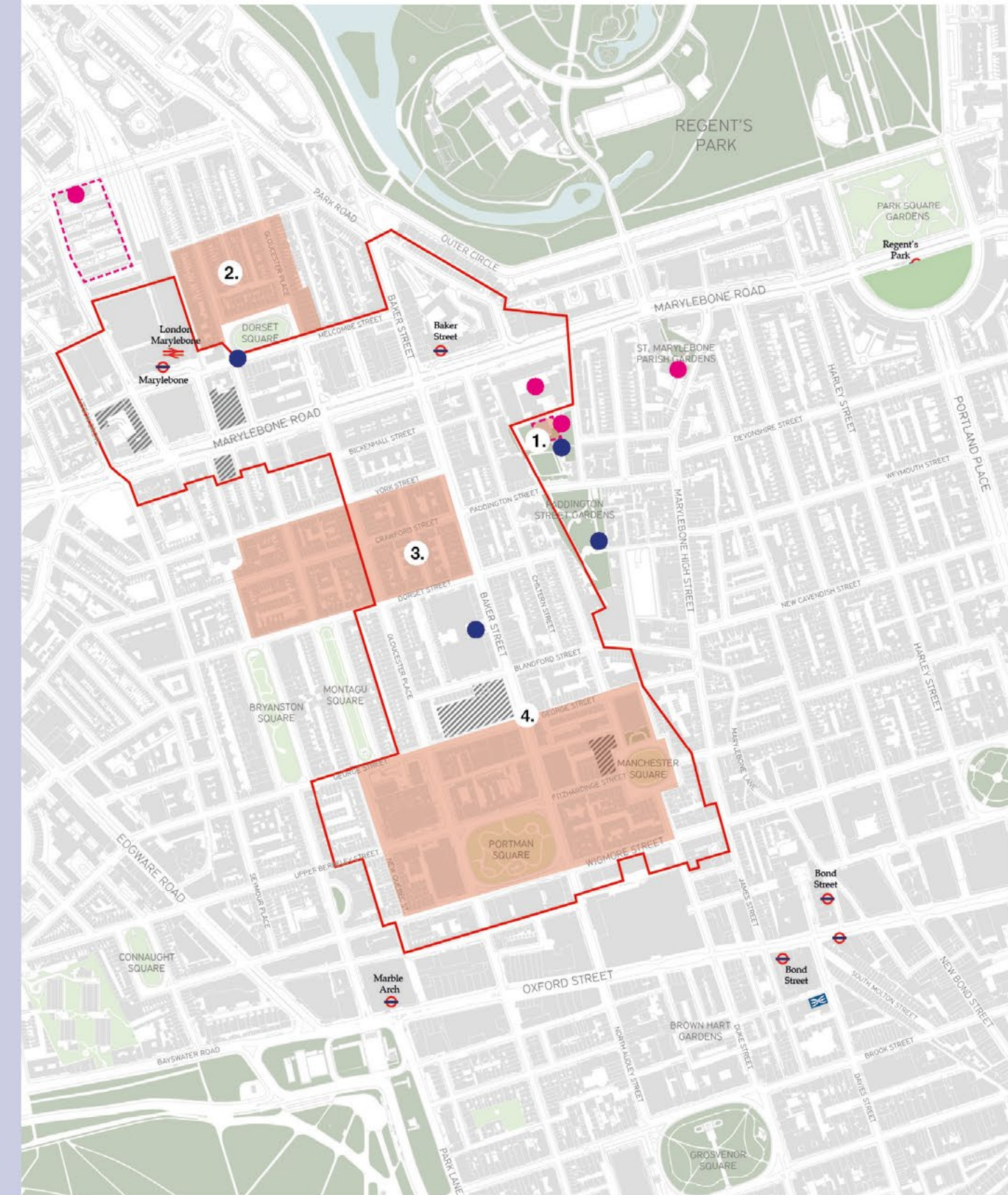
| User Group | Location | Date / Time | Rationale |
|----------------------|---|-------------|--|
| Visitors / Residents | Marylebone Farmers Market / Paddington Street Gardens | 20.11.22 | Hugely popular market drawing a wide geographic range of visitors across London. As opposed to cultural venues like Maddam Tussauds which bring an international and domestic tourists to the area, MFB would bring an audience who are aware of the BSQ, have local knowledge and could contribute to the placemaking vision. |
| Workers | 55 Baker Street - Atrium | 24.11.22 | Flagship commercial building opening in 2008. Likely to be a major employer in BSQ with multiple businesses operating from the building. The location is useful as it is a covered atrium before the lobby and reception spaces into the various offices |
| Residents | Luxborough Tower | 29.11.22 | Luxborough Tower is one of the few social housing blocks adjacent to the BID boundary. The block has a self-organised TRA and well engaged community. |
| Residents | Dorset Square | 01.12.22 | Focus on the residents who are geographically situated between Baker Street, Marylebone Street and Regents park. North of the Marylebone Rd surrounding Dorset Sq and up to Park Road. This could also include a pop-up at Marylebone Station. |

1 to 1 Meetings ●

| Group | Location | Date / Time | Rationale |
|--|------------------|-------------|--|
| Marylebone School | Microsoft Teams | TBC | Local school with primary and secondary campuses with a wide catchment area for residents who live locally north and south of the Marylebone Rd. |
| Luxborough Tower Residents Association | Luxborough Tower | 05.12.22 | Local Authority housing and self-organised tenants group. Geographically close to BSQ. Focus on use of local services and amenities. |
| Westminster University | Microsoft Teams | 12.12.22 | Focus on local student population. Experience of moving through and around the area to get to campus. What services to they use, or what is missing in terms of student services? |
| London Living Streets | Microsoft Teams | 12.12.22 | London Living Streets is a campaign arm, working across London to improve streets and public spaces, making the city a better place for pedestrians. |
| The Fourth Feathers Youth & Community Centre | Microsoft Teams | TBA | Youth Centre located north of Marylebone Station in geographical range that may use or avoid BSQ for various reasons. Focus on young people and young adult voice in the placemaking strategy. |

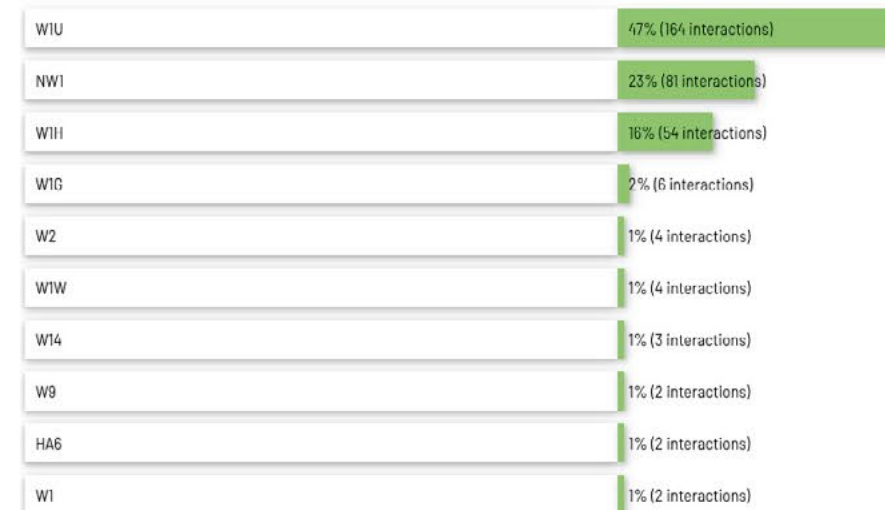
Door Knocking / Flyering Areas ■

| Number | Location | Date / Time | Rationale |
|--------|----------------------------------|---------------------|---|
| 1 | Luxborough Tower | 29.11.22 | Through the conversations with the RA group we can access the building and speak with a greater number of residents to offer their views. |
| 2 | Dorset Square / Ivor Place | 01.12.22 | Townhouse streets behind Dorset Sq, newly incorporated into the BSQ area. Front doors onto the street enables the team to reach these resident easily. |
| 3 | Crawford Street & surrounds | TBC | Residents who live here are adjacent to Baker Street and the commercial parts of BSQ. Geographic proximity will encourage residents to participate in the research. |
| 4 | Baker Street Quarter Street Team | 24.11.22 - 01.12.22 | The Baker Street Quarter Street Team delivered over 400 flyers to establishments and places of interest across the area to promote the survey. |

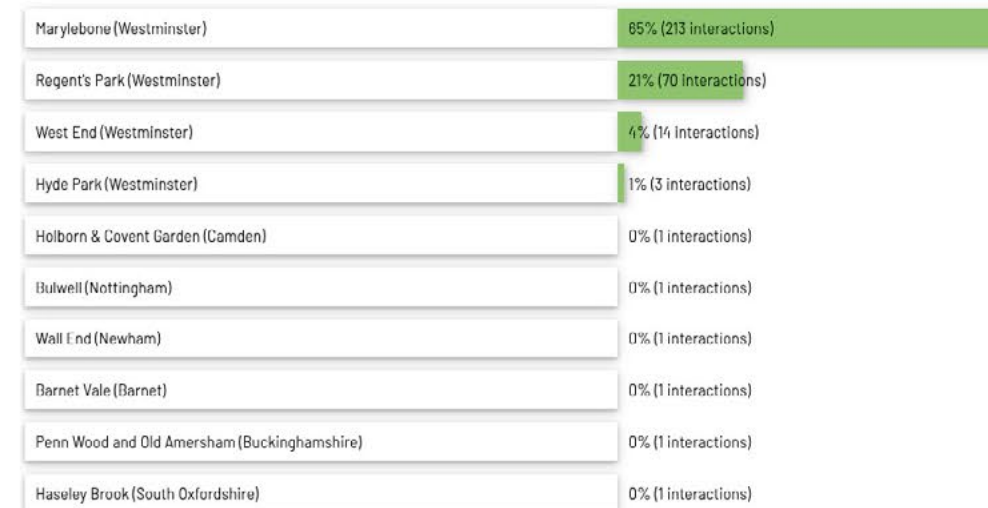


Participant Profile

Top postcode zones:



Top ward or electoral divisions:



The engagement was targeted at local residents and those who work in the area. With over 90% of recorded postcodes from central and western London and within the borough of Westminster. Approximately 10% of responses came from outer London addresses and across parts of the UK.

Are you:



*where percentages equate to over 100%, participants were able to chose multiple options.

What age group are you in:

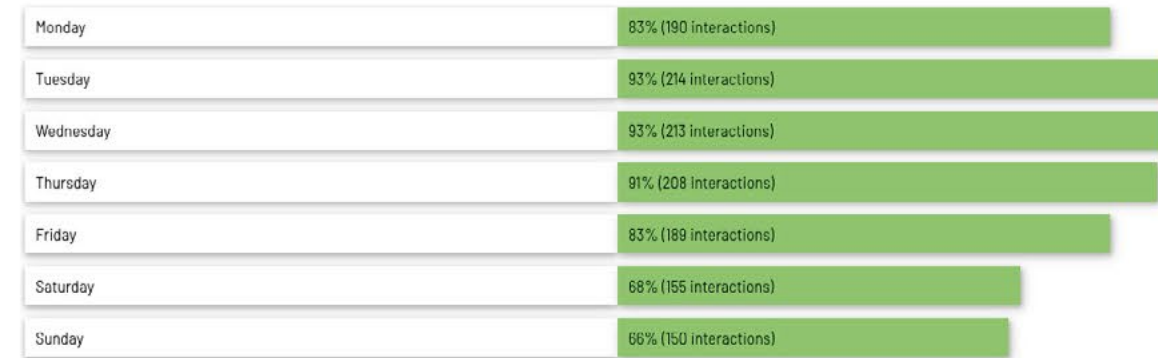


The engagement sought to gain an even spread of residents and people who work in the Baker Street & Marylebone area. The main target groups are well represented in the survey, with some living and working within the area.

There are gaps in the participant profile from the voices of those visiting the area, studying in the area and those under 25 years. These gaps could be addressed by further events or targeted outreach to local stakeholders / groups.

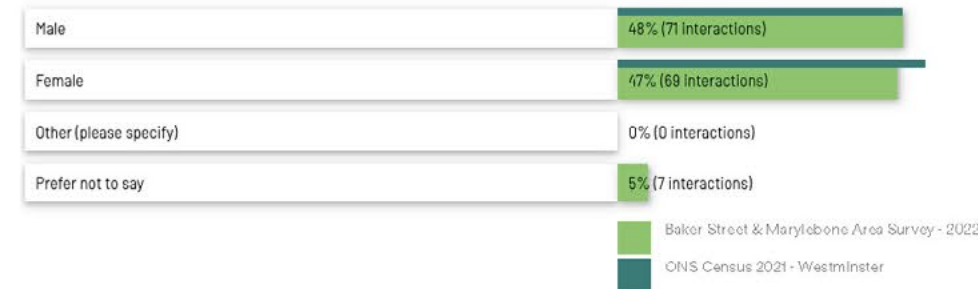
Participant Profile

When during the week are you in the area?



*Where percentages equate to over 100%, participants were able to choose multiple options.

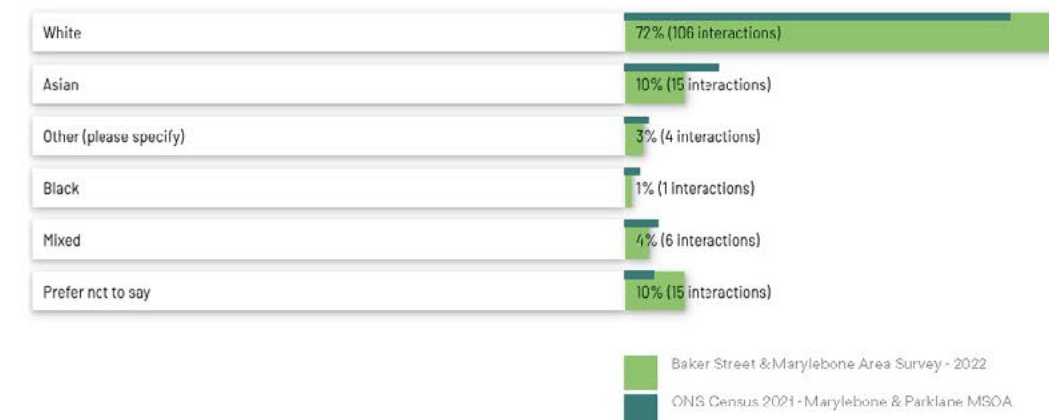
What is your gender?



The activities levels during the week show the area to have a mid-week crest that follows post-pandemic office working cultures: greater numbers of people working from home on Monday's and Friday's.

The participant gender mix is well weighted and close to the Westminster 2021 census data.

What is your ethnicity?



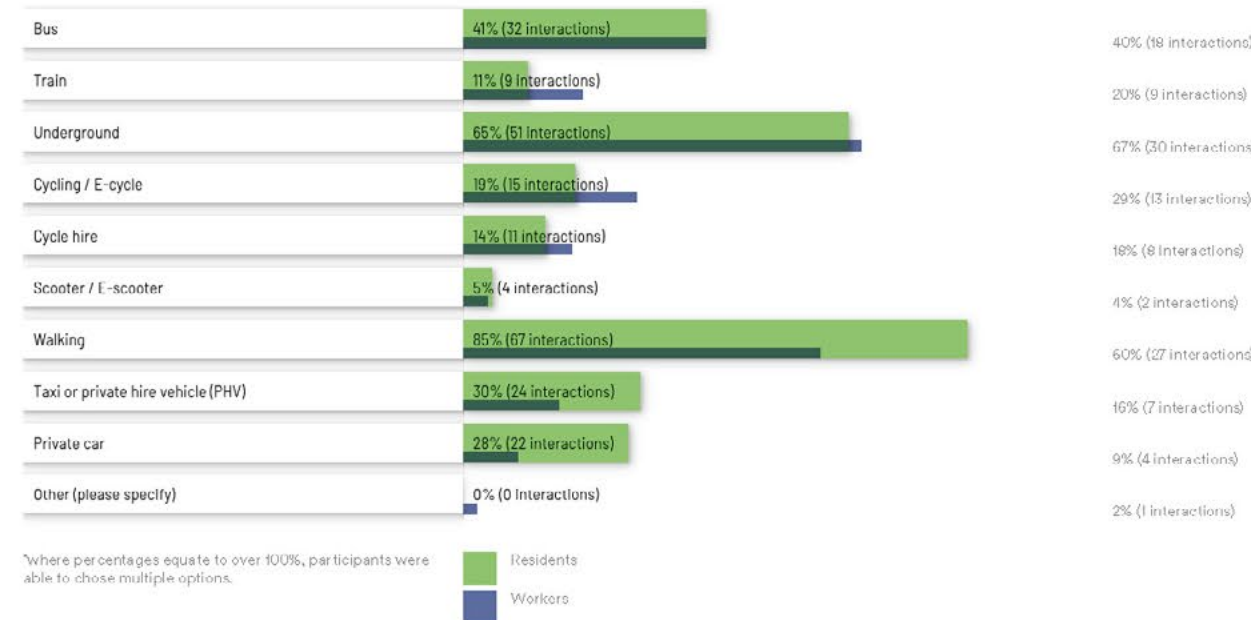
Are you a member of a faith group?



The overall spread of ethnicities engaged with is well represented in comparison to 2021 census data. There is a slight over-representation of those who identify as 'white', and further efforts could be made to engage with Asian and Arab groups.

Faith groups broadly followed census findings, with an under-representation of Christian groups compared against the census data. Many identified as having no faith, being the majority group from the survey data.

Getting to and from the area:

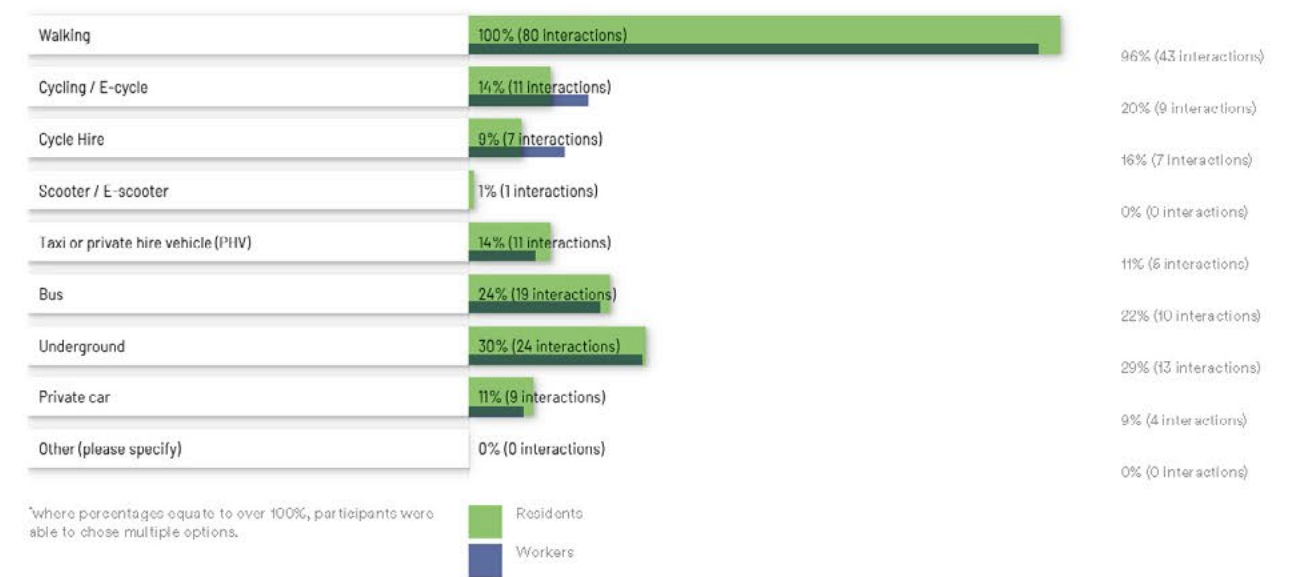


The majority of participants use the underground or walk to get to and from the area. There is a greater number of people walking who are residents compared to those who work in the area.

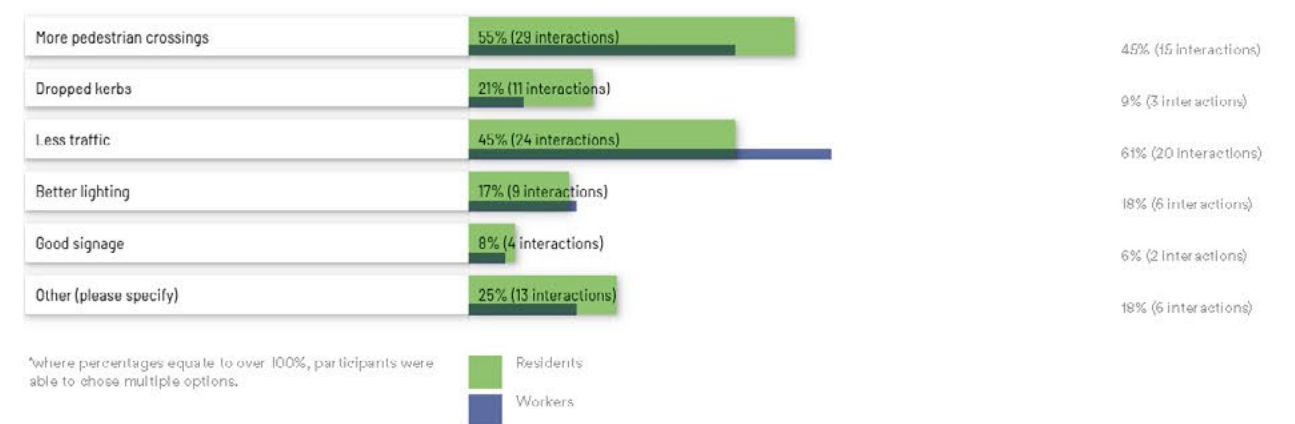
The number of people who cycle in the area is higher in those who work in the area, while the number of private cars and the use of taxis is used more widely by residents.

The use of motorcycles was also included as a response that was not included in the questionnaire categories.

Moving around within the area:



What is needed to make it easier to move around the area?

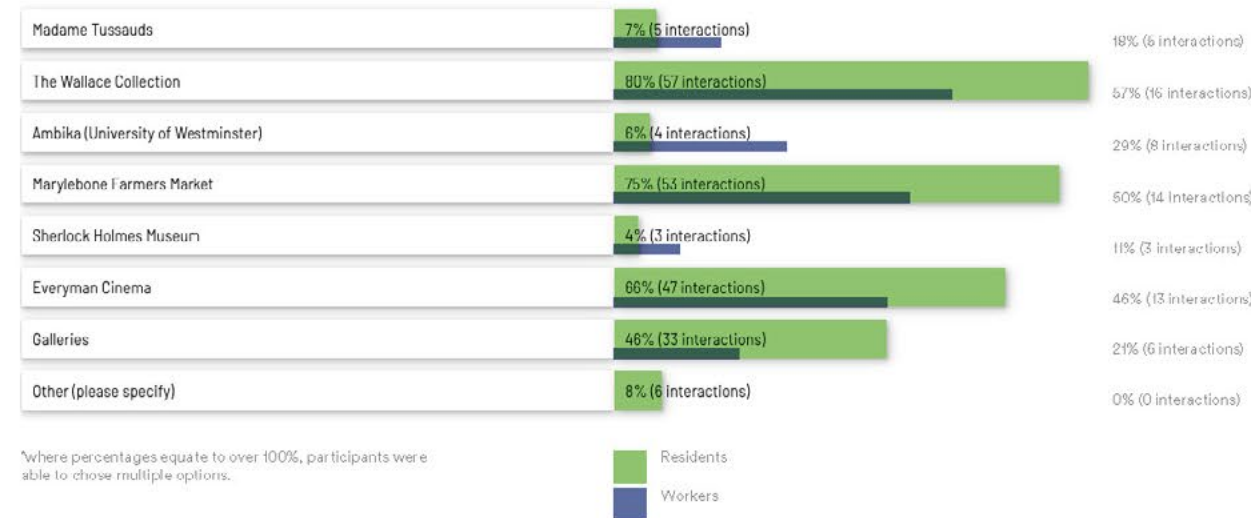


Most people tend to walk to get around the area. From conversations with participants at events, people described the area is easy to reach amenities within walking distance. For example going to get food during a lunch break. Other modes of public transport are also used frequently, such as buses or the underground network.

Ways to improve the movement in the area centred around reducing traffic and improving pedestrian crossing for both residents and workers.

Others mentioned the area is formed around a grid network of streets and is therefore easy to navigate. Other ways to improve moving around the area included, the addition of cycle lanes, increased pavement widths and reducing delivery drivers parking on the pavement.

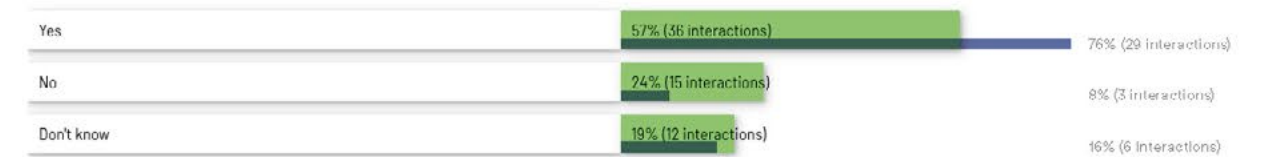
What existing cultural uses / facilities do you use in the area?



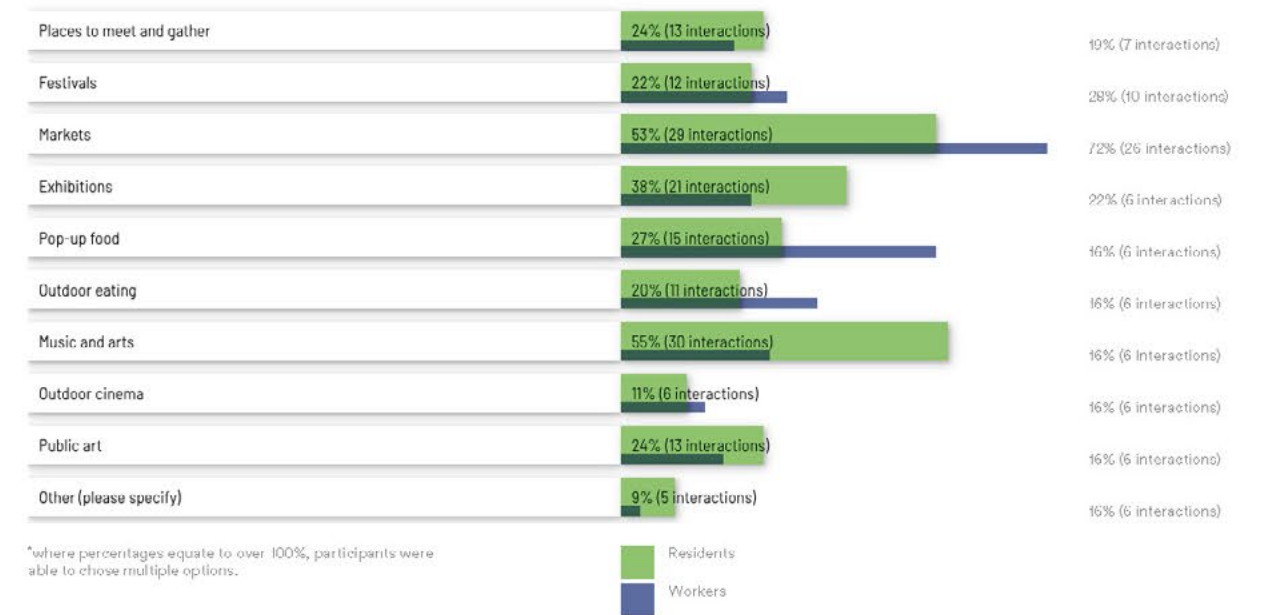
Both the Wallace Collection and Marylebone Farmers Market are the two most frequently used cultural facilities used in the area by residents and people who work in the area. Those who live in the area have visited many of the existing cultural facilities, evidenced by the large proportion of responses being over 50%.

Madame Tussauds and the Sherlock Holmes Museum are the least frequented cultural venues in the area, though they are internationally recognised and visited by London tourists. From conversations these venues are visited by participants only once, where as the higher scoring venues, people visit often.

Would you like to see more / varied facilities in the Baker Street & Marylebone Area?



If yes, which of the following would be your top 3 wish list?

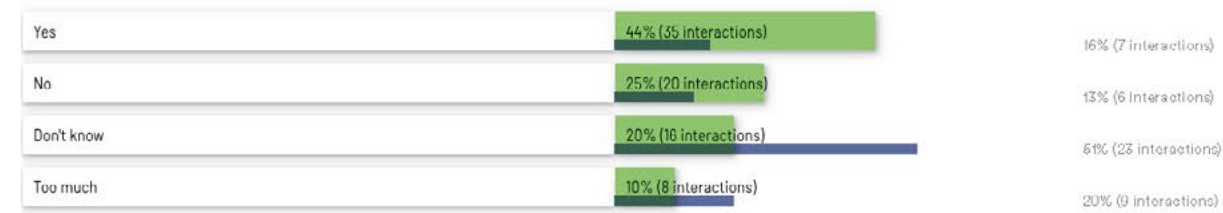


Respondents of the survey would like to see an increase or variety of facilities within the Baker Street and Marylebone area. This is particularly apparent in those who work in the area.

People who work in the area would like to see a greater presence of markets, in the area. The Baker Street Quarter Partnership operates a popular food market twice a month, the survey results suggest this could be increased, or the rotation of vendors and food offer could occur more frequently.

For those who live in the area, the preferences on a mixture between, music and arts, markets and exhibitions. These types of events are more community focussed compared against the other questionnaire options.

Do you feel there are enough parking spaces?



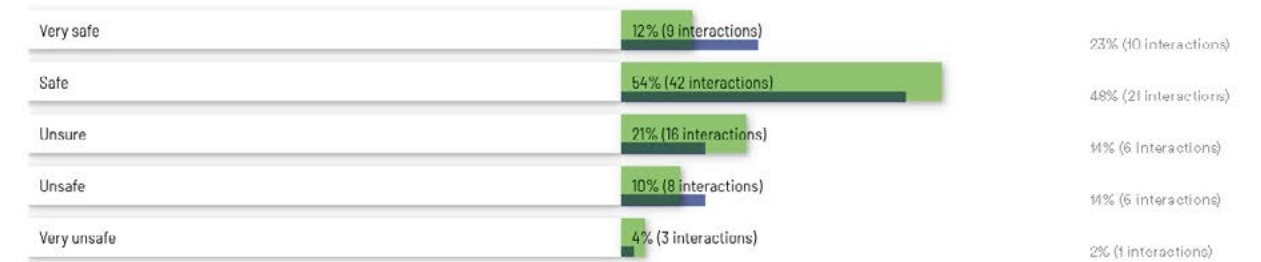
Do you feel there are enough spaces for loading and deliveries?



There are visible differences in opinion between residents and workers over parking and delivery spaces within the area. For those who live in the area, the topic is much more accessible and residents can give an informed opinion.

Many people who work in the area responded 'Don't Know' which implies it is a topic that most people do not consider or does not impact their daily lives as it might if you lived in the area. Overall most residents agreed there is enough spaces for both parking and deliveries, with some even suggesting there are too many car parking spaces in the area.

How safe do you feel after dark in the area?



Do you think the night-time experience of the area could be improved?



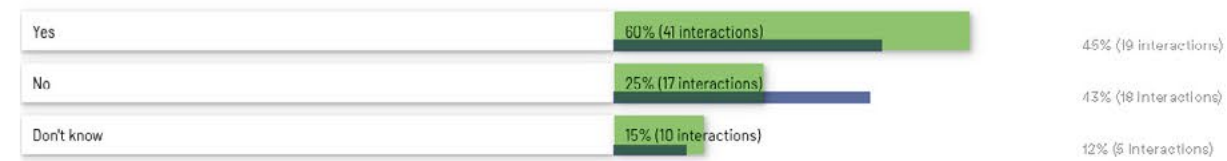
Positively, the area is felt by most people to be safe after dark. Those who work in the area tend to find the area slightly safer at night than residents. However both residents and workers feel as though the night-time experience of the area could be improved.

Improvement suggestions were often related to the perception of crime, a desire to reduce the number of those who beg and sleep rough and associated ASB. Other measures included reducing fast food outlet night-time hours, more security patrols and discouragement of delivery drivers congregating in large groups.

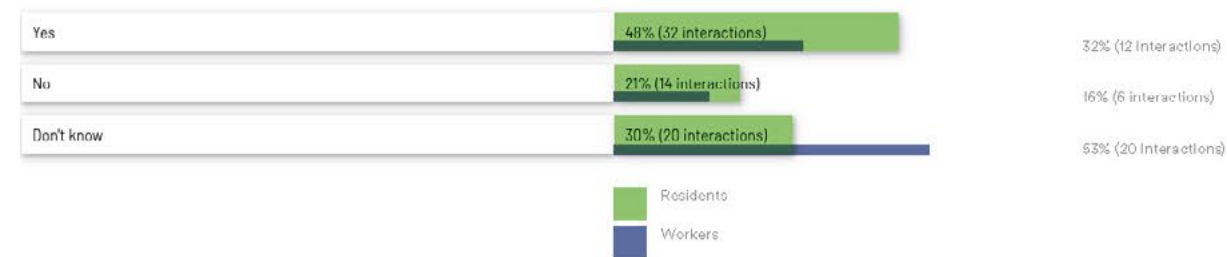
How would you rate your sense of connection to the Baker Street and Marylebone area?



Is there enough publicly accessible space in the area?



Are local facilities & services (e.g community centres, libraries, fitness and health, shops, learning, social networks and hobby groups) affordable, accessible and suitable for your needs?

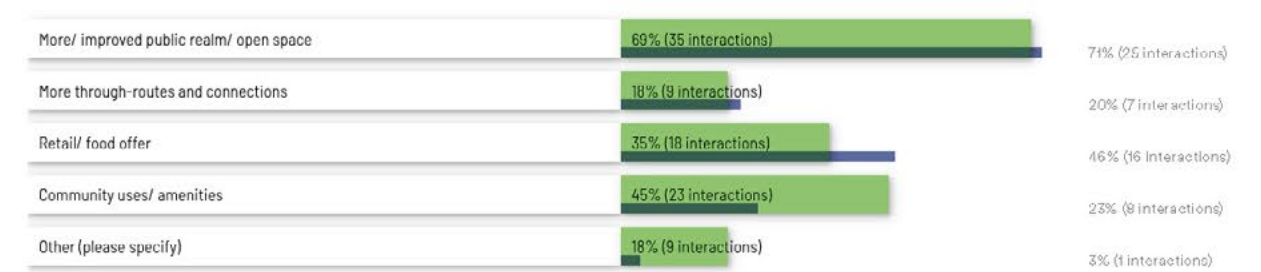


Overall, respondents have a good sense of connection to the area. Over 70% of residents and workers agreed they had a good sense of connection.

Respondents differed in opinion on publicly accessible space in the local area. Residents broadly agreed there was enough public space, citing Regents Park and Paddington Street Gardens as the most accessible spaces to them. People who work in the area were split roughly 50/50, implying there is not enough public space in the area. This may also have to do with proximity to public spaces, when these spaces are potentially being sought in a lunch break and may not be easily reachable.

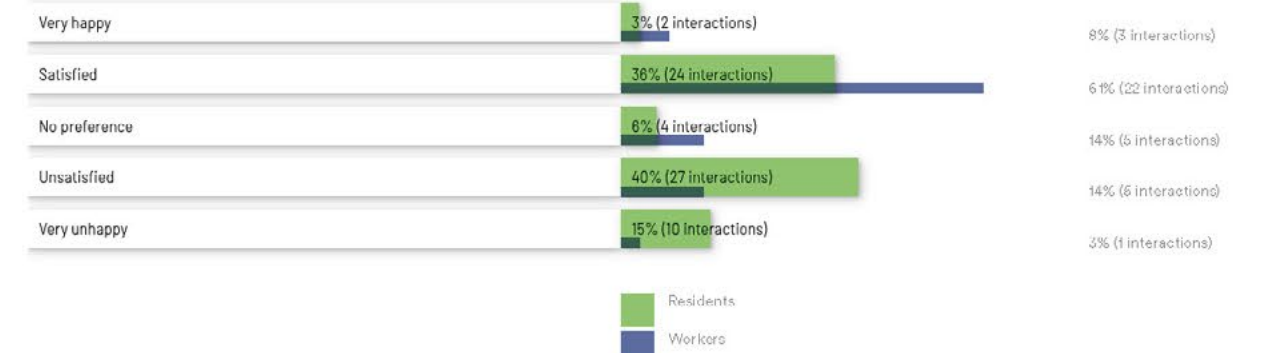
Local facilities and services were suitable to a large proportion of residents with 48% agreeing. One fifth of residents disagreed local services were unaffordable. From the survey people who work in the area tend to use local services less and were unable to answer the question.

How could new developments enhance the area?



*where percentages equate to over 100%, participants were able to chose multiple options.

How satisfied are you with the waste management and general cleanliness of the area?



Both residents and workers agreed that new developos could provide greater public and open space in the area. Residents would also like to see developments provide community uses or amenities, while workers preferred a greater choice of retail and food options.

Residents also suggested, housing and affordable homes could be delivered through new development. They also suggested their preferences for restaurants and retail as new ground floor uses compared against fast-food or takeaway outlets.

There is a mix of opinion on the overall cleanliness and management of the area. People who work in the area tend to find the levels of cleanliness better than those who live in the area. This may be connected to the levels of private street cleaning that service office blocks compared against street cleaning, responsibility of ownership may also play a factor in differing levels of service across the area.

A PLACEMAKING STRATEGY FOR **BAKER STREET** AND **THE MARYLEBONE AREA**

Publica

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