

HARLEY STREET BID MASTERPLAN A LONG TERM VISION FOR THE PUBLIC REALM OF THE HARLEY STREET AREA



FOREWORD

We are delighted to present our masterplan vision. In an era marked by rapid change and unprecedented challenges, the need for a comprehensive masterplan is critical. This document represents a pivotal step toward shaping our community's future, ensuring that we meet today's demands and anticipate tomorrow's needs.

Central to this endeavour is the role of the Harley Street Business Improvement District (BID), which supports and initiates positive change from a public realm perspective. The BID fosters collaboration between businesses, residents and local government to enhance our shared spaces, creating vibrant and inviting environments where people can connect and thrive.

This masterplan, the product of extensive research and community engagement, reflects a shared vision from our residents, stakeholders, and partners. It embodies our collective aspirations and our commitment to fostering a resilient community. The strategies outlined are actionable pathways toward achieving our goals, from enhancing green spaces and improving transportation networks to supporting local businesses and investing in education and innovation.

The BID's commitment to enhancing the public realm is evident in its efforts to beautify streetscapes, improve safety, and promote community events. By investing in infrastructure and creating engaging public spaces, the BID plays a crucial role in attracting visitors and promoting a sense of pride among residents, enhancing our neighbourhood's aesthetic and strengthening our local economy.

This masterplan will serve as a guide - a living document that adapts to our changing needs. This requires ongoing collaboration among all sectors of society. The complexities we face demand creativity, flexibility, and resilience.

The BID invites you to engage with this document and join us in implementing this ambitious vision. Together, we can transform our public spaces, enhance quality of life, and build a community we can all be proud of.

**NICKI PALMER, BID DIRECTOR
HARLEY STREET BID**

THANK YOU

Thank you to everyone who has engaged on the development of this masterplan, for your time and insights, specifically to the following bodies and organisations.

Aesop
Alliance Medical
Baker Street Quarter Partnership
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Cleveland Clinic London
Cross River Partnership
EIFA School
Fitzrovia Partnership
Frogmore Estates
HCA Healthcare
Harley Street BID Board
Harley Street BID Public Realm Steering Group
ISCAS
Isokinetic
J&L Gibbons
John Bell & Croydon
London Living Streets
Marylebone School
Phoenix Hospital Group
Q Parks
Queens College
RAF Benevolent Fund
RIBA

Royal Society of Medicine
St Marylebone Church
St Marylebone School
St Marylebone Society
St Vincent's Primary School
The Doyle Collection
The Howard de Walden Estate
The Marylebone Association
The Marylebone Forum
The Royal Marsden
The University of Westminster
The Welbeck Hotel
Transport for London
Westminster City Council



CONTENTS

6	INTRODUCTION	THE BID AND THE PROJECT TEAM THE PURPOSE OF THIS MASTERPLAN THE AMBITIONS FOR THE MASTERPLAN EXECUTIVE SUMMARY PUBLIC AND STAKEHOLDER ENGAGEMENT
16	CONTEXT	THE HARLEY STREET AREA TODAY A MIXED USE NEIGHBOURHOOD A CENTRE OF HEALTHCARE WITH A RICH HISTORY HISTORICAL DEVELOPMENT ARCHITECTURAL CHARACTER OPEN SPACES AND PLANTING MOVEMENT AND ACCESS TO PUBLIC TRANSPORT EXISTING CONDITION OF THE PUBLIC REALM POLICY REVIEW
36	STRATEGIES	STRENGTHEN THE AREA'S GREEN GRID ENHANCE THE UNIQUE CHARACTER OF THE AREA'S STREETS IMPROVE ROUTES FOR PEDESTRIANS AND CYCLISTS DELIVER ALL INTERVENTIONS WITHIN THE AREA'S EXCESS PARKING CAPACITY
46	PROJECTS	PROJECT PHASING SHORT TERM PROPOSALS MEDIUM TERM PROPOSALS LONG TERM TRANSFORMATION
76	COSTS	DELIVERY OF PUBLIC REALM PROJECTS

THE BID AND THE PROJECT TEAM

THE HARLEY STREET BID

The Harley Street BID is a newly established business improvement district formed in April 2022. The BID is a not-for-profit organisation made up of businesses, landowners, medical organisations and various charities working together with the wider Harley Street community to enhance and improve the entire Harley Street area, transforming it into a unique, fulfilling destination for all.

The four strategic themes of the Harley Street BID:

1. Public Realm and Wayfinding
2. National and International Marketing
3. Business Sustainability and Connectivity
4. Safety and Business Resilience

PUBLICA

Based in London, Publica is an urban design and research consultancy founded in 2010. Publica has been studying the West End for more than ten years and its first completed public realm improvement project was Marylebone Lane. Other completed projects include Bond Street and Hanover Square and the delivery of Westminster City Council's Place Strategy for the Oxford Street District in 2019. Publica also continues to work with The Portman Estate on the long-term plans for the future of Marble Arch.

Adjacent to the Harley Street BID area, Publica developed the Placemaking Strategy for the Baker Street and the Marylebone Area in 2024. Publica is separately commissioned by the Howard de Walden Estate to develop the vision for Portland Place.

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 local Business Improvement Districts since 2012. Schemes implemented successfully include Strand-Aldwych, Bond Street, Regent Street and the Baker Street Two-Way Project.

CHRISTINA NORTON

Christina Norton is a specialist engagement consultant and former founder and director of engagement agency, Soundings. Between 2007 and 2023, Soundings offered services specialising in community engagement, co-design, vision development and delivery of all aspects of participatory design and co-production as regards urban and rural change.



THE PURPOSE OF THIS MASTERPLAN

The Harley Street BID area is located at the heart of London's West End. It includes some of the capital's most notable destinations, including the retail and leisure activity of Marylebone High Street, the healthcare cluster surrounding Harley Street, and Portland Place with its institutional and diplomatic uses. Alongside these major destinations, the area also has a significant and long-established residential population, which lends the area a local neighbourhood feel. The area has a rich history and many well-preserved heritage assets, including its Georgian street network and historic open spaces such as Cavendish Square and Paddington Street Gardens.

With its mix of uses and unique heritage, the Harley Street BID area is already a vital and attractive neighbourhood for businesses, residents and visitors. However, today, the streets of our cities are required to work harder to contribute towards the well-being of users and address challenges around inclusivity, accessibility and climate change. Within this context, the following masterplan sets a long-term vision to improve the streets and spaces of the Harley Street BID area with the ambition of creating a more welcoming, accessible and greener neighbourhood able to accommodate the future needs of our cities.



A map showing the extents of the Harley Street BID Masterplan.

THE AMBITIONS OF THE MASTERPLAN

WELCOMING

Create welcoming streets and public spaces that encourage people to dwell and enjoy the Harley Street area with the ambition of delivering "streets for all".

HEALTH, ACCESSIBILITY AND WELL-BEING

Celebrate the area's healthcare connections by delivering public realm with a focus on health, accessibility and well-being.

HERITAGE

Enhance the setting of the area's unique historical street network and many well-preserved Georgian and Victorian buildings.

NEIGHBOURHOOD QUALITIES

Enhance the neighbourhood feel of the area by making it safer and more pleasant to move around and to reduce the impact of vehicular traffic.

TREES AND PLANTING

Plant more street trees to increase biodiversity, improve key movement routes, and strengthen the area's green grid to better connect existing green spaces through the creation of micro-habitats.

CLIMATE RESILIENCE

Deliver interventions that mitigate the impacts of climate change, including the delivery of Sustainable Drainage Systems (SuDS), the selection of resilient and biodiverse planting, the provision of shade and cooling, and sustainable material choices.

EXECUTIVE SUMMARY

The Harley Street BID Masterplan was developed from January 2024 to March 2025. The report is in three parts — a context study, area wide strategies and proposals for public realm projects.

A meticulous context study was conducted in the initial phase of our work, ensuring that our proposals are firmly grounded in a comprehensive understanding of the area. This study encompassed a policy review, historical research, detailed land use and public realm mapping, and movement, traffic and parking analysis. These efforts have allowed us to identify the opportunities and challenges that the area faces, providing a solid foundation for our proposals.

The area's strengths include its diverse mix of uses, unique heritage and character, and the neighbourhood feel created by its residential population and the several schools in the area. In addition, many of the area's streets have already been transformed into emerging green corridors by an exemplar tree planting programme delivered by WCC and the Marylebone Tree Trust. Challenges include the inward facing nature of much of the area's activity, streets dominated by parked vehicles, and accessibility issues including relatively long distances to access public transport, missing pedestrian crossings at junctions and constrained footways.

Building on the findings from our context study, we have developed a clear set of ambitions in close collaboration with the Harley Street BID and our stakeholders. These ambitions reflect our shared aspirations to create a more welcoming area that contributes to the health and well-being of its users, to enhance the setting of the area's

heritage assets, to further enrich the area's neighbourhood qualities, and to deliver further street trees and planting to help mitigate the effects of climate change.

A series of area wide strategies set out how these ambitions will be achieved. The first aims to **Strengthen the area's green grid** through further tree planting and the delivery of at-grade planting beds. The second will **Enhance the unique character of the area's streets** through interventions designed to enhance a sense of place or improve key locations. The third strategy will **Improve routes for pedestrians and cyclists** by upgrading junctions and improving infrastructure of cycling and micromobility, whilst the final strategy outlines the approach to **Deliver all interventions within the area's excess parking capacity.**

Further details are then provided on the proposed public realm interventions. These projects, which have been broken down into a series of short (1–3 years), medium (3–10 years), and longer-term (10+ years) projects, are designed to bring about significant improvements to the area. They range in complexity and cost, and it is hoped that the successful delivery of projects in the immediate future will gather support for the longer-term ambitions of the masterplan and assist the BID's fundraising efforts for future interventions.

During the development of the masterplan, several public and stakeholder engagements events were conducted, including street pop-ups, an online survey and interactive map, and in-person and online sessions. These engagements led to valuable insights and feedback, which were instrumental in shaping the masterplan and ensuring it aligns with the needs and aspirations of the community.

PUBLIC AND STAKEHOLDER ENGAGEMENT

HOW WE ENGAGED:

ONLINE SURVEY

An online survey to gather insights into the area was undertaken in June 2024. 87 responses were received, including from businesses, residents, workers, and those visiting the area for medical appointments and to shop.

INTERACTIVE MAP

An interactive map to record feedback and make suggestions ran in parallel to the online survey. 141 comments were received on the map providing location specific data.

STREET POP-UPS

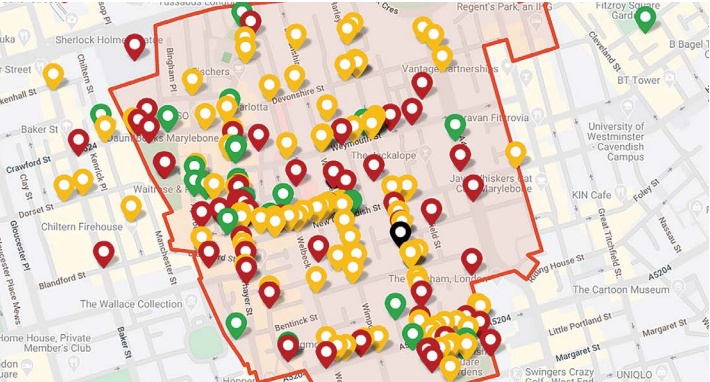
Street pop-ups were undertaken at four locations across the area in May and June including at Marylebone Farmers Market, Marylebone Festival and outside Marylebone Library.

STAKEHOLDER EVENTS

Two stakeholder events were held, online and in person, in early July to present and receive feedback on the work undertaken to date and the initial masterplan ambitions. A final stakeholder presentation was also conducted in December 2024 to gain feedback on the developing masterplan proposals. This presentation was attended by 58 people.



Harley Street BID Masterplan website, 6 May–16 June



Online Interactive Map, 6 May–16 June



Pop up at Moxon Street (Marylebone Farmers Market), 19 May



Pop-up interactive map, 19 May–16 June

PUBLIC AND STAKEHOLDER ENGAGEMENT

A summary of the key findings from the public and stakeholder engagement sessions is set out below, including details of how the feedback impacted the development and proposals included in the masterplan.

WHAT ARE THE STRENGTHS OF THE PUBLIC REALM IN THE HARLEY STREET BID AREA?

- Generally felt to be an attractive area, with valuable green spaces and tidy streets.
- A vibrant mix of retail, food and drink and other activities, especially on Marylebone High Street and Marylebone Lane.
- The area's medical excellence is felt to be an asset, but to some, Harley Street does not feel like a world-class medical destination.
- The schools are a vital part of the neighbourhood, and it is important to ensure the area is safe for children and young people to move around.
- The area is welcoming with three quarters of survey responses saying they feel welcome and like they belong in the Harley Street area.
- The area has good perceptions of safety with 90% of survey responses reporting feeling safe during the day and 74% reporting feeling safe after dark.
- The exemplar tree planting programme delivered by the Westminster Tree Trust and WCC has already transformed many of the area's streets.

WHAT ARE THE CHALLENGES?

- There is a common perception that traffic levels in the area are too high.
- Accessibility issues were a regular concern with narrow and cluttered footways and a lack of safety at crossings highlighted as priorities.
- A perception that the area would benefit from additional planting, with street trees and pocket parks being the most supported opportunities. However, concerns were often raised around the maintenance of planting.
- A lack of seating, with 69% of survey responses recording this as an issue.
- A lack of inclusivity in the area with the majority of responses suggesting there are not enough spaces catering for play (40%), families (30%), or amenities for people of different incomes (49%). Engagement with students at Queen's College School also highlighted a desire to see more spaces for families and young people in the area.
- Suggestions that wayfinding and the arrival experience at entry points to the area could be improved.
- Support for improvements to cycle infrastructure was divided between survey respondents, with 41% for and 43% against.

HOW THE FEEDBACK HAS IMPACTED THE PROPOSALS

- Overall, there was a high level of support for the ambitions of the masterplan. In particular, with the many healthcare uses in the area, there was a feeling that health and well-being should be visible in the public realm.
- The proposals have been developed to minimise changes to traffic and parking. Although survey responses suggested support in favour of rebalancing streets away from vehicles, there was also concern that servicing and drop-off for businesses in the area should not be impacted.
- The feedback allowed clear priorities to be established for the masterplan with more benches and seating, trees and greenery and improved footways and crossings receiving the most support for improvements.
- Ensured interventions are place-specific. For example, there is a need for enhanced placemaking on Harley Street, additional seating on Harley Street and Marylebone High Street, and a focus on accessibility improvements on Harley Street and New Cavendish Street.
- Valuable local knowledge contributed to the context study and mapping.

CONTEXT

The following pages summarise the extensive context study of the Harley Street BID area undertaken during the development of this masterplan. The research provided a comprehensive understanding of the area and provided an evidence base on which considered proposals could be developed. The studies included a policy review, historical research, detailed land use and public realm mapping, and movement, traffic and parking analysis.

A set of nine of key findings summarise the analysis undertaken around the themes of Place, People and Public realm.

WHAT WE FOUND:

PLACE

- An area defined by its well preserved heritage architecture with historically significant streets including Portland Place, Harley Street and Marylebone High Street.
- The subtle variations in architectural styles and detailing are vital to understanding the character of the area.
- An established neighbourhood with a relatively low pipeline of new building development.

PEOPLE

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

PUBLIC REALM

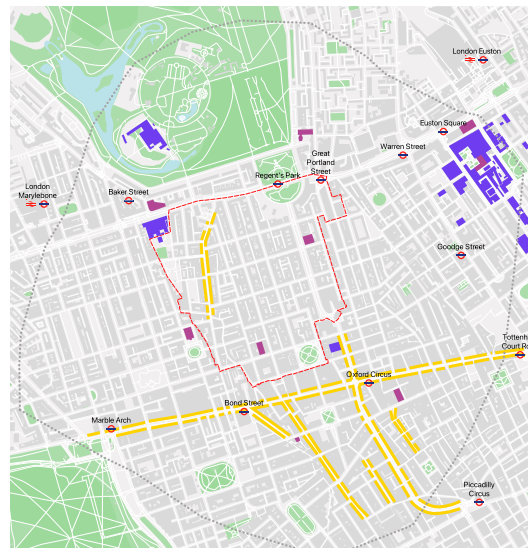
- An area lacking in high quality public realm commensurate to its heritage and healthcare uses.
- A missing jigsaw piece in London's West End in terms of connectivity.
- An area with little variation in planting and greenery with a monoculture of street trees.

THE HARLEY STREET AREA TODAY

The Harley Street BID area occupies a prominent location in the West End of London extending from Wigmore Street in the south to Marylebone Road in the north, and between Great Titchfield Street and Paddington Street Gardens to the east and west respectively. The area is located within the City of Westminster and overlaps with the Marylebone and West End wards.

The area encompasses several prominent city-wide destinations including Marylebone High Street and Marylebone Lane with their specialist retail and food and drink uses, Harley Street with its many healthcare uses and Portland Place, which connects

with Regent Street at its southern end and is home to the BBC, RIBA and several educational and diplomatic uses. The area lies directly north of the commercial and retail activity of Oxford Street and to the south of the significant open space of Regent's Park. The area is also home to a significant residential population.



A site plan showing the Harley Street BID area in the context of the West End.

- Key
- Cultural attraction
 - Higher education
 - Main retail centres
 - 20 minute walking distance
 - Site boundary



Harley Street - Famous for its long standing healthcare connections.



Marylebone High Street - A retail destination with a local heart.



Portland Place - Dignified architecture and a mix of uses connecting with Regent Street.



Weymouth Mews - One of several characterful mews streets found in the area.



Wigmore Street - Connecting with the commercial activity of Oxford Street.



Cavendish Square - A valuable open space and heritage asset.

A MIXED-USE NEIGHBOURHOOD

The Harley Street BID area is a truly mixed-used neighbourhood in the heart of London combining commercial, retail, leisure, educational, civic, healthcare and residential uses.

AN ACTIVE RESIDENTIAL POPULATION

Alongside other activities, approximately 5,700 people live within the BID boundary with the densest residential areas surrounding Marylebone High Street. Although not a remarkably young neighbourhood in the context of London, the location of several schools in the area and its surroundings, mean there is a notable presence of children and young people.

RETAIL ACTIVITY

Marylebone High Street and Marylebone Lane form the focus point of retail and food

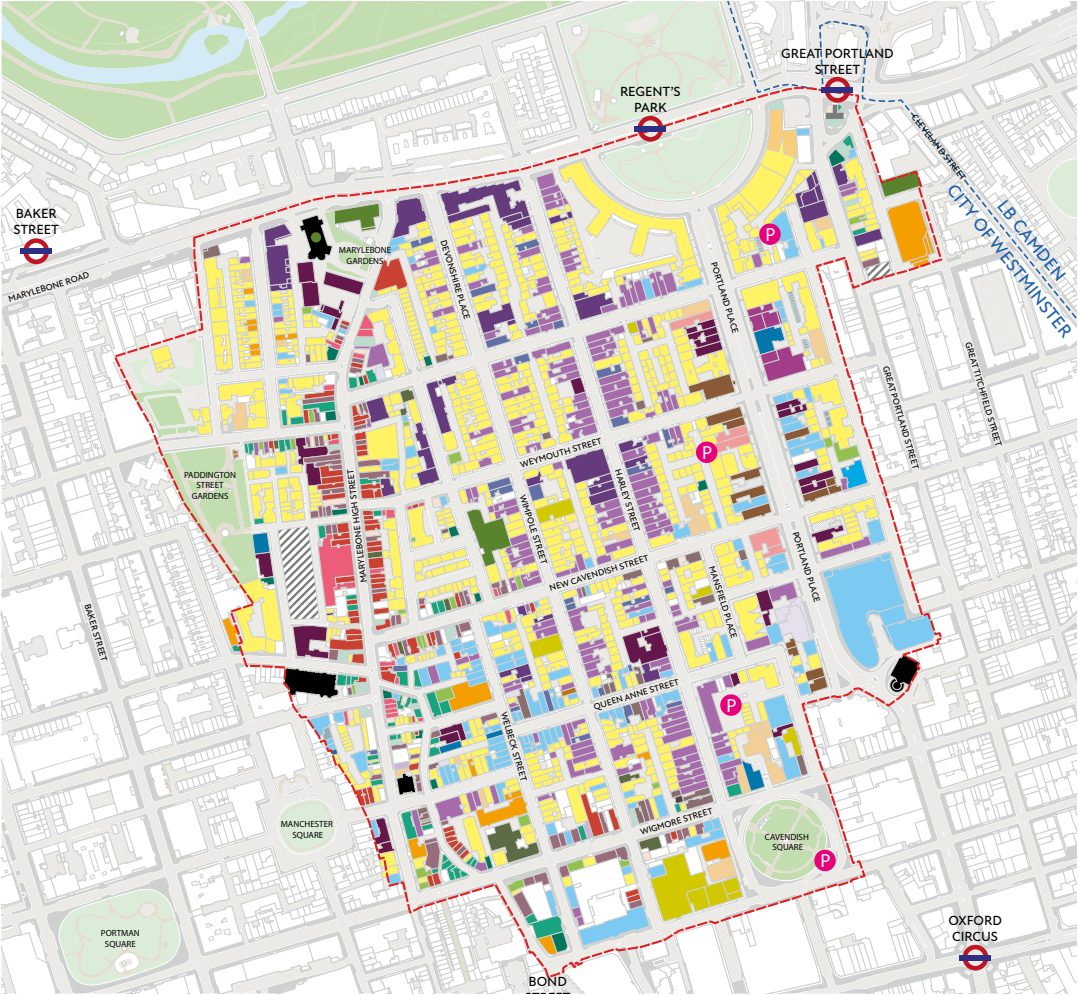
and drink uses in the area. The high street features a number of specialist and high-end retail uses alongside a mix of local high street activity. A well-known farmers market running every Sunday brings significant footfall to Aybrook Street, just to the west of the high street.

COMMERCIAL ACTIVITY

The area to the south of the Harley Street BID area has some of the highest employment densities in London with a particular concentration around Langham Place and Great Portland Street.

HEALTHCARE

The BID area is world renowned for its healthcare uses focused around Harley Street. The following page provides further information on this medical activity and its history.



Ground floor land use



A significant residential population and a number of schools in the area mean children and young people are a notable presence



A CENTRE OF HEALTHCARE WITH A RICH HISTORY

HARLEY STREET HEALTH DISTRICT

The Harley Street area is a well-known medical destination with over 300 healthcare providers based in the district, employing approximately 2,200 consultants. As a global medical destination, the area attracts significant healthcare tourism with 77,600 outpatients visiting from overseas each year. Uses range from clinics, dentists and opticians to private hospitals and NHS facilities. The area is home to several major independent healthcare providers including the London Clinic, King Edward VII's Hospital, the Mayo Clinic and the Cleveland Clinic. The cluster is located close to several of London's universities and hospitals including University College London, Imperial College London, and King's College London. The formation of the Harley Street Health District by the Howard de Walden Estate and a special policy area designation

by WCC aim to protect and promote the healthcare activity in the area today.

MEDICAL HISTORY

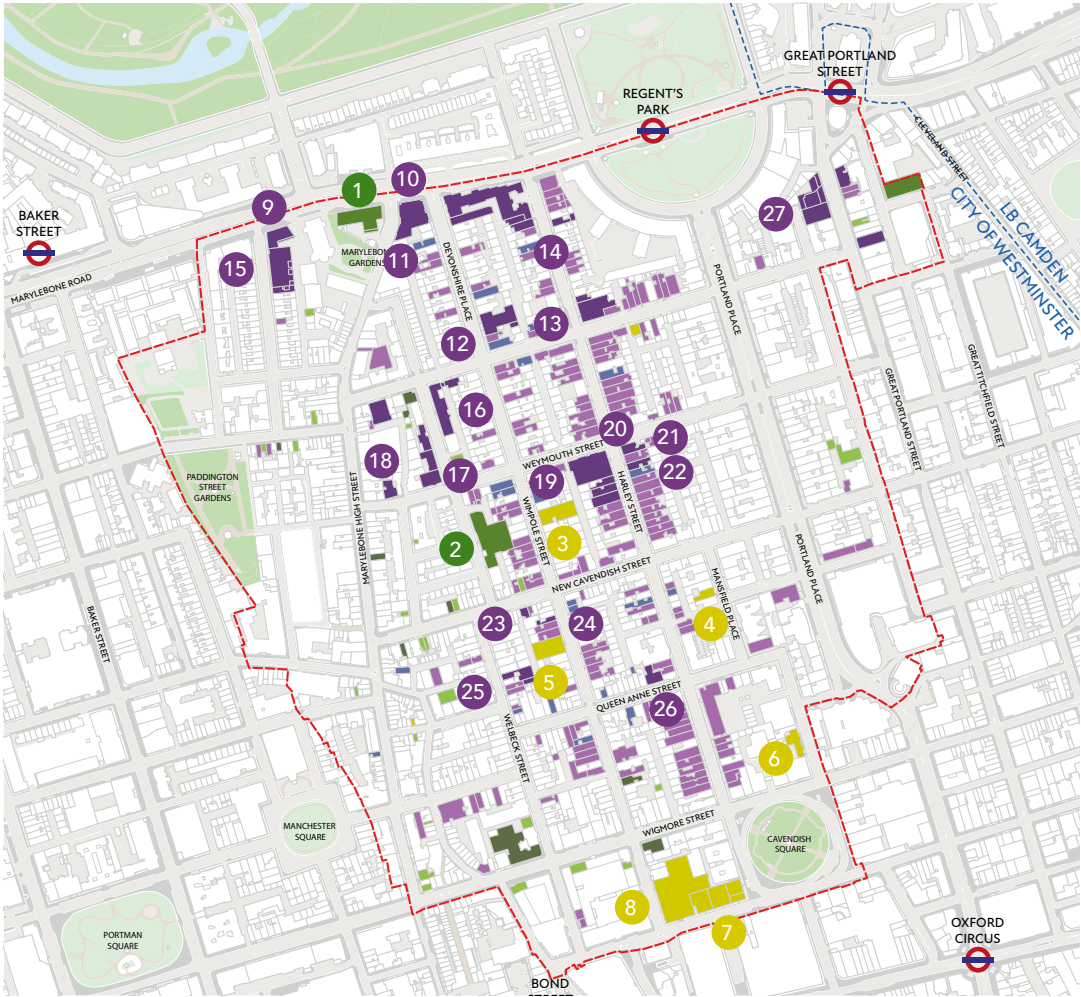
This history of healthcare in the area dates to the mid-C.18 when its proximity to The Middlesex Hospital and the establishment of University College London in Bloomsbury made the area popular with medical professionals, who were also attracted by the proximity to the many potential wealthy patients in the West End. This association developed further in the second half of the C.19 with the opening of many specialist hospitals and dispensaries in the Marylebone area. Harley Street became the focus point for the area's healthcare uses with the most desirable addresses located at the streets southern end often causing practitioners to move down the street to gain status when the opportunity arose.



Harley Street in the early twentieth century.



Today, medical uses occupy many of the area's terraced houses.



Medical/healthcare uses

- | | | |
|--|--|--|
| <ul style="list-style-type: none">1. NHS North West London ICB2. University College Hospital at Westmorland Street3. General Dental Council4. British Veterinary Association5. British Dental Association6. The Medical Society of London7. The Queen's Nursing Institute8. The Royal Society of Medicine | <ul style="list-style-type: none">9. The Princess Grace Hospital10. The London Clinic Duchess of Devonshire Wing11. The London Clinic Main Hospital12. The London Clinic Consulting Rooms and Outpatient Department13. The London Clinic Consulting Rooms14. The London Clinic The Rapid Diagnostics Centre15. The Princess Grace Hospital - Outpatients and Diagnostics | <ul style="list-style-type: none">16. King Edward VII's Hospital17. Weymouth Street Hospital18. Charterhouse Annex King Edward VII's Hospital19. Arkangel Hospitals20. The Harley Street Clinic - HCA21. London Heart Clinic22. Anelca Clinic23. London Claremont Clinic24. The London Children's Clinic25. The London Welbeck Hospital26. Harley Street Specialist Hospital27. The Portland Hospital - HCA |
|--|--|--|

HISTORICAL DEVELOPMENT

The Marylebone area has its origins as a rural village, part of the ancient parish of St Mary-le-Bourne, which was located at the northern end of what is today Marylebone High Street. Marylebone became an established satellite village on the outskirts of London famous for being the home to a wealthy Huguenot community and as the location of Marylebone Gardens, one of London's greatest pleasure gardens (alongside Vauxhall Gardens & Ranelagh Gardens) which opened in 1737. These gardens were popular attractions for Londoners at the time, providing escape from the city and various forms of entertainment including bowls, fireworks and music.

The area became urbanised during the Georgian period with development beginning in 1717 with the setting out of Cavendish Square on axis with Hanover Square which was already constructed to its south. Development continued piecemeal through the C18 as part of the development of the fashionable West End with the new streets and houses attracting many wealthy and aristocratic residents.

Although the street network today remains largely the same as when it was first laid out, significant late Victorian/Edwardian rebuilding and remodelling of the area's terraced housing contribute to its character

today. Twentieth century redevelopment at a larger and more commercial scale is also visible towards the south and east of the study area.



Rocque's map, 1746.



Horwood's map, 1792-99.



A View of St Marylebone, 1756.



A View of the Orchestra with the Band of Music, the Grand Walk in Marylebone Gardens, 1755.



Cavendish Square, Thomas Malton, 1800.



Portland Place, Thomas Malton, 1800.

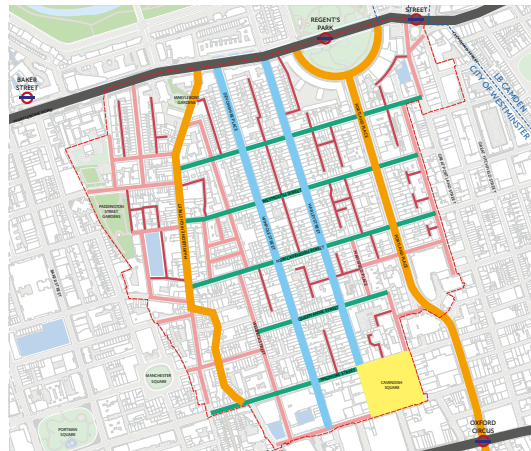
ARCHITECTURAL CHARACTER

The Harley Street BID area features some of London's most recognisable streets including Marylebone High Street and Marylebone Lane (following the line of what was once a country lane), a central grid of elegant Georgian streets set out from Cavendish Square, and Portland Place with its significant width and Adam's architecture.

The area's distinct gridded network of Georgian streets is well preserved and features subtle variation between north-south streets (with regular runs of Georgian

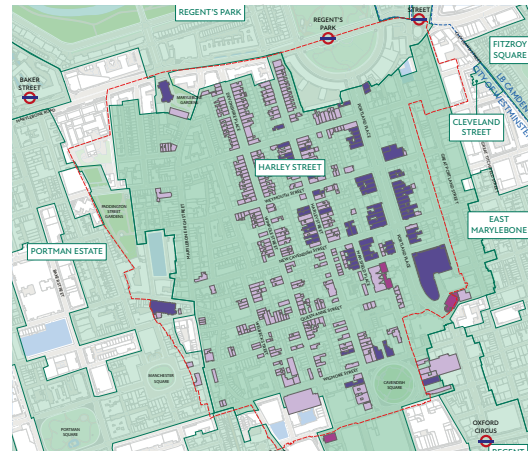
and Victorian terraced houses) and east-west streets (where greater variation in building heights and typologies are found). In particular, the northern sections of Harley Street and Devonshire Place have well preserved runs of Georgian townhouses.

The area has a significant number of Listed buildings with clusters along Harley Street, Wimpole Street, Devonshire Place and Portland Place. The area overlaps with the Harley Street, Regent's Park and the Portman Estate Conservation Areas.



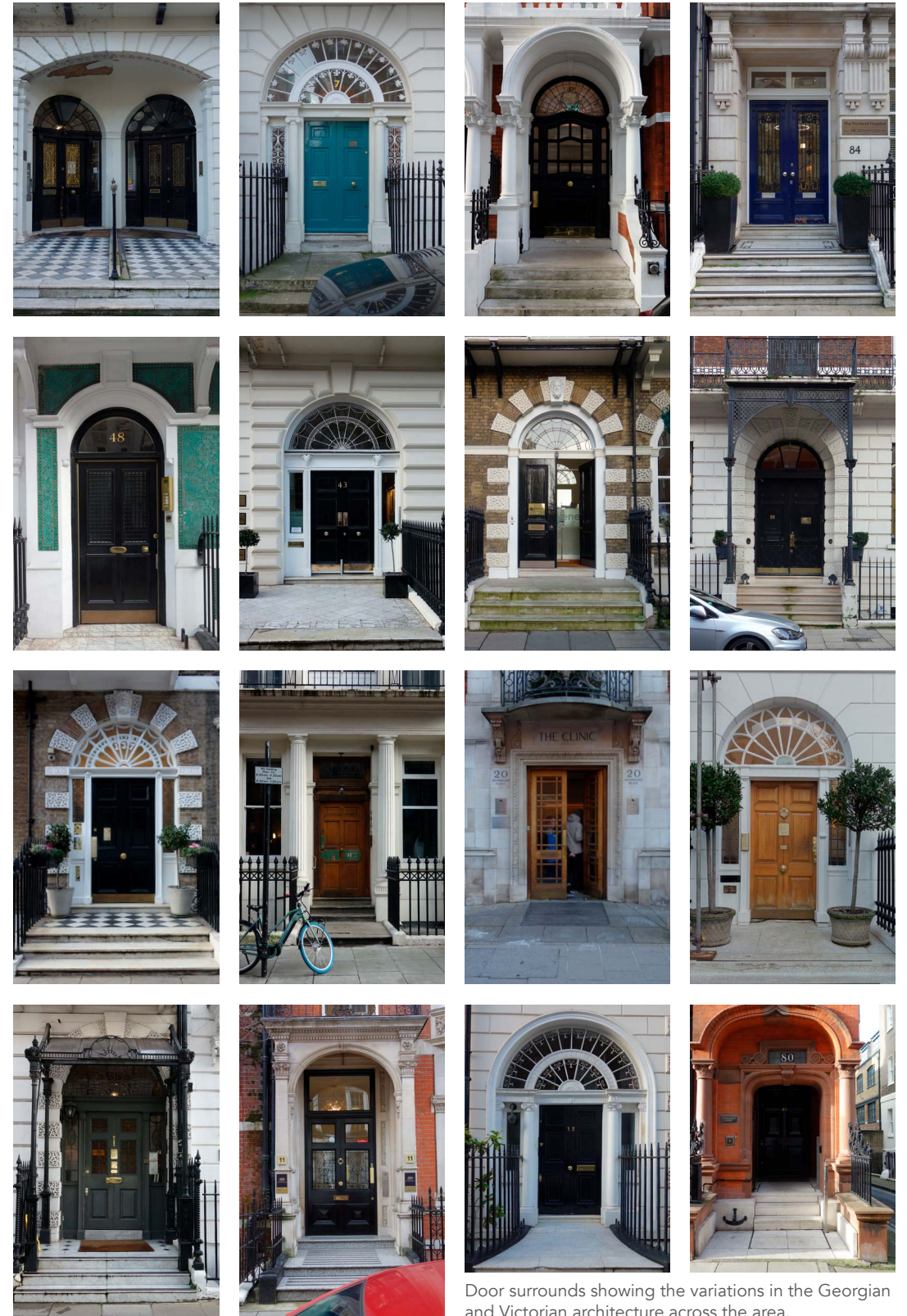
Architectural Character

- Major routes
- North-south streets
- Key townscape streets
- East-West streets
- Garden Squares
- Mews Streets
- Other



Listed Buildings and Conservation Areas

- Grade I
- Grade II*
- Grade II
- Conservation Area



Door surrounds showing the variations in the Georgian and Victorian architecture across the area.

OPEN SPACES AND PLANTING

The Harley Street BID area is highlighted in the Westminster Green Infrastructure Audit (2024) as having a deficiency of open space and being an area with 10% or less canopy cover. The area is however, located between the major open spaces of Hyde Park and Regent's Park—creating opportunities to deliver new green infrastructure to better connect these spaces.

Significant tree planting has already taken place throughout Marylebone as part of a remarkable programme delivered by the Westminster Tree Trust and Westminster City Council who planted over 1000 trees in the area since 2008 dramatically transforming the appearance of many of the streets.

However, as the tree survey shows, the area is currently dominated by the

Chanticleer pear (*Pyrus calleryana*), which was originally selected as its neat habit was deemed suitable for the heritage setting. These pear trees contribute to the high percentage of Westminster's street trees within the rosaceae family meaning low botanical biodiversity and a high-risk of pest/disease having a major impact. There are also several 'trees of interest' in the area including the Marylebone High Street Elm tree, a rare Cork Oak at the northern end of Portland Place and mature plane trees in the area's opens spaces and at Great Portland Street station and along Portland Place.

As part of this masterplan, all trees in the areas were surveyed to BS5837. This dataset will provide valuable information for the implementation of the tree strategies proposed as part of this masterplan.



Marylebone High Street's mature Elm tree.



The Cork Oak on Portland Place.



SuDS on Marylebone High Street.



Paddington Street Gardens.

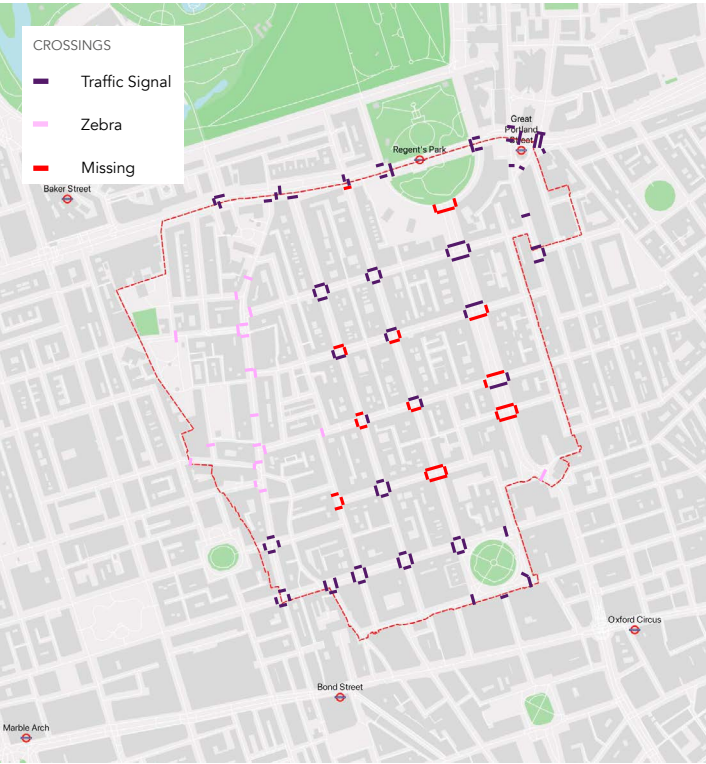
MOVEMENT AND ACCESS TO PUBLIC TRANSPORT

The Georgian grid network provides a relatively legible network of streets in the area. However, a number of the streets are one-way and multilane which creates a vehicle dominated street environment.

The busier streets for motor traffic are Portland Place, Wigmore Street, New Cavendish Street, Weymouth Street, Marylebone High Street, Wimpole Street and Harley Street. Traffic flows are lower on the other streets and there are many mews

streets mid-block with some of these also connecting through.

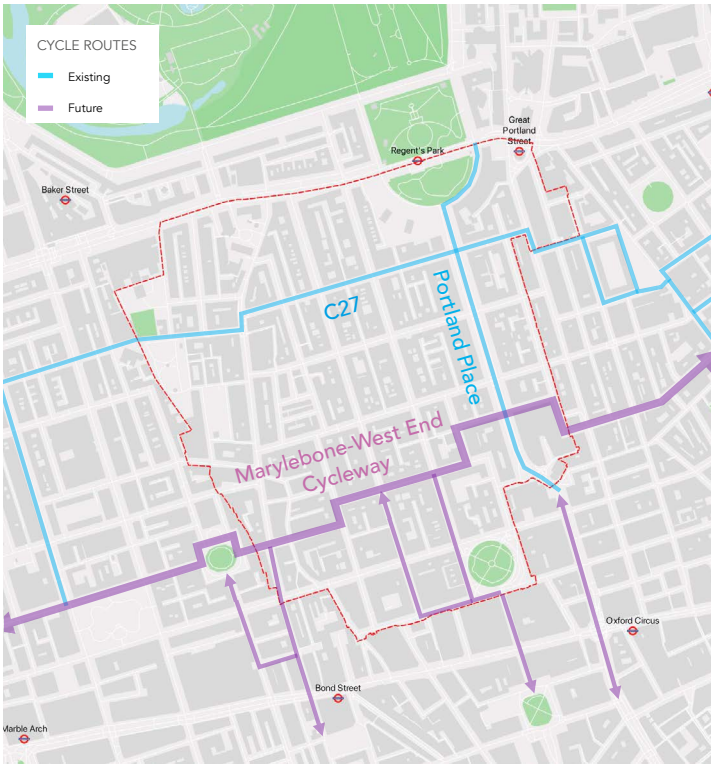
Some key movement issues relate to a poor and inconsistent level of pedestrian crossing quality, gaps in the cycling network, and the importance of improving routes from the public transport connections around the perimeter of the BID area.



PEDESTRIAN CROSSINGS

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

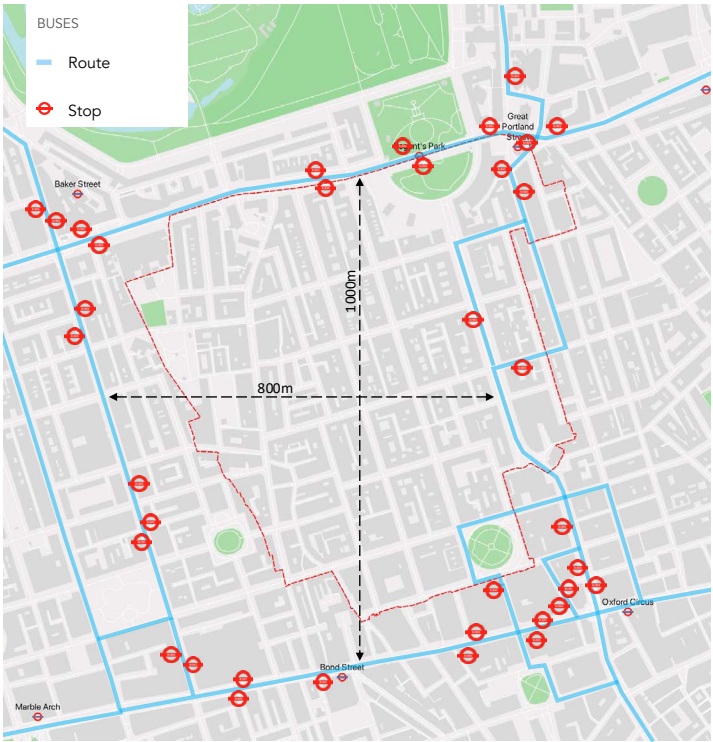
This is a particular issue on New Cavendish Street and Weymouth Street where people find themselves having to cross busy streets with no crossing facilities



CYCLE NETWORK

There is an existing east-west Cycleway along Devonshire Street to the north of the area (C27) and another route is in development to the south. This will provide a good level of east-west coverage.

Apart from Portland Place, there is no other north-south Cycleway connections.



PUBLIC TRANSPORT

The area is not well served by buses relative to other locations in central London. Baker Street, Marylebone Road and Oxford Street cater for a number of routes and there are two operating on Portland Place. Bus users have to travel to connect between bus stops and the BID area which can involve up 1km journeys. The Underground Stations are a similar distance away.

Connecting these hubs to the BID area with walking and cycling improvements is a priority.

EXISTING CONDITION OF THE PUBLIC REALM

In general, the Harley Street BID area is a pleasant and welcoming neighbourhood in which to spend time, with pockets of high-quality public realm on Marylebone High Street and Marylebone Lane, and valuable open spaces such as Paddington Street Gardens and Cavendish Square. However, the area also faces a number of challenges with issues around safety and accessibility and public realm that does not match the stature of its surrounding uses.

Accessibility challenges include narrow footway widths, inaccessible surfaces and a lack of seating. Footway widths are narrow throughout the central grid of streets and are often further limited by street furniture and tree planting with open tree pits. Although characterful, pavements are often interrupted by areas of rough granite setts and level changes at the end of mews streets. Opportunities for seating are also few and far between away from the area's open spaces, meaning there is little opportunity to stop and rest when navigating the area. A lack of pedestrian crossing infrastructure at several junctions makes the area less safe to navigate which, alongside the continuous lines of parking along streets, gives the impression of vehicle dominance even when traffic movement is low.

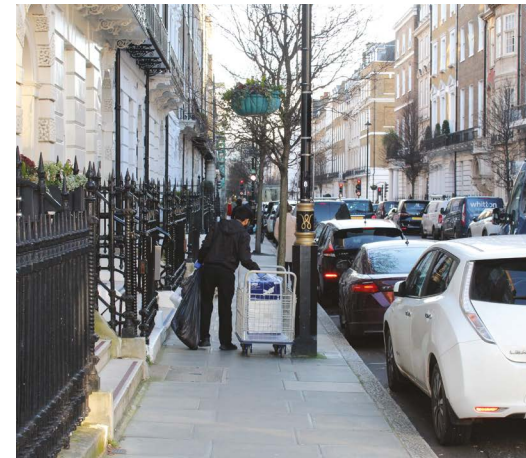
Other challenges include, little sense of arrival when entering the area at key gateways and the major line of severance created by Euston Road along the area's northern edge. It was also noted during the stakeholder engagement process that although Harley Street is a global medical destination, its public realm is relatively low-quality with little to distinguish it from surrounding streets.



Pockets of high-quality public realm exist in the area such as on Marylebone Lane.



However, often the public realm does not live up to remarkable historic settings.



Narrow, constrained footway widths.



Missing links at pedestrian crossings.



Little sense of arrival at gateways.



Away from the open spaces there is little provision of seating in the area.

POLICY REVIEW

The masterplan has been developed to align with both London and borough-wide policies. A summary of these key policy documents is set out below:

LONDON PLAN 2021 (GLA)

The London Plan sets the development framework and the Mayor’s ambitions for London. The Harley Street BID area falls within the Central Activities Zone (Policy DS4), which recognises the strategic significance of the cluster of medical uses in Harley Street and its links with the medical research cluster around Euston. The plan also highlights the importance of creating inclusive neighbourhoods (Policy D5) where people can live and work in a safe and healthy environment that facilitates social interaction. The plan recognises the importance of the public realm (Policy D8) and its role in creating a clear sense of place.

CITY PLAN 2019-2040 (WCC)

The local plan for Westminster sets out the borough’s strategic planning policies with the ambition to make Westminster a ‘City for All’. The Harley Street BID Masterplan will contribute to several of the aspirations set out in the plan to achieve this ambition, including: Enhancing connections and prioritising pedestrians and cyclists; improving quality of life, climate resilience and tackling environmental challenges;

improving air quality; and promoting an attractive and welcoming public realm. The document also highlights the importance of Westminster’s unique heritage and historic environment as being key to the borough’s character.

HARLEY STREET SPECIAL POLICY AREA (WCC)

The cluster of medical uses around Harley Street is further protected by a special policy area set out in the Local Plan. The policy aims to support and enhance its continued role as an international centre of medical excellence whilst also recognising the townscape and heritage importance of the area.

WESTMINSTER STREET AND SPACES PUBLIC REALM GUIDANCE SUPPLEMENTARY PLANNING DOCUMENT (WCC)

A supplementary planning document (SPD) providing public realm guidance for Westminster. The SPD is currently in development, having undergone consultation in Autumn 2024 with the aspiration for adoption in Summer 2025. The document includes detailed design guidance and sets out the ‘Westminster Code’ which all public realm interventions must adhere to.

The five principles of the ‘Westminster Code’ are set out below:

- 1. Be functional, clutter-free, intuitive, safe, inclusive and accessible to all users.
- 2. Be of high-quality, consistent, durable, and easy to service and maintain.
- 3. Incorporate solutions to respond to the climate emergency.
- 4. Support improved health and wellbeing and uptake of more sustainable travel modes.
- 5. Maintain and celebrate Westminster’s historic character whilst welcoming innovation and sustainable growth.

ZERO CARBON CITY (WCC)

WCC has declared a climate emergency and sets the ambition of the council to be a net carbon-zero city by 2040. The document prioritises sustainable travel and transport and the creation of a green and resilient city as key elements to achieve this.



STRATEGIES

A LONG-TERM VISION TO TRANSFORM THE PUBLIC REALM OF THE HARLEY STREET AREA:

- STRENGTHEN THE AREA'S GREEN GRID
- ENHANCE THE UNIQUE CHARACTER OF THE AREA'S STREETS
- IMPROVE ROUTES FOR PEDESTRIANS AND CYCLISTS
- DELIVER ALL INTERVENTIONS WITH A MANAGEABLE IMPACT ON PARKING CAPACITY

The masterplan sets out strategies that define a long-term vision and set the ambitions for the Harley Street Area. It includes an aspiration to **Strengthen the area's green grid** by delivering new street tree planting and planting beds, which will build on the exemplary tree planting programme (delivered by the Westminster Tree Trust and WCC) that has already transformed the appearance of many of the area's streets. The masterplan also aims to **Enhance the unique character of the area's streets**, some of the most recognisable in London, by delivering distinct public realm improvements appropriate to their functions. Proposals will also **Improve routes for pedestrians and cyclists**, addressing the safety and accessibility challenges facing the area's users today. To prevent any negative impacts on traffic functionality, the masterplan has been developed to **Deliver all interventions with a manageable impact on parking capacity**.

The masterplan acknowledges that it is impossible to fulfil these ambitions overnight. Therefore, the masterplan will be delivered through a series of short-, medium- and longer-term projects that could be delivered incrementally to work towards these long-term goals.

STRATEGIES

STRENGTHEN THE AREA'S GREEN GRID

The masterplan aims to continue transforming the streets in the Harley Street area into a green grid through the delivery of new street trees and planted areas. Greener streets are proven to benefit the health and well-being of city users, and these interventions will be crucial in mitigating the effects of climate change by providing more shade and sustainable drainage to deal with a hotter and wetter climate.

SPECIMEN TREE AND SUCCESSION TREE PLANTING STRATEGIES

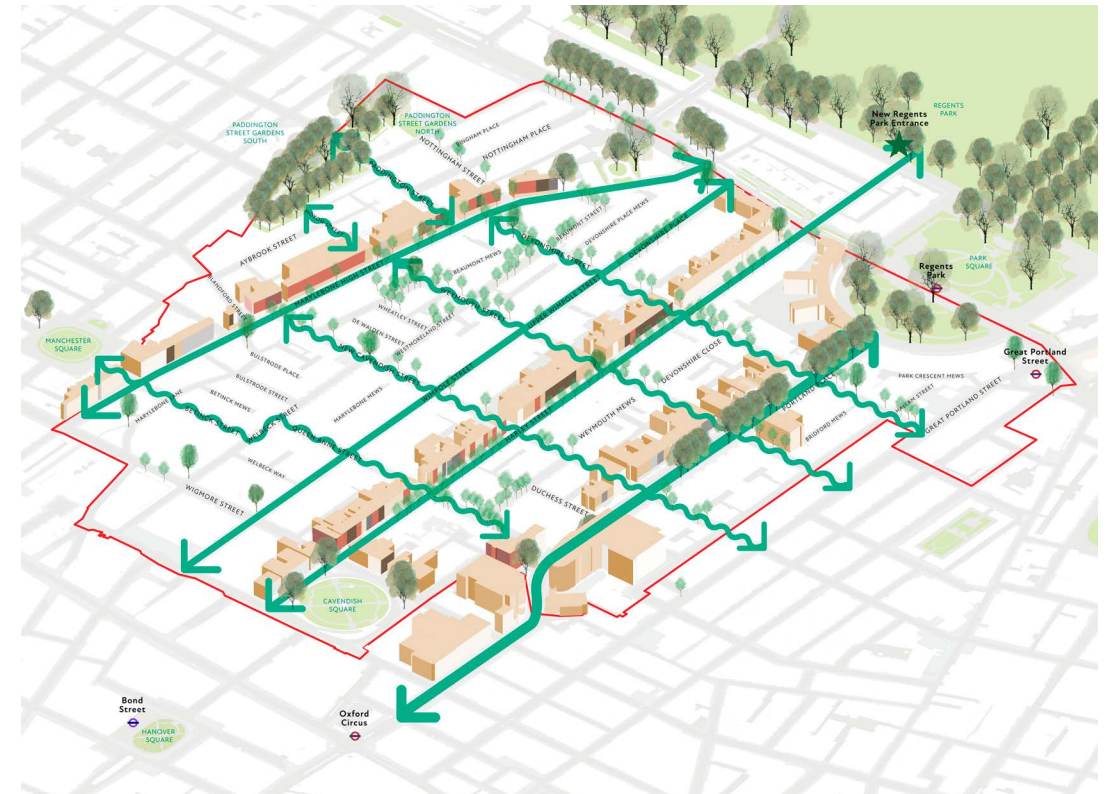
Tree planting strategies will aim to increase biodiversity, canopy cover and the resilience to disease of the area's existing tree stock by planting a selection of new specimen trees and proposing a succession planting strategy to gradually replace the relatively short-lived Chanticleer Pear trees.

PAVEMENT BUILD-OUTS TO DELIVER SuDS PLANTING BEDS

The masterplan proposes a series of pavement build-outs to deliver planting beds. In addition, junction improvements (as part of the ambitions to improve movement routes through the area) will provide the opportunity to deliver green infrastructure on streets. Planting beds will be designed as SuDS to mitigate the effects of surface water flooding.

LONGER-TERM GREENING

As parking requirements reduce over time further areas could be designated for new trees, planting and permeable surfacing.



Planting

↔ Streets contributing to the green grid

★ New gateway to Regent's Park

STRATEGIES

ENHANCE THE UNIQUE CHARACTER OF THE AREA'S STREETS

The masterplan aims to enhance the character of the area's streets which include some of the most recognisable in London, including Marylebone High Street, Harley Street and Portland Place. The area's distinct gridded street network also includes subtle variation between north-south routes (which feature well-preserved runs of Georgian and Victorian terraces) and east-west routes (where greater variation in building heights and typologies are found) proposals have been designed to emphasise these differences.

HARLEY STREET PLACEMAKING

A series of pavement build-outs are proposed to create a recognisable destination on Harley Street which functions as the centre point for healthcare activity in the area. The build-outs will use a distinct material palette to create a unifying character along the street and the interventions will complement the healthcare functions of the street by providing drop-off points for patients, seating, and footway widening to improve accessibility.

NORTH-SOUTH/EAST-WEST ROUTES

The masterplan aims to enhance the subtle variation found in the area's gridded street network. This will be achieved through the delivery of symmetrical pavement build-outs (see Harley Street above) along the

more uniform north-south streets whilst offset, planted pavement build-outs will be delivered along the more varied east-west routes. The masterplan suggests Harley Street and New Cavendish Street as the initial locations for such interventions however these could be replicated across the network.

FURTHER PUBLIC REALM PROJECTS

The masterplan also proposes a series of small and medium sized public realm projects which aim to further contribute to the character of the area and increase pedestrian space.



Architectural character

- Major routes
- Marylebone High Street and Marylebone Lane
- Portland Place/Regent Street
- North-south streets
- East-west streets
- Mews streets

STRATEGIES

IMPROVE ROUTES FOR PEDESTRIANS AND CYCLISTS

The masterplan aims to address the movement and accessibility challenges currently facing the streets in the Harley Street BID area, where narrow footway widths and a lack of crossing points at junctions make the area difficult and, at times, unsafe to navigate. The proposed delivery of the Marylebone-West End Cycleway by WCC will improve east-west cycle connections through the area, providing the initiative to further improve cycling infrastructure. These proposals will promote active travel and encourage people to live more sustainable and healthier lives.

JUNCTION IMPROVEMENTS TO IMPROVE SAFETY

Several junctions across the area currently suffer from missing pedestrian links. Improvements to these junctions will increase pedestrian safety and contribute to the neighbourhood feel of the area. Junction improvements will deliver increased footway widths to ease movement and provide space for additional amenity such as planting, cycle stands and seating.

ACCESSIBILITY ENHANCEMENTS

Although increasing footway widths along the length of streets would be costly, the delivery of pavement build-outs create opportunities for moments of footway





widening to improve accessibility by creating passing points and providing seating. The build-outs will also improve safety by providing dedicated drop-off points. Currently, passengers are dropped off at junctions or in-between parked cars.

ENCOURAGING ACTIVE TRAVEL

Alongside improving safety for pedestrians the masterplan aims to improve cycle connections through the area. This includes the integration of a northbound cycle lane on Wimpole Street and southbound cycle lane on Harley Street to connect the existing C27 cycle route with the proposed Marylebone-West End cycle route. Micromobility hubs will provide dedicated space for the growing number of electric hire bikes and scooters found across London and help to address the current issues where the vehicles are left in problematic locations or block footways.



Movement

-  Junction improvements
-  Mid-block crossing/drop-off points
-  Existing cycle network
-  Future cycle network improvements

STRATEGIES

DELIVER ALL INTERVENTIONS WITH A MANAGEABLE IMPACT ON PARKING CAPACITY

All of the proposals have been designed to minimise the impact on parking capacity. There are currently 1,819 visitor and resident parking bays and 172 reserved parking bays (e.g. disabled/doctor etc) in the study area. The short- and medium-term interventions set out in this masterplan have been developed to retain a maximum parking saturation of 80% occupancy at peak demand.

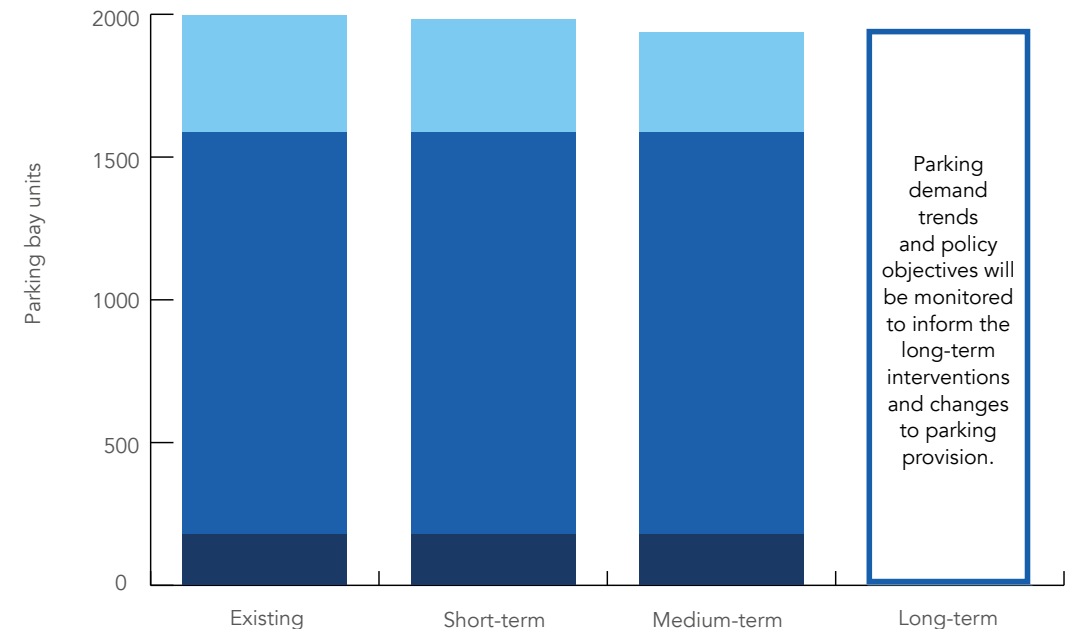
The longer term interventions may require further parking provision reduction but these would be developed alongside either a downward demand trend or a wider strategy and policy to manage and reduce demand.

SHORT-TERM INTERVENTIONS

- 0.7% reduction in combined visitor/resident parking bays across study area (13 bays).
- Includes six pavement build-outs delivering improved accessibility, planting beds, new trees and seating.

MEDIUM-TERM INTERVENTIONS

- Further 2% reduction in combined visitor/resident parking bays across the study area (36 bays in total).
- Includes five junction enhancements and four small to medium public realm projects.



Key

- Reserved bays (e.g. bays for disabled users)
- Resident and visitor parking maximum occupancy
- Resident and visitor bay operational capacity (min. 20%)

Parking demand trends and policy objectives will be monitored to inform the long-term interventions and changes to parking provision.

PROJECTS

To achieve the long-term ambitions of making the Harley Street BID area more welcoming, greener and accessible, nine public realm project types have been identified. The projects range in scope and cost and have been split into short-, medium- and long-term proposals which could be delivered incrementally to gradually enhance the area. It is hoped that the successful delivery of projects over the short and medium terms, will build momentum for the masterplan and assist the BID's fundraising efforts.

SHORT-TERM (1-3 YEARS)	MEDIUM-TERM (3-10 YEARS)	LONG-TERM (10+ YEARS)
PAVEMENT BUILD-OUTS	JUNCTION IMPROVEMENTS	FURTHER ENHANCEMENTS TO THE GREEN GRID
SEATING	CYCLE INFRASTRUCTURE IMPROVEMENTS	
TREE PLANTING	FURTHER PUBLIC REALM PROJECTS	GREAT PORTLAND STREET GATEWAY
MICRO-MOBILITY HUBS		

PROJECT PHASING

The below diagrams set out the proposed phasing of projects into short-, medium- and long-term interventions.

SHORT-TERM

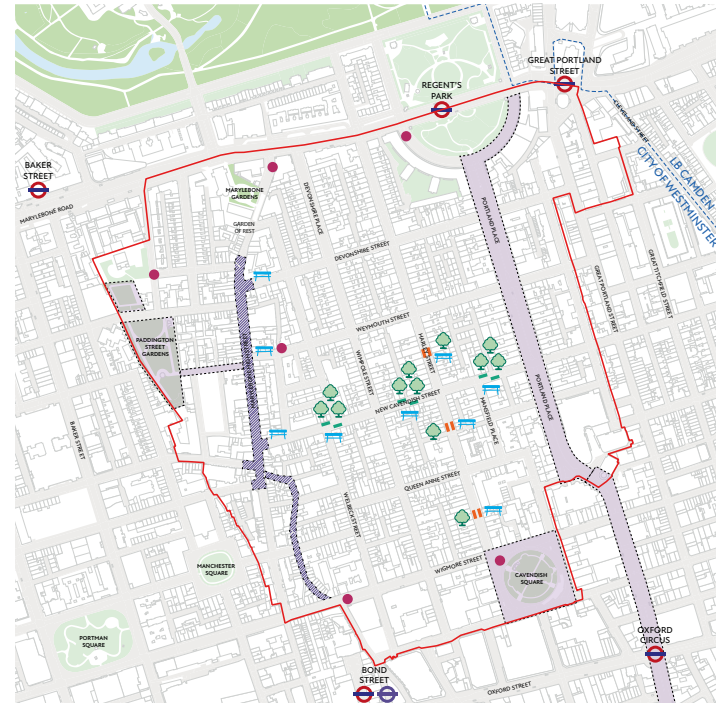
Small-scale permanent public realm interventions with lower costs implications.

MEDIUM-TERM

More significant public realm projects, such as junctions or whole space improvements, with more significant cost implications.

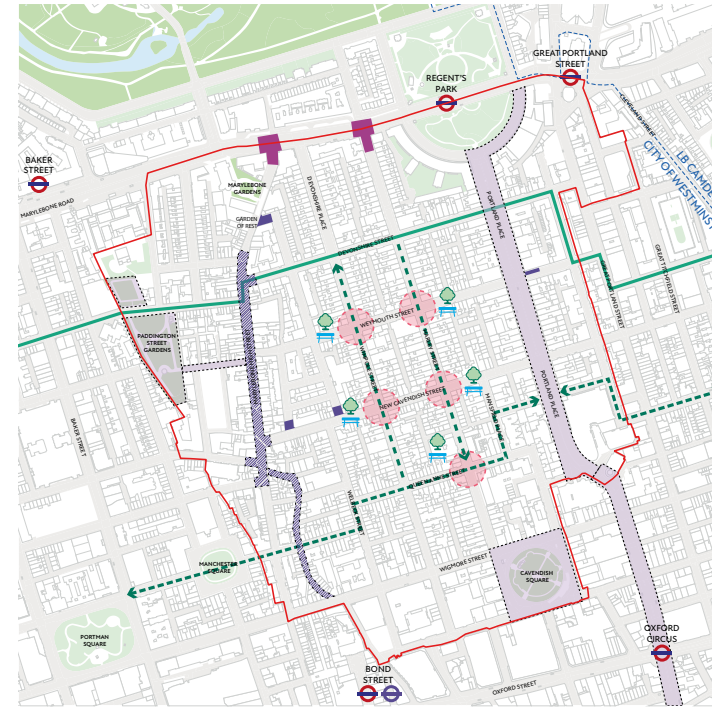
LONG-TERM

Aspirational and more complex projects that would require coordination with wider stakeholders or which anticipate future reductions in parking capacity in the area.



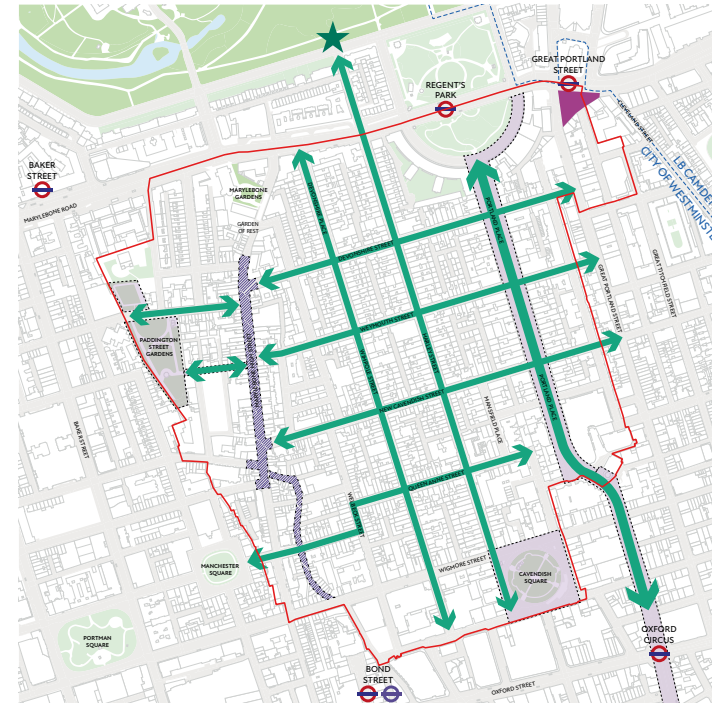
SHORT-TERM

- Pavement build-outs
- Tree planting
- Seating
- Micro-mobility hubs



MEDIUM-TERM

- Junction improvements
- Cycle infrastructure improvements
- Further public realm projects



LONG-TERM

- Creation of a green grid
- A new connection to Regent's Park
- Potential improvements to traffic management
- Great Portland Street station gateway project

SHORT-TERM PROPOSALS

The identified short-term projects have a low level of complexity, requiring no changes to traffic movement and small scaled highways works. The proposed interventions address all the strategic aims of the masterplan and have been spread across the BID area to deliver maximum impact.

PAVEMENT BUILD-OUTS

Pavement build-outs are initially proposed along Harley Street and New Cavendish Street to enhance the distinct character of these streets and key movement routes. The build-outs will create new crossing points and passing places and provide space for seating, rain gardens and tree planting.

TREE PLANTING

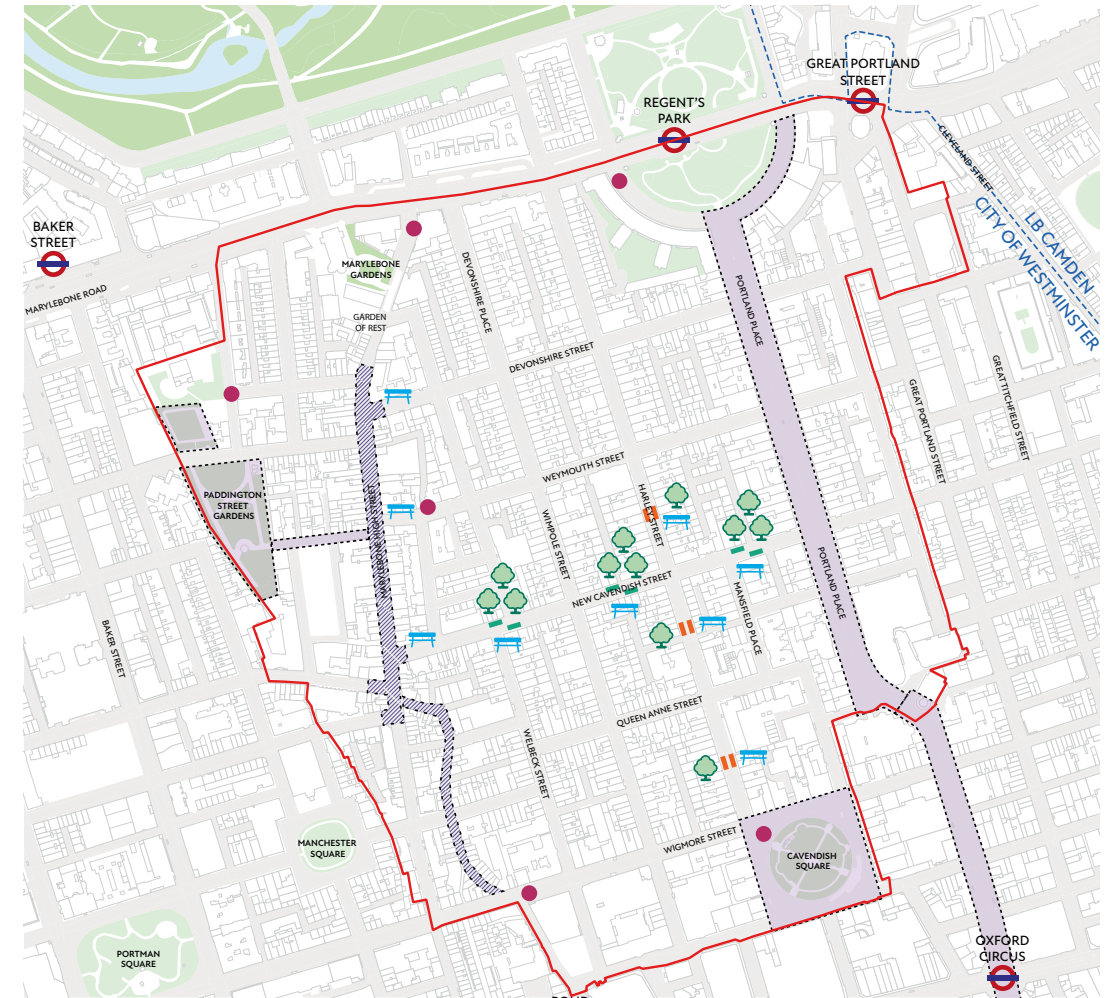
New specimen tree planting and a succession tree planting strategy will improve canopy cover, increase the provision of shade, improve air quality, well-being and make the area's tree stock more resilient.

SEATING

Seating and perch points provided along key pedestrian routes and adjacent to Marylebone High Street will create opportunities for rest and improve accessibility.

MICRO-MOBILITY HUBS

Dedicated bays for e-bike and e-scooter parking will provide suitable provision across the area and provide connections between the BID area and the public transport network around the perimeter.



Key

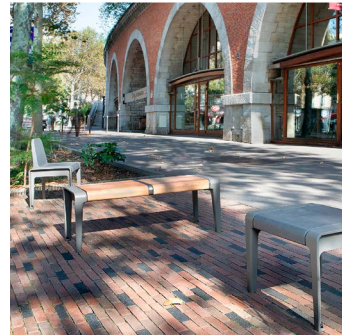
- Harley Street pavement build-outs
- New Cavendish Street pavement build-outs
- 🌳 Proposed tree planting
- 🪑 Proposed seating location
- Potential location for micro-mobility hub
- ▨ Ongoing public realm projects
- ▤ Completed public realm projects

PAVEMENT BUILD-OUTS

Two types of pavements build-outs are proposed as part of the masterplan. These interventions will initially be focused on the key movement routes of Harley Street and New Cavendish, and in the case of Harley Street, the focus point for the medical uses in the area.

HARLEY STREET PAVEMENT BUILD-OUTS

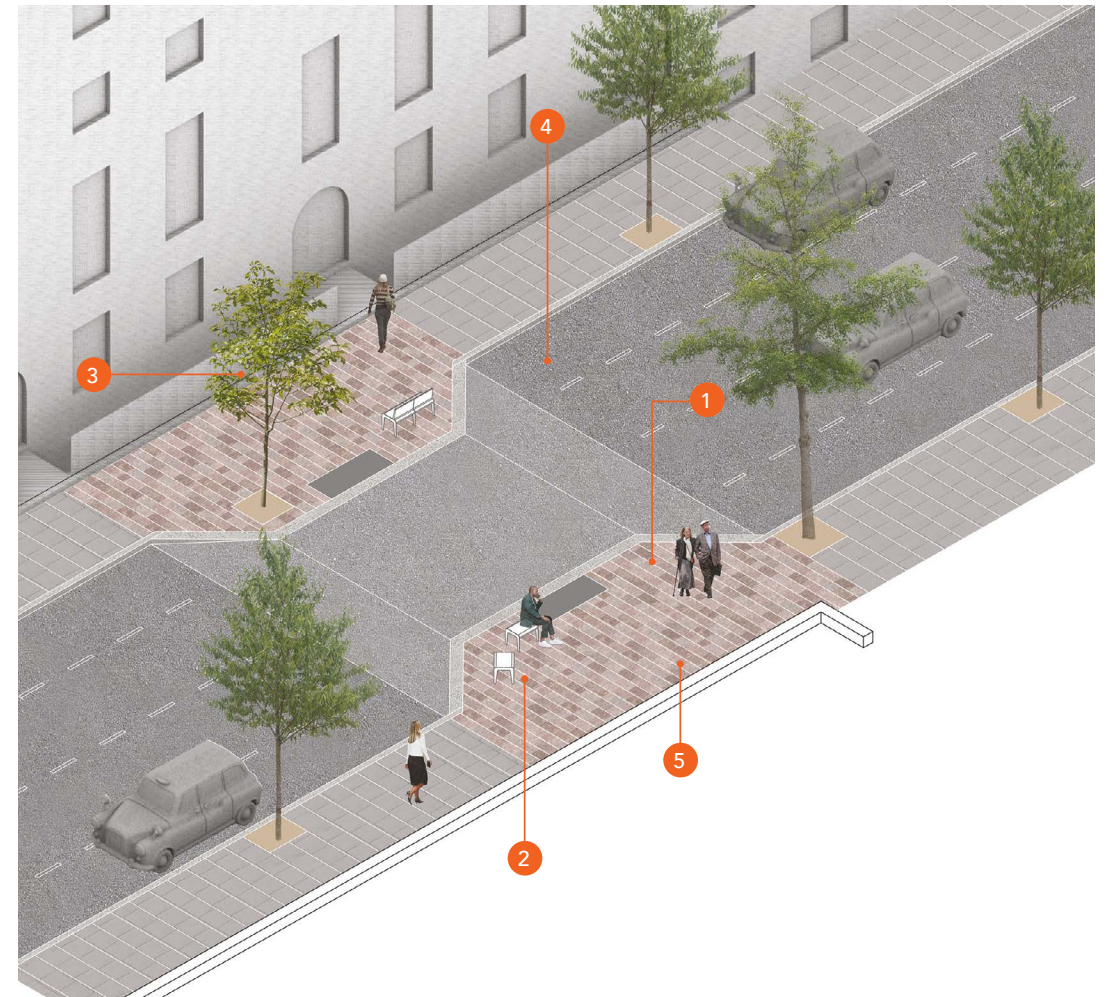
The pavement build-outs on Harley Street will focus on improving accessibility and providing space for seating and tree planting. The interventions will use a distinct material palette to create a unique character on this street. Although proposed initially on Harley Street, similar interventions could be applied across the area on the north-south routes, where the architecture is more regular.



Precedent: Seating on the pavement build-outs on Daumesnil Avenue in Paris.
Image credit: metalco.it



Sketch view showing the potential impact of pavement build-outs on Harley Street.



- 1 Mid-block footway build-outs improve accessibility by providing crossing points and passing places along constrained footways.
- 2 Seating enhances the character of Harley Street and improves accessibility by allowing users to rest.
- 3 Tree planting within build-outs enhances the long views down Harley Street.
- 4 The removal of parked cars improves views of the heritage architecture of the street.
- 5 High-quality paving materials create a distinct sense of place.

PAVEMENT BUILD-OUTS

NEW CAVENDISH STREET BUILD-OUTS

The pavement build-outs on New Cavendish Street focus on providing new planted areas and trees along the street. The planting beds will be designed as sustainable drainage systems (SuDS) able to accept surface water run-off and reduce the chances of flooding in the area. The interventions will also incorporate informal perch points providing opportunities for rest. Although proposed initially on New Cavendish Street, similar interventions could be applied across the area on all architecturally more varied east-west routes.



Precedent: Planting beds on Vauxhall Walk, London



Sketch view showing the potential impact of pavement build-outs on New Cavendish Street.



- 1 Mid-block footway build-outs provide biodiverse planting beds that function as rain gardens.
- 2 New tree planting in clusters maximises the 'green feel' of the street.
- 3 High-quality paving materials create a distinct sense of place.
- 4 Removal of parked cars improves setting of the heritage architecture.
- 5 Improvements to accessibility, with passing places provided on constrained footways and the provision of informal seating.

TREE PLANTING

Specimen tree and succession tree planting strategies aim to address challenges around a lack of biodiversity and pest/disease resilience in the area's existing tree stock. The proposals will continue the legacy of the remarkable tree planting programme already delivered by the Westminster Tree Trust and Westminster City Council who planted over 1000 trees across Marylebone since 2008.

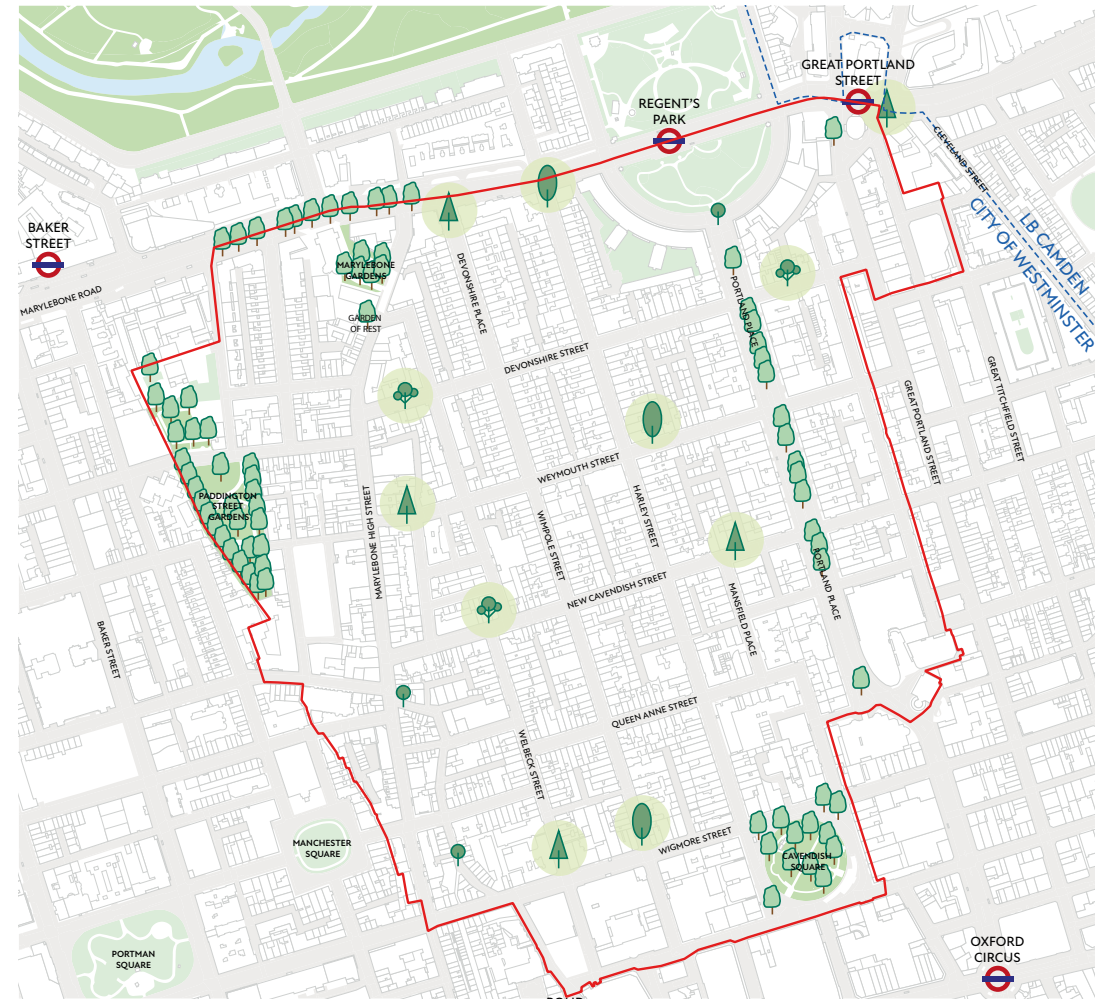
SPECIMEN TREE PLANTING STRATEGY

The masterplan proposes planting a selection of new specimen trees. These trees will complement the existing trees of interest in the area, such as the Elm tree on Marylebone High Street or the Cork Oak at the northern end of Portland Place. The new trees will contribute to wayfinding by improving long views and delivering recognisable trees in key locations or at gateways. Larger tree species will also be selected helping to increase canopy cover in the area.



SUCCESSION TREE PLANTING STRATEGY

The masterplan also proposes a succession tree planting strategy to diversify the area's existing tree stock which is dominated by the Chanticleer Pear. In an urban setting, this is a relatively short-lived tree (typically less than 25 years) providing the opportunity for these to be gradually replaced with a wider range of tree species. On the architecturally more varied east-west streets, much more variation in tree species could be introduced whilst on the more regular north-south streets, each block could be planted with a single species to continue the heritage-led approach, with the species changing on a block-by-block basis.

In both strategies, species will need to be carefully selected from outside the Rosaceae family. This will reduce the risk of a pest/diseases having a major impact. A selection of suitable species are shown below.



Key

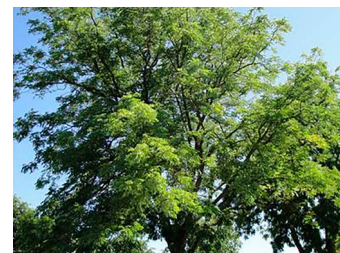
-  Existing trees of interest
-  Proposed location for new specimen trees

Suggested palette of specimen trees:

1. *Gymnocladus dioica* (Kentucky Coffee Tree)
2. *Quercus phellos* (Willow Oak)
3. *Magnolia grandiflora* (Southern Magnolia)
4. *Celtis australis* (European nettle tree)



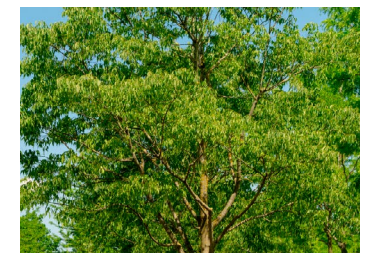
1



2



3



4

PROPOSALS

The identified medium-term projects have a higher level of complexity, requiring some adjustments to traffic operations and larger scaled highways works.

JUNCTION IMPROVEMENTS

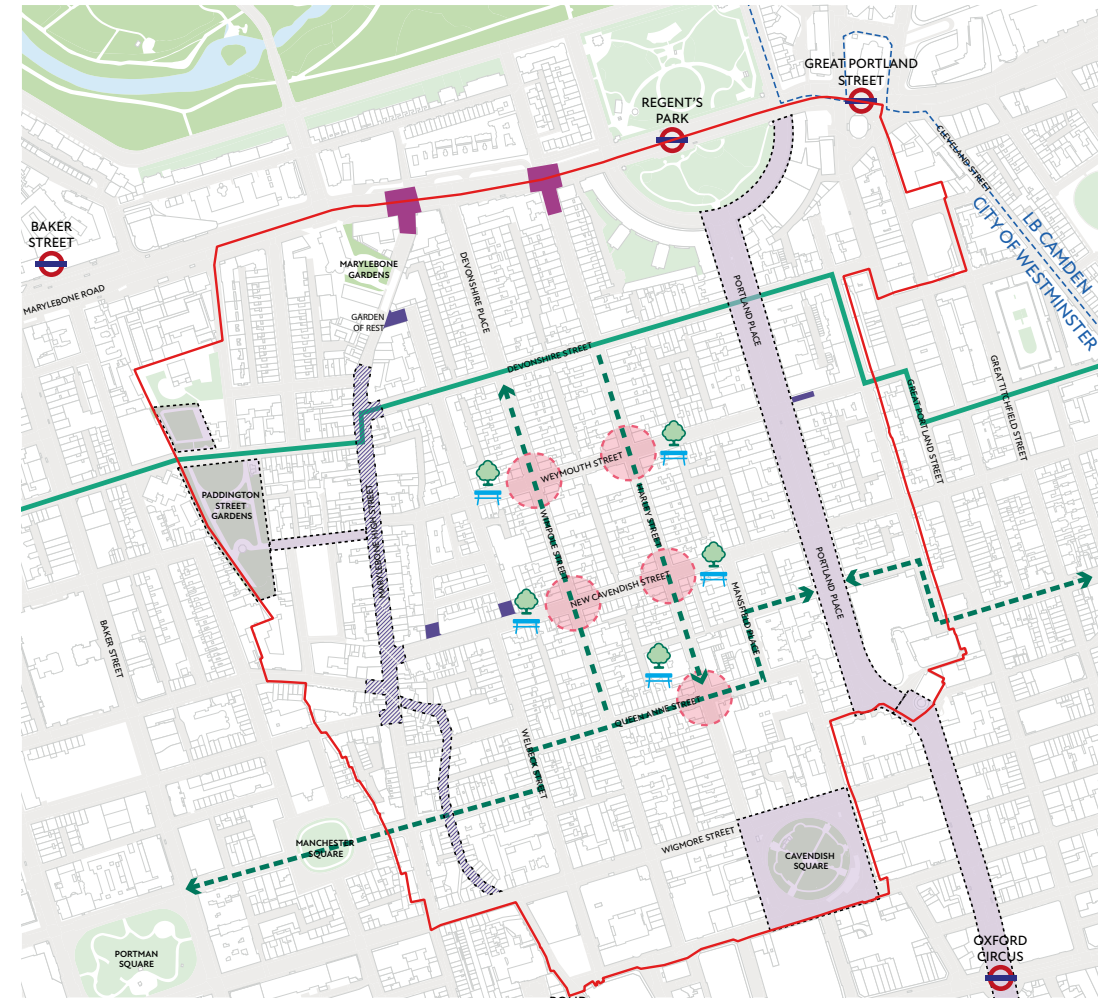
Enhancements at five junctions across the area will deliver footway widening, the provision of planting and amenity and improved pedestrian safety. The proposals also aim to reduce the dominance of motor traffic in the neighbourhood.

CYCLE INFRASTRUCTURE IMPROVEMENTS

Integration of a northbound cycle lane on Wimpole Street and southbound cycle lane on Harley Street to connect the existing C27 cycle route with the proposed Marylebone-West End cycle route.

FURTHER PUBLIC REALM PROJECTS

A series of standalone, small to medium sized public realm projects that will deliver focused improvements across the area.



Key

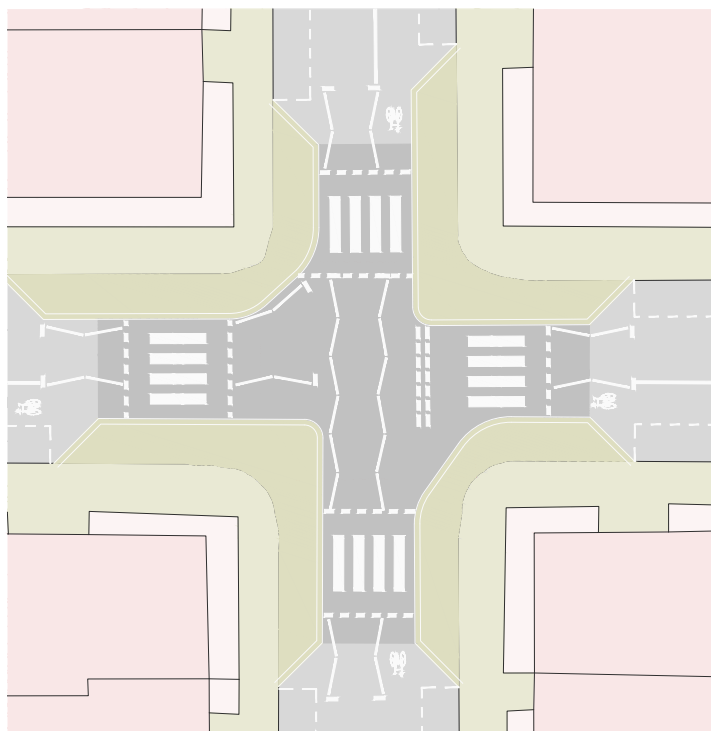
- Junction improvements
- Existing cycle network
- - -> Future cycle network improvements
- Potential 'easy win' public realm projects
- Potential aspirational public realm projects
- Ongoing public realm projects
- Completed public realm projects

JUNCTION IMPROVEMENTS

Several junctions across the area are missing pedestrian crossings. The masterplan has considered several options to improve pedestrian safety and give pedestrians priority at these junctions, such as using zebra crossings and reducing the clutter of traffic signals.

Westminster City Council are currently trialling the “side road zebras”(shown in option 3) at the junction with Harley Street and Queen Anne Street within the BID area.

OPTION 1: FOUR ZEBRA CROSSINGS AND PRIORITY CONTROL



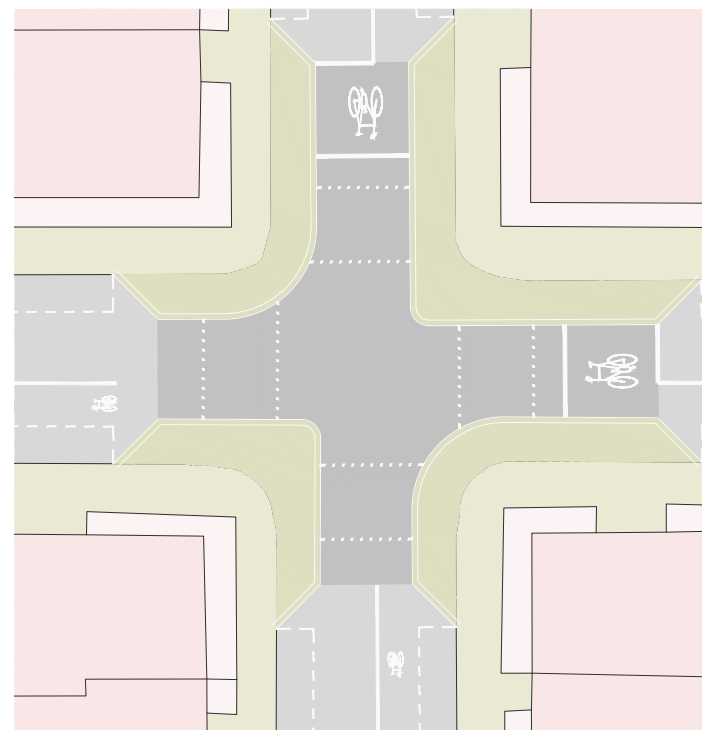
BENEFITS

- High level of pedestrian priority.
- Footway widening.
- Relatively low footfall means minimal impact on traffic queuing.
- Reduced delays for all road users.

DRAWBACKS

- Large amount of street clutter (road markings and Belisha Beacons).

OPTION 2: SIGNALISED JUNCTION WITH “ALL GREEN” PEDESTRIAN STAGE



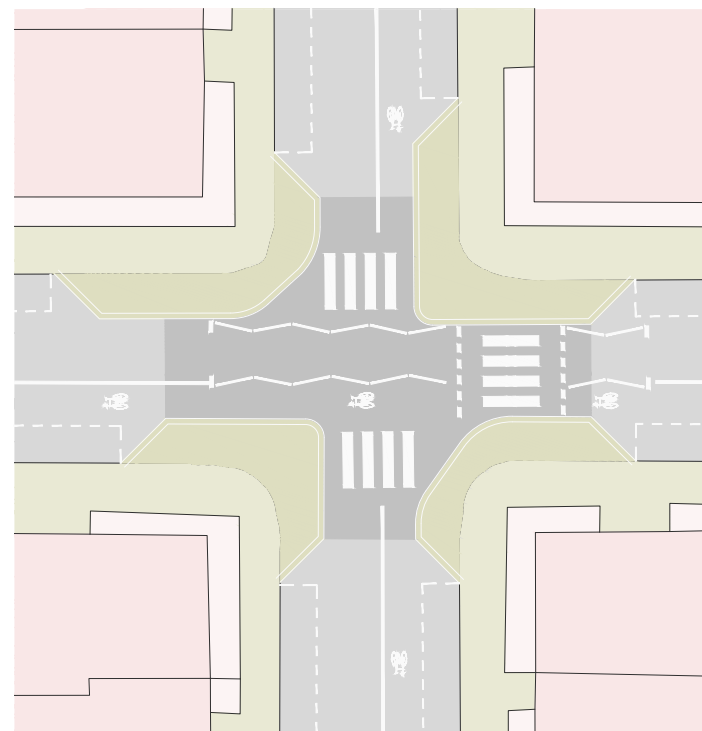
BENEFITS

- High-quality pedestrian provision.
- Footway widening.

DRAWBACKS

- Large amount of street clutter (traffic signals).
- Potential for increased delays for all road users.

OPTION 3: ONE ZEBRA CROSSING WITH “SIDE ROAD ZEBRAS”



BENEFITS

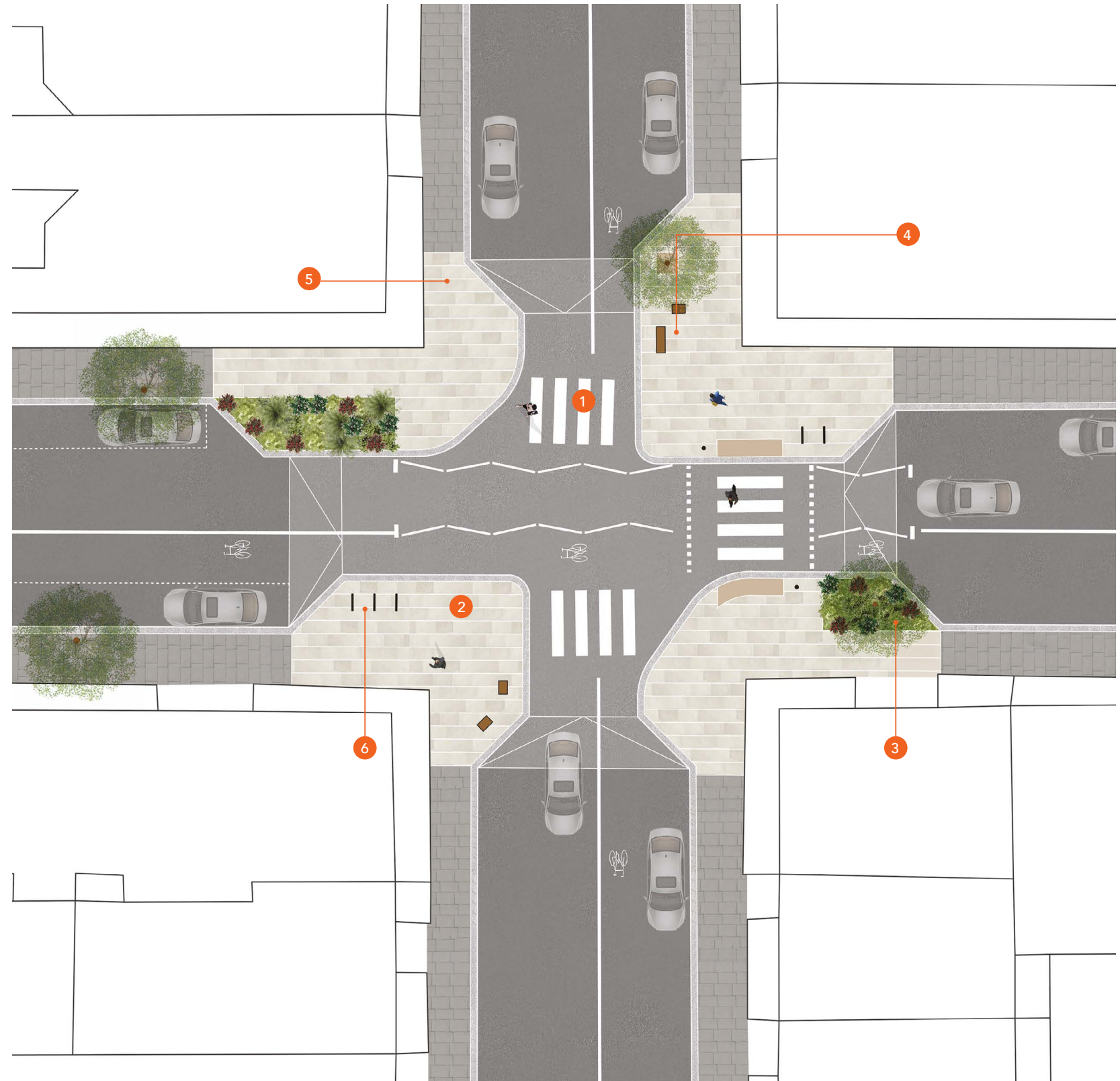
- High level of pedestrian priority.
- Footway widening.
- Relative low footfall means minimal impact on traffic queuing.
- Reduced delays for all road users.
- Street clutter minimised as only one Zebra crossing.

DRAWBACKS

- One less controlled crossing than the other options.

JUNCTION IMPROVEMENTS

- 1 Crossings designed to give pedestrians priority whilst reducing clutter.
- 2 Footway build-outs improve pavement widths.
- 3 Planting and new trees incorporated.
- 4 Seating opportunities included to improve accessibility.
- 5 High-quality materials used for new sections of footway.
- 6 Integration of cycle parking on extended footways.





Before and after images showing potential improvements at the junction of Harley Street and New Cavendish Street.



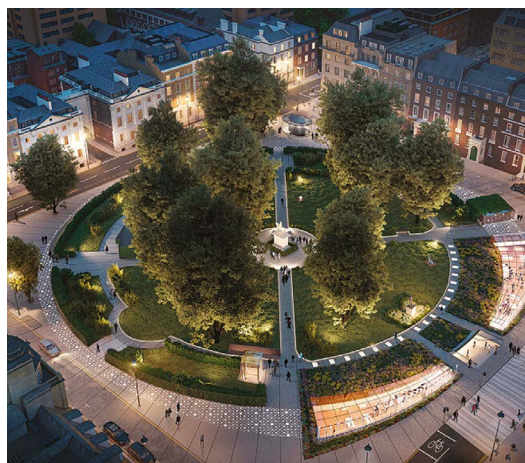
FURTHER PUBLIC REALM PROJECTS

A number of sites for further public realm projects have been selected for inclusion in this masterplan. These projects have been identified with the aspiration of increasing pedestrian space or improving connections. Alongside the proposals included in this masterplan, three significant public realm projects are in development with ambitions that align with the aspirations of this masterplan. These include:

- The Harley Street BID's proposals to improve the valuable open space of Paddington Street Gardens.
- Proposals, currently being developed by the BID in collaboration with WCC to create an enhanced, pedestrian priority street on Moxon Street.

- A WCC cycle scheme for Portland Place with further streetscape improvement proposed by the Howard de Walden Estate to create a green street connecting with Regent's Park.

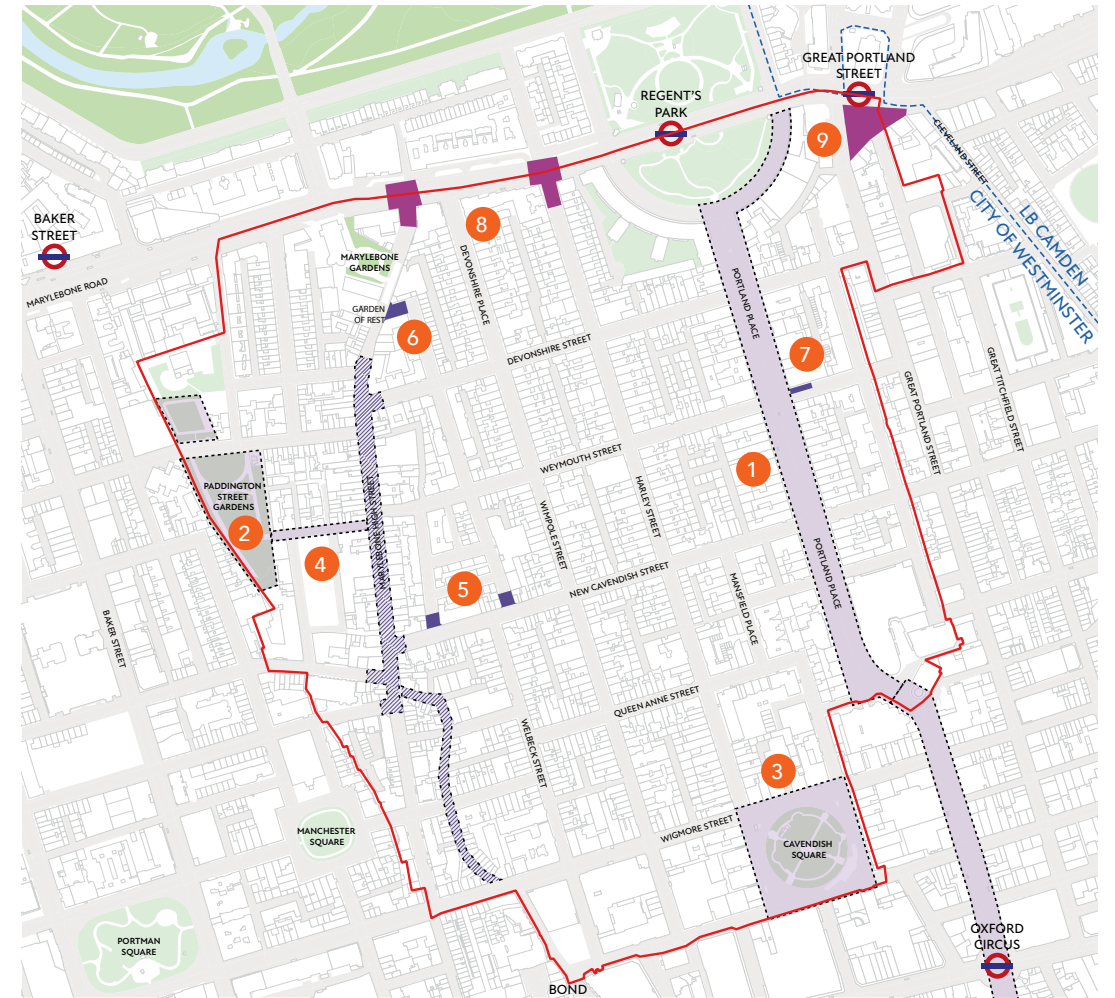
Additionally, the Greater London Authority (GLA) are currently developing proposals to pedestrianise Oxford Street which will impact traffic and bus routes through the wider West End area.



Aerial view showing the proposed redevelopment of Cavendish Square. Image credit: Reef Group



Sketch showing the proposed improvements to Portland Place.



Key

- Completed public realm improvements
- Ongoing public realm improvements
- 1 Portland Place
- 2 Paddington Street Gardens
- 3 Cavendish Square
- 4 Moxon Street

- Potential 'easy win' public realm projects
- 5 New Cavendish Street pocket spaces
- 6 Beaumont Street pocket space
- 7 Weymouth Street footway widening
- Potential aspirational public realm projects
- 8 Connections across Marylebone Road
- 9 Great Portland Street station (Further detail included under long-term proposals)

FURTHER PUBLIC REALM PROJECTS

PADDINGTON STREET GARDENS

The Harley Street BID has been working with a design team led by landscape architects J&L Gibbons to develop proposals to improve Paddington Street Gardens. The gardens are steeped in history, comprising consecrated ground of a dormant (closed) burial ground, transformed as a pleasure ground in the late 19th Century. The garden remains consecrated ground under the jurisdiction of both the Diocese Faculty and planning control of Westminster City Council.

Proposals range from basic upgrades and repairs, planting and biodiversity improvements, and enhancing the setting of heritage assets through to more ambitious opportunities to transform the northern section of the garden with a new layout and planting, and upgrades to the parks pavilions and play area.



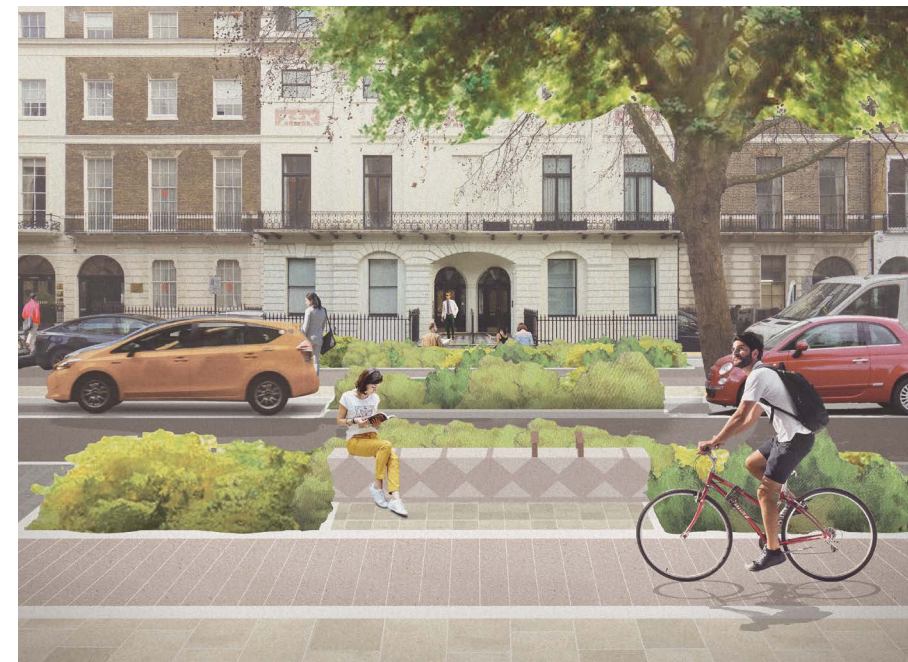
PORTLAND PLACE

WCC Cycle scheme

WCC are currently developing proposals to improve cycle safety on Portland Place. The cycle scheme will deliver protected cycle tracks whilst maintaining current vehicular traffic and parking functions. Proposals include the delivery of a new pedestrian crossing at the northern end of the street to provide a safer connection with Park Crescent Gardens, a route which is used regularly by school children.

HDWE Vision

Concurrently, the Howard de Walden Estate has been working with Publica and NRP to develop an aspirational vision for Portland Place that will build on the WCC Cycle scheme to deliver dramatic public realm enhancements with increased pedestrian space and significant planting interventions. Portland Place forms the vital northern connection of Westminster City Council (WCC) and The Crown Estate's (TCE) transformational 'Park to Park' vision which aims to connect the green spaces of Green Park and Regent's Park via Regent Street and Haymarket.

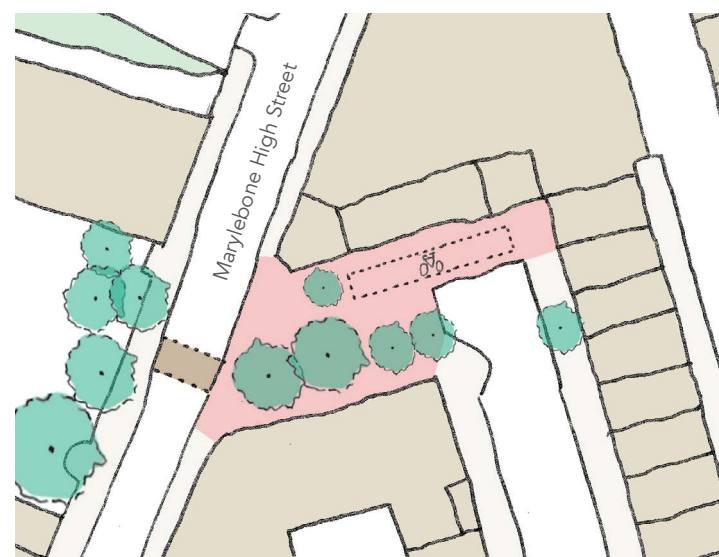


FURTHER PUBLIC REALM PROJECTS



NEW CAVENDISH STREET POCKETS SPACES

Increased pedestrian space adjacent to active uses at the southern end of Marylebone Street and Westmoreland Street. Through access retained for one-way traffic.



BEAUMONT STREET POCKET SPACE

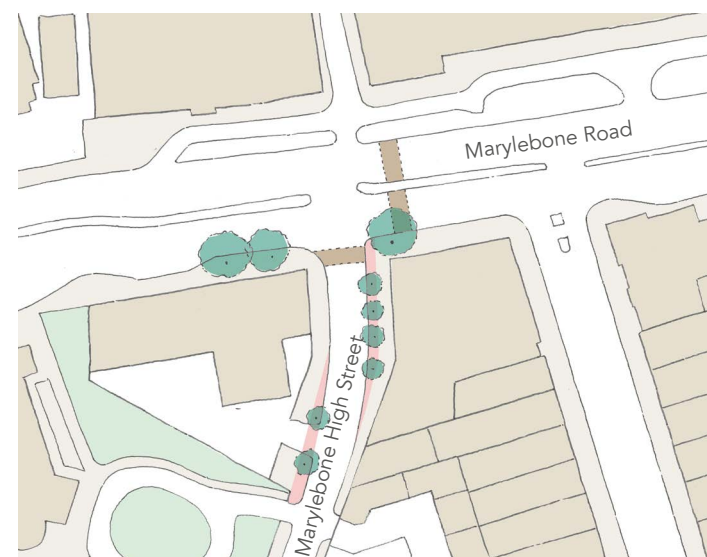
Fully pedestrianised pocket space providing area for spill-out activity and amenity at the northern end of Marylebone High Street, close to St Marylebone school.

The below sketch plans illustrate the aspirations for further small-scale public realm interventions identified in the masterplan. These projects seek to improve connections, such as across the Marylebone Road, or to create small pockets of new pedestrian space close to areas of activity such as a Marylebone High Street and New Cavendish Street.



WEYMOUTH STREET FOOTWAY WIDENING

Opportunity to remove parking bays adjacent to the RIBA on Weymouth Street to improve the setting of proposed future ground floor uses.



CONNECTIONS ACROSS MARYLEBONE ROAD

Junction improvements at the north end of Marylebone High Street and Harley Street to improve the pedestrian experience of crossing this busy traffic route.

PROPOSALS

The long-term opportunities included in this masterplan are aspirational and complex projects that require coordination with wider stakeholders.

CREATION OF GREEN GRID

The Harley Street BID has a long-term aspiration to transform the area's street network into a 'green grid' by delivering further tree planting and SuDS planting beds as traffic and parking requirements in the area reduce. The proposals would be similar in nature to the New Cavendish Street pavement build-outs illustrated earlier in this report but applied on a wider scale. The 'green grid' would enhance movement routes and connectivity with surrounding areas, increase biodiversity, create green connections between open spaces and transform the setting of the area's heritage assets.

A NEW CONNECTION TO REGENT'S PARK

The creation of a new gateway to Regent's Park at the northern end of Harley Street to create a direct link between Cavendish Square and the park.

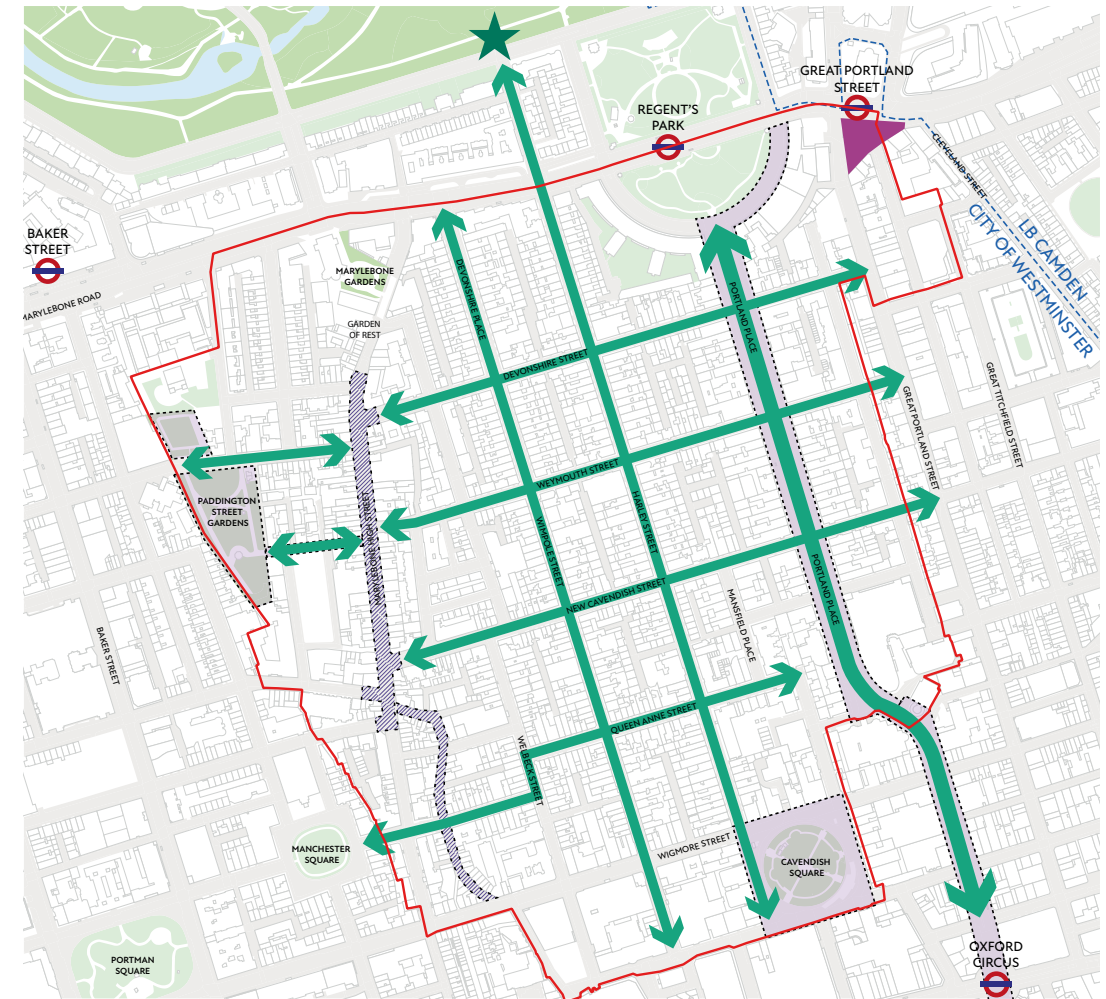
POTENTIAL IMPROVEMENTS TO TRAFFIC MANAGEMENT

In the context of possible future traffic changes in the West End, longer term improvements will consider traffic management measures to reduce the






impact of vehicular traffic in the area. Potential interventions could be to discourage through traffic and convert one-way streets to two-way operation. Short- and medium-term interventions will be designed to allow flexibility for future traffic changes. This includes upgrades to other pedestrian crossing in the area.

GREAT PORTLAND STREET GATEWAY PROJECT

An ambitious and larger scale public realm opportunity has been identified at Great Portland Street station which would create a significant new open space at this important gateway and better connect the station with the areas it serves.



Key

-  Street contributing to the green grid
-  New gateway to Regent's Park
-  Ongoing public realm projects
-  Completed public realm projects
-  Great Portland Street station gateway project

GREAT PORTLAND STREET STATION GATEWAY

The masterplan has identified the opportunity for public realm improvements around Great Portland Street station. The ambitious proposals include significant changes to traffic movement around the station to create a significant new public space at this gateway to the area and better connect the station with its surrounding streets. The proposals would improve the setting of the station which is of architectural interest and provide space for spill-out activity from the multiple retail units in the area.

Due to its location at the edge of the BID boundary and on a Transport for London managed road the Great Portland Street gateway project has a high level of complexity and would require working in close collaboration with both TfL, Westminster City Council and the London Borough of Camden.



GREAT PORTLAND STREET STATION

Conversion of carriageway space into public realm to create a peninsula around Great Portland Street station enhancing the arrival experience into the area.



Before: Great Portland Street station is currently located on a traffic island with significant vehicle movement on all sides.



After: View showing the opportunity to better connect the station with its surrounding neighbourhoods.

COSTS

DELIVERING PUBLIC REALM PROJECTS

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 PREPARATION AND BRIEFING	Identify the project	Using the masterplan, 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 HS BID/HDWE with local stakeholder engagement.
	Develop 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 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.	Project Champion to oversee, coordinating with WCC and/or TfL/rail authority.
PHASE 1 CONCEPT DESIGN WITH COSTINGS	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	Establish 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 ADOPTION BY WCC/ TFL	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

DELIVERY

OUTLINE COSTS

- Not included:
- Client costs and fees (approx. 30% extra).
 - Risk and contingency, including utilities diversion costs (usually 40% at this early stage).
 - Public realm and long-term projects due to range in scope and project types.

PROJECT	CONSTRUCTION COSTS (PER SITE)		NOTES	
	MINIMUM	MAXIMUM	MINIMUM	MAXIMUM
SHORT				
PAVEMENT BUILD-OUT (PAVED)	£40,000	£60,000	Yorkstone paving and granite kerbs. Assumed no drainage changes. No raised crossing.	Yorkstone paving and granite kerbs. Assumed no drainage changes. Raised crossing.
PAVEMENT BUILD-OUT (PLANTED)	£40,000	£70,000	Min. depth for in-ground planting, including low level planting.	600mm depth with quality planting and trees.
TREE PLANTING	£10,000	£20,000	Planted within existing tree pit.	New tree pit installed within carriageway area with granite kerb.
SEATING	£3,000	£15,000	Bench only.	Bench installed on extended footway. Yorkstone paving and granite kerbs.
MICRO-MOBILITY HUB	£5,000	£5,000	Smaller-scale	Larger-scale
MEDIUM				
JUNCTION IMPROVEMENTS	£140,000	£200,000	Yorkstone paving and granite kerbs. Assume no drainage changes. No raised crossing.	Yorkstone paving and granite kerbs. Assume no drainage changes. Raised crossing, 3no. trees, planting areas.
CYCLE ROUTE IMPROVEMENTS	£20,000	£200,000	Painted cycle lanes leading up to advanced stoplines at junctions.	Cycle lanes with parking adjustments and measures at junctions to improve priority (assuming junction improvements not implemented).

COLOPHON

The contents of this report are the result of on-street surveys, fieldwork and desk based research undertaken between January 2024 and December 2024. All maps using Ordnance Survey digital mapping as base information (© Crown copyright and database rights 2025 Ordnance Survey AC0000808122). The maps and visual materials within this report translate our quantitative findings and present our qualitative assessments, aiming for the greatest accuracy possible at all times. Any third-party images are for internal use only; further publication or use will require copyright usage approval. Contact Publica for further information.

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