

# Fitzrovia and East Marylebone Landscape and Public Realm Visioning Plan

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ARUP



## Contents

- 1.0 Introduction and Vision
- 2.0 Local History and Conservation Areas
- 3.0 Baseline Review
- 4.0 Site Appraisal
  - 4.1 Issues
  - 4.2 Opportunities
- 5.0 Proposed Landscape and Public Realm Initiatives Plan and Programme
- 6.0 Initiatives
  - 6.1 Tree Planting
  - 6.2 Public Realm
  - 6.3 Green Roofs
  - 6.4 Sustainable Urban Drainage Systems (SUDS) and Rain Gardens
  - 6.5 Legible London Wayfinding Markers and Integrated Public Art
  - 6.6 Lighting Landmark Buildings and Alleys
  - 6.7 De-cluttering and Spring Clean
- 7.0 Funding Opportunities
- 8.0 Management and Maintenance





## 1.0 Introduction and Vision

The Fitzrovia and East Marylebone areas are currently experiencing a great deal of change with a number of significant redevelopment proposals, a changing local economy and increased residential population. Whilst high levels of private investment are taking place, and much good national and local public realm design guidance now exists, the physical condition of the areas' streets and spaces need further investment and a strategic approach to create a more unified and attractive public realm and landscape needs to be applied.

The purpose of this study is two fold, first to identify a number of townscape and public realm interventions and secondly to galvanise the local residents, businesses and organisations in supporting the implementation of the proposals. It is intended that this will bring the quality and character of the area's public spaces and streets up to the level of the private sector investment that is taking place, creating an overall high quality environment in which to work, live and play.

The study areas of Fitzrovia and East Marylebone are rich in both history and creativity, hosting a wide range of industries and populations over the centuries. The urban form is characterised by a varied architectural form much of it historically significant. These areas are ordered around a formal grid street network with some impressive views and vistas. However many of the streets have a cold, largely void of trees which could benefit from significant street tree planting and public realm investment. A balance needs to be struck between retaining some of the more important and impressive street views with the very real need to green other streets, providing a strategic approach to tree planting and replacement. An avenue of trees can also assist in emphasising views and vistas of notable streets and buildings.

The area also suffers from low levels of public open space. Improving the limited open space in the area would be extremely worthwhile responding to the demands of today as well as helping the area combat climate change and the urban heat island effect.

This particular part of Fitzrovia has only had small improvements carried out over the last few years. While most areas off Oxford Street will be improved by the Oxford Regent and Bond Street (ORB) project, there are very few public improvement works planned for the streets of Fitzrovia. Planned large scale investments, such as Crossrail and Middlesex Hospital, should be seen as a catalyst for improving the area's public realm and spur a programme of investment and change. This investment will stimulate economic activity in addition to providing environmental and social benefits for all those that live, work or visit the neighbourhood.

This report is divided into several chapters; chapter 1&2 sets out the vision and the history of the study area, chapter 3 reviews relevant landscape and public realm design guidance at both a local and national level and chapter 4 identifies the areas current issues and opportunities. Chapter 5 & 6 then discuss a suite of landscape and public realm initiatives identifying the associated benefits and considerations. Finally Chapters 7 and 8 deal with funding opportunities and management/maintenance.

This independent report has been produced by Arup to assist in identifying how the public realm in our local area can be uplifted and improved. It has been produced in collaboration with the charity Westminster Tree Trust and Westminster City Council.



## 2.0 Local History and Conservation Areas

St Marylebone became part of the newly fashionable West End of London in the second half of the 18th century, changing the rural picture of a few houses fronting onto Oxford Street into a totally urban one. By the beginning of the 19th century the street pattern and development of East Marylebone was virtually complete, with the main parallel north/south streets crossed by secondary east/west streets.

From the mid-19th century changes in tastes and need were reflected in re-developments, particularly during the Victorian period when many of the original buildings were demolished and plain Georgian terrace fronts south of Marylebone Road began to be replaced by a more eclectic range of styles. Many corner sites were also redeveloped at this time and this resulted in a diverse and elegant street scene featuring a rich variety of late Victorian and Edwardian street frontages.

Different owners and interests influenced the initial development of the local area and have had a lasting impact on the street layout and character. Edward Harley – Earl of Oxford and Mortimer, and married to Lady Henrietta Cavendish – was responsible for the development of the Portland Estate, which commenced with Cavendish Square in 1717 and grew north and east. Great Portland Street's name is clearly derived from the estate and several other street names in the area are also related to the area's ownership, albeit less obviously.

Although all the land up to Great Titchfield Street was controlled by the Portland Estate, other estates were developing nearby land simultaneously. The Berners family owned the land just to the east of Great Portland Street, beginning to develop outwards from Wells Street and Rathbone Place in the mid-18th century. At the same time the Middlesex Hospital expanded on land they

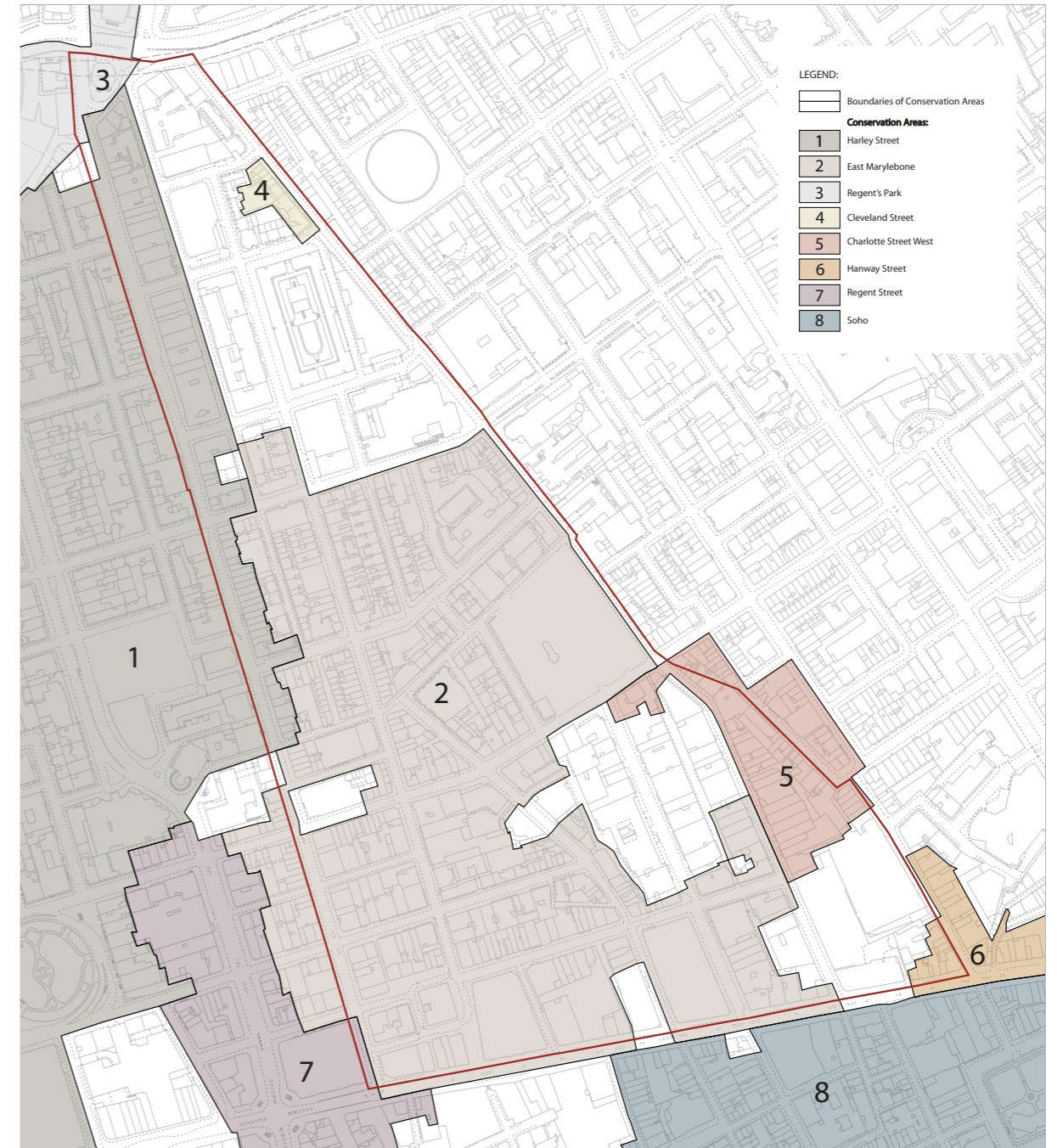
had obtained on a 99-year lease around Mortimer Street, encroaching on Riding House and Cleveland Streets. The proximity of unrelated developers with different agendas helps to explain the unusual collision of street grids centred around Great Portland Street, where several east-west streets terminate or originate.

### Westminster City Council – Conservation Areas:

The study area predominantly lies within the East Marylebone Conservation Area but also includes Harley Street, Charlotte Street West, and Hanway Street Conservation Areas. The study hosts many historically and architecturally significant buildings and the proposed landscape interventions will be sensitive to these seeking to celebrate and enhance their overall settings.



Historic Photograph of Great Portland Street



Conservation Areas within Fitzrovia and East Marylebone





### 3.0 Baseline Review

#### Baseline Review and Policy Objectives

In undertaking this study a number of relevant baseline documents have been reviewed and summarised below. These vary from official planning documents and guidance such as Westminster Way by Westminster City Council and Streets Ahead by English Heritage through to articles and information describing the range of large scale redevelopment plans that are currently being proposed for the Fitzrovia area. In recent years a large number of national and regional guidance documents on public realm and streetscape design have been published – these both underline the value and contribution of public realm in creating successful and vibrant towns and cities as well as reinforcing the need to improve the quality, design and maintenance of these spaces. A number of these documents are also summarised briefly below.

#### Local Development Proposals

Currently Fitzrovia is at the centre of a number of large scale redevelopment proposals that will lead to both a change in the numbers of people living and working in the area as well as an evolution in the character and identity of some of Fitzrovia's streets and spaces. The catalyst for much of this development is being driven by the construction of Crossrail to the south

running under Oxford Street as well as a number of large sites that have become available for redevelopment, the main sites that are located within or adjacent to the study area are;

#### Newman Place, Former Post Office Depot, Newman Street

The proposals for the Newman Place site aim to reconnect this important former post office depot site into the adjacent neighbourhoods through a range of buildings and public spaces drawing on the built heritage of Fitzrovia. The scheme envisages a mixed use proposal that reflects the characteristic land uses of the area incorporating a mixture of commercial employment and residential dwellings.

The masterplan for the site successfully creates a new network of spaces and routes that stitch the site back into its context reversing the previous impermeable urban block. In particular it creates stronger east west connections and creates a new public space and colonnade adjacent to Newman Street, it also recognises the new ticket hall at Dean Street to the south. The main public space will be animated with shops and cafe's at ground level and will benefit from high levels of natural light penetration as well as new semi-mature deciduous species and perhaps evergreen trees too.



Visualisation of the new public space as part of the Proposed Newman Place Development



### 3.0 Baseline Review

#### Windeyer Building, Howland Street

Proposals for the Windeyer building on Howland Street include the demolition and replacement of the existing building with a new state of the art research centre for the Neural Circuits and Behaviour – a collaboration between UCL, Wellcome Trust and the Gatsby Charitable Foundation. The proposals envisage the upgrading of the streetscape along Howland Street with new high quality paving, tree planting and a new ‘pocket park’ on the corner of Howland and Cleveland Street.

#### Former Middlesex Hospital Site

The proposals by Exemplar Properties for the Middlesex Hospital site envisage a mixed use development consisting of about 370 residential units, commercial floor space, health and education facilities and a new public open space. The aim of the landscape proposal is to create an authentic and high quality public space at the heart of the scheme. This will provide a suitable setting for the existing chapel and a recreational space for the residents and public. The scheme also links into the wider context through a series of new routes north, east and south linking directly to Berners Street and the new Crossrail station in Dean Street.



Aerial View of the former Middlesex Hospital Site

#### Westminster and London Planning Documents

##### Westminster Way – Public Realm Strategy (SPD) Design principles and practice

Westminster City Council published this important strategy in 2010 to assist and guide the design, management and maintenance of all components of the public realm within the City. The document covers both the strategic level as well as detailed guidance on materials and details for various situations. The document establishes ten important ‘rules’ which are summarised below:

**Rule 1 – Quality** – Westminster’s public realm requires high quality components, materials, design, detailing and implementation.

**Rule 2 – Durability and Sustainability** – Material choice and supporting structure must be appropriate for the demands of that location and allow ease of maintenance.

**Rule 3 – Character** – The City’s distinctive black livery should generally be used for all furniture items.

**Rule 4 – Clutter Free** – Minimise furniture

### 3.0 Baseline Review

obstructions, remove obsolete, duplicated or unnecessary items, co-locating items where appropriate.

**Rule 5 – Continuity** – Historic replication should be accurate in terms of fabrication and setting and mobility should be continuous and joined up.

**Rule 6 – Containment** – Established patterns of geographically distinct furniture items should be respected and continued.

**Rule 7 – Context** – Choice of furniture items, planting and materials should be informed by character and traditions of its context

**Rule 8 – Co-ordination** – Furniture should be part of the City’s co-ordinated suite, unless the item is of historic interest, the character should be preserved or an exceptional scheme.

**Rule 9 – Consistency** – Replace like for like where existing quality is high. Low quality materials and areas of inconsistency should be removed.

**Rule 10 – Cherish** – Protect, preserve and maintain listed and other noteworthy items of street surface, street furniture or park furniture in situ.

##### Trees and the Public Realm (SPD) – a tree strategy for Westminster

Westminster City Council published a consultation draft of the document in January 2011. It seeks to ensure that the right trees are planted in the right places. Its purpose can be summarised in the following:

‘To ensure that, for the benefit of both current and future generations, Westminster’s tree stock is planted, and when appropriate replaced, in accordance

with contemporary arboricultural best practice, and with careful consideration of its relationship with townscape, amenity, biodiversity and historic character.’

The document has six main aims below:

- To promote an awareness of the value of trees in Westminster;
- To provide a practical guide to Westminster’s townscape to ensure the continuity of the positive contribution that trees make to its character;
- To promote an understanding of urban design principles to ensure that trees are planted in the right places;
- To promote an understanding of practical site considerations to ensure that trees are not planted in the wrong places;
- To promote an understanding of species selection to ensure that species appropriate to the site are planted; and
- To promote sustainable biodiversity goals and contribute to the wider sustainability and climate change agenda.

##### Westminster City Council – Conservation Areas

The study area predominantly lies within the East Marylebone and Cleveland Street Conservation Areas but also abuts the Charlotte Street West Conservation Area. The study hosts many historically and architecturally significant buildings and the proposed landscape interventions will be sensitive to these seeking to celebrate and enhance their overall settings.



### 3.0 Baseline Review

#### TfL Streetscape Guidance 2009 – A Guide to Better London Streets

To ensure that the design of our streets receives a consistently high level of care and attention, Transport for London (TfL) has written Streetscape Guidance. The vision contained in the Guidance is for the streetscape to provide a quiet backdrop to our city and to enhance its character and activities, rather than overpower or dominate them. The Guidance has been developed for the Transport for London Road Network (TLRN), however the principles can be applied to any roads in the Capital. The guidance identifies a number of key design principles that are summarised below:

- Designs should contribute to tackling climate change and to protecting and enhancing the local environment.
- Consider the effect of their work on all street users.
- A consistent approach to the design and management and the recommended palette of materials will help to achieve this.
- Share information and collaborate in the design and management of London's streets.
- Understanding the requirements and the needs of all users
- Design for people providing uncluttered and well-lit footways and cycle paths, with street furniture placed in a coordinated and logical manner.
- Reduction of crime and disorder and create a safe and secure environment where people do not feel under threat.
- The design and management of the streets must enable all to use the space efficiently

and safely for the purposes that they are designed.

- Recognition of local context, distinctiveness and also the activity, vitality and distinctiveness of the local community.
- Access for all and people of all abilities have the right to move around and to socialise easily.
- Appropriate investment and continual care is necessary to ensure safe, serviceable and sustainable streetscapes.

#### The Canopy London's Urban Forest – A Guide for Designers, Planners and Developers

The Canopy document makes the case for trees and tree planting in London and discusses the increasing pressure trees face in the capital citing 8 key problems including:

- Trees being cut down due to insurance claims
- Neglect and poor maintenance
- Fear and ignorance e.g. subsidence, falling branches and poisonous seeds
- Vandalism
- Tree loss due to developments
- Road and carriageway realignment
- Climate change
- Old age and inadequate replacement strategies

The document also outlines the many benefits and the value that trees bring to the urban environment including:

- Cost Reductions - lower building heating and cooling costs
- Increases in the value of property of between 7 -15%
- Environmental enhancements and reduction in urban heat island effect

### 3.0 Baseline Review

- Social improvements such as reduced crime and increased footfall
- Sense of place and enhanced character
- Safer streets for pedestrians, cyclists and car drivers
- Health and wellbeing and reduction in stress levels
- Reduce the effects of flooding and increased rainfall interception
- Improved biodiversity and local ecology creating urban green links

The document also has some good practical advice on how to overcome some of the common technical issues faced when planting trees in the urban environment.

#### ORB – Oxford, Regent and Bond Street Action Plan

The ORB Action Plan seeks to transform these important London Streets into the world's most iconic retail destination and is being promoted jointly by Transport for London, Westminster City Council and The New West End Company. The plan sets out a vision for the three retail streets and immediate surrounding areas and identifies a series of actions that would greatly enhance the area.

Currently the Oxford Street phase of the ORB project is underway, this will see the upgrading of the streetscape along Oxford Street and interfaces with the south of the study area.

#### All London Green Grid – Design For London

The All London Green Grid (ALGG) approach provides a strategic framework for creating, improving, managing and maintaining high quality Green Infrastructure and promotes cycling and walking. The Green Grid will create a network of interlinked, multi-functional and high quality open and green spaces that connect with town centres,

public transport nodes, the countryside in the urban fringe, the Thames and major employment and residential areas.

The initiative aims to make the capital a more attractive, sustainable and prosperous city. The potential benefit to London's economy is significant and can be achieved through a range of outputs that respond to climate change, promote walking, cycling and accessibility, reduce environmental risks to make more sustainable business locations and shape and support growth more generally.



Extract from All London Green Grid - Draft Supplementary Planning Guidance (2011)





### 3.0 Baseline Review

#### National Planning Documents

##### Streets for All – English Heritage

This manual offers guidance on the way in which our streets and public open spaces are managed. The document covers both the need for locally distinctive public realm grounded in the need for locally sourced materials as well as the need for an integrated approach to townscape management due to the multitude of parties that have an impact on streets and public realm.

##### Manual For Streets - DfT

This manual aims to bring about a fundamental transformation in the quality of street design. It supersedes the Design Bulletin 32 and primarily focuses on lightly trafficked residential streets. It covers the design process and principles as well as detailed design issues such as street geometry, parking, traffic signage and markings, lighting and issues of adoptability and maintenance. The MfS aims to assist in the creation of streets that:

In 2010 Manual for Streets 2 – Wider Application of the Principles was produced to extend the advantages of good design to streets and roads outside residential areas and to provide an environment that improves the quality of life. By rethinking the way high streets and non-trunk roads are designed, the fabric of public spaces and the way people behave can be changed. It means embracing a new approach to design and breaking away from inflexible standards and traditional engineering solutions.

##### CABE - Paved With Gold

Well-designed buildings, spaces and places contribute to a wide diversity of values and benefits. These range from direct, tangible,

financial benefits to indirect, intangible, long-term values such as improved public health or reduced levels of crime. Benefits like these are very important to society but it's not easy to put a value on something as difficult to define as better public health. Paved with gold shows how we can calculate the extra financial value that good street design contributes, over average or poor design. It shows how clear financial benefits can be calculated from investing in better quality street design. It also shows how, by using stated preference surveys, public values can be measured alongside private values, so that they can be properly included in the decision-making process. The Report concludes the following:

The document recognises that further work is needed to take this research forward. This project was designed as a demonstration to show how a new approach could be taken to assessing design value. The small sample size means that the results are not statistically significant in themselves and a larger study would be required to validate them. However, the results still demonstrate trends that the researchers are confident would be replicable elsewhere.

##### The Localism Agenda

The Fitzrovia Forest Project is a collaborative effort to help shape the living and working environment of the area. It is an environmentally-conscious 'neighbourhood development plan' seeking to balance out the impact of large-scale construction and redevelopment projects proposed for the area. The project also reflects the wish of locals to improve their streets and their area's amenities. It is intended that this plan will be supported by area residents, residents associations, businesses, stakeholders and local amenity societies.



Cluttered and unattractive routes



poor quality pavement surfaces



Unnecessary guardrails



Excessive streetscape clutter



A plethora of road signs



Inappropriate entrance to Great Portland Street



Poor pedestrian crossing



## 4.0 Site Appraisal

### 4.1 Issues

In undertaking this study a number of site visits were carried out to both analyse and understand the areas constraints and opportunities, below is a summary of our findings:

- A fragmented approach to street design including vast areas of poor material surfacing in need of replacement and inconsistent levels of streetscape management
- Clutter including unnecessary guard rails, bollards, signage and poorly located signal/telecoms boxes
- Inconsistent levels of street maintenance/cleansing specially around the public/private interfaces, this also includes different surface material treatments
- A perception that the public realm has generally failed to keep up with the quality and wealth of built form and private wealth in the area
- Poor pedestrian crossing points often in the wrong locations and in some cases dangerous
- Some areas are confusing with improvements to signage and wayfinding required to improve legibility
- New street tree planting is often small with small tree pits constrained by utilities and the presence of the tree being compromised
- A number of damaged and/or vandalised trees in need of replacement, in some locations a number of tree have been lost and simply back filled with asphalt
- Inconsistent street design / treatment along borough boundaries illustrating a need for London Boroughs to work together and

co-ordinate design and maintenance

- Issues over waste management, recycling and bin locations, often these inhibit pedestrian movement and are unsightly, distracting from the wider environment
- Too many streets appear to pander to the motor vehicle rather than pedestrians and cyclists, this balance needs to be readdressed
- Alleys and mews can often appear unattractive, threatening and poorly illuminated at night
- There is a need for additional cycle parking particularly near educational and commercial areas
- Significant local history not fully celebrated and reflected in the public realm
- Some pockets suffer from a lack of civic pride leading to increased littering and fly tipping
- During rainfall a number of footways appear to drain poorly making pedestrian movement difficult and uncomfortable
- A number of development sites have been identified within the study area, these need to be carefully integrated spatially and in terms of movement, scale and massing into the wider townscape





Well co-ordinated tree planting, seating and cycle parking

Raised tables promote reduced traffic speeds and easier pedestrian movement

Distinctive architecture from different periods

Recent street tree initiatives

Strong local communities

The thriving Market Place public space

## 4.0 Site Appraisal

### 4.2 Opportunities

• Fabulous townscape and urban structure with many significant buildings and urban spaces, this should be celebrated and respected

• All the trees identified for future planting schemes need to be implemented and if appropriate in larger species format to ensure greater impact and sustainability. However street tree planting should not visually compromise significant historic streets and building frontages.

• Opportunities for simple and consistent streetscape improvements, consolidating and rationalising streetscape furniture, lighting and signage

• Unify the street through taking surface treatments to the building facade rather than the ownership line, management and street cleansing should also extend across this line

• Under utilised urban spaces such as the Market Place have the potential to be transformed and provide a wider and more varied programme such as events, markets as well as food and drink / evening economy

• A reduction in the provision in on street parking should be explored to expand potential tree planting areas, the narrowing of some vehicular carriageways could also be promoted

• High levels of inward investment provide a catalyst for wider investment and change within the area that must be grasped

• There are a number of proud, strong, local communities with a clear identity and aspirations for the area. Their views and aspirations need to be taken into account in developing public realm improvements as well as possible maintenance input depending on the type and scale of project

• A significant residential population combined with commercial and education areas provide vibrancy and activity throughout the day and night

• Active and busy streets with high levels of footfall provide the basis for thriving business and education sectors

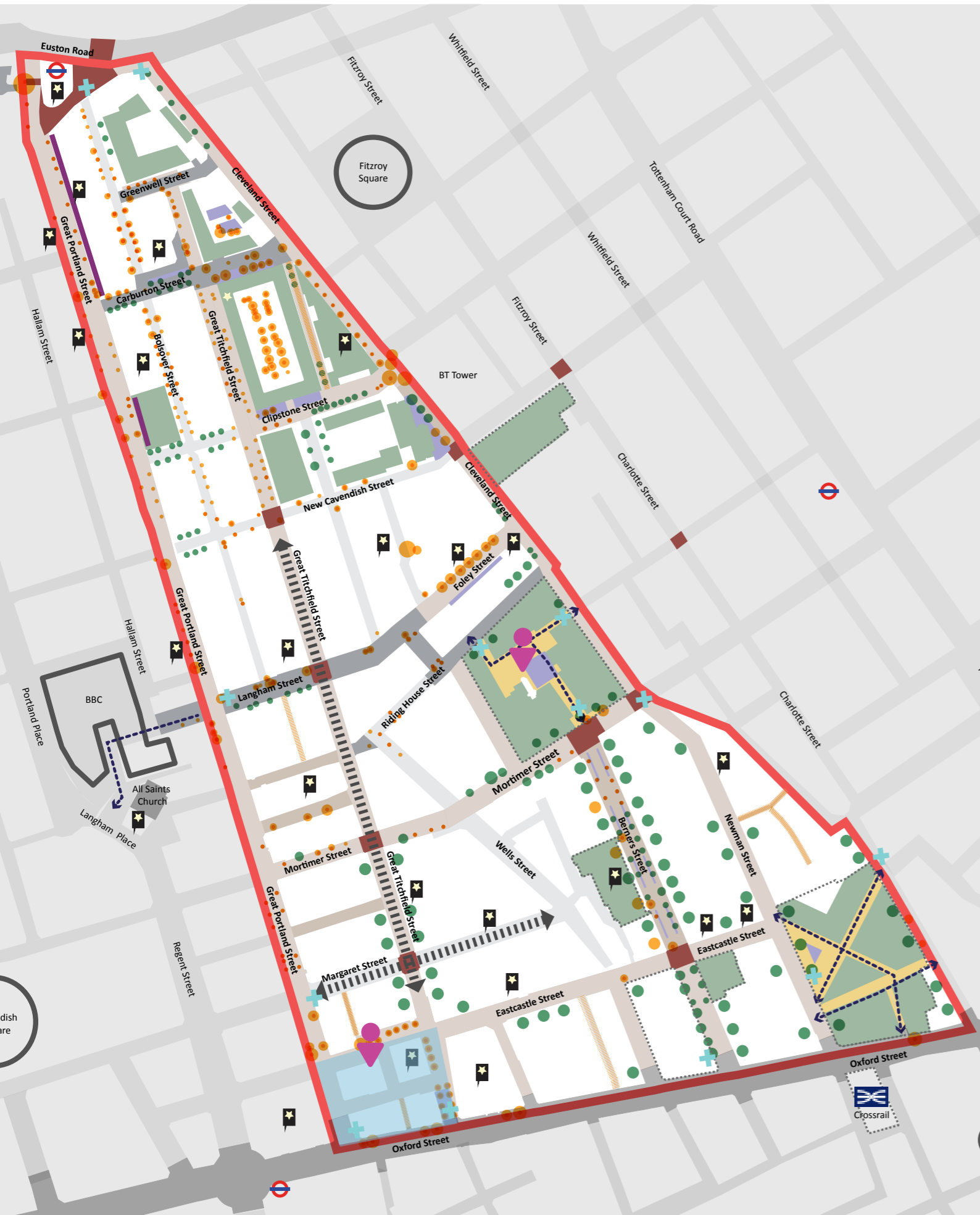
• The area hosts a range of different character areas providing attractive and diverse communities

• The area lies to the north one of London's most important retail and business area with opportunities to capitalise on this proximity

• The completion of CrossRail provides greater connectivity to London than ever before and also exposes the area so substantial commercial change which should be managed effectively so that the area unique characteristics are not undone.



















• Carry out a review / study investigating how the public realm in Fitzrovia can be made more resilient to climate change and urban heat island effect.





## 5.0 Proposed Landscape and Public Realm Initiatives and Programme

### LEGEND:

-  Existing Trees
-  Proposed Tree
-  Raised Tables/Crossings
-  Street Upgrade/Surfaces
-  Current Planned Street Upgrades
-  Pocket Parks/Shared Surfaces
-  Proposed New Public Spaces
-  Existing Public Space (Market Place)
-  Potential Green Roofs
-  Rain Gardens/SuDS
-  Legible London Wayfinding
-  Integrated Public Art
-  Alley Lighting
-  Landmark Lighting
-  Current Period Street Lighting Upgrade
-  De-cluttering/Spring Clean within entire shady area
-  New/Improved Access
-  Major Development Site





## 5.0 Proposed Landscape and Public Realm Initiatives and Programme

### Short / Medium and Medium / Long Term Initiatives

The proposed initiatives set out below, provide options and timescales for a range of different projects. These will enhance the quality of the streets and open spaces within the East Marylebone and Fitzrovia Study area for its residents, visitors and businesses.

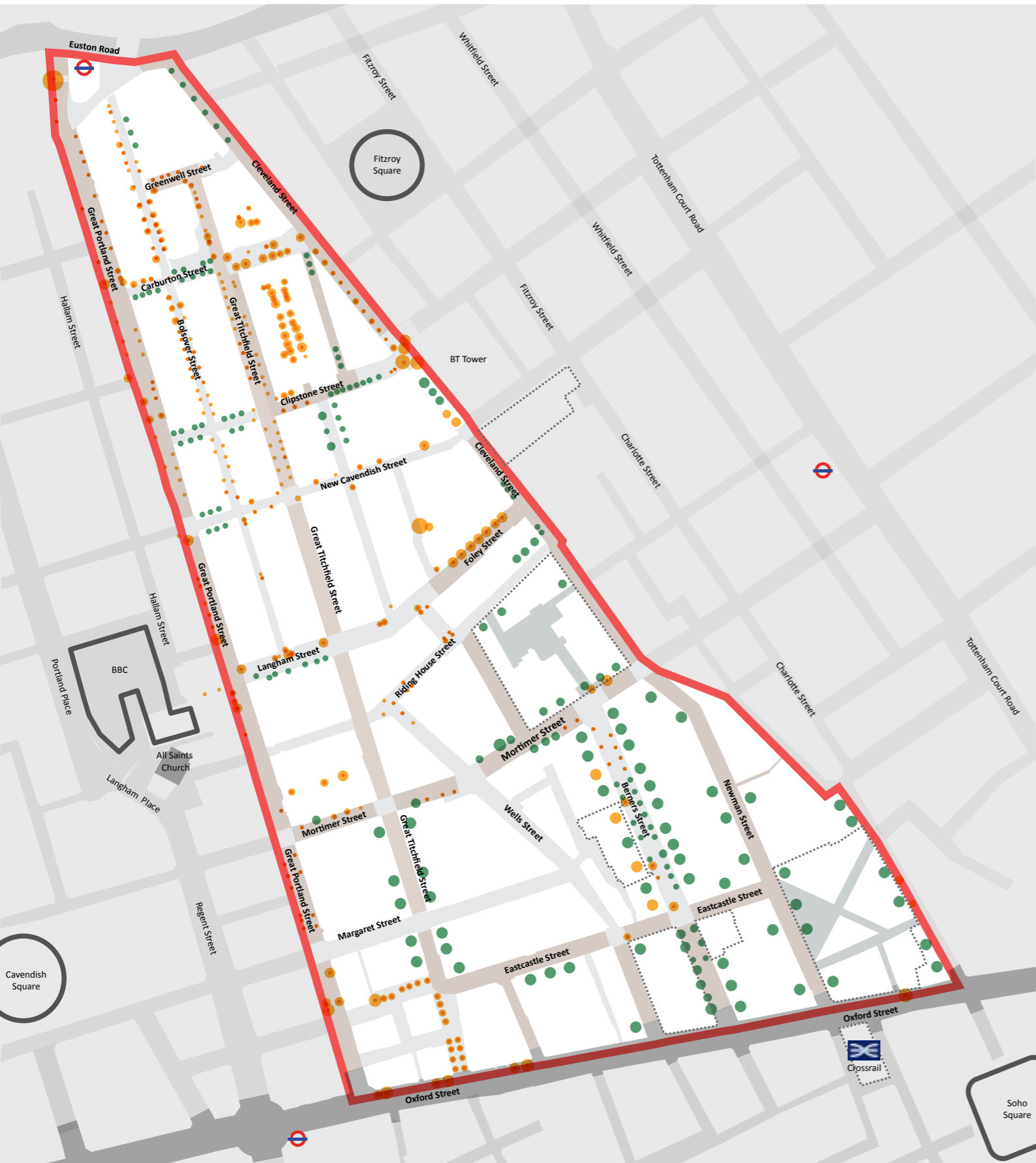
### Short / Medium Term Initiatives – next 6-18 months:



- Complete identified tree plantings surveyed for 2011-2012 and survey plantings proposed for 2012-2013. Where possible investigate the opportunities for 'build-out' tree pits to provide for larger trees and additional trees where scale and consistency are lacking
- Identify trees for a phased removal and replacement strategy
- Undertake majority of tables and crossings
- Upgrade of Market Place and its wider environs / pocket park
- Undertake feasibility study to explore retrofitted green and brown roof upgrades of existing structures and buildings within the study area
- Implementation of rain gardens
- Implementation of new legible London signs at key locations
- Illumination of key landmark buildings
- Implementation of integrated public art in upgraded Market Place
- De-cluttering and spring clean

### Medium / Long Term Initiatives – next 18 – 60 months:

- Complete tables and crossings
- Undertake and complete street upgrades and shared surfaces
- Implementation of new public spaces and pocket parks associated with new development sites
- Implementation of new green and brown roofs associated with new development sites
- Undertake feasibility study for additional rain gardens within
- Implementation of integrated public art in new public spaces and pocket parks associated with new development sites





-  Existing Trees
-  Proposed Tree

## 6.0 Initiatives

### 6.1 Tree Planting

#### Benefits:

- Creates a more attractive environment, thereby increasing property prices, land value and inward investment and increasing footfall leading to more vibrant retail and business areas
- Reduces energy costs of adjacent buildings through microclimate regulation
- Improves air quality and reduced noise
- Reduces surface water flooding, improves water quality and aids surface water attenuation
- Enhances biodiversity and ecology
- Improves recovery rates and workplace productivity and improved levels of health and wellbeing
- Evidence suggests trees also reduce crime and anti social behaviour

#### Considerations:

- Planting large tree species is more economically beneficial in terms of their lifetime maintenance costs
- Choose species that are appropriate in scale, have seasonal variety, are suitable for their location and reinforce the area's character.
- Investigate opportunities to reinforce areas where currently only a small number of trees exist to create critical mass and structure. If necessary relocate proposed trees to create avenues and boulevards.
- Ensure trees are not planted adjacent to significant historic buildings or obscure important vistas.

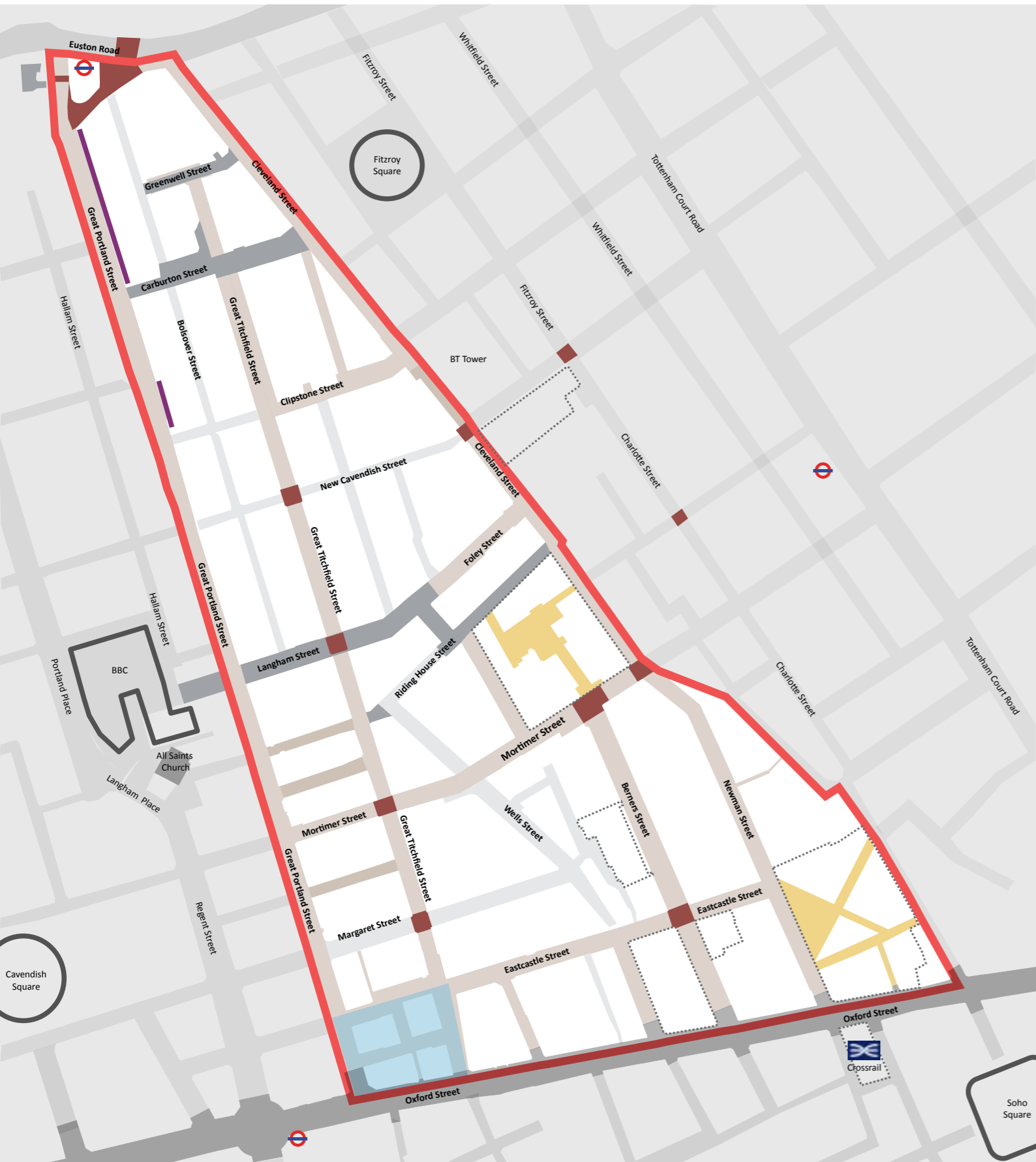
- Instigate a tree replacement and succession strategy to ensure a gradual replacement of trees where they are nearing the end of their lives. This will ensure the area's character is retained over the long term.
- Where possible promote large tree pits and build outs to maximise tree species size, growth potential, access to space, light and reducing the potential for vandalism.
- Ensure tree pit construction allows for sufficient water, air, nutrition, anchorage and that adequate root barriers are installed.
- Ensure adequate levels of maintenance is provided and that where trees are badly damaged or vandalised replacements are planted quickly.

**Time Frame:** - next 6-18 months



Large Scale Deciduous Street Tree Planting





## 6.0 Initiatives

### 6.2 Public Realm Improvements

**Types:** Street Upgrades, Tables and Crossings, Shared Surface Spaces and new Pocket Parks within development sites.

**Benefits:**

- Increases the land and building values of adjacent properties
- Improves health and wellbeing through the encouragement of walking and cycling
- Reduces traffic speeds at key junctions
- Creates additional space for street tree planting
- Creates community space in an environmentally deprived area
- Enhances the appearance and ambience of streets and spaces attracting more businesses and residents and increasing retail and leisure activity

- Strengthens an areas identity and character creating a distinct sense of place
- Improves the legibility and allows for improved movement and wayfinding
- Creates a 'cared for' feel, improving public safety, reducing crime and engendering local pride

- Improved public spaces lead to greater use, social interaction and networking

**Considerations:**

- Align proposals to the objectives, materials, details and guidance outlined in the Westminster Way Public Realm Strategy
- Investigate opportunities for consolidating street furniture and lighting

- Provide additional cycle parking areas
- Requires co-operation and support from private and public landowners
- Entails considerable capital costs
- Requires commitment and improved maintenance to ensure raised standards are sustained

**Time Frame:** - next 6-60 months



High Quality Public Realm/shared surface





## 6.0 Initiatives

### 6.3 Green Roofs

**Types:** Intensive (accessible) and Extensive Green (usually non-accessible) Roofs and Brown Roofs

**Benefits:**

- Reduces the urban heat island effect creating a cooler more comfortable urban environment
  - Increases levels of biodiversity providing important refuges for wildlife in urban areas
  - Reduces storm water run-off volumes and rainfall leaving roofs, reducing the outflows into storm water systems and flash flooding
  - Improves the quality of water and in some cases water can be harvested for other uses
  - Improves the thermal performance of buildings and reduces the need for air conditioning in summer and provides increased insulation in the winter
  - Increases the lifespan of waterproofing membranes beneath the green roof
  - Provides enhanced levels of sound insulation
  - Improves air quality with airborne particles and pollutants filtered from the atmosphere by the substrates and vegetation on a green roof
  - Provides additional amenity space
  - Provides opportunities for urban agriculture
- Considerations:**
- Proposed new developments should incorporate areas of new green roofing wherever possible

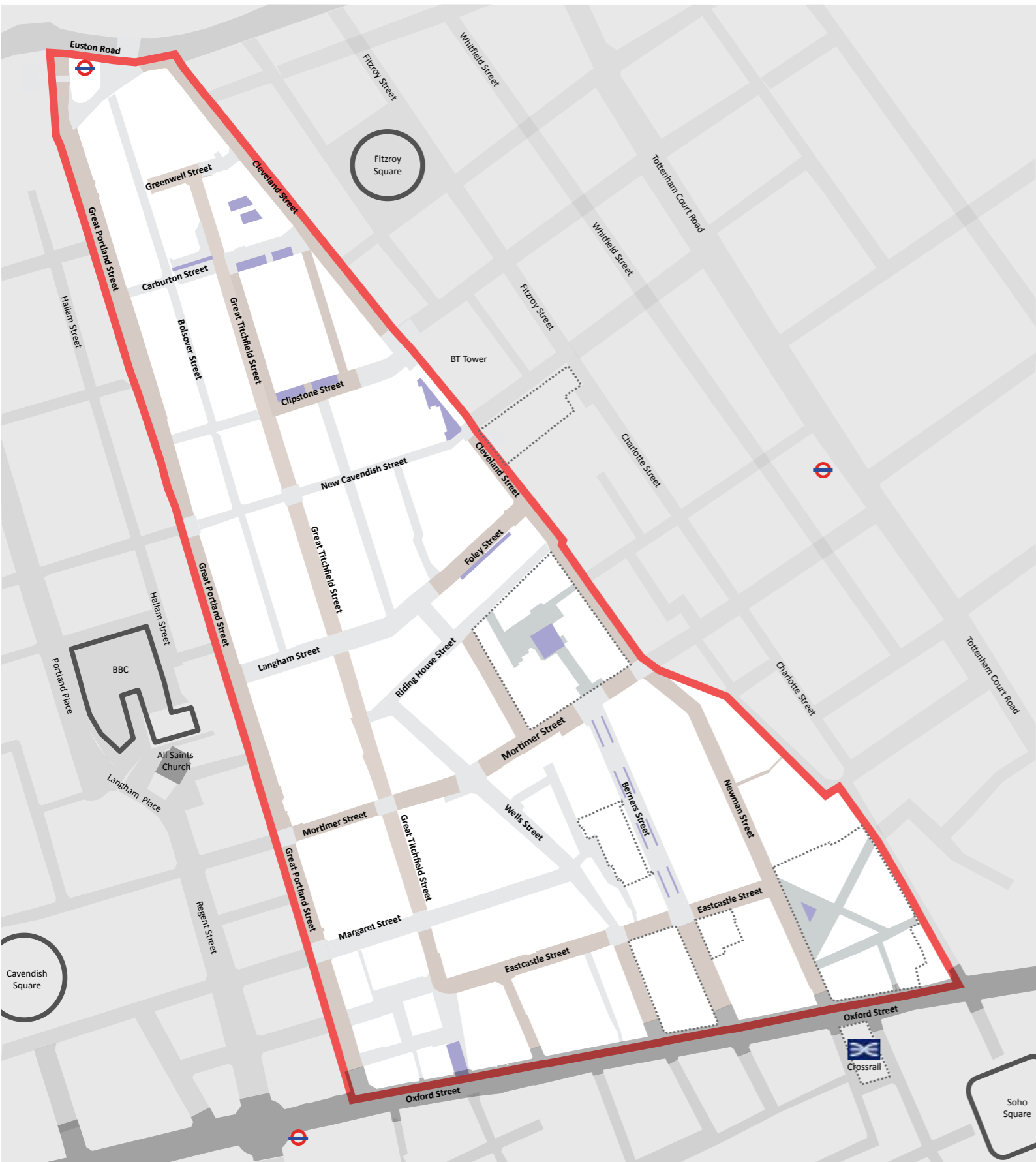
- Existing buildings should be carefully surveyed to ensure they have the structural capability to support a green roof
- Consider whether access is required
- Intensive green roofs require higher levels of maintenance, with extensive green roofs requiring minimal maintenance
- Requires support of private landowners

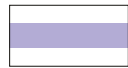
**Time Frame:** - next 18 – 60 months



Green Roof





 Rain Gardens/SuDS

## 6.0 Initiatives

### 6.4 Sustainable Urban Drainage Systems (SuDS) and Rain Gardens

**Benefits:**

- Provides natural filtration of water reducing pollution and improving water quality
- Reduces pressure on conventional storm water systems and recharges local groundwater
- Reduces the potential for businesses and homes to be flooded
- Creates habitat for birds, butterflies and insects
- Provides additional amenity space and areas for enjoyment by the public
- Can reduce garden maintenance and allows plants and trees to tolerate periods of low rainfall better
- Enhances the character and appeal of the street

**Considerations:**

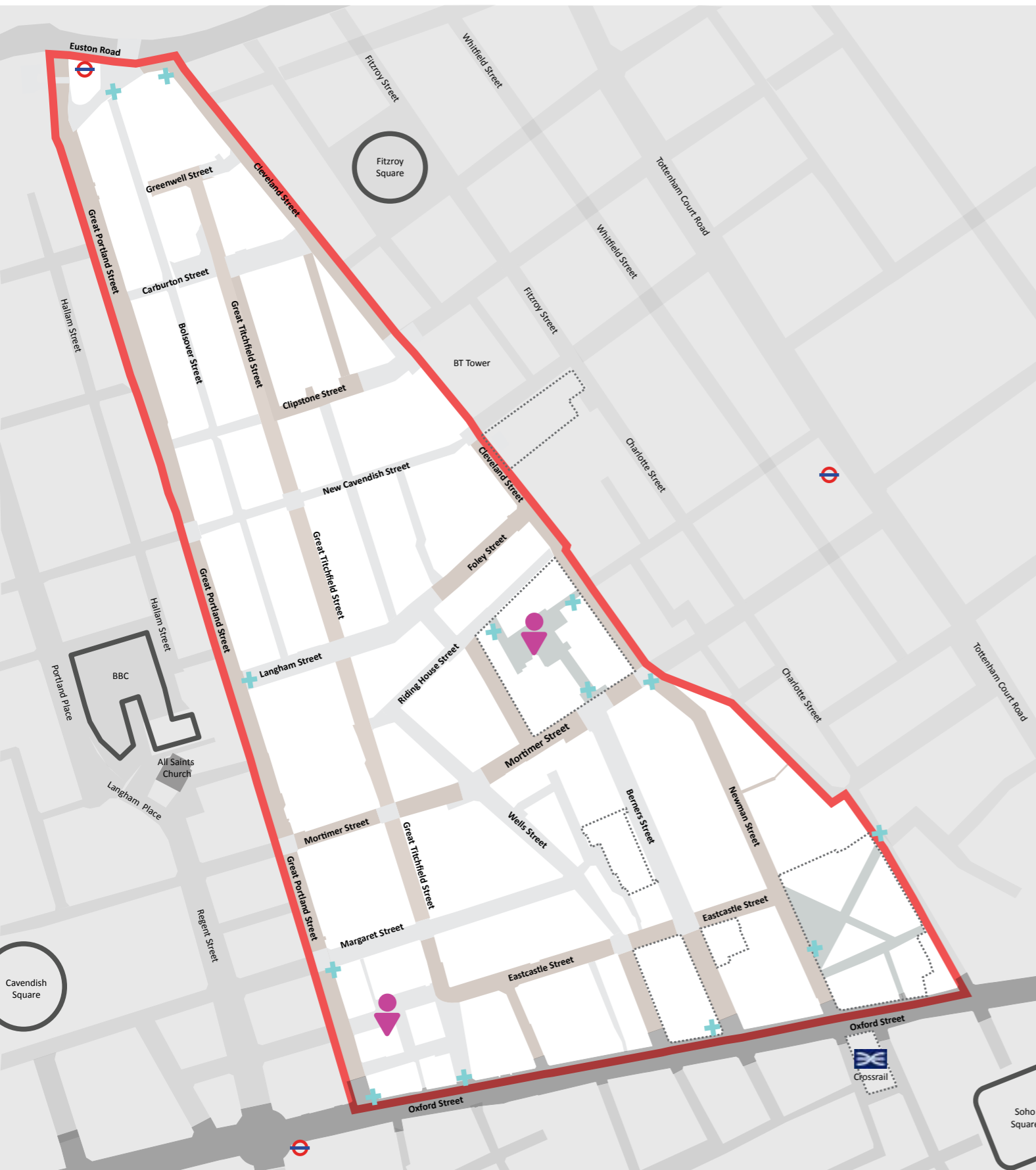
- Clarify and ensure high levels of maintenance
- Ensure adequate levels of financing are available to build to the required quality and maintain adequately
- Possible planning implications and liaison with Westminster City Council and possibly with the utility companies



**Time Frame:** 6-60 months



Rain Garden located between footway and vehicular carriageway





-  Legible London Wayfinding
-  Integrated Public Art

## 6.0 Initiatives

### 6.5 Legible London Wayfinding Markers and Integrated Public Art

#### Legible London Wayfinding Markers and Integrated Public Art

##### Benefits:

- Enhances the image and cultural identity of the Fitzrovia and East Marylebone area
  - Helps strengthen the Fitzrovia brand and differentiate it from the SOHO/NOHO concept
  - Improves navigation both within and around the Fitzrovia and East Marylebone area
  - Contributes to the quality of the public realm and wider environment
  - Provides both visitors and local people with the opportunity to explore the local area
  - Use public art to increase the profile of the area and for marketing opportunities
  - Public art creates areas of interest, moments of delight and strengthens a places character
  - Assists with local distinctiveness
  - Encourages pedestrian movement
  - Expands on the wider Legible London initiative
- ##### Considerations:
- Ensure long term commitment to the maintenance and operating costs
  - Wayfinding Markers will require permission of Westminster City Council
  - Public art installation projects will require discussions with both building and land

owners, developers and Westminster City Council

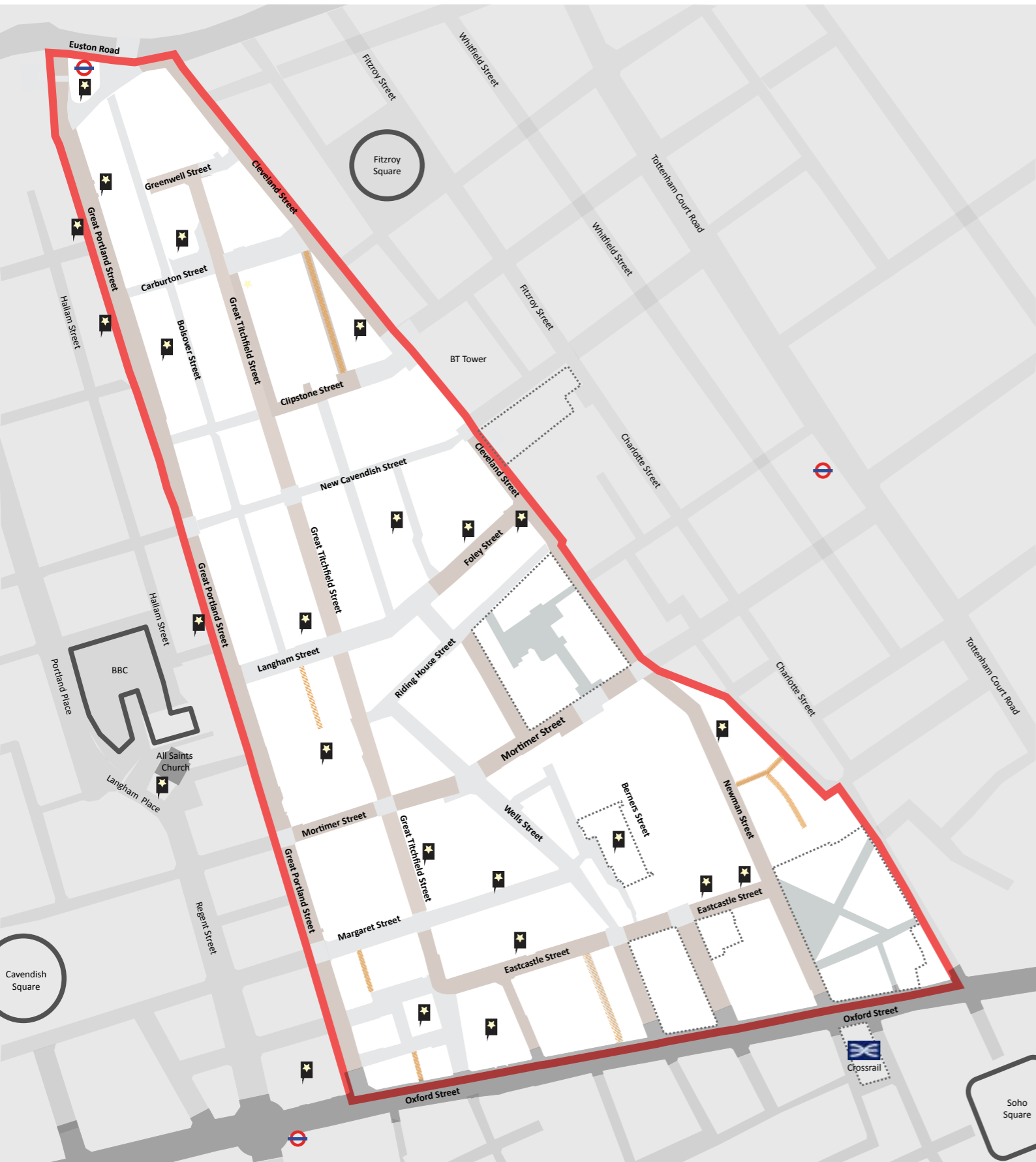
- Explore opportunities for a rolling programme of art installations in collaboration with local education providers and businesses
- Substantial increases in pedestrian footfall are anticipated once Crossrail is in place requiring enhanced wayfinding and information markers

**Timeframe:** 6-60 months



Legible London Wayfinding Markers





-  Alley Lighting
-  Landmark Lighting

## 6.0 Initiatives

### 6.6 Lighting Landmark Buildings, Streets and Alleys

**Benefits:**

- High Visual Impact and an ‘early win’ intervention
- Establish an immediate new image and sense of place for the Fitzrovia and East Marylebone area
- Relatively straight forward installation
- Adaptability – LED lighting and projector systems can be programmed to provide variety of lighting effect and colour
- Safety and crime reduction
- Increased footfall and usage of streets and spaces
- Draws the public’s attention to significant historic buildings
- Type of lighting can be varied to create character areas

**Considerations:**

- Sensitivity of lighting on historic buildings
- Historic character of Great Titchfield Street and Margaret Street would especially benefit for period style street lamps
- Possible planning implications and the need for dialogue with building owners
- Long term maintenance and running costs
- Need to identify sufficient capital and revenue funding
- Potential increase in light pollution as a result of lighting landmark structures could be mitigated by being in operation at certain periods of the evening only rather than

allnight

**Time Frame:** - next 6-18 months

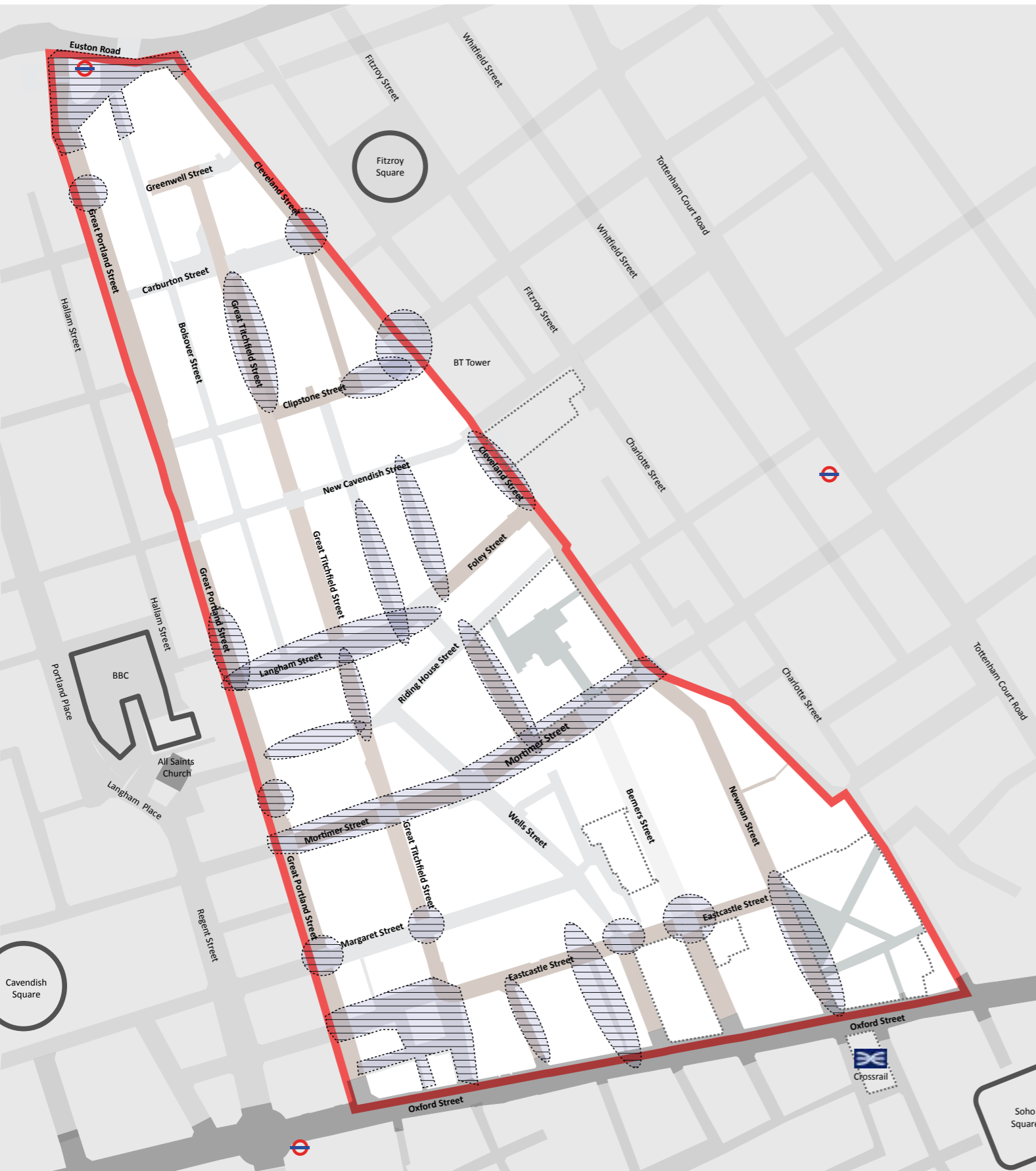


Traditional Street Lighting



Landmark Lighting





## 6.0 Initiatives

### 6.6 De-cluttering and Spring Clean

#### Benefits:

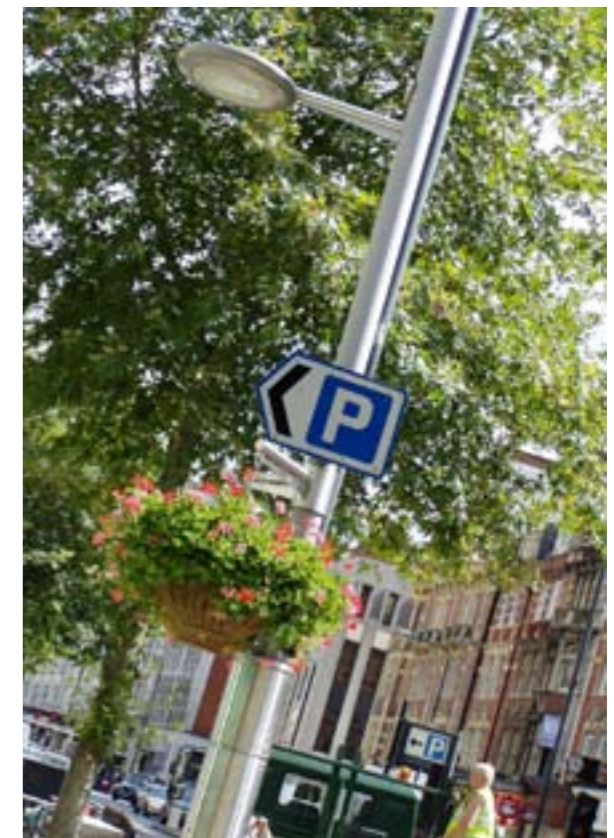
- A general public realm spring clean will give the area an immediate psychological lift and emphasise the commitment of WCC, businesses and stakeholders to visually and environmentally transform the area
- Brings teams and stakeholders together with a common objective capacity building for the wider initiative
- Reduces and consolidates streetscape clutter and signage

#### Considerations:

- Components of the spring clean should include; signage and street furniture rationalisation/removal where unnecessary including guard rails and bollards, tree replacement where species has been badly vandalised, died or removed, increased litter and street cleansing, graffiti removal, surface reinstatement where dangerous or effecting safety and removal of temporary works and advertising signage
- Engage with a range of services and agencies to address the co-ordination of street maintenance including highways, lighting, waste and recycling and street cleansing teams
- Seek support and input into spring clean initiative from areas large employers and institutions
- Investigate opportunities for public information initiatives regarding residential and commercial waste disposal
- Investigate below ground waste and recycling facilities to reduce visual clutter within the public realm at street level

**Timeframe:** Ongoing

**Locations:** Entire Study Area and decluttering areas identified on map opposite.



A multifunctional street lamp incorporating signage, bin and hanging basket helping to reduce clutter



## 7.0 Funding Opportunities

### Trees

The City Council is fortunate that larger developments provide funding for environmental improvements through legal agreement. Tree planting is probably the most financially effective environmental improvement. The cost of planting a tree, even in the hostile urban environment, is a few hundred pounds at most and, once established, and provided the right tree is selected for the right location, the cost of ongoing maintenance is minimal. Locally raised funding from residents or businesses is important and can provide the catalyst for the City Council to support locally generated environmental improvements through a match funding model.

The delivery of trees to the area will follow the successful match funding model in Marylebone where over 280 trees have been planted recently. The W1W Tree Planting Initiative is a community group in London W1, comprising of local residents/ residents' associations and businesses/ other commercial organisations, which works in partnership with Westminster Tree Trust and Westminster City Council, on a match funding basis, to improve the built environment by the planting of street trees, following wide consultation in the neighbourhood.

Other sources of funding could include:

DEFRA & Partners - The Big Tree Plant

Forestry Commission and Partners - Mayors Re:Leaf Community Grant Scheme

### Public Realm

Given the scale of redevelopment activity in the neighbourhood, there is scope for Section 106 (town planning gain) contributions to the area. Local business and stakeholder sponsorship will also be sought. Local housing trusts have been very supportive of the scheme. It is hoped that Westminster City Council, along with both the Greater London Authority and the London Development Agency, will also provide funding and strategic planning to see that the vision is carried forward.

Although the role of Section 106 agreements may be revised, it is hoped that support will remain possible through its future equivalent. It may be worthwhile to explore funding possibilities that could be made available through the Council's localism agenda, future community governance and the civic contract. Contributions from large third party agencies should also be encouraged.

## 8.0 Management and Maintenance

It is essential to have the appropriate management and maintenance resources and expertise to achieve the anticipated transformation of Fitzrovia and East Marylebone Area and for any agreed interventions to succeed in the long term. The following assessment sets out proposals for future management and maintenance of the Fitzrovia and East Marylebone Area, taking account of the diversity of landowners and stakeholders.

The right actions will transform Fitzrovia and East Marylebone Area into an even more successful location to live, work and play, leading to a virtuous circle of improvement and securing the area as a vibrant and successful part of London.

Proposals for maintenance include:

- Implement policy and recommendation as laid out in the Westminster Way - Public Realm Strategy Design Practice and Principles & Draft City Management Consultation documents
- Foster the pre-paid management and maintenance model for tree planting in Westminster -- whereby future charges of managing the new trees are included in the upfront cost of their delivery by the Council.
- Ensure damaged trees or streetscape elements are rapidly repaired or replaced to prevent blight and additional damage or vandalism. Facilitate online reporting system of faults, damage and concerns of both trees and the wider public realm. Please refer to Trees and the Public Realm (SPD) – a tree strategy for Westminster
- Though consultation and coordination with local amenity groups monitor the resolution of recurring problems and prioritise possible improvements to the local area, engage with voluntary groups and businesses providing

staff and financial support through CSR (Corporate Social Responsibility) schemes.

- Ring fence budgets dedicated to maintenance and further improvement to allow for larger scale improvements to be carried out.
- Management and maintenance regimes for trees within the study area will continue to be co-ordinated through the Westminster Councils tree management contractors but consideration should be given to longer defects liability and maintenance periods to ensure their successful establishment and growth.
- Ensure adequate levels of revenue funding are available to ensure that high levels of quality are maintained following public realm capital investment works.
- Public realm initiatives should be carried out to respect and tie into existing surface palettes, furniture, signage and lighting elements to ease maintenance procedures and ensure visual continuity.
- Any repairs and reinstatement works to the street should utilise a like for like replacement for surface materials and other street items to ensure visual continuity
- Detailed management and maintenance procedures can be found in Westminster Council's Westminster Way Public Realm Strategy and Trees and the Public Realm (SPD) – a tree strategy for Westminster.
- Further information can also be found in the recommendations of the Draft City Management Plan Consultation Draft November 2011



