



GENERAL INFORMATION LEAFLET

EAST MARYLEBONE Conservation Area

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City of Westminster

DEPARTMENT OF PLANNING AND CITY DEVELOPMENT
DEVELOPMENT PLANNING SERVICES MAY 2004

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Designation: First designated 1982, extended 1990 to include the Middlesex Hospital fronting on to Mortimer Street.

Historical Background: Until the second half of the 18th century East Marylebone remained almost completely undeveloped apart from a few houses fronting on to Oxford Street. In the 1750s Oxford Market was established on the site of Market Place and residential development slowly filled the parkland of the Audley Estate to the north with a regular grid of streets centred on Great Titchfield and Great Portland Streets. By 1813 the street pattern as we find it today had been established and development was virtually complete. The original buildings were mostly redeveloped when their 99 year leases fell in from about 1860 to 1914. Terraced houses were replaced with mansion blocks, commercial and semi-industrial buildings and the present character of the area as a light industrial centre with a strong local community became firmly established in bricks and mortar. Originally the rebuilt Great Portland Street was a centre of the motor trade; today it is the centre of the garment industry. While redevelopment was extensive, however, it was also piecemeal. Reflecting the original slow development of the area, individual buildings appear to have been redeveloped as leases fell in, and the late nineteenth and early twentieth century rebuildings rarely occupy more than two or three original building plots. The exceptions to this general rule are the great commercial palaces on Oxford Street and the rebuilt Middlesex Hospital which replaced the original mid-18th century hospital building in 1928.

Listed Buildings: There is one Grade I listed building (All Saints, Margaret Street), three Grade II* buildings (Mappin and Webb, 156-162 Oxford Street; Middlesex Hospital Chapel; and Boulting and Sons, 59-61 Riding House Street) and about 50 Grade II listed buildings.

Key Features: The street plan is typically 18th century with main parallel north-south streets and secondary east-west streets. Some 18th century houses survive (eg 93-101 Great Titchfield Street) as do some late infill developments (eg the mid-19th century Middleton Buildings). These provide an historic context for the area, but its appearance is dominated by late-19th and early 20th century small scale and piecemeal redevelopment.

The architectural style of the area is predominantly classical, albeit the flamboyant, mannered classicism of the late Victorian and Edwardian Queen Anne and Flemish revival, which stands out beside the more modest original buildings. The rebuildings are at their most flamboyant on corner sites with domes, gables and tall, broad chimneys. They are articulated with elaborate classical details, moulded brickwork and terracotta or faience, heavy multipaned sash windows and structural polychromy, dominated by red, yellow and black brick with bands of stone or painted stucco. This polychromy is a particular feature of the area, historically dating back to William Butterfield's innovative All Saints, Margaret Street (1849-59) and taken to extremes at the old Langham Clinic and Boultings in Riding House Street. This polychromy was to some extent abandoned by the inter-war redevelopments which are by and large found at the southern ends of Great Titchfield Street and Great Portland Street and their hinterlands. In general however, the classical theme is maintained in a restrained Thirties' manner.

The rich and vibrant appearance of the area is matched by its character which is dominated by the lively garments industry to the south and solid residential community to the north. Main street frontages in the southern part of the area are dominated by garment industry showrooms and to the north there are restaurants and local shops, all of which combine to create a well rounded 'village' atmosphere. Retail uses dominate Oxford Street.

Adjacent Conservation Areas: East Marylebone is bounded by Regent Street and Harley Street Conservation Areas to the west, Soho to the south and Charlotte Street (West) and Bloomsbury (London Borough of Camden) to the east.

Strategic Views: The Primrose Hill to Palace of Westminster strategic view cuts through the Conservation Area from north to south.

Areas of Special Archaeological Priority: Not affected.

Article 4 Directions: None

Regulation 7 Directions: The whole area is affected by the requirement that any advertisement for the sale or letting of land (including estate agents' boards advertising shops, houses, flats of offices) must be given consent by the City Council as local planning authority. Displaying an advertisement without having first obtained consent is a criminal offence.

Planning Briefs and Design Guidelines: No design guides specific to this area.

Spaces protected by the London Squares Act 1931: None within the Conservation Area.

Registered Historic Parks and Gardens: None.

Contacts

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