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# FITZROVIA WEST NEIGHBOURHOOD PLAN 2020 to 2040

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July 2021  
Referendum Version

Prepared by the FitzWest Neighbourhood Forum



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## Acknowledgements

This Neighbourhood Plan has been prepared by members of the Fitzrovia West Neighbourhood Forum over several years and after a number of events to consult and engage local residents and businesses. It has also appeared in several drafts and has been featured in local media and on our website.

We would like to thank all those who contributed and especially Tony Burton, planning consultant, officers of the Innovation and Change Department of Westminster City Council and the New West End Company.

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## Our Approach to the Plan

This Neighbourhood Plan sets out the priorities and policy objectives of residents and local business in Fitzrovia West, based on extensive consultation over several years. In all cases our policies are designed to be in general conformity with the Westminster City Plan and the London Plan. We have listed relevant strategic policies under each of our policies and in places have summarised or referred to these higher tier plans so that readers (especially residents and local businesses) are aware of the wider context and broader objectives. In implementing the neighbourhood plan attention should be paid to the precise wording of higher tier strategic policies.

FitzWest Executive Committee  
[www.fitzwest.org](http://www.fitzwest.org)

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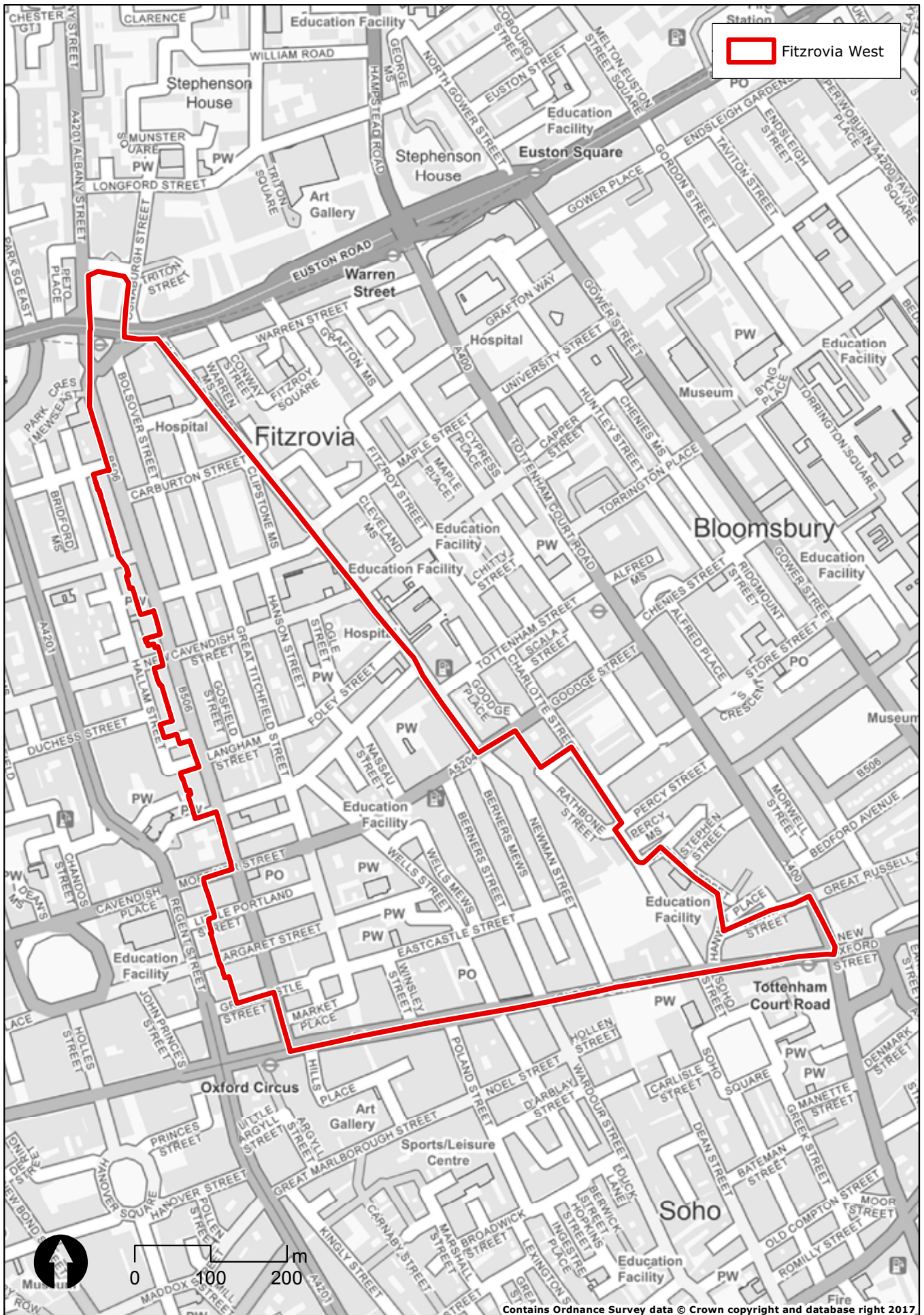


Figure 1: Fitzrovia West Neighbourhood Forum Designated Area

# FITZROVIA WEST NEIGHBOURHOOD PLAN

## 1 Introduction

- 1.1 The proposal to set up the Fitzrovia West Neighbourhood Forum developed over a number of years based on public consultation and meetings with Westminster City Council (WCC). WCC formally approved the designated area for the Forum on 28 March 2014 and on 5 February 2015 the Forum was confirmed as the Qualifying Body for the designated area with a written constitution for a business neighbourhood. This approval was renewed in February 2020. This means the neighbourhood plan will need to be approved by referenda of both the residential and business communities. The Forum has a membership of at least 200 businesses, residents and some who live and work from home and holds regular meetings and consultations based on its website. The Executive Committee is made up of 12 people with at least five being people working for businesses based at home or in the area. The New West End Company is represented and covers the southern part of the designated area.
- 1.2 This Neighbourhood Plan has been prepared in accordance with the Town & Country Planning Act 1990, the Planning & Compulsory Purchase Act 2004, the Localism Act 2011, the Neighbourhood Planning Regulations 2015 (as amended) and the Neighbourhood Planning Act 2017. The Forum has prepared the Plan to establish a vision for the future of the area and to set out how that vision will be realised through planning and controlling land use and development change over the plan period 2020 to 2040.
- 1.3 The Neighbourhood Plan must be in general conformity with the strategic policies in the development plans produced by the Mayor of London and Westminster City Council (WCC). The London Plan has been reviewed between 2017 and 2021 and was formally adopted in March 2021. WCC's City Plan has also been reviewed and adopted in 2021. National policy has also been revised and in February 2019 an updated National Planning Policy Framework (NPPF) was published. This confirms that a presumption in favour of sustainable development is to be maintained. For plans, this means positively seeking opportunities to meet the development needs of the area. Sustainable development is secured by balancing economic, social and environmental considerations within legal limits and other boundaries. In August 2020 the *Planning for the Future Government White Paper* was published.
- 1.4 Extensive consultation with residents and businesses has been carried out through public meetings, exhibitions and use of social media. The early stages of consultation leading up to approval are set out on the website at <https://www.fitzwest.org/archive/full-consultation-report/>. The first public meeting of the Forum was held at the University of Westminster on 14 April 2015 at which those attending were invited to discuss and report back particular local issues of concern. These included: The lack of green open space, the environmental impact of extended licensing hours, problems relating to refuse and recycling, rents for small businesses and traffic, parking and congestion.
- 1.5 In January 2016 a major exhibition of issues and proposals relating to the Plan area was mounted at the Getty Images Gallery, Eastcastle Street. Over 100 residents and members of local businesses visited the exhibition and left comments about the following seven issues: Housing; conservation; the local economy; environment; urban realm; transport; and infrastructure. Full details are on the Forum's website at <https://www.fitzwest.org/exhibition2016/>.
- 1.6 At the Forum's Annual General Meeting in June 2018 three main topics were discussed: the pedestrianisation of Oxford Street East (following a proposal by the Mayor of London and subsequently superseded by an alternative proposal from WCC in November 2018); greening; and promoting walking, cycling and public transport. A questionnaire was circulated to members attending the Forum's AGM in May 2019 in connection with an exhibition of draft policies for this Plan.

- 1.7 These issues have been combined into the main headings set out as Objectives in section 4.2. The Forum will continue to keep residents and businesses informed through the website, public meetings and exhibitions.
- 1.8 Many members of the Forum have contributed to the preparation of this Plan over three years. A first draft was produced in 2017 for internal consultation. This received detailed feedback from WCC officers. Further drafts were prepared by a working group of four people with a professional advice from planning consultant, Tony Burton.

## 2 Our Neighbourhood

- 2.1 Fitzrovia West constitutes that part of Fitzrovia which lies in the City of Westminster - the other half is in the London Borough of Camden – and which still retains the characteristics of an ‘urban village’. Fitzrovia West is bounded by Oxford Street, Great Portland Street, Marylebone Road and Cleveland Street and follows the boundary between the two local authorities down Cleveland Street, through Charlotte Place and south to Rathbone Place and Hanway Place. This designated area is henceforward referred to as the Plan area (see Figure 1). Fitzrovia’s diverse community and the availability in the past of relatively low-cost housing, workshops and commercial units has endowed the area with a bohemian character. From the beginning it became a magnet for artists and writers, non-conformists, political activists and the avant-garde. The western section of the area was first developed by the Cavendish-Harley Estate in the eighteenth century and parts were later redeveloped as leases expire in the early part of the twentieth century. Over time land ownership in Fitzrovia became fragmented which endowed the neighbourhood with a rich architectural heritage and a diversity of ownership and uses. This enabled a wide range of service and manufacturing industries to flourish, such as furniture making, clothing and car showrooms. These have now largely been replaced by companies associated with business services, the media, advertising, television and radio, architecture and engineering, design, IT related services and catering. A number of corporate headquarters occupy offices in the area, such as Estée Lauder and Facebook. The University of Westminster has several buildings in the area, such as in New Cavendish Street and Wells Street.
- 2.2 The distinctive character of the Plan area (NPPF 2019) arises from its location in the West End of London, from its rich architectural heritage and diversity of land uses. The road pattern reflects its origins as a grid plan of Georgian streets developed over most of the 18th century, particularly by the Cavendish-Harley estate. These buildings tend to be of basement, ground and three or four storeys above in a traditional terrace layout and were originally for residential use. Mews buildings originally accommodated stabling and small industries but have subsequently been converted for mainly residential use. This grid pattern has been maintained but with subsequent infill and redevelopment in a variety of architectural styles, including five storey residential mansion blocks. The five Conservation Areas (see Figure 2) and over 60 listed buildings (see Appendix 1) have a considerable impact on the architectural and historic qualities of the Plan area. The daily influx of those working in or visiting the area supports the mix of uses but also enables residents to enjoy periods of relative quiet on, for example, Sundays and some public holidays. It is this distinctive character which this Plan is designed to protect and enhance.
- 2.3 Fitzrovia West includes parts of West End and Marylebone High Street wards and is made up of part or all of several different Census super-output areas. Therefore the assessment of population data is subject to approximations. It was also suggested that under-enumeration occurred in the 2011 Census, particularly in inner city areas such as Westminster. The best assessment of the total population is 3848 of which 35% were white British, 28% white other and approximately 18% of Asian origin. Of the 1913 households, 26% owned their property with a mortgage or outright, while



24% were renting socially and a further 10% were renting from the City Council. A further 45% of households were renting privately and 53% were one-person households. A total of 264 household spaces or 12% had no residents, were second homes or holiday accommodation. Car ownership is very low with only 27% of households owning a car or van. House prices remain exceptionally high even by London standards and in 2017 the median price in West End ward was £1.8m, and well beyond the reach of those on the median income of £44,800 (WCC, West End ward profile, 2018). Section 5.19 below provides more information on house prices and rents. Most people in employment walk, cycle or use public transport to travel to their place of work. Marylebone High Street and West End wards had the second and eighth lowest levels of unemployment respectively of all wards in the City of Westminster.

### 3 The Planning Context in Fitzrovia West

- 3.1 Fitzrovia West is under continuous pressure for development of all kinds both through refurbishment and redevelopment since it lies within the Central Activities Zone (CAZ). Market conditions are always fluctuating but there is particular pressure for high-value residential development and large office units. It tends to be lower value commercial space, which often accommodates SMEs, which is redeveloped in order to provide larger office floor plates or other commercial uses.
- 3.2 Because of the increase in international tourism there have also been applications approved for new hotels in, for example, Newman Street. There has been a gradual increase in retail floor space in larger units on major roads, while smaller retail units have tended to be converted to restaurants or cafes. Because the area includes several Conservation Areas and has many listed buildings, more development pressure is placed on those streets and buildings without heritage protection.
- 3.3 Air quality and transport are major issues of concern to businesses and residents. Pollution from diesel road vehicles have a serious impact on the health of those living and working in the area and this plan aims to address these issues through the adoption of the Mayor's 'healthy streets' principles<sup>1</sup>, as well as by increasing open space and landscaping on streets. The opening of the Elizabeth Line will bring large numbers of additional pedestrians onto Oxford Street and surrounding hinterland such as Fitzrovia West. A WCC Cabinet report noted that 'Transport for London's passenger demand forecast indicates that from December 2018 [now deferred] passenger numbers using Bond Street and Tottenham Court Road (Elizabeth Line) stations will increase by 17% and 37% respectively. These passenger predictions rise to 57% and 81% respectively by 2021' (WCC, 9 July 2018).
- 3.4 The shortage of housing, particularly that which is affordable to those on average or below incomes, is a serious local issue. While there has been a significant provision of open market housing in the £2m+ range, housing associations have had limited success at acquiring new sites for their own development. Most affordable housing is provided through S106 legal agreements although in the City of Westminster as a whole this has averaged at only 12% of all new housing stock, compared to a London average of 17% in the period 2015/16 to 2017/18<sup>2</sup>. In many cases developers in Fitzrovia West are permitted to make payments to the Council's affordable housing fund rather than provide new affordable housing adjacent to the development site itself. This Plan aims to increase the proportion of affordable housing which should be fully integrated on the approved development site.

<sup>1</sup> See <http://content.tfl.gov.uk/healthy-streets-for-london.pdf>

<sup>2</sup> See [https://www.london.gov.uk/sites/default/files/amr\\_15\\_final.pdf](https://www.london.gov.uk/sites/default/files/amr_15_final.pdf), p.22

- 3.5 The Covid-19 pandemic of 2020-21 and subsequent lockdowns have brought about rapid changes in central London and the designated area. Many retail and hospitality uses have been forced to close and some are unlikely to reopen. Numbers of national and international tourists have declined steeply and a high proportion of those who previously commuted into central London are working from home. There is therefore likely to be a large amount of commercial floorspace which may remain vacant for some time.

## Structure of the Neighbourhood Plan

- 3.6 This Plan is divided into the following sections. Section 4 sets out our vision and objectives for the Plan as a whole under five main headings. Policies designed to implement these objectives are developed in five subsequent sections of the Plan. Section 5 sets out policies on Promoting Regeneration, while section 6 relates to Supporting Business Uses and Development. Section 7 relates to the objectives designed to increase the amount of green and open space in the public realm while Section 8 sets out policies on Environmental Quality. Section 9 addresses Mobility and Transport. The first of six appendices sets out the listed buildings and archaeology in designated area. Appendix 2 identifies unlisted buildings of merit in designated Conservation Areas; Appendix 3 sets out monitoring and review mechanisms; Appendix 4 sets out possible projects residents have identified of a non-planning nature but which in their view would improve the area. Appendix 5 provides a list of key sources used in drawing up this Neighbourhood Plan while Appendix 6 is a Glossary of definitions.
- 3.7 This Plan, therefore, builds on strategic policy in higher tier statutory plans in order to achieve the vision and objectives set out in section 4. There is a great deal of relevant policy in the London Plan and the WCC development plan. This Plan avoids repeating this although cross-references are listed in each section, but instead focuses on adding value and providing guidance on how strategic policies might be applied at the neighbourhood level. Thus each policy section identifies key local issues, sets out clear and concise policies and provides an evidence-based justification. As the Guidance suggests '[the Plan] should be distinct to reflect and respond to the unique characteristics and planning context of the specific neighbourhood area for which it has been prepared.'<sup>3</sup>
- 3.8 Section 1 above has already referred to the extensive consultations carried out with residents and businesses since the inception of the Forum in 2013. There was a broad consensus about the boundaries of the plan area and the special characteristics which needed to be preserved and enhanced. Key issues facing the area which emerged at the public meetings included: The need to manage development in order to preserve the best in terms of land uses and heritage; the need for a more balanced mix of all types of housing to sustain a mixed community; environmental issues including air quality, noise, street maintenance and refuse; the need to balance the needs of big business and the diverse range of small business; the need to increase the provision of green and open space; and a wish to restrict through traffic where possible and promote sustainable forms of transport whether public, cycling or walking together with the necessary infrastructure. Information collected at all meetings has been used to inform and set priorities for this plan.

<sup>3</sup> <https://www.gov.uk/guidance/neighbourhood-planning--2>

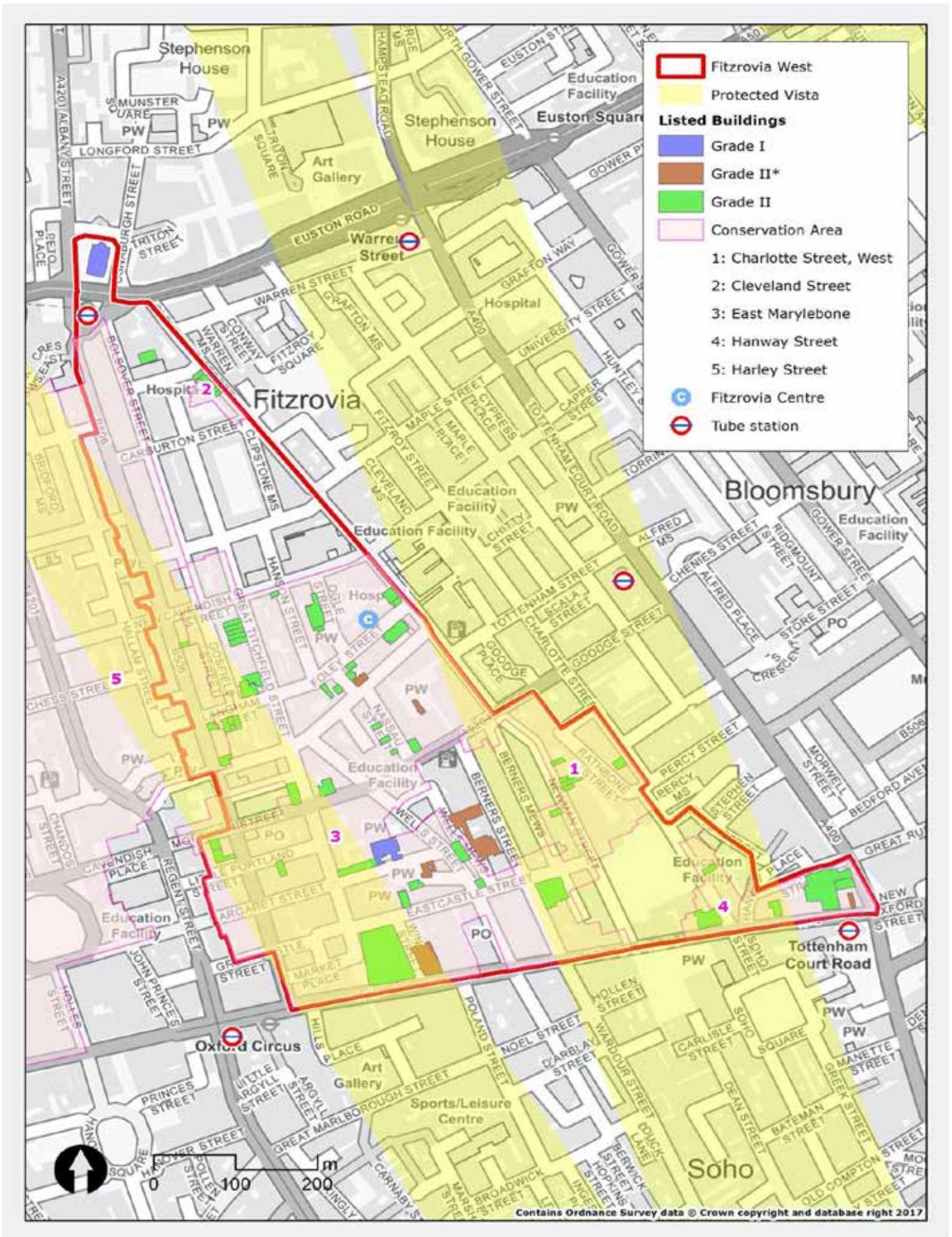


Figure 2: Major Policy constraints in the designated area



## 4 Our Vision and Objectives

### 4.1 Vision

**This Plan aims to ensure that Fitzrovia West develops as a habitable, sustainable and neighbourly community in which to live and work through all means available, including planning, collaborative working and community enterprise.**

The following objectives in 4.2 aim to achieve sustainable development while meeting the needs of the community.

### 4.2 Objectives

#### 1 Promoting Regeneration

- i. To achieve a vibrant residential and business community which promotes excellent design in terms of height, scale, density, use of materials, and a mix of uses which complements the architectural, cultural and heritage qualities of the area;
- ii. To ensure that development is sympathetic to the local character and history and aims to maintain and enhance a strong sense of place. New development should be fully integrated with existing heritage assets without causing undue harm and without loss of local distinctiveness;
- iii. To promote and support the provision of new housing to meet the needs of all through a mix of housing types, sizes, tenures as well as provision for those with special needs;
- iv. To ensure that tourism, entertainment and night-time uses are carefully integrated in the area and do not cause additional noise, nuisance or adverse environmental conditions for other users;
- v. To protect existing community facilities and where possible to increase the provision for all sections of the community.

#### 2 Supporting Business Uses and Development

- i. To protect and support provision for all business uses but in particular new and small business spaces and high street uses;
- ii. To enable all businesses to thrive through the efficient and sustainable management of servicing and deliveries.



### 3 Protecting and Increasing Green and Open Space

- i. To protect and increase existing publicly accessible open space, green space and play space provision;
- ii. To encourage and support an increase in the provision of private amenity space in housing, green walls, green roofs, street landscaping and street closures;
- iii. To support the provision of meanwhile uses such as housing, open space, landscaping and other uses in vacant buildings and on sites.

### 4 Promoting Environmental Quality

- i. To ensure that the amenity of the area is protected and enhanced for the benefit of all those living, working and visiting the area;
- ii. To be an exemplar in sustainable city living by applying the highest environmental standards, particularly on energy conservation and reducing the emission of greenhouse gases and particulates.

### 5 Mobility and Transport

- i. To reduce and minimise the adverse impact of through traffic in the area;
- ii. To support the improvement of provision for public transport, walking and cycling;
- iii. To support the rationalisation of deliveries to businesses and residents in the area in order to minimise the number of vehicular journeys particularly of diesel vehicles;
- iv. To ensure that the adverse impact of any major transport developments or projects are minimised and that amenity standards are increased for residents and businesses.

4.2.1 This Neighbourhood Plan adds value and detail to the delivery of the visions in both the Westminster City Plan – ‘homes and communities, a healthier and greener city, and opportunities for growth’<sup>4</sup> – and the London Plan’s concept of ‘good growth’. ‘Good Growth is about working to rebalance development in London towards more genuinely affordable homes for working Londoners to buy and rent. And it’s about delivering a more socially integrated and sustainable city, where people have more of a say and growth brings the best out of existing places while providing new opportunities to communities’<sup>5</sup>.

<sup>4</sup>. <https://www.westminster.gov.uk/sites/default/files/media/documents/City%20Plan%20Intend%20to%20Adopt%20March%202021.pdf> page 24

<sup>5</sup>. [https://www.london.gov.uk/sites/default/files/the\\_london\\_plan\\_2021.pdf](https://www.london.gov.uk/sites/default/files/the_london_plan_2021.pdf) page XII

# POLICIES FOR NEIGHBOURHOOD PLANNING

## 5 Promoting Regeneration



Objectives	Policies
<p>i. To achieve a vibrant residential and business community which promotes excellent design in terms of height, scale, density, use of materials, and a mix of uses which complements the architectural, cultural and heritage qualities of the area;</p>	<p><b>Policy PR1:</b> Promoting regeneration</p>
<p>ii. To ensure that development is sympathetic to the local character and history and aims to maintain and enhance a strong sense of place. New development should be fully integrated with existing heritage assets without causing undue harm and without loss of local distinctiveness;</p>	<p><b>Policy PR1:</b> Promoting Regeneration</p>
<p>iii. To promote and support the provision of new housing to meet the needs of all through a mix of housing types, sizes, tenures as well as provision for those with special needs;</p>	<p><b>Policy PR2:</b> Housing Provision</p>
<p>iv. To ensure that tourism, entertainment and night-time uses are carefully integrated in the area and do not cause additional noise, nuisance or adverse environmental conditions for other users;</p>	<p><b>Policy PR3:</b> Tourism, Arts, Culture &amp; Entertainment Uses</p>
<p>v. To protect existing community facilities and where possible to increase the provision for all sections of the community.</p>	<p><b>Policy PR4:</b> Leisure, Sports &amp; Community infrastructure</p>

- 5.1 Fitzrovia West is undergoing increasing pressure for redevelopment as accessibility improves and London's population grows. Development is largely concentrated outside the conservation areas although a number of buildings within these areas are being refurbished and enlarged, thus often causing the displacement of small shops and businesses on relatively low rents. The Plan area is characterised by mixed uses vertically and horizontally and this Plan wishes to retain this mix. Recent large-scale developments include Pearson Square (Fitzroy Place) and Rathbone Square which both comprise a mix of commercial uses and a predominance of open market flats with some additional open courtyards.
- 5.2 Data from the City Council shows that between 2012/13 and 2016/17 there was a net increase of 11,310 sqm of A1 retail use and 17,727 sqm. of B1 office floor space in the plan area. A further 8,000 sqm. of retail space and 19,000 sqm. of office space is under construction. In all years there has been a net loss of office floor space apart from 2015/16 when there was a net increase of 33,767 sqm.
- 5.3 Increased pressure for development arises from the inclusion of the Plan area in the CAZ. However, a designated strategic view crosses the area (no.4 from Primrose Hill to the Houses of Parliament) and thus limits the potential for more intensive development above prevailing levels (see Figure 2).
- 5.4 There has been extensive refurbishment within the Conservation Areas and some redevelopment outside these areas for office, hotel, restaurant and upmarket residential uses. These have been of varying architectural quality with in many cases little reference to the street context.
- 5.5 Upmarket residential units have been provided but the proportion of affordable housing on larger sites has rarely exceeded 20 per cent of the total. In smaller developments, developers have argued for off-site provision or an alternative payment into the Council's Affordable Housing Fund.
- 5.6 The Council has successfully obtained exemption from the permitted development right to change B1(a) offices to C3 residential without planning permission in the CAZ. Thus it will be possible to balance the supply of both office floor space and residential uses contributing to the overall aim of sustaining a mix use plan area. There is also an Article 4 Direction removing permitted development rights to the change of use of retail (A1) to financial and professional services (A2) without planning permission<sup>6</sup>.

<sup>6</sup> see <https://www.westminster.gov.uk/permitted-development-rights>

## Policy PR1: Promoting Regeneration



1. The redevelopment, refurbishment or extension of existing buildings in the designated area will be expected to meet the highest quality design standards, achieve the highest levels of environmental sustainability, and makes a positive contribution to the public realm in the light of local conditions and circumstances.
2. Developments involving the replacement of office floorspace will generally be resisted except in areas with a majority of residential uses where the reinstatement of a housing use will be permitted. A loss of office floor space to hotel uses will only be supported where there is evidence of vacancy for at least 12 months.
3. Development proposals will be supported which preserve or enhance listed buildings and their settings;
4. There are many unlisted buildings of merit (as listed in Appendix 1) which add to the character of the area. Applications for the demolition of an unlisted building of merit will be opposed and applications for refurbishment will be supported where, on the basis of a balanced judgment, the loss of such a building in this category is deemed to result in significant harm to the local area. Unless there are exceptional circumstances, a building in this category should be retained, the most appropriate uses (i.e. in accordance with other adopted plan policies) reinstated, and architectural features should be preserved;
5. All applications for redevelopment, refurbishment and extension, whether within or outside a Conservation Area, will be expected to meet the following criteria:
  - I. Additional floorspace, for example additional storeys or mansard roofs will be supported where it respects the character of the existing and adjoining buildings, avoids adverse visual and amenity impacts and does not obscure important architectural features or adversely affect the uniformity, patterns, rhythms or groupings of buildings that contribute positively to the area's character. Special attention should be paid to guidance in the Conservation Area Audits covering parts of the designated area;
  - II. Because of the prevalence of mechanical ventilation in the designated area, ducting, air-filtration, heating and air-cooling plant should be fully integrated in the fabric of new development and should not directly or indirectly diminish the amenity of adjoining occupants;



- III. The demolition and replacement of a building will only be supported where the sustainable refurbishment and reuse of the building to be demolished has been fully considered;
- IV. All approved housing tenures are provided on site in the development according to Westminster City Council and London Plan policies. Departures from this principle will only be accepted where there are exceptional and unavoidable legal or technical reasons not to do so. In the case of the latter, affordable housing should be located within the designated area. Viability statements should be made public with the planning application;
- V. All non-residential development of 500 sqm. of floorspace or above should achieve BREEAM 'excellent' or equivalent standard. All residential developments of 500 sqm. or above should achieve 'excellent' in BREEAM domestic refurbishment;
- VI. Where a mix of uses are proposed a high priority should be the provision of landscaped open space including children's play space as a planning obligation;
- VII. Developments should achieve or exceed prevailing national and local sustainability standards as well as not increase the heat island effect or worsen air quality and keep energy use and greenhouse gas emissions to an absolute minimum;
- VIII. Applications should aim to limit to a minimum the loss of daylight and sunlight to adjoining occupants, increases in ambient noise levels or other adverse environmental impacts;
- IX. The scale and massing of adjoining buildings is fully respected. Tall buildings (see Glossary) are unlikely to be supported. They will be carefully assessed in relation to the likely impact on the distinctive character of the area particularly where they may have an adverse impact on the setting of a listed building, views to or from Conservation Areas (within Westminster or the adjoining borough), or impact on a strategic viewing corridor (see Figure 2);
- X. Special attention should be paid to the use of materials and the design of street frontages and points of access to ensure that these provide visual interest and are in keeping with the area as a whole;
- XI. The character, layout and appearance of courtyards, passageways and mews should be protected as important contributions to the historic character of the area. Redevelopment should fully respect the scale, use, appearance and materials of the original built form.

#### **Strategic Policy Context**

**WCC City Plan (2021):** SD2 (WE retail & leisure SPA & Tottenham Court Road Opportunity Area), 38 (design principles), 39 (Westminster's heritage), 40 (Townscape and architecture), 41 (Building height), 43 (Public realm)

**London Plan (March 2021):** HC1 (Heritage, conservation & growth), HC4 (London view management framework), SD4, SD5 (CAZ), D4 (good design), D8 (public realm), D9 (tall buildings), S14 (managing heat risk), T6.1-3 (parking)

**NPPF (2019):** paras 7-10 (achieving sustainable development), 184-202 (conserving and enhancing the historic environment)

## Justification

- 5.7 Paragraph 125 of the NPPF (2019) states 'Neighbourhood plans can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development'. The Plan area is under considerable pressure for redevelopment and in recent years new developments have often been insensitive, out of scale and out of keeping with the prevailing height, scale and mix of uses in existing buildings. In some cases, development has potentially threatened the appearance and setting of listed buildings and Conservation Areas<sup>7</sup>. This Plan seeks to promote development which is sympathetic to the surrounding area in terms of height, massing, mix of uses, materials, servicing and complementary to the street frontage. These Plan policies are also designed to achieve a more rigorous appraisal of planning applications to ensure the vision and core objectives (1-4) are achieved. The redevelopment of sites which significantly exceed surrounding buildings in terms of scale, height, density or massing, or which adversely affect the setting of listed buildings will not be supported.
- 5.8 Policy PR1 is designed to ensure that listed and unlisted buildings of merit are restored sympathetically and in keeping with their architectural qualities. This policy also addresses the need to ensure that where unlisted buildings are redeveloped or extended they also reflect the highest design qualities and height levels so that there is no significant difference in scale and design qualities between those parts of the area within Conservation Areas and those outside them. Unlisted buildings of merit (as set out in Appendix 2) were identified in Conservation Area Audits carried out by WCC and subsequently updated by the Forum. The presumption for unlisted buildings of merit should be that they are firstly considered for refurbishment and only proposed for redevelopment where evidence is submitted relating to their structural condition. The whole Plan area should achieve similar standards in the treatment of the public realm, including paving, tree planting, signage and the promotion of cycling and walking. The National Design Guide<sup>8</sup> provides excellent guidance on how to achieve design quality in buildings and public spaces.

<sup>7</sup> For more information on the Conservation Areas in the designated area, please see the Conservation Audits at <https://www.westminster.gov.uk/planning-building-and-environmental-regulations/city-plan-neighbourhood-planning-and-planning-policy/planning-guidance-support-policies/conservation-area-audits-maps-and-guidance-k>

<sup>8</sup> [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/957233/National\\_Design\\_Guide.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/957233/National_Design_Guide.pdf)

## Housing

- 5.9 The Plan area has always had a vibrant and mixed community of residents living in a variety of tenures. As well as permanent residents there are significant numbers of students and nurses living in halls of residence. One of the core objectives is to preserve existing housing and to encourage further provision to buy and to rent, which local people can afford. WCC data records a net increase of C3 residential units of 571 between 2012/13 and 2016/17, of which 138 were affordable.
- 5.10 The designated area contains no vacant sites which can be identified for new housing provision so that generic policies are included which will be applicable should applications be submitted for the replacement or refurbishment of existing buildings.
- 5.11 As already noted in 2.3 above, Fitzrovia West has a diverse population living in a mixture of owner-occupied, private rented, sub-market and socially rented accommodation. The quality of accommodation is generally good although residents often complain of backlogs of repairs in the rented sector. The level of employment is generally high although there is considerable evidence of deprivation amongst some residents. West End ward is within the 30-40% most deprived wards in the UK (WCC West End Ward Profile, 2018)<sup>9</sup>. There is a continuing need for affordable housing for local people and because of the large number of people on the waiting list for social housing (3,900 households at August 2019 with an average 10 year waiting period for a 2-bed flat<sup>10</sup>).
- 5.12 A recent development has been the growth of 'buy to rent' accommodation and short-term letting through agencies such as Airbnb. This has tended to increase prices and to reduce the available stock for permanent residents. There is a danger that the future sustainability of the area will be threatened if the proportion of permanent residents decreases further. Recent developments at Fitzroy Place and Rathbone Square, for example, contain a high proportion of 'super-prime' apartments (valued at £2m or more) which are often left vacant for long periods.
- 5.13 The intention of the Plan is therefore to protect existing residential uses and to support the provision of new social and affordable housing (see the Glossary, appendix 6, for a definition) to meet the needs of a diverse population, and to enhance the sense of community as set out in policy PR2.

<sup>9</sup>. See <https://www.westminster.gov.uk/sites/default/files/west-end-ward-profile.pdf>

<sup>10</sup>. See <https://www.westminster.gov.uk/apply-social-housing>

## Policy PR2: Housing Provision



1. Existing housing provision will be protected from changes of use and new housing development will be encouraged, particularly where it falls within the definition of 'affordable' and is owned by a registered provider;
2. All new housing should be designed to maximise dual aspect and minimize single aspect housing. It should meet or exceed London Plan space standards and should as far as practicable provide access to outdoor space, such as gardens, balconies, green roofs and other forms of green landscaping;
3. All new housing regardless of tenure should be well designed, built to the same standards and be 'tenure blind';
4. New affordable housing created from a conversion or new construction, which is provided by a registered provider, housing association or community-based charitable organisation, will be strongly supported;
5. In order to sustain and expand the diversity of the local population, adequate provision should be made for accommodation to meet the needs of all age groups and those with special needs;
6. Because the designated area has high accessibility to public transport, off-street car parking should not be provided in new development except for disabled persons, as set out in higher tier plans;
7. All major developments are expected to provide at least 35% of new homes as affordable housing, rising to 50% for developments on public sector land. All units rented or sold at below market levels should remain as such in perpetuity;
8. In designing new housing developments, applicants should demonstrate how they have addressed the guidance in Building for a Healthy Life criteria in order to achieve the highest standards of place-making and enhancing local distinctiveness<sup>11</sup>;
9. In order to promote a more inclusive society and sustainable community, gated forms of housing development will not be supported.

### Strategic Policy Context

**WCC City Plan (2021):** 8 (Housing delivery), 9 (Affordable housing), 10 (Housing for specific groups), 11 (Innovative housing delivery), 12 (Housing quality)

**London Plan (March 2021):** D4, H2, H5, H6, H7, H12, T2 (healthy streets), T6.1 (residential parking), SD5  
**NPPF (2019):** paras 59-76 (supply of homes), paras 91-95 (promoting healthy & safe communities) para 122 (achieving appropriate densities), paras 124-132 (achieving well designed places)

<sup>11</sup> See *Homes England (2020)* at <https://www.creatingexcellence.net/wp-content/uploads/2020/07/Building-for-a-Healthy-Life-July-2020.pdf>



## Justification

- 5.14 Fitzrovia West is a dense urban area in central London with no vacant land suitable for development. The price of land and property is rising rapidly and further pressures for development will arise in anticipation of the opening of the Elizabeth line. Additional housing provision will therefore be largely achieved through the planned redevelopment of existing buildings and change of use. Affordable housing is most likely to be provided as part of a Section 106 agreement but provision by registered providers is also welcome. The NPPF (section 5) and the London Plan urge local authorities to make plans for the provision of housing to meet all needs and sets out minimum space standards for new dwellings (Mayor of London, 2021, Table 3.1). The City Council's strategic policies support the overarching provision of residential use, and this plan endorses this approach and adds policies to ensure the highest quality of housing space standards and an appropriate range of unit sizes.
- 5.15 Public consultation carried out in January 2016 identified a strong preference for an increase in housing provision on any suitable site in the area, particularly affordable housing. Many representations were received which opposed further 'super-prime' housing development.
- 5.16 Evidence of house and flat prices in Fitzrovia shows that current prices far exceed the ability to purchase by those on average incomes. Table 1 shows a range of properties of different sizes for sale in the Plan area in March 2018:

**Table 1: A Sample of Property Prices in the Fitzrovia West Area in January 2019**

Location	No. Bedrooms	Asking price
Bolsover Street	3	£2,850,000
Margaret Street	3	£1,995,000
Hanway Street	2 bed townhouse	£1,900,000
Ogle Street	2	£1,025,000
Rathbone Square	Studio	£1,000,000
New Cavendish Street	2	£999,000
Great Portland Street	1	£995,000
Rathbone Square	1	£950,000
Hanson Street	2	£895,000
Clipstone Street	3	£649,000
Great Titchfield Street	1	£375,000

Source: [www.rightmove.co.uk](http://www.rightmove.co.uk) accessed 07.01.19

The rent for a two-bedroom flat in Fitzrovia costs in excess of £2000 per month. A recent example of a two-bed flat in Goodge Street was £625 per week.

- 5.17 There is substantial evidence to justify the need for additional housing of different tenures and limitations on the increase in second homes and super-prime properties. Ward Profiles indicate that in 2017 the median property price in West End ward was £1.75m (£1.5m in Marylebone High Street ward) and this exceeded the average for all wards by 63%. Council tax returns indicated that 515 or 6% of properties in West End ward were listed as second homes (WCC, 2018). The City Council estimates that by dividing the median house price by the median household income, residents would have to pay 38.7 times their income to afford accommodation in the ward. The median income in 2017 was £44,700. 56% of households are composed of one person, 29% of two persons. 18% of the population are over the age of 65 that is the same as the average for Westminster. West End ward is amongst the 30-40% most deprived wards in the country and 23% of children living in the ward are receiving free school meals.
- 5.18 The Mayor of London has introduced an improved mechanism for increasing the proportion of affordable housing and has introduced a strategic target of 50% in the London Plan (policy H4), as well as a threshold approach to applications (policy H5). A minimum of 30% of affordable homes should be low cost rented homes and a minimum of 30% intermediate products. The remainder can be determined by the boroughs (WCC's City Plan proposes that 35% of all housing over 10 units should be affordable with 60% intermediate and 40% social rented). This approach is fully supported and is unlikely to affect the viability of housing development in the Plan area given the continuing level of demand.
- 5.19 This Plan supports the London Plan's statement that 'cash in lieu [for affordable housing] should be used in even more limited circumstances, and only where there is detailed evidence to demonstrate that on-site affordable housing delivery is not practical, off-site options have been explored but are not acceptable and that accepting a cash in lieu contribution will not be detrimental to the delivery of mixed and inclusive communities' (London Plan, 2021: 176). WCC's City Plan sets out a clear set of targets for achieving at least 35% of affordable housing in developments of 10 or more units and makes it clear that only in exceptional circumstances can the affordable housing be located off-site (but 'in the vicinity of the host development'), or as a payment in lieu (WCC City Plan, 2021, policy 9C). This Neighbourhood Plan wishes to see this policy rigorously applied.
- 5.20 This Plan emphasises the need for high quality design of mixed tenure housing developments in order to accommodate a very diverse population. Residents already experience a high level of social mix in that buildings are often sub-divided into different tenures, thus promoting social interaction between neighbours with different income levels and from different ethnic backgrounds. The Right to Buy has furthered this principle in Council-owned property. Policy PR2 aims to sustain this approach by increasing the possibility of achieving a sustainable community. Some developments have included north-facing single aspect flats for sale at below market value which have been heavily criticised by leaseholders. Many flats in the area lack internal storage space for refuse and new development and conversions should provide adequate storage space where possible. Refuse dumping on the streets has been identified as a major local issue by residents and businesses.

5.21 The policies set out in PR1 and PR2 reflect local priorities and conditions based on consultation with residents and businesses. They are designed to ensure that approach set out above is most likely to ensure that social, economic and environmental sustainability is achieved as defined in the NPPF for the following reasons:

- They contribute to a safe, vibrant, socially mixed and economically resilient place to live and work;
- They provide for a range of housing types and meets the needs of all sections of the community;
- They support a mix of uses providing a wide diversity of employment opportunities;
- They reduce travel to work and encourages walking and cycling;
- They maximise the use of existing facilities and infrastructure.

## Tourism, Arts, Culture and Entertainment

- 5.22 Fitzrovia West has many pubs, bars, cafes and restaurants that provide employment and which add to the attractive mix of uses and active street life in the area. However, residents have expressed strong views about the need to protect retail uses, so far as this is possible. However, tables and chairs and A boards on pavements can cause obstructions and create a hazard for those with disabilities.

### Policy PR3:

### Tourism, Arts, Culture and Entertainment Uses



1. The provision of new tourism and entertainment uses, such as hotels, bars and night clubs will be supported so long as there is no loss of residential floorspace or adverse effects on local amenity. They should be located in the West End Retail and Leisure Special Policy Area (WERLSPA) (that is the northern Oxford Street frontage and the area north to Mortimer Street in the Plan area - see Figure 2 and Figure 3). Cultural activities should be included to provide a balance for premises primarily for alcoholic consumption;
2. The provision of cultural activities, such as museums, libraries, art galleries and related uses will be supported so long as there is no loss of residential uses. These uses are particularly encouraged to locate in the WERLSPA;
3. Planning applications for tourism and entertainment uses including all aspects of the night-time economy should fully respect the amenity of residents and other users in terms of noise, additional traffic generation, servicing arrangements and timing and the location of flues, air extracts and heating/cooling provision;
4. All development should be implemented in accordance with Agent of Change principles (as defined in the Glossary, appendix 6);
5. Applications for restaurant, cafe and bar tables and chairs on the pavement will be supported where there is at least two metres or more remaining for pedestrian movement in accordance with WCC Policy. Applications will be considered taking full account of local circumstances such as pedestrian flows and the predominantly narrow pavements in the designated area. Where appropriate, conditions will be applied to control hours of opening and use of external sound systems.

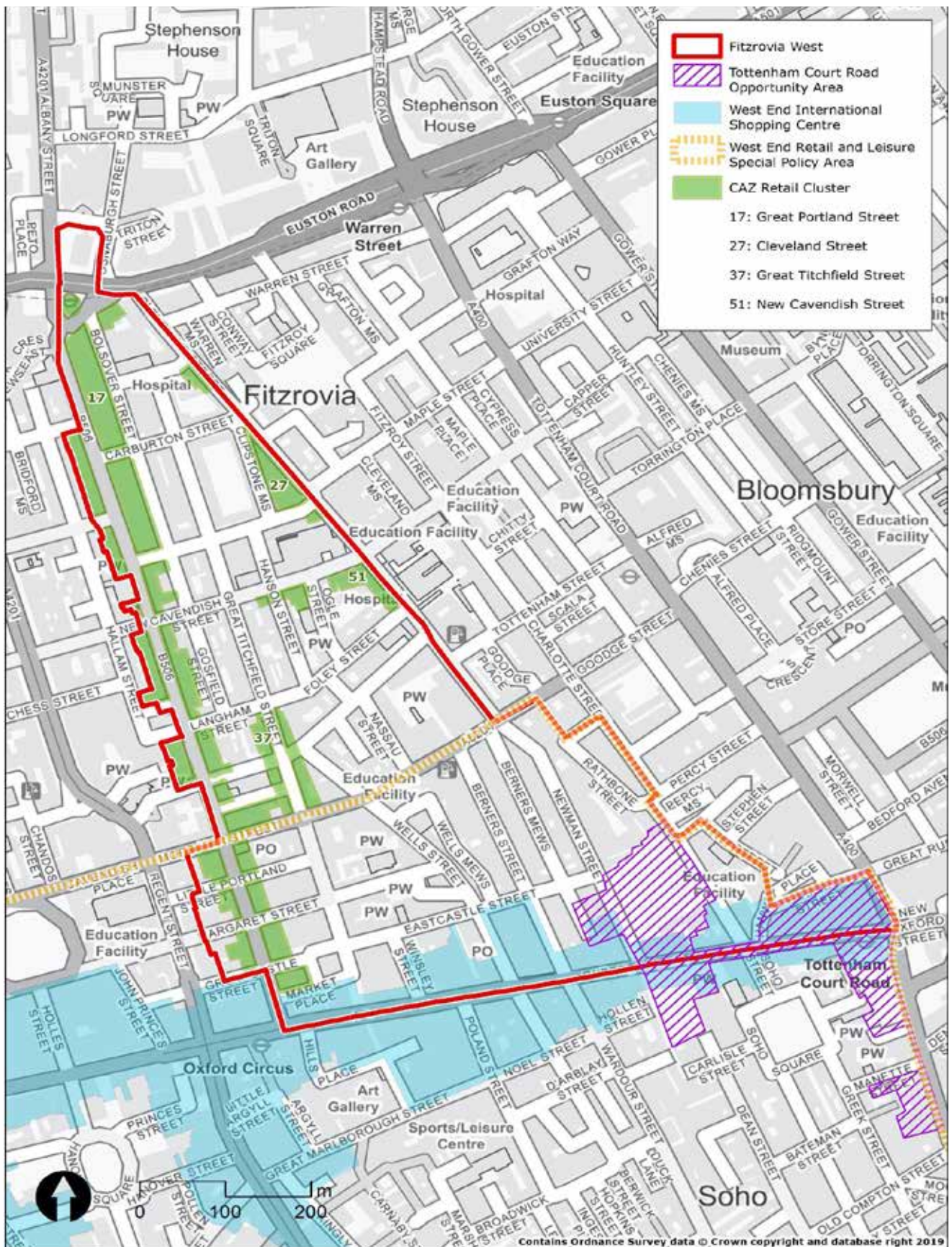
#### Strategic Policy Context

**WCC City Plan (2021):** 15 (Visitor economy), 16 (food, drink, entertainment uses)

**London Plan (March 2021):** HC5 (supporting London's culture and creative industries), HC6 (Supporting the night-time economy)

**NPPF (2019):** paras 7-10 (achieving sustainable development), 182 (agent of change principle)





**Figure 3: Opportunity Areas for Retail and Leisure in the Fitzrovia West Area.**

## Justification

- 5.23 The London Plan suggests boroughs should develop a vision for the night-time economy, particularly in the CAZ (London Plan, policy HC6). In Fitzrovia West residents welcome the mix of licensed, restaurant and other entertainment uses so long as these do not create noise, nuisance, excess refuse or traffic congestion in the area. This Plan wishes to see any increase in hotels, licensed clubs and other 24-hour uses located away from the main residential areas. It is the WERLSPA area between the north side of Oxford Street and Mortimer Street and eastwards to the Tottenham Court Road Opportunity Area<sup>12</sup> which has the lowest density of residential uses. Thus major entertainment uses referred to above should be primarily located in this southern area, subject to a full assessment of the local impact in each case.
- 5.24 Residents are particularly concerned about the rapid growth in licensed premises and restaurants and wish to see the 'core hours' in the WCC licensing policy<sup>13</sup> strictly adhered to and enforced. The WCC City Plan asserts that hotels should not be located in predominantly residential streets and that 'applicants proposing new entertainment uses will set out in their planning statements the benefits that the local community will gain from these uses. Arrangements may be formalised through a legal agreement, where appropriate. Development proposals should have regard to their effect on pedestrian flows and avoid the need for 'A' boards where narrow pavements prevail. Local community functions provided by new entertainment uses could include discounted access to space for community functions, or the provision of learning and training for the local community associated with the use'. (WCC City Plan para 17.4). The change of use of public houses should be resisted unless there is clear evidence of long-term vacancy and attempts at letting.
- 5.25 This Plan supports the provision of cultural activities, such as museums, libraries, art galleries and related uses throughout the Plan area so long as there is no loss of residential or retail uses. These uses are particularly encouraged in the area north of Oxford Street and as far as Mortimer Street. These uses tend to add to the mixed-use character of the area and are less likely to create adverse environmental impacts such as noise and traffic generation.

<sup>12</sup>. Details available at <https://www.london.gov.uk/what-we-do/planning/implementing-london-plan/opportunity-areas/opportunity-areas/tottenham-court>

<sup>13</sup>. City of Westminster Statement of Licensing Policy, 2021

## Leisure, Sports and Community Infrastructure

- 5.26 Fitzrovia West has a limited range of community and leisure facilities and these mainly take the form of meeting places where some recreational activities can take place. Sports facilities and swimming pools are available but located outside the Plan area, for example the Oasis in Holborn and Marshall Street baths in Soho. Likewise, hospitals, doctors' and dentists' surgeries tend to be outside the area. The main community facilities are the Fitzrovia Centre in Foley Street, All Souls' Clubhouse in Cleveland Street, The Fitzrovia Chapel in Fitzroy Place, All Souls' primary school, and the Holcroft Court nursery.



### Policy PR4:

### Retaining and Expanding Community Facilities

1. Existing community and leisure uses will be protected and development proposals which would result in their loss through redevelopment or change of use should as far as possible provide for a similar facility on site or elsewhere in the designated area;
2. Development proposals for redundant social infrastructure should provide for its full or partial use as other social infrastructure before consideration of alternatives;
3. Development proposals for new community, health and sports facilities with access arrangements to meet the needs of all user groups and sections of the population will be supported.

#### Strategic Policy Context

**WCC City Plan (2021):** 17 (Community infrastructure and facilities)

**London Plan (March 2021):** S1 (Developing London's social infrastructure), S2 (Health and social care facilities)

**NPPF (2019):** paras 7-10 (achieving sustainable development), 91-95 (promoting healthy and safe communities)

## Justification

- 5.27 The Plan area includes several community facilities which cater for a wide range of interests and user groups but these are sometimes limited by space and access arrangements. Those seeking specialist sports facilities often have to leave the area and travel significant distances. These uses increase the health and wellbeing of users, whether residents or those working in the area, and are a major contribution towards social sustainability. Thus any proposals to improve the social infrastructure to meet a recognised need in the area will be supported.
- 5.28 There is evidence from public consultation that all the community infrastructure identified above is valued and well used by residents and those working in the area. The Plan supports any review or reappraisal of existing uses and welcomes additional infrastructure which expands the range of provision in the area.



## 6 Supporting Business Uses and Development



Objectives	Policies
i. To protect and support provision for all business uses but in particular new and small business spaces and high street uses;	<b>Policy B1:</b> Small Business Units
ii. To enable all businesses to thrive through the efficient and sustainable management of servicing and deliveries;	<b>Policy B2:</b> Street Frontages

- 6.1 That part of the designated area north of Oxford Street and south of Mortimer Street has distinctive and predominantly commercial uses which until recently was typified by the clothing industry. More recently, digital and media companies and art galleries have moved into the area. These uses add to the character, vibrancy and economic performance of the neighbourhood. The implementation of the Council's Oxford Street Project will make the area particularly attractive to major office users and catering outlets in, for example, Market Place.
- 6.2 The wider Plan area is home to a vibrant mix of small-scale businesses (including shops, galleries, showrooms, cafes and restaurants), as well as many micro-enterprises and start-ups, occupying small premises sometimes in clusters (including media hubs) and sometimes benefiting from temporary uses. The management of small business units by specialist workspace providers will help ensure the success and long-term retention of such spaces.
- 6.3 Information from the Inter-Departmental Business Register (IDBR) indicates that in 2016 there were a total of 2056 businesses in the designated area employing a total of 38,740 staff. Of these, 5841 or 15% are part-time jobs. The average number of employees per business is 18.8. By far the largest proportion of companies are defined as business services (56%), followed by 'other service activities' (13%), 'information and communication' (12%) and 'wholesale and retail' (9%). According to Banksearch statistics, 27% of business start-ups in Westminster since 2008 have been in the West End. The West End also generates 34% of Westminster's GVA.
- 6.4 Until the Covid-19 pandemic, there was growing pressure on such small-scale businesses from increased rents and in the two major recent developments in the area (Fitzroy Place and Rathbone Square), much of the new business accommodation is occupied by large scale multinational headquarters. While in many respects the presence of such large operations enhances the area and provides much needed employment, it is important that such uses do not displace the more traditional mix of different types and sizes of businesses, and the range of other uses in the area less able to pay high commercial rents. The amount of vacant commercial space has greatly increased since March 2020 as companies close or consolidate their use of rented floorspace.
- 6.5 While a neighbourhood plan cannot set business rents, it can promote mixed uses of the type referred to above, can protect and enhance the availability of appropriately sized spaces for small-scale businesses and can encourage the provision of temporary uses for start-ups and other enterprises.



## Policy B1: Small Business Units

1. Applications for redevelopment of existing buildings which include small business units designed for SMEs, start-ups or organisations occupying low-cost units will be supported where the redevelopment involves provision of an equivalent or increased number of such units;
2. Applications for development of buildings for commercial use in excess of 2,500 sqm. gross floor area shall include where possible a range of unit sizes and types suitable for small, start-up and independent businesses;
3. Developments containing small business units managed by specialist flexible workspace providers will be supported;
4. Developments of small business spaces at below market rents for social enterprises, charities and start-up businesses secured by planning obligations will be supported.

### Strategic Policy Context

**WCC City Plan (2021):** 13 (Supporting economic development), 19 (Digital infrastructure)

**London Plan (March 2021):** E2 (providing suitable business space), E3 (affordable workspace), SI 6 (Digital connectivity infrastructure)

**NPPF (2019):** paras 7-10 (achieving sustainable development), paras 80-82 (building a strong and competitive economy)

## Justification

- 6.6 The designated area had a buoyant economy pre-pandemic with a broad mix of large international companies as well as smaller specialist service firms. Local agents confirm that demand for commercial floorspace is considerable in this area and recent developments have involved the creation of large floor plates for companies such as Facebook and Estee Lauder. One of the primary characteristics of the area is the mix of small businesses operating from historic premises and in many cases providing services to larger companies in the area. This mix refers to both the uses involved and the conjunction of commercial space and other uses, such as residential, retail, sometimes in the same building. Because of pressures for redevelopment, market trends tend to be towards providing rental units with large open floor plans and it is often the small, well established SMEs in older buildings which tend to be displaced. Policy B1 is therefore designed to conserve and promote this traditional mix of uses to ensure that a range of sized units with varying degrees of facilities are available at a range of rent levels. This will ensure that growth objectives in higher tier plans can be achieved but through the provision of a substantial proportion of smaller units.
- 6.7 Local letting agents report a growing demand for micro, small and start-up business units in the area. These fall mainly into the IT, media, creative and design sectors. Most clients in this category are looking for 1,000 to 1,500 sq.ft. (92-139 sqm.) at varying cost and with basic services provided for two to three years. Policy B1 is designed to encourage the provision of small units in the region of 250 sqm. (2,690 sq.ft) to allow for flexibility and to enable the Council's wider strategic objectives to be achieved. Agents also report continuing demand for larger units in excess of 276 sqm. (3,000 sq.ft.). Several companies provide fully serviced desk space for micro-companies and sole practitioners. Fora plc has three such buildings in Berners Street and Eastcastle Street advertised as 'flexible workspace'.
- 6.8 The designated area contains a number of groups of small commercial units which provide a range of goods and services to residents and local businesses. These are made up of a frontage of retail outlets, local services and cafes and restaurants. This mix is typical of the area and provides an attractive feature of local streets, particularly when external seating is possible. Many of these uses fall into Use Class E.





## Policy B2: Street Frontages

1. Retail, commercial, business, hospitality and other service uses are included in Use Class E. Applications involving uses falling into Use Classes E, F1 and F2 will be supported where they meet the following criteria:
  - I. Provide attractive and vibrant street frontages and window displays particularly at street level;
  - II. Maintain and enhance a high standard of design reflecting local character and location particularly in relation to heritage assets, such as shop fronts;
  - III. Facilitate the movement of pedestrians by conforming with all City Council guidance and regulations on design, lighting, advertising and tables and chairs on pavements;
  - IV. Where ground floor units are vacant, temporary, pop-up uses will be supported so long as they do not create adverse environmental impacts.

### Strategic Policy Context

**WCC City Plan (2021):** 14 (town centres, high streets, and CAZ), 19 (Digital infrastructure)

**London Plan (March 2021):** SD6 (town centres and high streets), SD8 (town centre network)

## Justification

- 6.9 Although there has been a decline in local shops, those remaining provide a valuable range of services to residents and local businesses and should therefore be protected. The need to protect small shops, and where possible the provision of new ones, is a priority repeatedly stressed by residents and shop tenants as an exemplar of local distinctiveness. Vacant units have largely been filled by services, cafes and restaurants, all of which provide a large number of skilled and semi-skilled jobs and now fall into the same Use Class E. The Plan will seek to resist the loss of existing retail uses to sui generis uses such as bars and hot food takeaways.
- 6.10 Oxford Street lies within the West End International Centre (WEIC) and while retail is the preferred use at ground floor level, a wider mix of uses in Use Classes E, F1 and F2 as well as sui generis uses should be considered where retail floor space becomes surplus to requirements. The Oxford Street District Place Strategy and Delivery Plan was published by Westminster City Council in February 2019 with a further Framework added in February 2021<sup>14</sup>. It aims to improve and enhance Oxford Street from Marble Arch to Tottenham Court Road as a place to live and work, whilst securing its position as a leading retail destination within London.

<sup>14</sup> The OSD Place Strategy & Delivery Plan was published in February 2019. A further Oxford Street Framework was produced in February 2021 at <https://osd.london/framework/>

## 7 Green and Open Space



Objectives	Policies
i. To protect and increase existing publicly accessible open space, green space and play space provision;	<b>Policy GS1:</b> Protect and Enhance Existing Open Spaces
ii. To encourage and support an increase in the provision of private amenity space in housing, green walls, green roofs, street landscaping and street closures;	<b>Policy GS2:</b> Creating New Green Spaces
iii. To support the provision of meanwhile uses such as housing, open space and other uses in vacant buildings and on sites.	<b>Policy GS2:</b> Creating New Green Space

7.1 The WCC City Plan recognizes that the borough lacks sufficient public open space and accessible play space (see Figure 5). Paragraph 34.6 states 'In areas of open space deficiency every opportunity to increase the supply of open spaces by focussed 'small open spaces' and 'pocket parks' through new development should be explored'. There is an equal commitment to providing more playspace (para 34.7). Figure 5 illustrates one very small area of public open space in the Plan area.

The priorities are therefore to:

- protect existing public and private open and green space;
- create new open and green space, including children's play space, in order to correct recognized deficiencies.

7.2 Some new open space can be created when the redevelopment of major sites takes place but this realistically will not achieve enough open space to meet London Plan and WCC standards. Landscaping and improvements to the public realm in streets will also be needed.

Existing tree cover has recently increased but there is capacity for more. In addition, the designated area has a relatively small amount of green landscaping features. Additional priorities are therefore to:

- preserve existing trees and green landscape features;
- ensure any trees and green landscape features which are lost are replaced;
- plant new trees and create new green landscape features on streets or as part of redevelopments;
- Make full use of green roofs, walls and other forms of street planting.



Figure 4: A pocket park at the junction of New Cavendish Street and Cleveland Street

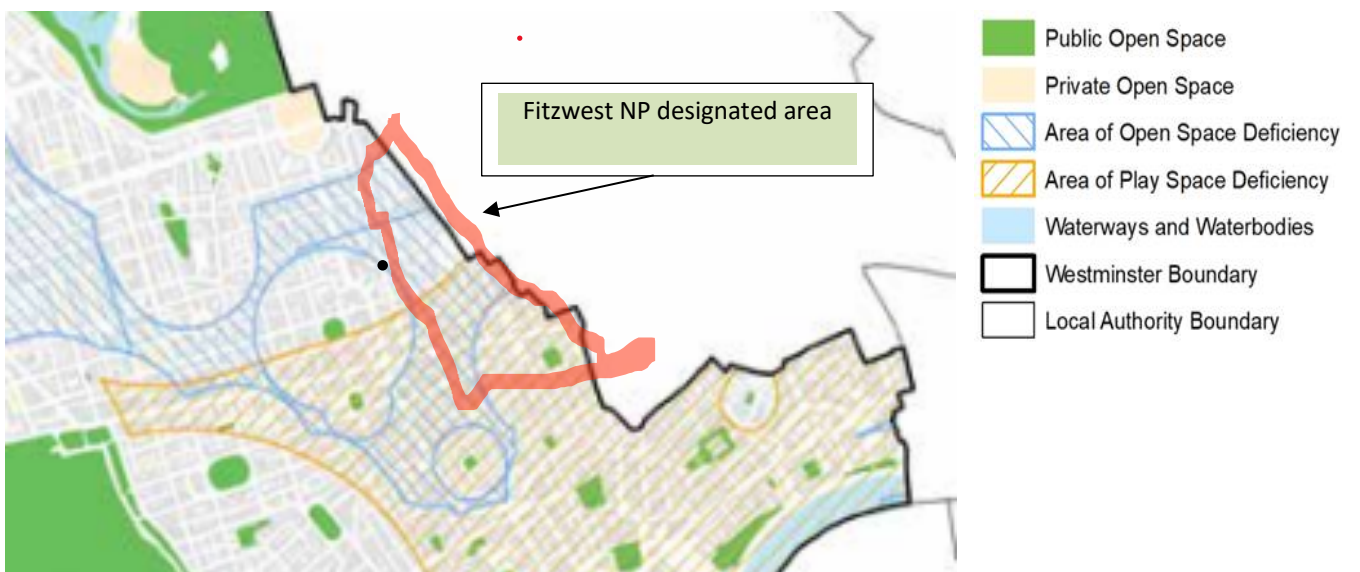


Figure 5: Extract from WCC City Plan 2021 (p.131) showing areas of public open space and publicly accessible play space deficiencies.



Figure 6: Indicators of Healthy Streets Source: Healthy Streets for London, Mayor of London/TfL, 2017

## Policy GS1: Protecting and Enhancing Existing Green and Open Spaces



1. Development proposals which protect and enhance existing open and green spaces, trees, and landscaping will be supported.
2. The following areas, shown in Figure 8, although not officially designated as Local Green Space are identified as being of special significance and should be protected and enhanced:
  - Triangle at NW corner of junction between Cleveland St and New Cavendish Street;
  - Small rectangle at south end of Great Titchfield Street;
  - Courtyard at Fitzroy Place;
  - Courtyard at Rathbone Square (Newman Street/Rathbone Place).
3. Development adjacent to existing open and green space should safeguard its appearance and wider setting and have no significant adverse impact in terms of views, daylight, sunlight, access and flood risk.



## Policy GS2: Creating New Green and Open Spaces

1. All new major development should incorporate appropriate and well-designed new open or green space where possible. Appropriate provision should include living roofs, living walls and ecologically sensitive landscaping.
2. Where major development is proposed, a landscape plan should be submitted identifying the provision of trees<sup>15</sup> and ecologically sensitive landscaping and promoting biodiversity wherever appropriate. This shall:
  - I. ensure adequate space is provided in new developments both above and below ground for tree planting and greening where appropriate, and seek infrastructure changes as part of new developments to allow for future tree planting, such as seeking diversion of below ground services or creating wider pavements by the use of pavement build outs;
  - II. include living and green roofs, gardens, the planting of additional trees, sustainable urban drainage systems and rain gardens, green walls and soft landscaping wherever they are structurally viable and will have no adverse impacts on heritage assets. Evidence of proposed maintenance arrangements should be submitted, particularly with sensitive landscaping such as green roofs and green walls;
  - III. incorporate where appropriate measures to promote biodiversity, such as swift bricks and bat boxes.
3. In order to create further public amenity space and improve the public realm, the conversion of existing streets as set out in Figure 8 below shall be actively supported. Streets selected for this policy shall:
  - I. Provide for pedestrian, cycling or shared use, landscaping and play streets;
  - II. Identify opportunities to apply principles of 'healthy streets'<sup>16</sup>;
  - III. Encourage the use of visually attractive paving, landscaping and street furniture;
  - IV. Rationalise, remove, and where necessary, relocate residents' parking provision.

### Strategic Policy Context for GS1 and GS2

**WCC City Plan (2021):** 34 (Green infrastructure)

**WCC Trees and the Public Realm SPD (2011)**

**London Plan (March 2021):** G4 (open space), G5 (urban greening), G7 (trees and woodland)

**NPPF (2019):** paras 96-101 (open space)

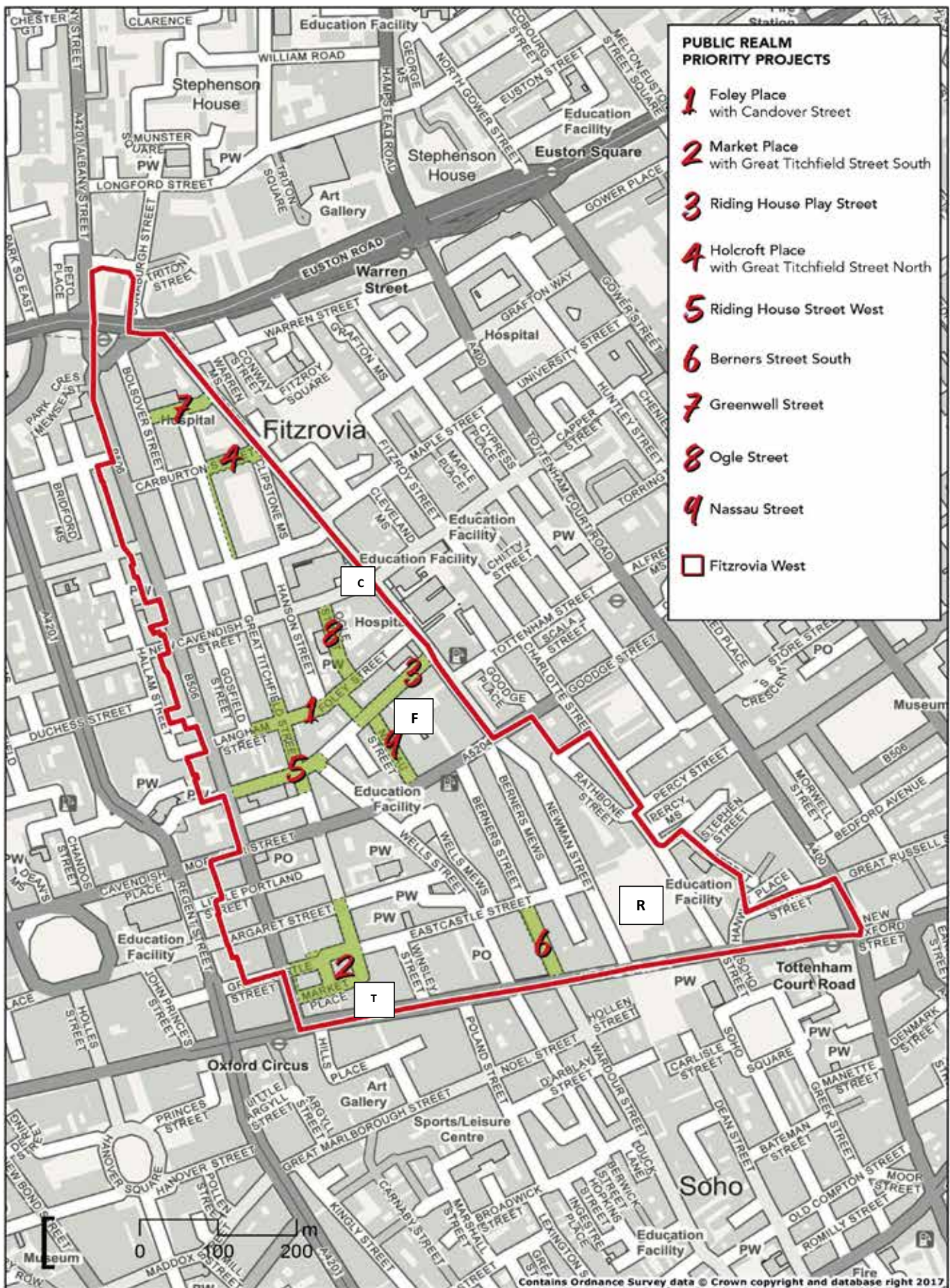


**Figure 7: Heavily used open space at Fitzroy Place**

<sup>15</sup> The most recent WCC strategy for tree planting is *Trees and the Public Realm – A Tree Strategy for Westminster (SPD)*, City of Westminster, 2011

<sup>16</sup> See Mayor of London/TfL, *Healthy streets for London*. 2017





**Figure 8: Proposed Public Realm Priority Projects**

Existing open spaces: C Cleveland Street/New Cavendish Street junction (council); F Fitzroy Place (private); R Rathbone Square (private); T Great Titchfield Street (council)

Source: Fitzrovia West Public Realm Improvements: Design Report, Urban Movement, October 2018



## Justification

- 7.3 The area has been recognized as severely deficient in open and green space provision. There are no squares or major public open spaces and no progress has been made in providing new publicly owned local parks or play space. Policies in this Plan are designed to increase the amount of green space through a variety of mechanisms, including redevelopment and street improvements. There is very limited privately owned green space in Fitzrovia West. The courtyard in the former Middlesex Hospital site (now called Pearson Square), and the recently completed Rathbone Square, both have public access to small landscaped courtyards that are private and are managed by the freeholders. Thus the designated area has no publicly owned and managed open space, for example a children's play space or open air sports area, despite an increasing population. Access to Regent's Park is difficult for the elderly and those with disabilities and for children as it involves crossing a major highway (Marylebone Road).
- 7.4 In August 2018 consultants were commissioned to investigate the potential for improving the public realm by applying the principle of a 'super-block' to the area whereby through traffic would be encouraged to use the major boundary roads, such as Marylebone Road, Tottenham Court Road, Oxford Street and Great Portland Street. A series of streets and sections of streets within the super-block have been identified whereby traffic calming, rearranging residents' parking, landscaping and other measures could be applied to improve air quality and make up for the deficiency of open and play space in the area. Nine potential interventions have been identified as set out in Figure 8 above. More detail is set out in the supporting document, Fitzrovia West: Public Realm Improvements (2018)<sup>17</sup>. These projects could be implemented by WCC or could be part-funded through use of CIL and S106 resources, or in collaboration with the Oxford Street District Project. These proposals are indicative at this stage and further impact appraisal and consultation will be needed before implementation.
- 7.5 This Plan fully supports strategic policy in the London Plan which calls upon boroughs to 'undertake a needs assessment of local green and open space to inform policy' (policy G4). In addition, the designated area fails to meet the London Plan standards of the provision of 2 hectares of local parks and small open space within 400 metres of all residents (Table 8.1, p.320). The 'Urban Green Factor' approach should also be applied in the designated area (p.322).
- 7.6 Where such spaces do exist and are properly managed, they are of immense local value, providing a valuable recreational, environmental resource and assist with drainage. The most urgent requirement for additional green space comes from the very marked urban heat island<sup>18</sup> effect that is prevalent in central London. Green space is one of the ways that overheating can be mitigated, leading to a reduction in temperature inversion and thus a reduction in trapped pollution. A detailed analysis and recommendations are set out in Fitzrovia West Public Realm Improvements.
- 7.7 A landscape plan should be included with applications for major development to ensure that maximum environmental and ecological benefits arise from the provision of new green and open space in the light of the high level of deficiency in the area and the need to ensure that the provision is robust, sustainable and able to withstand heavy usage.
- 7.8 Some streets may be unsuitable for tree planting for technical reasons, but those with undistinguished buildings may be able to accommodate more trees in groups if underground conditions permit. Redevelopment in the area and changes in roadways or pavements may create further opportunities for greening and open space in the area. There remains potential for further tree planting using appropriate species in order to promote a healthier environment and to complement other measures to improve the public realm.

<sup>17</sup>. See [https://www.fitzwest.org/wp-content/uploads/2019/08/10349\\_Fitzrovia-West-Public-Realm\\_Design-Report\\_v3\\_CNM\\_LoRes.pdf](https://www.fitzwest.org/wp-content/uploads/2019/08/10349_Fitzrovia-West-Public-Realm_Design-Report_v3_CNM_LoRes.pdf)

<sup>18</sup>. See <https://www.fitzwest.org/wp-content/uploads/2020/02/190208-Urban-Heat-Island-Effect-Report.pdf>

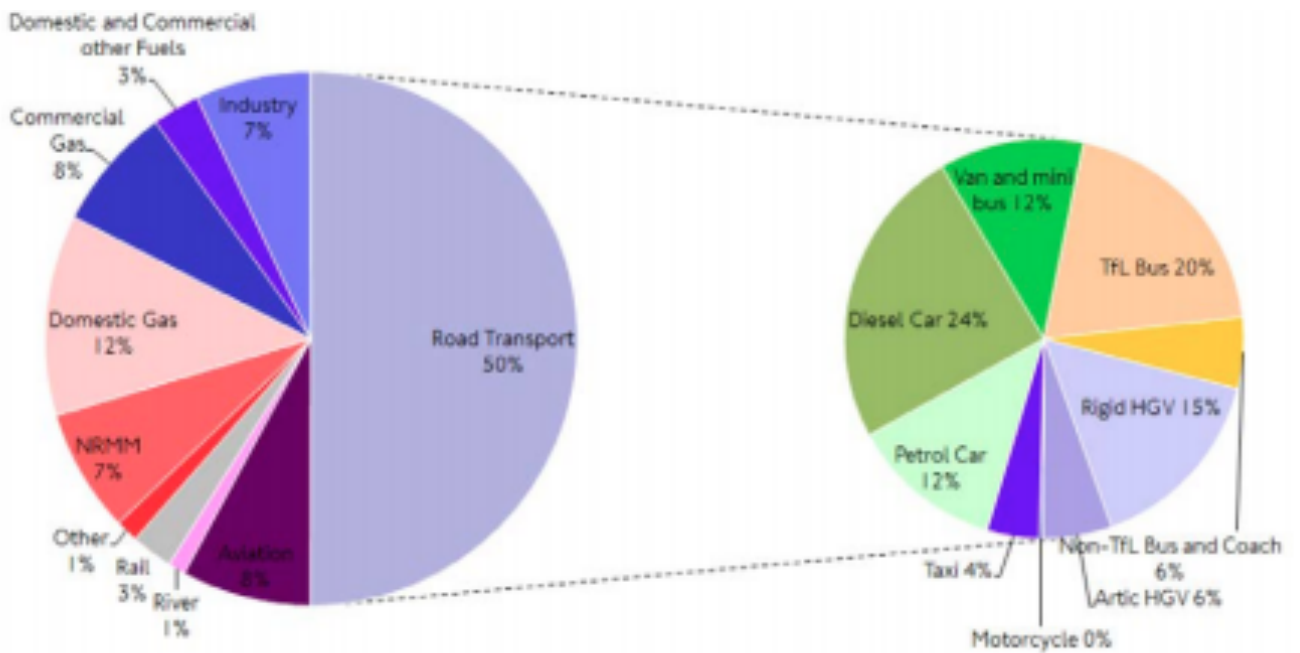
## 8 Promoting Environmental Quality



Objectives	Policies
i. To ensure that the amenity of the area is protected and enhanced for the benefit of all those living, working and visiting the area;	<b>Policy EN1:</b> Promoting Improved Air Quality
ii. To be an exemplar in sustainable city living by applying the highest environmental standards, particularly on energy conservation and reducing the emission of greenhouse gases and particulates.	<b>Policy EN2:</b> Renewable Energy

- 8.1 As a densely developed urban area, Fitzrovia West suffers from negative environmental conditions relating specifically to: poor air quality, the urban heat island effect, noise and related nuisance from traffic, air conditioning and ducts and flues servicing cafes, restaurants and pubs. In addition, many older buildings have very limited provision for storing refuse or materials for recycling. Furthermore, construction can generate an additional source of noise, nuisance and the passage of heavy goods vehicles.
- 8.2 Oxides of nitrogen (NO<sub>x</sub>) and particulate matter (PM) are two major contributors to air pollution which stem from road traffic, domestic and commercial activities. Figure 9 illustrates the sources of these two major pollutants (NO<sub>x</sub> and PM<sub>10</sub>) in Greater London in 2013. The London Atmospheric Emissions Inventory (LAEI) estimated that the major sources of emissions of nitrogen dioxide (NO<sub>2</sub>) in the City of Westminster in 2013 were road transport at 57.9%, and domestic and commercial gas at 32.2%. For fine particulate matter (PM<sub>2.5</sub>), the figures were 65.0% from road transport, 11.5% from domestic and commercial gas and 10.0% from non-road mobile machinery. NO<sub>2</sub> contributes to morbidity and mortality along with fine particles (PM<sub>2.5</sub>). Public Health England estimates that 6.7% of deaths in the City of Westminster in 2015 were attributable to human made PM<sub>2.5</sub>.
- 8.3 The Measurement of pollution by King's College and others indicates that Oxford Street has some of the highest recorded levels of NO<sub>2</sub> and particulates in London. In 2014 135 milligrams of NO<sub>2</sub> were recorded per cubic metre, which is three times the permitted EU level. Other streets such as Marylebone Road, Mortimer Street and Great Portland Street often record levels of pollutants well in excess of permitted levels.

### NOx sources in Greater London in 2013 (LAEI 2013)



### PM10 sources in Greater London in 2013 (LAEI 2013)

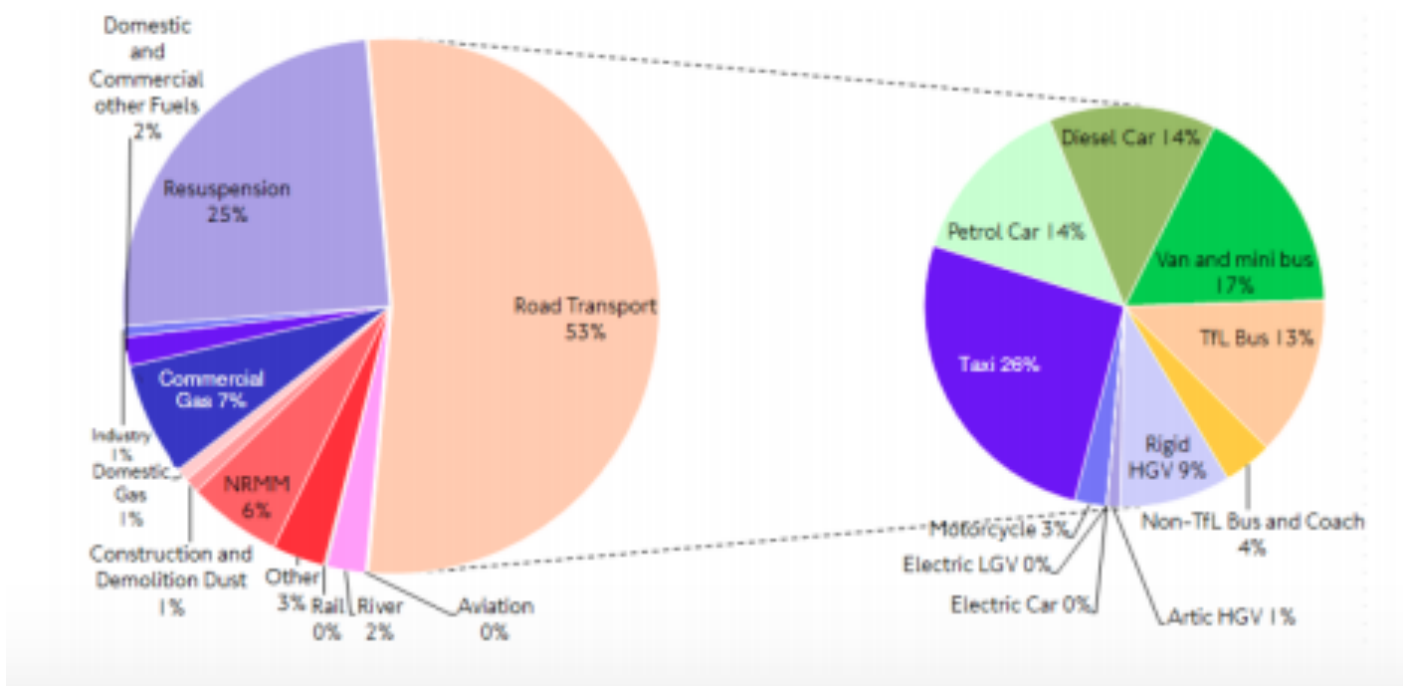


Figure 9: Sources of NOx and PM10 in Greater London in 2013.

Source: Demystifying air pollution in London, London Councils, 2018

## Policy EN1: Promoting Improved Environmental Sustainability and Air Quality



1. All applications for major developments including substantial refurbishments should demonstrate and seek to achieve net zero emissions as soon as practical and make a positive contribution towards improving ambient air quality and reducing emissions of harmful gases. This will also assist in the reduction in the urban heat island effect. Passive ventilation should be prioritised where it supports these requirements.

## Policy EN2: Renewable Energy



1. All new development, including substantial refurbishments, should demonstrate that all practical measures have been included to minimise the use of non-renewable energy and maximise the use of low carbon energy sources to minimise the impact on climate change. Such development should:
  - II. demonstrate that it has taken all reasonable steps to minimise energy use and maximise energy efficiency;
  - III. demonstrate that systems have been designed to operate at optimum efficiency e.g. low return water temperatures;
  - IV. facilitate the reduced use of unregulated energy on-site where technically feasible and commercially viable;
  - V. maximise the proportion of renewable energy generated on-site consistent with local amenity and without causing harm to heritage assets.

### Strategic Policy Context for EN1 and EN2:

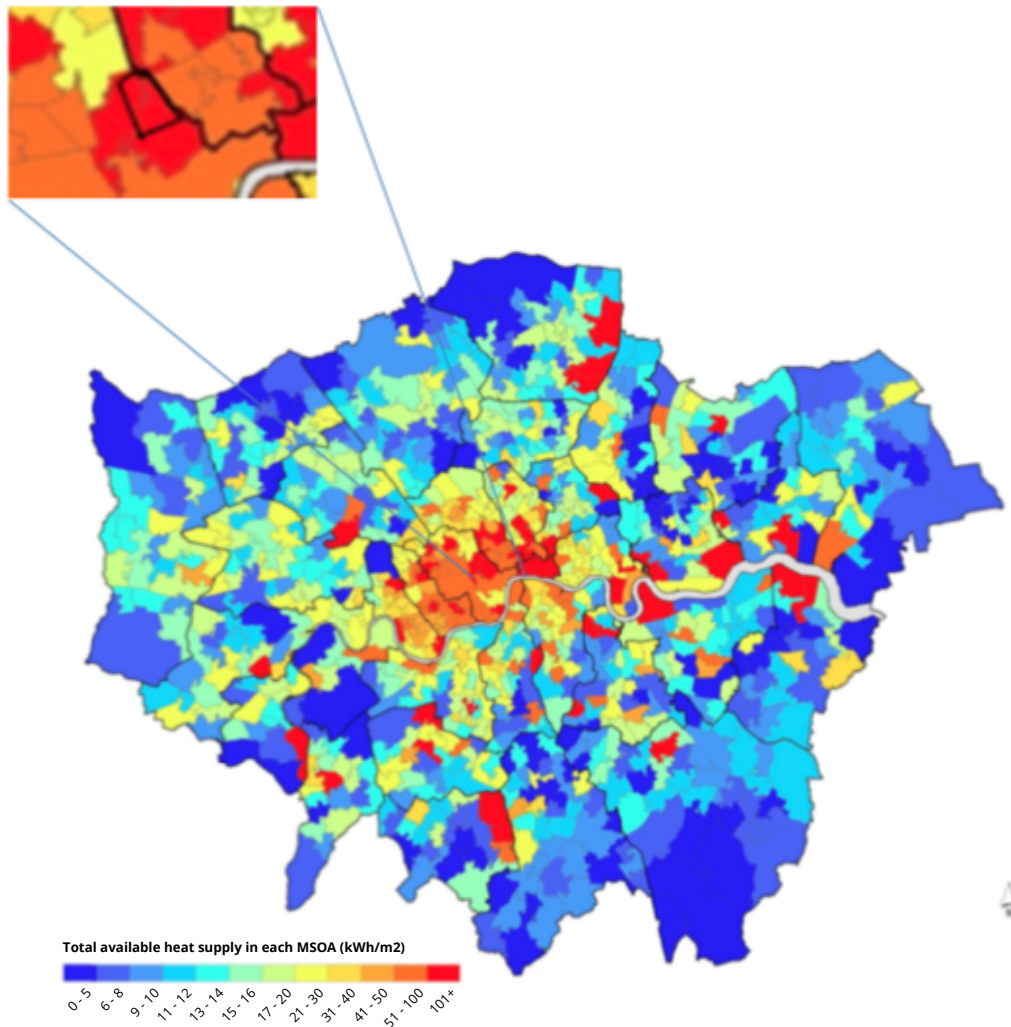
**WCC City Plan (2021):** 32 (air quality), 33 (local environmental impacts), 36 (energy)

**London Plan (March 2021):** SI 1 (improving air quality), SI 2 (minimising greenhouse gas emissions), SI 4 (managing heat risk)

## Justification

- 8.4 The Plan area suffers from poor air quality particularly in streets with heavy traffic flows. Oxford Street, Mortimer Street, Goodge Street and Great Portland Street often exceed EU standards as measured by levels of Nitrogen Dioxide and particulates. Diesel powered vehicles such as buses, taxis and delivery vehicles are the main cause of poor air quality. However, steps taken by the Mayor and Transport for London to introduce the Ultra Low Emissions Zone (of which the Plan area is part) in April 2019 are to be welcomed. The City Council has also issued an Air Quality Manifesto and this Plan supports the Council's Air Quality Action Plan<sup>19</sup> which aims to achieve World Health Authority Guidelines for Air Quality and to make the borough carbon neutral by 2030.

<sup>19</sup> See the Air Quality Action Plan 2019-24 at <https://www.westminster.gov.uk/planning-building-and-environmental-regulations/environment-conservation-and-pollution/how-were-improving-air-quality/our-new-air-quality-action-plan>



**Figure 10: Urban Heat Island Effect in London in 2013 with inset of FitzWest Area** This shows the heat output of central London, overlaid on map of the borough and ward boundaries. Inset shows the approximate location of Fitzrovia, straddling West End and Marylebone High Street ward boundaries. Source: Chris Grainger, Buro Happold.

- 8.5 Recent research indicates that 48% of NO<sub>x</sub> is produced by road transport in central London and 54% of PM<sub>10</sub> (IPPR 2016), as illustrated in Figure 9. Although electric taxis and hybrid buses are increasingly being introduced, the number of deliveries by private diesel vans and lorries is increasing. More needs to be done to consolidate goods deliveries at designated hubs for both homes and commercial premises.
- 8.6 The London Plan notes that 'The urban heat island effect is caused by the extensive built-up area absorbing and retaining heat during the day and night leading to parts of London being several degrees warmer than the surrounding area' (para.9.4.2). It goes on to suggest that the increased use of air conditioning systems is not desirable as it exacerbates temperature differentials. The Plan area lies at the centre of the metropolis (see Figure 10) and is a densely developed part of central London with many buildings using mechanical ventilation and with very little natural vegetation to dissipate heat. It is also surrounded by major roads (for example, Oxford Street, Marylebone Road) that frequently exceed air quality thresholds as defined by the European Union and UK Government. These adverse environmental conditions can be mitigated by, for example, the reduction of through traffic, increased provision of green space and tree planting and an increased use of natural ventilation in offices and other commercial buildings.



## 9 Mobility and Transport



Objectives	Policies
i. To reduce and minimise the adverse impact of through traffic in the area;	<b>Policy T1:</b> Pedestrian Movement and Sustainable Transport
ii. To support the improvement of provision for public transport, walking and cycling;	<b>Policy T1:</b> Pedestrian Movement and Sustainable Transport
iii. To support the rationalisation of deliveries to businesses and residents in the area in order to minimise the number of vehicular journeys particularly of diesel vehicles;	<b>Policy T2:</b> Improving the distribution and delivery of goods to local businesses
iv. To ensure that the adverse impact of any major transport developments or projects are minimised and that amenity standards are increased for residents and businesses.	<b>Policy T1:</b> Pedestrian Movement and Sustainable Transport

9.1 The Plan area is highly accessible and very well served by public transport. The Elizabeth line will increase accessibility for businesses and residents but will also bring more pedestrians into central London. The objectives of this Plan are therefore to promote health, safety and wellbeing by increasing provision for walking, cycling and the use of public transport wherever possible. The intention is also to reduce the adverse impact of through traffic and wherever possible to rationalise the delivery of goods.

9.2 The most frequently used mode of transport in the area is walking and almost 40% of residents walk to work. About 26% use the bus or underground and only about 5% drive to work. The vast majority of those working in the area or visiting use public transport.



**Figure 11: Low emission electric delivery vehicle**





## Policy T1: Pedestrian Movement and Sustainable Transport

1. Development proposals shall be supported that provide for increased efficiency and sustainable movement of people and goods in the area. In particular proposals will:
  - I. Support improvements for those using pavements, cycling or accessing public transport in order to create 'healthy streets';
  - II. Support on-street provision for cycle parking and the application of the Mayor's standards for off-street provision in all new development;
  - III. Support developments which provide off-street space for bicycle storage, deliveries, servicing and refuse collection;
  - IV. Support the concept of a 'super-grid' which ensures that traffic uses the main distributor roads and restrict vehicular access on smaller streets except for essential servicing.



## Policy T2: Improving the Distribution and Delivery of Goods to Local Businesses

1. Development proposals will be supported which include measures designed to rationalise the delivery of goods in the area, including individual parcels to private addresses. We support the provision of distribution hubs whereby deliveries can be amalgamated and sent to companies in single loads using electric vehicles. In particular developments will be encouraged which:
  - I. Reduce traffic flows and congestion through the area and which limit pressures on on-street parking;
  - II. Support the provision of distribution hubs for goods particularly for users located on Oxford Street and other main highways without rear servicing;
  - III. Support the increased provision of electric charge points;
  - IV. Support sustainable means of goods distribution including use of electric vehicles, cargo bicycles and walking.

### Strategic Policy Context for T1 and T2:

**WCC City Plan (2021):** 24 (Sustainable transport), 25 (walking and cycling), 26 (public transport and infrastructure), 27 (parking), 29 (freight and servicing)

**London Plan (March 2021):** T2 (Healthy streets), T5 (Cycling), T6.1 (Residential parking), T6.2 (Office parking), T7 (Deliveries, servicing and construction), 10.2.8 Vision Zero.

**NPPF (2019):** paras 102-107 (promoting sustainable transport)

## Justification

- 9.3 The designated area is already extremely congested and suffers high levels of atmospheric pollution. In addition, a high proportion of taxis and delivery vehicles are diesel powered while deliveries are uncoordinated and are increasing in volume because of the rise of online sales. A major objective is to improve the environmental quality of our streets by reducing traffic speeds, by reducing through traffic and discouraging unnecessary use of the motorcar. This will provide the basis for enhancing the public realm through environmental improvements discussed above. It will also support the Mayor of London's Vision Zero aim to eliminate all deaths and serious injuries on the road network by 2041<sup>20</sup>.
- 9.4 The locally determined concept of the super-grid reflects the local built form of the designated area. Consultation with both residents and businesses supports the principle that through traffic should be restricted to major highways, while residents and businesses are able to access smaller side streets where residents' parking is available and where access is needed for taxis, emergency services and deliveries. A strategic assessment of traffic movement in the area is a priority and a Low Traffic Neighbourhood will be assessed as a means to reduce through traffic, promote walking and cycling and improve air quality.

<sup>20</sup> See <http://content.tfl.gov.uk/vision-zero-action-plan.pdf>

# APPENDICES

## Appendix 1:

### Listed Buildings and Archaeology in the Designated Area

#### Grade I

##### **All Saints Church, Margaret Street and 7 and 8 Margaret Street**

**All Saints church**, Margaret Street, was designed by the architect William Butterfield and built between 1850 and 1859. It has been hailed as Butterfield's masterpiece and a pioneering building of the High Victorian Gothic style that would characterize British architecture from around 1850 to 1870.

The church is situated on the north side of Margaret Street and is accessed through a small courtyard. Two other buildings (7 & 8 Margaret Street) face onto this courtyard: one is the vicarage and the other (formerly a choir school) now houses the parish room and flats for assistant priests.

##### **Holy Trinity Church, 1 Marylebone Road.**

Holy Trinity Church is a former Anglican church designed in 1828 by Sir John Soane. In 1818 Parliament passed an act setting aside one million pounds to celebrate the defeat of Napoleon. This is one of the so-called "Waterloo churches" that were built with the money. It has an external pulpit facing onto Marylebone Road, and an entrance with four large Ionic columns. There is a lantern steeple, similar to St Pancras New Church, which is also on Euston Road to the east. It is now called the Commonwealth Church and used for corporate events.

#### Grade II\*

##### **59 & 61 Riding House Street**

Corner commercial premises of offices and flats built in 1903 by H. Fuller Clark for Boulting and Sons, range and stove manufacturers. Purple brick, hard red brick, some glazed tilework and Portland stone dressings, slate roof. Highly original Free Style with restrained use of Tudor derived details. Five storeys, basement and dormered mansard. Five windows wide, corbelled corner oriel and 2-window returns. Main office entrance to right of No. 59 in broad panelled stone surround, the door-head raised in a "keystone" panel. Fenestration principally through-storey shallow rectangular bay windows with flush stone frames and plain square section stone mullions, but the ground floor windows of more changeful design with large square section mullion and transom stone framed display windows to ground floor of No. 59 rising directly from pavement, those flanking corner in blind brick bays which at third floor level have large corbelled mosaic panels emblazoned with the firm's name in elongated Edwardian gold lettering.

##### **Middlesex Chapel, Fitzroy Place**

The Chapel is situated in Pearson Square, in the centre of the Fitzroy Place development bordered by Mortimer Street, Cleveland Street, Nassau Street and Riding House Street. It was originally part of the now demolished Middlesex Hospital, built in 1891 by John Loughborough Pearson, and completed in 1929 by his son Frank Loughborough Pearson after the rest of the hospital was demolished and rebuilt around the chapel. Historic England describes the style as "Italian Gothic". All the internal surfaces are decorated, with much use of polychrome marbles and mosaics. The mosaics were completed by Maurice Richard Josey in the 1930s, assisted by his son John L. Josey.

### **Sanderson Hotel, Berners Street**

The Sanderson Hotel was originally built in 1958 as the headquarters and showroom for Arthur Sanderson and Sons, manufacturers of wallpaper, fabrics and paint for its centennial. The building was designed by architect Reginald Uren, of the architectural firm, Slater and Uren. The original design allowed for dynamic room configurations. The building plan was fabricated around an open-to-the-sky inner courtyard with a Japanese garden designed by Philip Hicks. It was reopened on 25 April 2000 by the Morgan's Hotel Group after refurbishment by Philippe Starck and Denton Corker Marshall.

### **Flying Horse public house (formerly The Tottenham), 6 Oxford Street**

The Flying Horse (previously The Tottenham) is a public house at 6 Oxford Street designed by Saville & Martin in 1892 for the Baker Bros (pub developers). It was built in the 19th century and is the last remaining pub on Oxford Street. It is on the Campaign for Real Ale's National Inventory of Historic Pub Interiors. Known for a time as The Tottenham, it was renamed the Flying Horse in 2015, the pub's name prior to its redevelopment and opening in 1894. The interiors are noteworthy: The ceiling painting is by Felix de Jong & Co. and the mirrors by Jones & Firmin.

### **Former Mappin & Webb building, 156-162 Oxford Street**

A former retail outlet for the famous silversmiths, clock and watch makers built in 1906-08 to a design by Belcher & Joass.

### **Former parish school and church house, Margaret Street**

The former Parish School and Church House are linked to All Saints Margaret Street and date from 1868-70. They were designed by William Butterfield. The buildings are in full-time occupation as a Buddhist temple and used for worship, library and residential accommodation. The roofs and external facades are in poor condition. Repairs were carried out in 2018 to the roofs, masonry and rainwater goods to the former Church House, grant-aided by the National Lottery Heritage Fund. In 2020 these were on the Heritage at Risk Register.

**There are approximately 60 other buildings listed grade II in the Plan area**

## **Archaeology**

An Archaeological Priority Area (APA) is a defined area where, according to existing information, there is significant known archaeological interest or particular potential for new discoveries.

Part of the designated area (from the western border and Oxford Street north to New Cavendish Street) falls within HE's Archaeological Priority Area 2.5: Great Estates in Tier 2.

Historic England notes: 'An excavation that took place at 35-50 Rathbone Place between November 2014 and March 2015 found the remains of buildings that had been constructed in the late 18th century such as walls, drains, cess pits and wells. Waterlogged environmental remains provided evidence of the increasingly diverse range of imported foods available to wealthier Londoners at this time'<sup>21</sup>.

<sup>21</sup> Extract from page 65 [https://historicengland.org.uk/content/docs/planning/apa-city-of-westminster-pdf/#:~:text=Tier%202%20is%20a%20local,heritage%20assets%20of%20archaeological%20interest.&text=Tier%204%20\(outside%20APA\)%20is,within%20an%20Archaeological%20Priority%20Area](https://historicengland.org.uk/content/docs/planning/apa-city-of-westminster-pdf/#:~:text=Tier%202%20is%20a%20local,heritage%20assets%20of%20archaeological%20interest.&text=Tier%204%20(outside%20APA)%20is,within%20an%20Archaeological%20Priority%20Area).

## Appendix 2: Unlisted Buildings of Merit

The following list of unlisted buildings of merit has been compiled from the Conservation Audits prepared by WCC, checked and updated in preparing this Neighbourhood Plan. Any buildings subsequently added to this list will be subject to policies set out in this Plan.

### Charlotte Street West CA

**Berners Street** Nos. 34 to 36 consec (including Berners Mansions)  
**Charlotte Place** Nos. 2 to 7 (consec)  
**Charlotte Street** Nos. 5, 15 to 25 (odd)  
**Goodge Street** Nos. 57 to 61 (odd)  
**Mortimer Street** Nos. 1 to 11 (odd)  
**Newman Passage** Nos. 1, 2, 4, 4a, 5, 6, 14a, 15, 16, 17, 20  
**Newman Street** Nos. 15 to 22 (consec), 25, 26, 32, 34 to 40 (consec), 42, 44 - 46, 45, 48, 49  
**Rathbone Place** Nos. 30 to 32 (consec)  
**Rathbone Street** Even nos. 2, 6 to 20 (even); Odd nos. 11 to 15 (odd), 19 to 47 (odd)

Policy DES9 2 states that the City Council will seek the retention of buildings which in the opinion of the City Council make a significant contribution to the character or appearance of a conservation area and this would include unlisted buildings of merit.

### Cleveland Street CA

**Carburton Street** Nos. 1-19  
**Cleveland Street** Nos. 127-129 & 131-133  
All Soul's Clubhouse

### East Marylebone CA

**Berners Mews** Nos. 2, 5-8 (cons), 15  
**Berners Place** Nos. 8, 9, 10, 11  
**Berners Street** Nos. 1-2, 3, 4, 5, 11, 12, 13, 19-20, 68-73  
**Bolsover Street** Nos. 2-8 (cons)  
**Bourlet Close** Nos. 3, 4, 5, 6, 6a, 7, 8, 9, 11  
**Bywell Place** Nos. 3,4,5,6  
**Candover Street** Nos. 4, 7  
**Cleveland Street** Nos. 51, 53, 55, 57, 59, 61, 63  
**Eastcastle Street** Nos. 1, 2, 13-15, 16-22 (cons), 26, 27-8, 32-42 (cons), 61-62, Rose and Crown Public House  
**Foley Street** Nos. 2-16 (John Astor House), 20, 21, 21a, 22, 23, 24-25, 29, 30, 37, 38-39, 41-48 (cons)  
**Gosfield Street** Nos. 1a, 1-35 (cons), 37  
**Greatcastle Street** Nos. 1-12 (cons), 14-15, 36-38, 40, 41  
**Great Portland Street** Side elevation No. 200 Oxford Street, Nos. 4, 12-24 (even), 15-25 (odd), 27, 30, 37, 41, 50-56 (even), 51-53 (odd), 55 (The George PH)-65 (odd), 68-76 (even)



**Great Titchfield Street** Nos. 1-3 (odd), 8, 10, 10a, 14-18 (even), 21, 20-30 (even), 32-34 (even), 36-38 (even), 42-44 (even), 46-54 (even), 53-67 (odd), 56, 58, 60-62 (even), 64, 66, 68, 69, 69a, 70, 71, 72, 74, 76, 78, 79, 80, 81, 82, 82a, 84, 84a, 86, 88, 83-89 (odd) 90, 91, 94, 96, 98, 100, 102, 109-119 (odd), 108-128 (even)

**Hanson Street** Nos. 2-26 (even), Nos.1-29 (odd)

**Langham Street** Nos. 29, 36, 44, 46 (Yorkshire Grey Public House), 48, 50, 52-54 (even), 56

**Little Portland Street** Nos. 4, 6, 15, 16, 17, 24-26 (cons)

**Little Titchfield Street** 4-12 (even)

**Margaret Street** 1, 2, 3, 4, 5, 6, 17-18, 19, 26, 27,28, 48, 49, 50, 52-55 (cons), 56, 57, 63, 69-71 (cons), 72, 73, 74, 76, 75, 76, 77, 78, 79, 80, 81, 82-83 (All Saints House)

**Market Place** 4-13 (cons), No. 14-17 (Kent House), Portland House, 41, 40, side elevation of 4 Great Portland Street

**Marylebone Passage** Whole of street

**Middleton Place** Whole of street

**Mortimer Street** 24, 26, 27, 28, 29, 31-35 (odd), 40, 37-41 (odd), 46-50 (even), 51-55 (odd), 57-61 (odd), 65, 67, 69, 70-74 (even), 71, 73, 75, 77, 79, 80, 81, 83, 85, 87-89 (odd), 91, 95, 97, 99

**Nassau Street** Nos. 15, 16, 17, 18, 19, 21-22, 24-25,

**New Cavendish Street** Nos. 108-112, 114, 116, 128, 130, 132, 142, 144, 148-150 (even), 152, 154, 156, 158, 160, 162, 164, 166, 168

**Newman Street** Nos. 72, 74, 75, 80, 81 (Rose & Crown), 82-83

**Ogle Street** Nos. 10-16 (even), Side elevation to 148 New Cavendish Street (Highwood House), John Astor House

**Oxford Street** Nos. 90-92, 100-102, 110-114, 116-122, 142-144 (even), 146, 148-150 (even), 192, 196, 198, 200

**Riding House Street** Nos. 14, 16, 15-19 (odd), University of Westminster 18-22 (even), 29, 31, 33, 36-46 (even), 51, 53, 55, 57, 63, 65, 67-73 (odd), 75-79 (odd), side elevation to no. 7 Candover Street, 70 Great Titchfield Street

**Swan Court, Booth's Place** No. 1

**Wells Street** Nos. 14, 15, 16, 17, 24, St. Andrews Chambers, Furnival Mansions, 53, 56, side elevations to Nos. 37-41 Mortimer St, 68, 69, 72, 73, 74, 75, 76, 77a

## **Hanway Street CA**

**Hanway Street** Nos. 34, 36, 38, 42-44, 47-55

**Hanway Place** No. 1

**Rathbone Place** Nos. 6, the Black Horse Public House, 9, 12-13, 15

**Oxford Street** Nos. 4, 8, 10, 12, 14-16, 24, 26-32, 40-42, 48, 52, 62, 64-66

**Tottenham Court Road** No. 1, (no. 2-3 considered to be of merit as the lesser front of no. 14-6 Oxford Street)

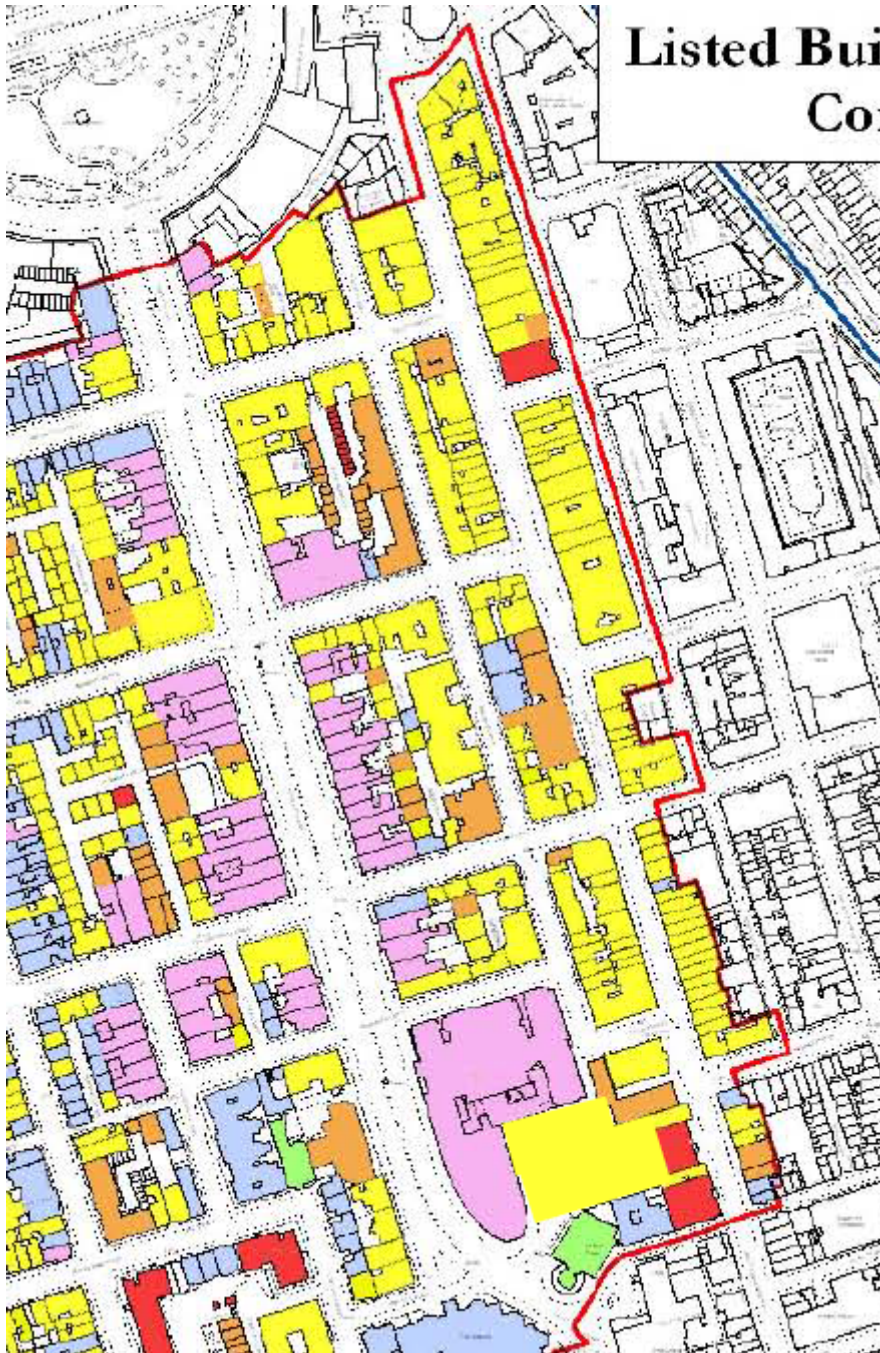
## **Harley Street CA (part in designated area)**

**Great Portland Street** Nos. 100-136, 138-248 (evens) (excluding no.204 Sofia House), 101-113, 117-121, 125-129, 155-185 (odd) and all linked property at rear in Bolsover Street.

**Bolsover Street** Nos. 53, 54-58

# Listed Buildings

## Conservation Area



## **Appendix 3:**

# **Monitoring and Reviewing the Plan**

### **The role of the Forum:**

The Forum will continue beyond this Plan being made. Whilst the main focus of the Forum to date has been on the production of the Plan, there are other functions such as:

- (a) Promoting local events and community engagement;
- (b) Commenting on planning applications of note in the area, including at committee;
- (c) Being a sounding board for other local community groups;
- (d) Discussing issues of importance to membership about the way the designated area is changing;
- (e) Lobbying WCC, The Mayor of London, Transport for London and other organisations on planning, transport, environmental and heritage issues;
- (f) Advising the Council on the best use of CIL and other resources;
- (g) Liaising with other forums in Westminster on matters of common interest.

### **Functions of the Forum:**

These functions will continue on after the Plan has been made. In addition, the Forum will monitor implementation of the policies in this plan, particularly:

- (a) To ensure funding is being applied correctly;
- (b) To assess whether policies are being applied consistently and interpreted correctly in response to applications;
- (c) To review the policies and to propose revisions and updating where appropriate and in line with current legislation and guidance.

### **Reviewing the Plan**

The life of this Plan is for 20 years. We anticipate that revisions and updates will be required at least every 2-3 years in response to changes in the environment, infrastructure being delivered, and the evolving priorities of the residential and business communities. These will require separate consultation and adoption processes, which will be managed by the Forum and WCC.

A second referendum is not required if the Examiner decides that the modifications would not change the nature of the plan and would meet the basic conditions. If this is the case, the LPA must make the plan within five weeks of receiving the Examiner's report.

The Neighbourhood Planning Act 2017 amended the legislation governing neighbourhood planning, including clarifying:

- (a) the status of draft plans in planning decision making;
- (b) the process for making minor amendments to adopted plans;
- (c) the effect of parish council boundary changes on designated neighbourhood areas; and (d) how local planning authorities will provide assistance to neighbourhood forums during the process of drafting, consultation and making of neighbourhood plans.

## Appendix 4:

### Use of CIL Funds and Non-Planning Projects

The Forum will continue to support development initiatives by the Mayor, WCC and other agencies which make positive contributions towards reducing through traffic of all kinds, rationalising the use of taxis and deliveries, improving air quality and by implementing the Ultra Low Emissions Zone (ULEZ).

Where CIL monies become available we will propose schemes that improve the public realm for residents and all users. Particular priorities will be the reduction of through traffic, improved facilities for those walking and cycling and the provision of tree planting and other landscaping by adopting existing streets and through the creation of new open space through redevelopment. This may involve working in partnership with WCC and other public agencies.

Other priorities include:

- The provision of children's play space;
- The creation or improvement of public open spaces and play areas;
- Where appropriate CIL funding should be used to improve and enhance the range of community facilities for residents including bringing back into use the redundant swimming pool behind the Fitzrovia Centre, 2 Foley Street;
- The Forum will continue to ensure that businesses and residents are kept fully informed of developments and CIL funding will be used for this purpose to promote the website, publicity, exhibitions and public meetings;
- Applications for CIL resources will be made to improve public provision for domestic and business refuse storage and recycling;
- The Forum will urge the Council to consider enforcement action against, for example, suspected licensing infringements and unauthorised uses such as the use of residential property for holiday lets beyond the permitted 90 day annual total should be a priority for the council, in order to maintain residential provision;
- Other activities designed to improve the amenity and community infrastructure in the area.



## **APPENDIX 5:**

### **Key Sources (Cited and Consulted)**

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Office of National Statistics, NOMIS Census and population data, 2012  
Trees in the Townscape, Trees and Design Action Group, 2012  
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## APPENDIX 6:

### Glossary

#### Definition of affordable housing

The government defines affordable housing in the National Planning Policy Framework. To comply with the government definition, affordable housing should:

- Be provided to households whose needs are not met by the market;
- Be provided to eligible households, where eligibility takes into account local incomes and house prices;
- Remain at an affordable price for future eligible households unless the subsidy is recycled for alternative affordable housing provision.

The government includes three types of housing within this broad definition.

**Social rented housing** is provided at rents guided by national targets and is mostly owned by the Council or Housing Associations.

**Affordable rented housing** is also provided to households who are eligible for social rented housing, mostly by the Council or Housing Associations. Rents are based on local market rents rather than national targets.

**Intermediate housing** costs less than market housing but more than social rented housing and complies with the overarching government definition of affordable housing. It includes shared ownership, other low-cost ownership and intermediate rent. It can also include key worker housing for groups such as health service staff, teachers and workers in emergency services. The Mayor sets caps on the income groups eligible for intermediate housing through the London Plan (updated in GLA Annual Monitoring Reports).

#### Agent of Change Principle

The principle places the responsibility of mitigating the impact of noise from existing noise generating businesses on proposed new development nearby, thereby ensuring that residents of the new development are protected from noise and existing businesses are protected from noise complaints. Similarly, any new noise generating development, for example a music venue, will need to put in place measures to mitigate noise impacts on existing development close by.

*London Plan, 2021, Policy D13, p.150.*

Planning policies and decisions should ensure that new development can be integrated effectively with existing businesses and community facilities (such as places of worship, pubs, music venues and sports clubs). Existing businesses and facilities should not have unreasonable restrictions placed on them as a result of development permitted after they were established. Where the operation of an existing business or community facility could have a significant adverse effect on new development (including changes of use) in its vicinity, the applicant (or 'agent of change') should be required to provide suitable mitigation before the development has been completed.

*NPPF, 2019, para 182.*

## **Tall Buildings**

Tall buildings are defined as buildings of twice the prevailing context height or higher or those which will result in a significant change to the skyline. Context height is the typical or prevailing height within an area, with high and tall buildings considered as an exception to the context rather than defining the context itself.  
*WCC City Plan, 2021, p.160*

## **Urban Greening**

Urban greening describes the green infrastructure elements that are most applicable in central London and London's town centres. Due to the morphology and density of the built environment in these areas, green roofs, street trees, and techniques such as soft landscaping, are the most appropriate elements of green infrastructure.

*London Plan, 2021, G5, p.322*

## **Urban Heat Island**

The height of buildings and their arrangement means that while more heat is absorbed during the day, it takes longer to escape at night. As a result, the centre of London can be up to 10 degrees C warmer than the rural areas around the city. The temperature difference is usually larger at night than during the day. The Urban Heat Island effect is noticeable during both the summer and winter months.

*London Plan, 2021, SI 4, p.354*

## **Zero Emissions**

Activity that causes no release of air pollutants and carbon dioxide or other greenhouse gases.

*WCC City Plan, 2021, p.212*

The Climate Change Act 2008 (amended in 2019) set a target for reducing greenhouse gas emissions to net zero by 2050.



