

Heritage Statement



GANNI
69 Marylebone High St,
London
W1U 5JJ

1 of 1

1. Introduction

This Heritage Statement support the applications for Full Planning Permission.

This report has been prepared on behalf of Ganni who have appointed Gregori Chiarotti Projects to obtain the relevant statutory approvals for the installation of an external AC unit in an enclosed area behind the store.

This Heritage Statement forms part of the package of documents prepared to support this application and should be read in conjunction with the supporting drawings provided with the submission.

2. Site

The building is situated in the City of Westminster council and is located on the western side of Marylebone High Street.

The building lies within the Harley Street Conservation Area.

The terraced property comprises basement, ground and n. 3 upper floors. Basement and Ground floor have a commercial purpose while the upper floors are for residential use.

There is a small enclosed open area that is located on ground floor as is accessible from the store. This is the area we are proposing to locate the external AC unit.

The building is not listed.

3. Proposal

The application proposes to install an external AC unit in an enclosed external area behind the building on ground floor. The enclosed area faces a small communal courtyard area but the enclosure does not have access to this communal area.

No structural alterations are requested in this proposal.

4. Historical Information and Planning History

Harley Street Conservation Area was first designated in 1968 and extended in 1981 and in 1990 – it is characterized by high quality terraced town houses and their mews. The Conservation Area is well preserved and has over 295 listed buildings. As London grew northwards in the 1750s and 1760s the area north of Cavendish Square was developed;

on the 1745 Rocque Map, see Fig. 4 below, the building line stops at Wigmore Street/Row. There is development on “St Mary le bone” but this is detached and focused on the “Marybone Gardens”.



Fig 4. Detail from Rocque's Map, 1745

The first map to record significant buildings on Marylebone High Street is Cary's Map from 1795 and is in stark contrast to the 1767 map which marks MaryleBon Street (now New Cavendish Street) but shows predominately fields to the north; see Figs overleaf.

The speed of construction was prodigious and by the early 1820's the street pattern is fully formed, Portland Place has been set, and the grid we see today is firmly set in place.

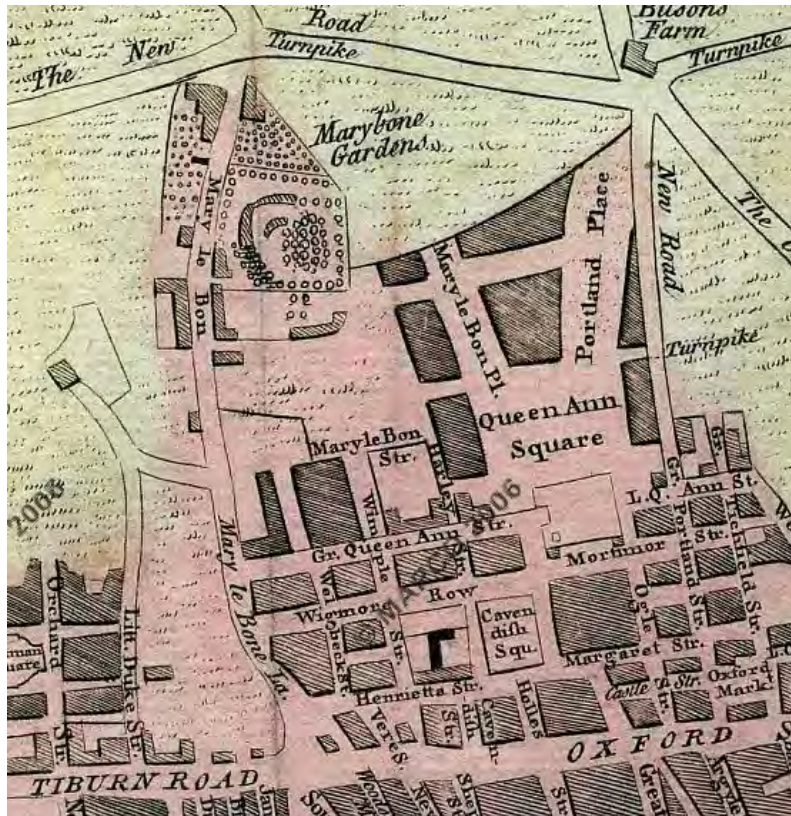


Fig 5. Detail from Map, 1767

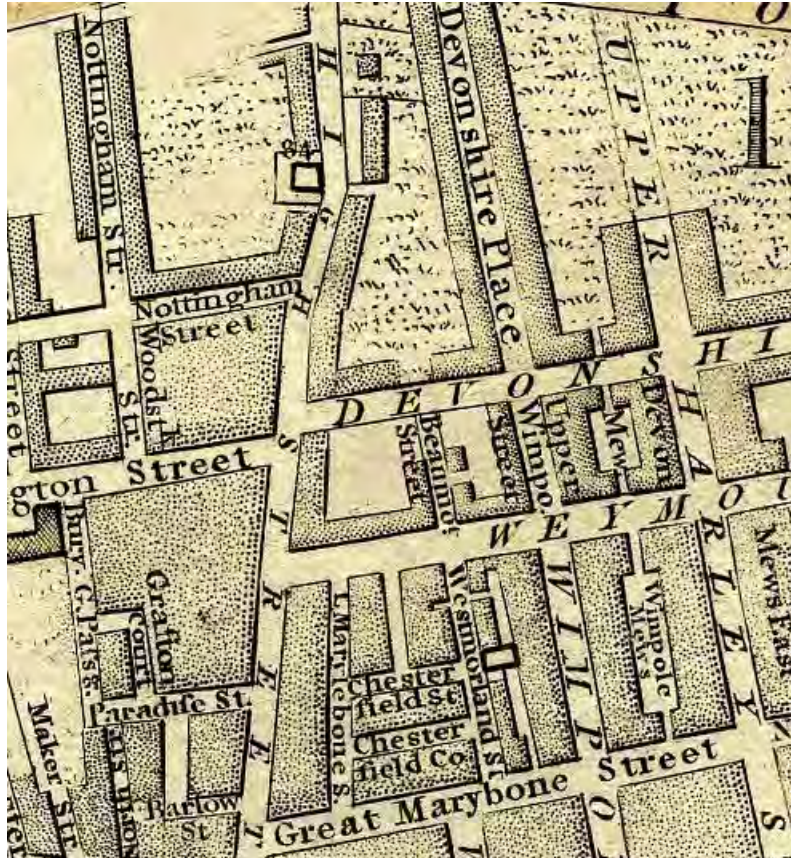









Fig 6. Detail from Cary's Map, 1795

Marylebone High Street was recorded as “Middle Class. Well to do” on Booth’s Map of Poverty of 1898 although it must be noted that the “Poor. 18s to 21s a week for a moderate family” were not far away just off Paradise Street and Weymouth Street.



The Streets are coloured according to the general condition of the inhabitants, as under:-

 Lowest class. Vicious, semi-criminal.	 Fairly comfortable. Good ordinary earnings.
 Very poor, casual. Chronic want.	 Middle-class. Well-to-do.
 Poor. 18s. to 21s. a week for a moderate family.	 Upper-middle and Upper classes. Wealthy.
 Mixed. Some comfortable, others poor.	

A combination of colours— as dark blue and black, or pink and red— indicates that the street contains a fair proportion of each of the classes represented by the respective colours.

Fig 7. Booth’s Map of Poverty, 1898

Marylebone High Street and the surrounding area suffered moderate damage during the Blitz as can be seen on the LCC Map below; the southwest corner of Devonshire and Beaumont Streets both recorded “Total destruction” or “Damage beyond repair”. Fortunately, the upper section of Marylebone High Street escaped damage with the exception of the School to the north of the Chapel recording “Blast damage, minor in nature.”



Fig 8. LCC Bomb Damage Map 1945

Black - Total destruction

Dark Red - Seriously damaged, doubtful if repairable Orange - General blast damage, minor in nature Small circle - V2 Bomb

Purple - Damage beyond repair

Light Red - Seriously damaged, repairable at cost Yellow - Blast damage, minor in nature

Large circle - V1 bomb

There are a number of applications relating to 65 Marylebone High Street on the WCC website; these are listed below for ease of reference.

- **Display of 7 non-illuminated vinyls on glazing, one measuring 0.76m x 1m, two measuring 2.2m x 1.4m, and four measuring 0.54m x 0.34m for a temporary period.**

Basement And Ground Floor 69 Marylebone High Street London W1U 5JJ

Ref. No: 23/05362/ADV | Received: Wed 02 Aug 2023 | Validated: Wed 02

Aug2023 | Status: Decided

- **Display of an internally illuminated fascia sign measuring 23cm x 92cm; and an externally illuminated projecting sign measuring 45cm x 45cm.**
Basement And Ground Floor 69 Marylebone High Street London W1U 5JJ
Ref. No: 23/04846/ADV | Received: Fri 14 Jul 2023 | Validated: Tue 01 Aug 2023 | Status: Decided
- **Display of an externally illuminated projecting sign measuring 0.38m x 0.85m.**
69 Marylebone High Street London W1U 5JJ
Ref. No: 22/02638/ADV | Received: Wed 20 Apr 2022 | Validated: Wed 20 Apr 2022 | Status: Decided
- **Replacement of shopfront.**
69 Marylebone High Street London W1U 5JJ
Ref. No: 08/07314/FULL | Received: Thu 21 Aug 2008 | Validated: Thu 21 Aug 2008 | Status: Decided
- **Installation of new shopfront**
69 Marylebone High Street London W1U 5JJ
Ref. No: 08/04996/FULL | Received: Wed 11 Jun 2008 | Validated: Wed 11 Jun 2008 | Status: Decided
- **Display of an externally illuminated fascia sign and screen print lettering to Victorian blind.**
69 Marylebone High Street London W1U 5JJ
Ref. No: 08/04997/ADV | Received: Wed 11 Jun 2008 | Validated: Wed 11 Jun 2008 | Status: Decided
- **NEW SHOPFRONT**
69 Marylebone High Street London W1
Ref. No: 84/01619/FULL | Received: Thu 03 May 1984 | Validated: Thu 03 May 1984 | Status: Unknown
- **INSTALLATION OF ILLUMINATED FASCIA SIGN**
69 Marylebone High Street London W1
Ref. No: 84/01620/ADV | Received: Thu 03 May 1984 | Validated: Thu 03 May 1984 | Status: Unknown

5. Heritage Appraisal

The architectural and historical interest of 69 Marylebone High Street will not be affected by the proposed scheme. No alterations are proposed to the structure or the decorations of the both façades.

The enclosed back area in which the air handling unit will be installed is an area of no historical or decorative value. It is not visible from the street front nor from the neighboring sides of the courtyard. The unit, in the position it which it will be located, will not even be visible from the upper floor windows of the neighboring properties facing the back of the store.

There is strong precedent for similar works to neighboring buildings in this area.

There will not be any material changes the perimeter areas of the enclosure, there will only be the addition of this ac unit with it's acoustic enclosure as shown the drawings attached to the application.