

# Welcome to the public exhibition on proposals for 206 Marylebone Road

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Berkeley Estate Asset Management (BEAM), on behalf of the long term owners of 206 Marylebone Road, are keen to hear your views on initial proposals to unlock the potential of the site whilst protecting its unique character.

Ahead of submitting a planning application to Westminster City Council, we want to hear your views to shape the development of our plans. Following your feedback, we will update and continue to develop our proposals. We will hold a second round of consultation in 2024 to show our updated proposals ahead of submitting a planning application. **Have your say by completing our consultation survey, or by speaking to a member of the project team.**



View of the existing site from Marylebone Road

# The Owner



Berkeley Estate Asset Management takes a holistic approach to realising value across individual assets and entire estates on behalf of our clients.

Our commitment to ESG underpins our decision making at every level. We strive to be leaders in innovation across our developments, the communities we work in, and our business and supply chains.

The team at Berkeley Estate Asset Management takes collective and individual responsibility to be leaders in ESG. We have set ambitious and measurable targets – at both a corporate level and for each asset under management, with a clear pathway to being Net Zero Carbon by 2030.

To achieve this, we have created a framework of guiding principles, ensuring that we minimise the impact of our actions, improve wellbeing and deliver desirable, highly efficient buildings that are environmentally future-proofed and that generate durable long-term returns.

# Wider Team



BUCKLEY GRAY YEOMAN

**BGY**  
Architect



**Blackburn & Co**  
Project Manager



**GERALDEVE**  
**Gerald Eve**  
Planning Consultant



**Core 5**  
Quantity Surveyor



**Davies Maguire**  
Structural Engineer



THE FIRE SURGERY

**The Fire Surgery**  
Fire



**Concilio**  
Community Engagement  
Consultant



**Point 2**  
Daylight/Sunlight



**WSP**  
Services/Sustainability

# Existing Buildings

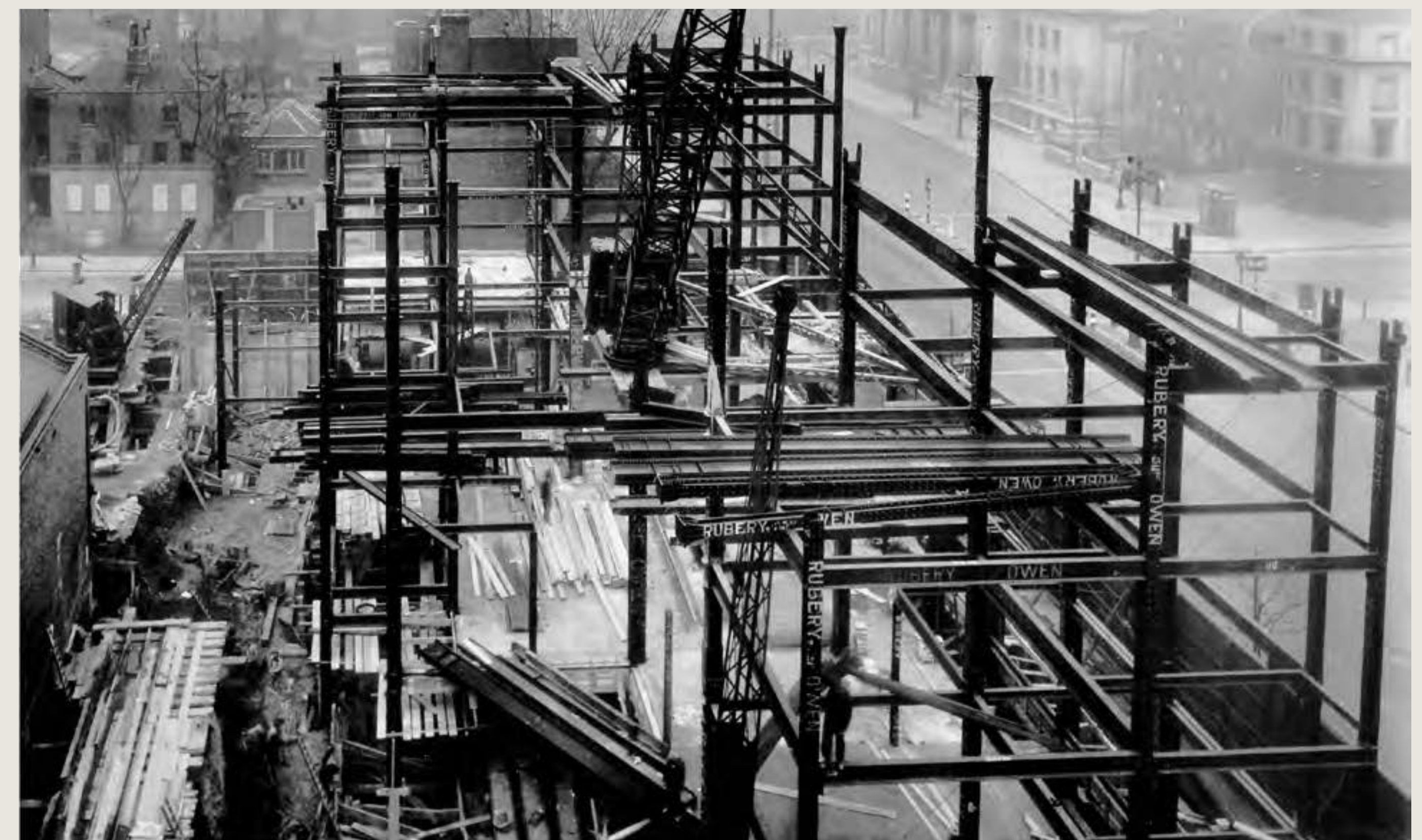
The site comprises **two distinct buildings**, a **purpose-built headquarters building for the National Cash Register Company** which faces onto Marylebone Road and dates back to the 1930s, and a **subsequent northern extension** dating back to the 1960s.

You may recall from our previous consultation with you back in 2019, our plans to refurbish, alter and extend the existing building to bring it back to life, given it has sat empty for over 8 years, since NCR vacated the building in 2015.

There have been a whole number of challenges associated with delivering this planning permission and working within the constraints of the building that require us to refine this permission in order to ensure it can deliver a feasible proposal for the site and surrounding area.

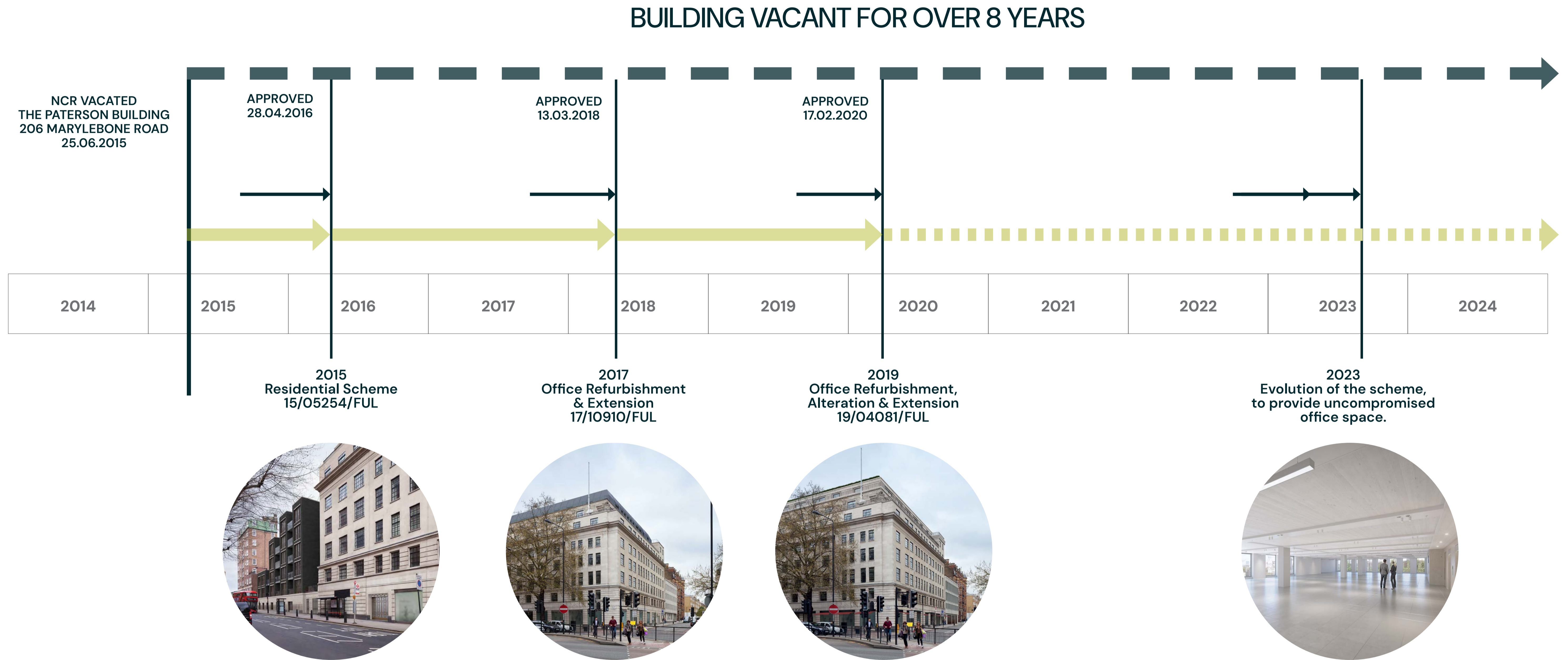


NCR Building, 1930s



Construction of the original 1930s building

# Planning History



# Existing Consent

The existing consent was approved in 2020 at the start of the Covid-19 pandemic for the refurbishment, alteration and extension of the building to provide office accommodation. This consent has been implemented, but throughout this process, a number of challenges have emerged which mean the building would not meet the demands of modern office occupiers.

This is primarily due to the bespoke nature of the building, which is comprised of an over-engineered structural frame, and extremely low floor to ceiling heights. The 1960s facade also presents a disjointed composition between the 1930s building and the buildings to the north.

The 2020 consent would require approximately 50% of the existing structure to be demolished, and yet this would still fail to overcome the building's inherent compromises.



# Our Proposals



Demolition of the existing 1930s building, but retaining and protecting the existing facade structure to deliver a new building behind the facade



Revitalising existing site which has been empty for over 8 years since 2015



Reusing existing foundations including retaining the basement and maximising the reuse of existing material



Enhanced urban greening, landscaping and encouraging sustainable travel



High environmental targets and an all-electric building with improved energy and sustainability credentials.



Delivery of new, high-quality flexible modern office floorspace supporting job creation and economic benefits to the local area

# Celebrating and protecting the historic facade

The 1930s façade is of a high quality and should be celebrated. The existing 1960s facade is disjointed and detracts from the conservation area.

Our proposals for the northern section will be a subservient design, to celebrate the heritage of the 1930s facade.

We are developing a comprehensive strategy to reuse material from the 1960s facade and the existing building where possible.



Existing facade

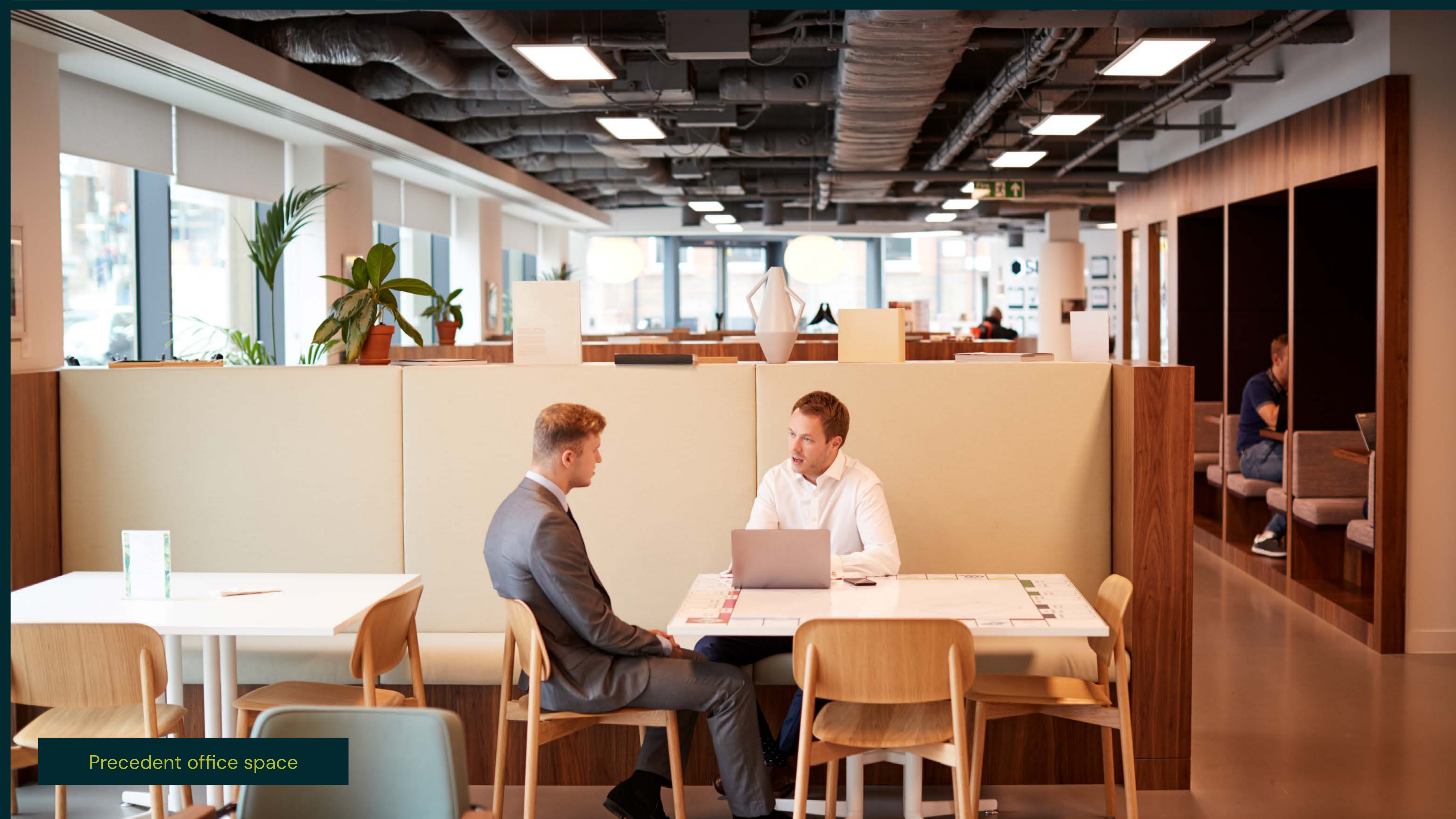


Proposed facade design

# Delivering Uncompromised office space

Our proposals would create high-quality flexible office space to meet the demands of new office occupiers in this central location.

The building will provide flexible modern office floorspace, suitable for a range of different size occupiers, to support capacity for economic development, job creation, and meet growing business needs.

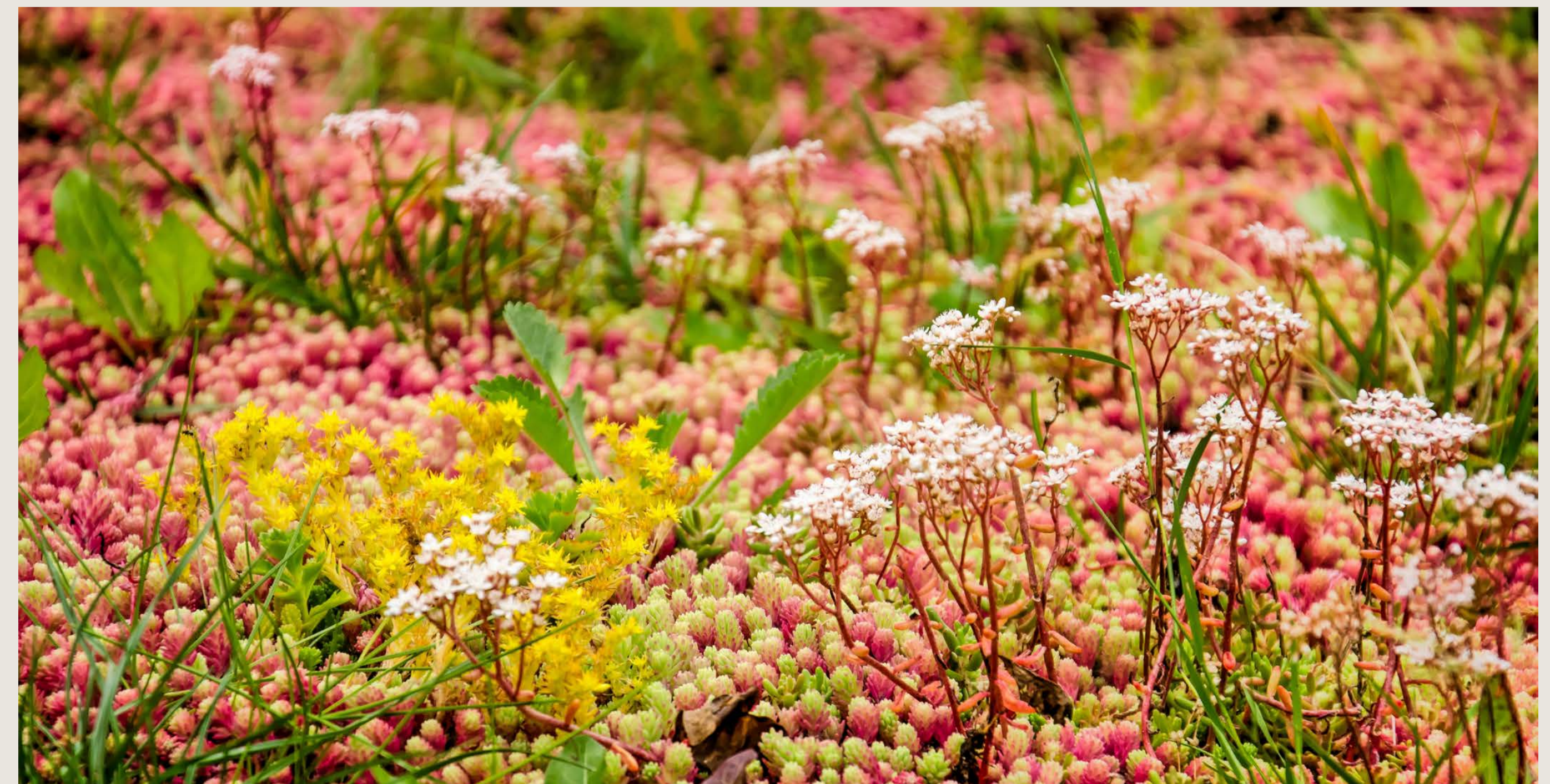




# Urban Greening

We are looking to **incorporate green and blue roofs where feasible, whilst also incorporating low-flow water fittings** to limit water consumption.

**Green Roofs** will be created with **local plant species, and landscaped to thrive in its environment with wildflowers to promote pollination.** This will work alongside wider efforts to improve the urban greening across Marylebone.



# Next Steps

Thank you for attending our public exhibition on proposals for **206 Marylebone Road**

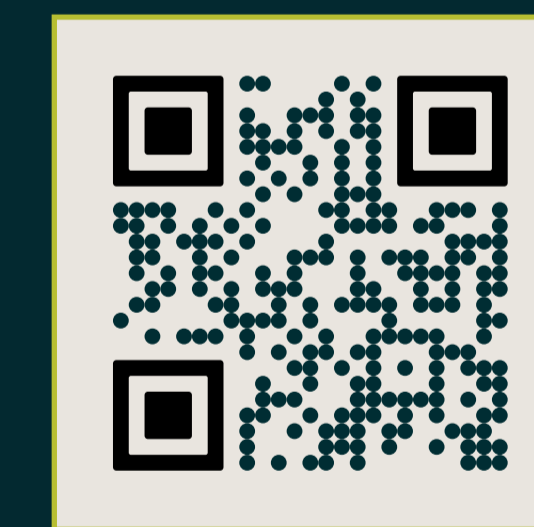
We are at an early stage, and are still in the process of developing our proposals. We will **reconsult in the new year with more detailed proposals.**

**We would like to know what you would like us to consider and take on board** as we continue the scheme development. Please let us know by filling out a **survey.**

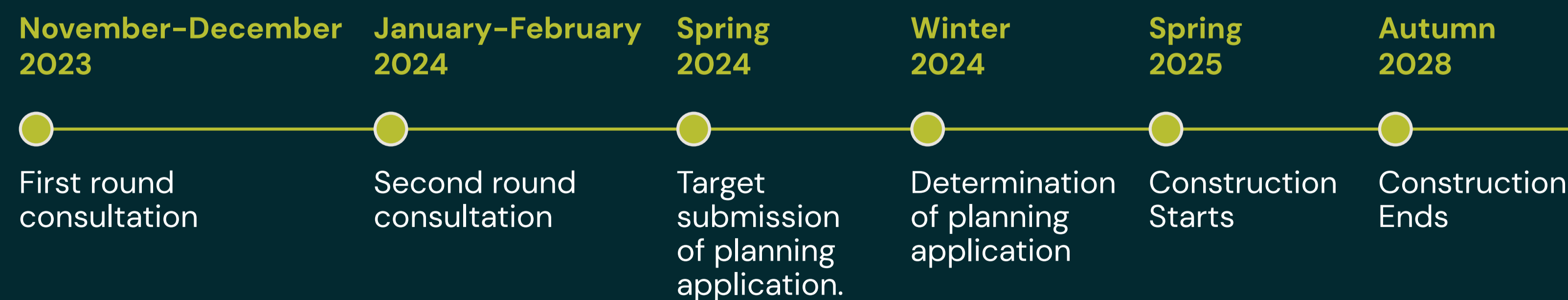
Alternatively you can fill in our feedback form online by visiting our website at: **[www.206maryleboneroadconsultation.co.uk](http://www.206maryleboneroadconsultation.co.uk)**

If you would like to get in touch with the project team, please do so using the contact details below:

Email: **[oharman@conciliocomms.com](mailto:oharman@conciliocomms.com)**  
Phone: **0800 193 9945**



scan me



**206 Marylebone Road**