



The scheme proposes to breathe new life into a maltreated, redundant church

potential to be one of London's greatest assets. Holy Trinity Church at No.1 Marylebone Road is a prominent local landmark.

George Hammer, of Hammer Holdings, is now working with my team, which includes landscape architect Kim Wilkie and the engineers Alan Baxter to restore and give public access to Soane's original spaces as a specialist retail destination with gardens and a rooftop restaurant. The setting will be enhanced by reconfiguring the paving and remaking the original railings and lanterns. The trees will be up-lit to transform No.1

Marylebone Road with a sculpture garden, a bustling, boulevard-style café, flower sellers and boules to linger and enjoy.

New York has the cult store Jeffrey, Rome has Tad, Paris has Colette and Milan has 10 Corso Como. No.1 Marylebone Road will develop the ideas of these iconic stores to create an eclectic collection of exceptional fashion, beauty, art and design that meets high standards of innovation, exclusivity and creative flair. There will be a destination rooftop restaurant with generous terraces.

George Hammer has opened a

number of groundbreaking ventures over the years. The Sanctuary in Covent Garden was the first day spa in the world in 1980. The original Aveda Concept Store in a disused post office in Marylebone High Street was the first to combine beauty retail, an organic café and a flower shop. The second Aveda store in High Holborn was voted 'Best New Store in London' by Time Out readers. Today his Urban Retreat

'A remarkable urban space will be provided in front of the church'

offers an incomparable range of retail, hair and beauty services over 20,000sq ft on the top floor of Harrods.

The listed building and planning applications are presently being considered by the City of Westminster.

The purpose of the scheme is to bring life and public access to a maltreated redundant church and to pay for the refurbishment of the building and its setting. A remarkable urban space will be created in front of the church portico with bollards removed, the Soane railings recast and the forecourt relaid in continuous York stone. Traditionally, church steps and forecourts have been places for people to gather; here, stalls will enliven the street scene.

The bookshop HQ has infilled the arches with block walls and destroyed the Soanian sense of light and space which will be restored, as will public access after more than 50 years. **RPR**

CREDITS: Sir John Soane (1753-1837). George Hammer, Hammer Holdings, promoter; The Boisot Waters Cohen Partnership, architects and planning consultants; Kim Wilkie Associates, landscape and urban design; Alan Baxter & Associates, structural engineers.