

Fitzrovia Village

Feasibility & Concept Design
January 2020

ARUP

The
Fitzrovia
Partnership
Business Improvement District



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INTRODUCTION

REPORT STRUCTURE

This report shows our initial placemaking strategy and public realm concepts to create a healthier, liveable Fitzrovia Village. The report is organised into three sections:

Context provides an introduction to the local area and the existing green spaces.

Assessment focuses on the existing conditions of Charlotte Street, Fitzroy Street and Warren Street. It provides an analysis of the streets in relation to green space and heritage assets alongside an understanding of mobility, parking and pedestrian dwell time.

Opportunities & constraints builds upon the assessment work, identifying the common themes across the three streets as well as exploring the potential for change.

Concept sets out a phased approach for implementing the proposed changes to the streetscape and public realm. The approach sets out the planned delivery of small community level initiatives through to a holistic redesign of the public realm focusing on pedestrian priority.

OUR AIMS:

- To increase walking and cycling through enhanced connectivity and transformed public realm;
- To create a safer, inclusive environment for all through improved streetscape design; and
- To create a healthier environment through the promotion of sustainable transport alternatives and delivering mitigation to address vehicle emissions.

OUR AMBITIONS FOR THREE KEY STREETS:

- The development of **Charlotte Street** as a distinctive destination for food, beverage and hospitality through a sensitive design proposal that responds to user and local resident needs with consideration to the historic and cultural context;
- Strengthen the character and identity of **Warren Street** by encouraging greater visitor numbers through enhanced connectivity and a re-imagined public realm; and
- Improvements to the public realm on **Fitzroy Street** to consider the scale of the buildings and the relationship between the frontages and the streetscape to create a more welcoming experience.

CONTEXT





GREEN INFRASTRUCTURE AUDIT

In 2014 The Fitzrovia Partnership commissioned Arup to undertake a Green Infrastructure Audit (GIA). The GIA reviewed existing green infrastructure (GI) assets and identified opportunities for enhancement, as well as identifying locations for new GI features across the public realm, streets and buildings of Fitzrovia.

The GIA for Fitzrovia provided an evidence-based action plan that was intended to be a catalyst for growth through social, environmental, aesthetic and economic enhancement of the area. It presented and analysed data on the area to empower local businesses, residents and land owners to create beneficial change within a structured and planned framework. The report advised how short, medium and long-term GI benefits could be implemented in a way that works towards achieving the overall vision.



Concept image from Charlotte street, Arup



400no existing street trees



1000m² existing planting



3500m² existing green roofs



3900m² existing planting

GI AUDIT - EXISTING GREEN SPACES MAP



EUSTON SQUARE

WARREN STREET

GOODGE STREET

to TOTTENHAM COURT ROAD

GREAT PORTLAND STREET

Note: this map has been updated from the 2014 audit to show street level green space in 2019.

Legend

- Existing trees
- Private green space
- Public green space
- Play space
- Tube station



GREEN SPACES BY TYPOLOGY



GREAT PORTLAND STREET

Legend

- Privately owned public space
- Private garden squares
- Tree lined streets
- Pocket park
- School / playground
- Green mews
- Green spaces developed as part of the West End Project

WEST END PROJECT - PROPOSED GREEN SPACES



1. Whitfield Gardens



2. Alfred Place



3. Princes Circus

The West End project is Camden Council's £35 million scheme to transform the areas bound by Tottenham Court Road, Gower Street, Bloomsbury Street, Princes Circus and St Giles. Part of this project includes the upgrade of three green spaces:

Whitfield Gardens - the rejuvenation of the existing square with new planting and seating.

Alfred Place - transforming the carriageway into a park to provide a calm oasis with spaces to relax and children's play.

Princes Circus - redesigned to improve the pedestrian route between Covent Garden and the British Museum.

For more information visit the [West End Project website](#).

GREEN SPACES



Fitzroy Square



Fitzroy Square

Fitzrovia has a number of green spaces, street trees and planting which provide character and identity to the area. The iconic Fitzroy Square sits just south of the crossroads between Fitzroy Street and Warren Street. The Square is a popular place for people to rest and dwell and the garden is incredibly popular when open to the public on certain days in the summer months.

Street trees, particularly along Fitzroy Street, Charlotte Street and Percy Street provide a sense of enclosure to the streets and giving dappled shade to pedestrians in the summer. Planting is particularly successful on Mews including Colville Place providing local identity.



Large tree species in Charlotte Street provide character and a sense of enclosure to the street



Trees at the junction of Windmill Street aid wayfinding



Tall canopy trees at the Warren provide shade and shelter over the park



Attractive planting on Colville Place attract attention from people passing by

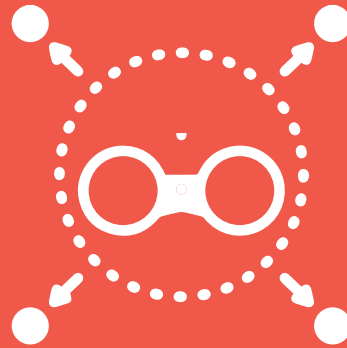


Trees at the western end of Percy Street add to the street's character



Deciduous trees on Fitzroy Street provide shade in the summer

ASSESSMENT



METHOD

Site surveys were undertaken by a team of Landscape Architects, Heritage Consultants and Transport Planners between the end of August 2019 and early September 2019. The surveys were undertaken between 9am and 6pm on a typical weekday (Monday to Thursday) and a Saturday.

The surveyors undertook a high level pedestrian movement and transport assessment of Charlotte Street, Fitzroy Street and Warren Street by observing people and traffic movement throughout the day. The observations recorded in this report are based on the conditions at the time of survey and it is recommended that more detailed studies should be carried out to inform detailed design proposals going forward. Further information on additional surveys is provided in the 'Next Steps' section at the end of this report.



People queuing outside a restaurant on Warren Street around midday



Commuters walking through Warren Street on a weekday early evening

HERITAGE





HERITAGE TIMELINE

Earl of Southampton
lays out designs for
Bloomsbury Square

1660



First house in Cavendish Square
completed by builder John Prince
for the Earl of Oxford

1720

1756

'New Road' (later Marylebone Road and
Euston Road) completed linking Paddington to
Islington, proposals lead by Duke of Grafton

1790

Gower Street
completed



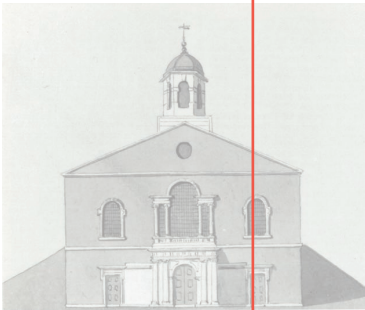
1841

Census records 485
people living in 27
houses on Goodge
Place

1700

1666

Great fire of
London



Crabtree Fields
developed by nephews
of John Goodge

1740

1768

Charles Fitzroy, 1st Baron
Southampton, purchases freehold
of the Tottenham demesne lands,
securing 255 acres



1835

Work completed
on Fitzroy square
(began 1792)

Slade Art School
opens at UCL

1871



1904

Founding members of
the Bloomsbury Group
take up a lease on 46
Gordon Square

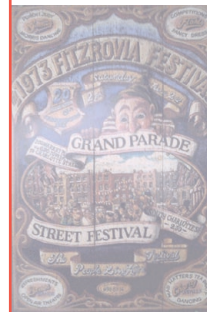


1952

Ralph Tubbs designs the Indian Young Men's
Christian Association at 41 Fitzroy Square -
Pandit Jawaharlal Nehru visits the following year

1974

Fitzrovia Neighbourhood
Association and annual Fitzrovia
festival founded



Fitzrovia has a rich heritage
going back to the 1600s. The
adjacent timeline highlights
some of the key points in
history which have led to the
characterful Fitzrovia that we
know today.

1900



Roger Fry sets up the Omega
Workshop at 33 Fitzroy Square,
forming the basis of the later
Bloomsbury Group

1911



Construction begins
on the British
Telecoms (BT) Tower

1961



1982

Channel Four
offices arrive at 60
Charlotte Street

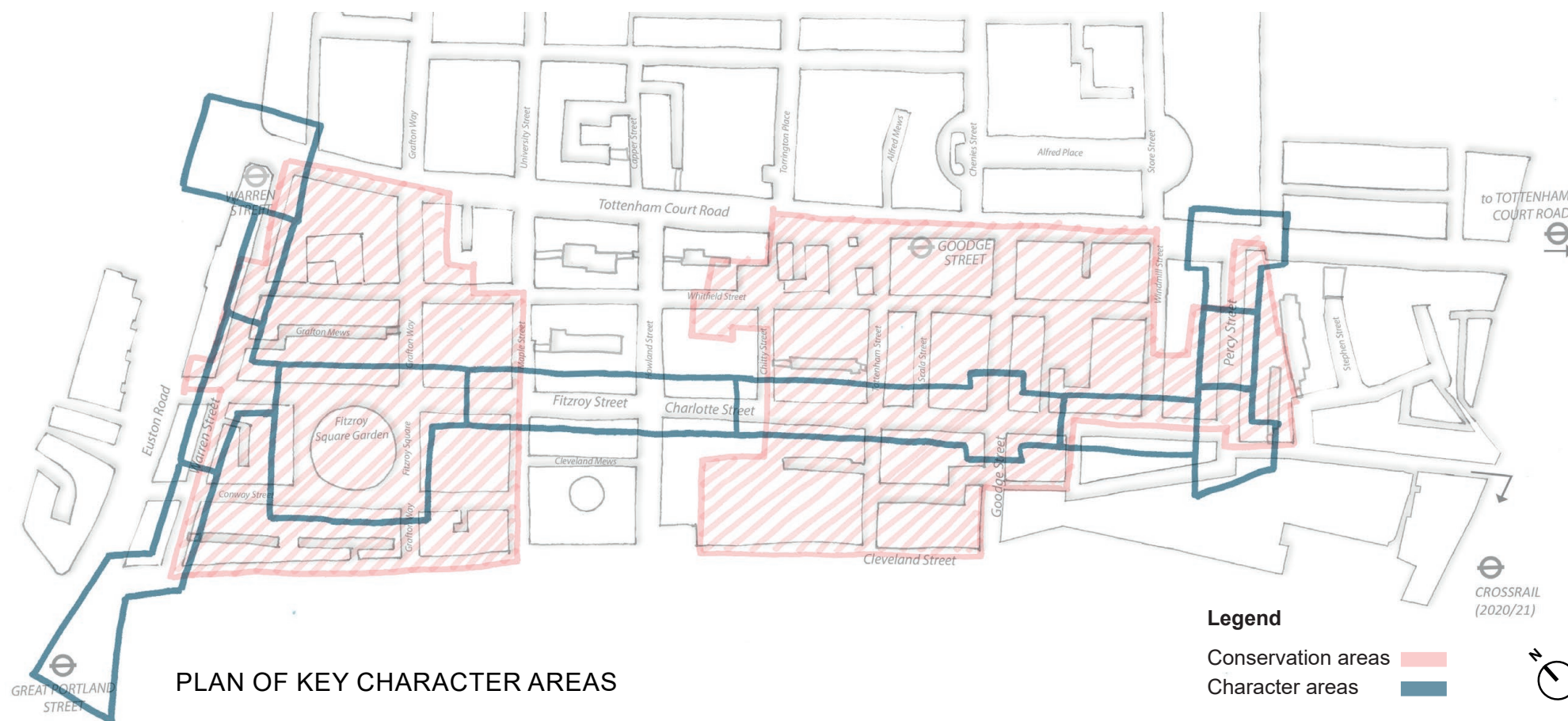
2000



CONSERVATION & CHARACTER

There are a large number of listed buildings within the study area in addition to many buildings identified by LB Camden as positive contributors within the two conservation areas. The most significant of the listed buildings are the two Grade I buildings within Fitzroy Square; the London Foot Hospital on the south side and numbers 1, 1a and 2-8 Fitzroy Square to the eastern side.

Fitzrovia is an incredibly diverse area with a very granular character. The plan below begins to define key character areas based on the architecture, greening, heritage and uses of the streets. The opportunities and constraints of these character areas are explored in more detail in the next section of this report.

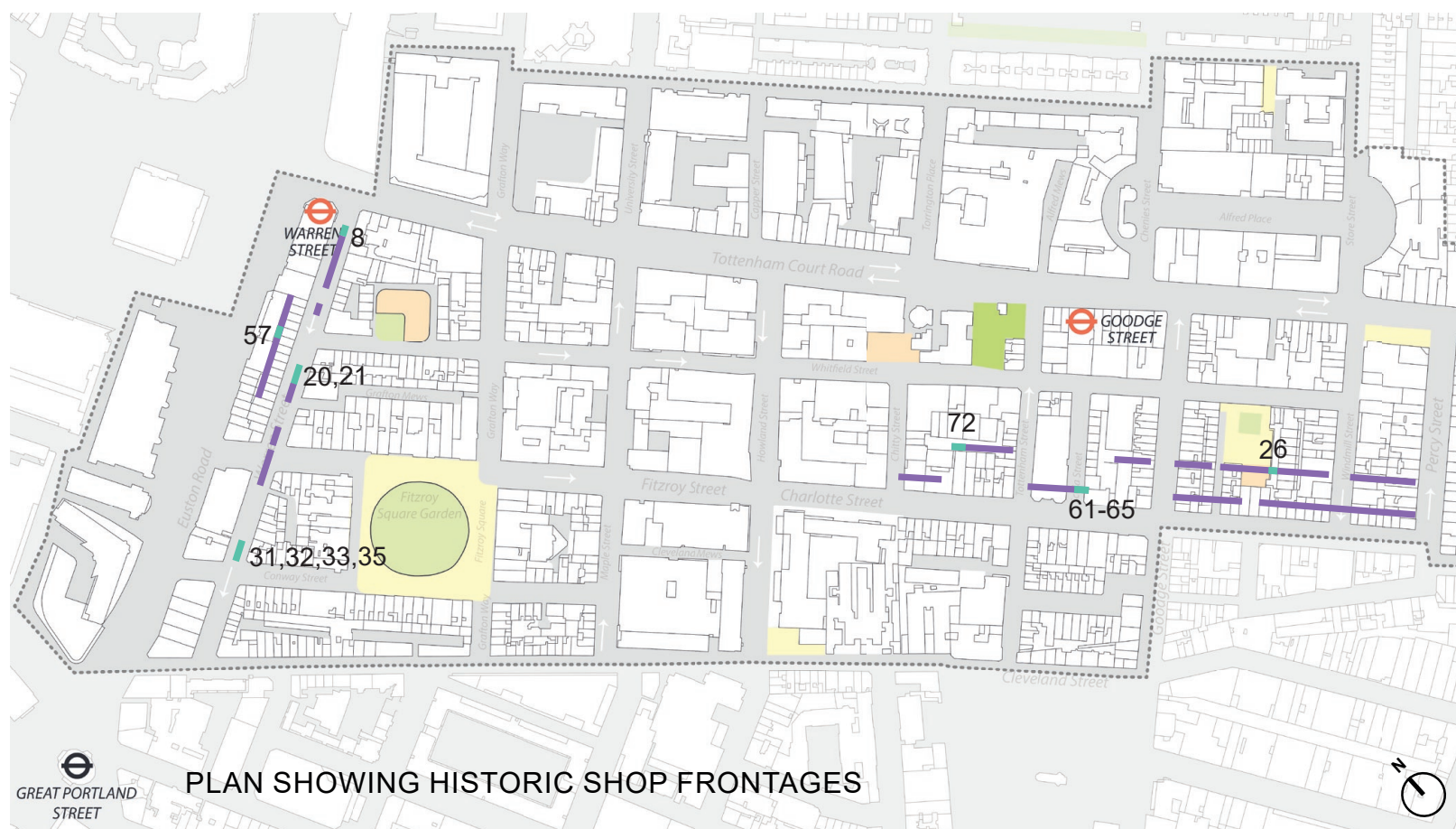


SHOP FRONTS

There are a number of attractive shop fronts that add to the village character of the area, including some which are historically significant. Historic frontages should be celebrated, kept clear of clutter and obstructions. Others could benefit from minor changes, for example the addition of awnings, to enhance the overall streetscape and to create a more of a rhythm along the street.

Legend

- High significance**
Shop front is historically significant and should be retained. Intervention should be minimal and should comprise minor alterations and repairs where appropriate.
- Medium Significance**
Shop front is appropriate within the area but could accommodate improvements to enhance the asset and surrounding area.





61 - 65 Charlotte Street



Warren Street (north)



26 & 28 Charlotte Street



Warren Street (south)



35 Warren Street (south)



72 Charlotte Street



20 & 21 Warren Street (south)

TRANSPORT





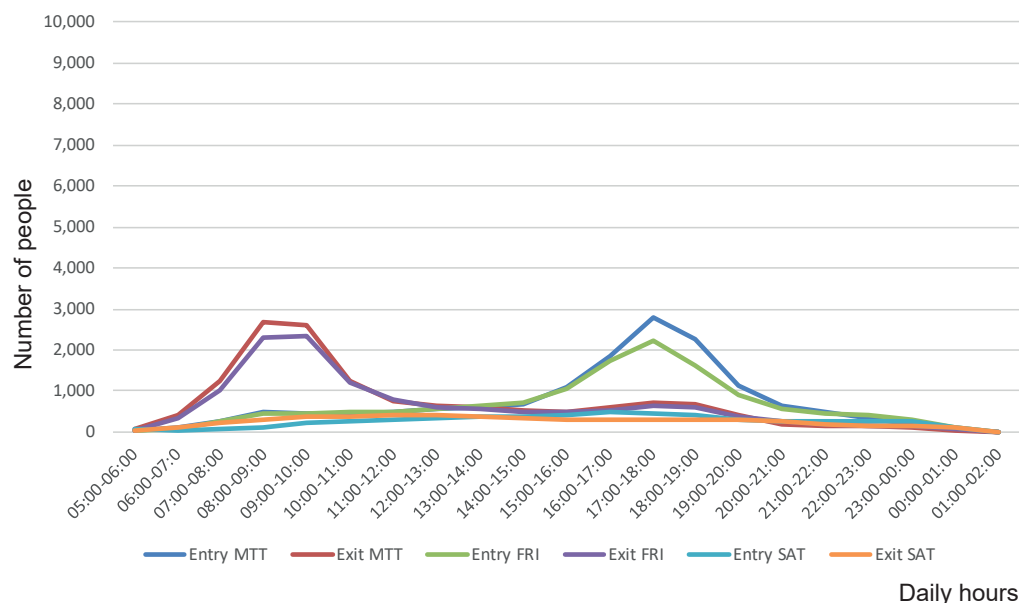
STATIONS

The graphs below show numbers of people entering and exiting the local underground stations on a daily basis. The differences between a typical weekday Monday to Thursday (MTT), a Friday and a Saturday are shown.

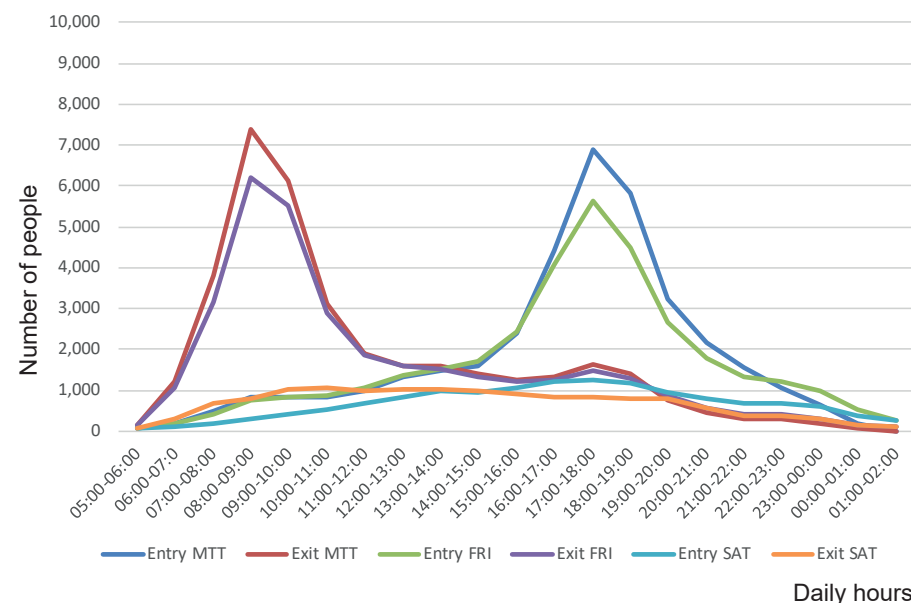
Statistics show that the entrance and exit of gateways into the Fitzrovia area via tube stations are very busy during the weekdays. During the weekends the number of entries and exits are significantly lower.

At the southern end of the Fitzrovia area, Tottenham Court Road Station remains an active transport gateway linking the end of Tottenham Court Road and Oxford Street. With the upcoming opening of the Elizabeth line, increased footfall is expected at Tottenham Court Road as discussed in the [Crossrail Readiness Report](#).

Great Portland Street



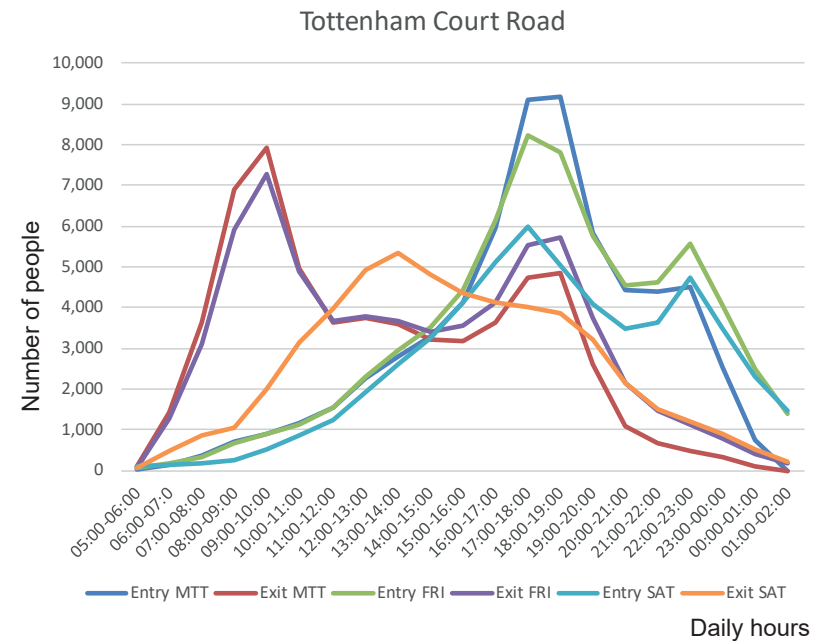
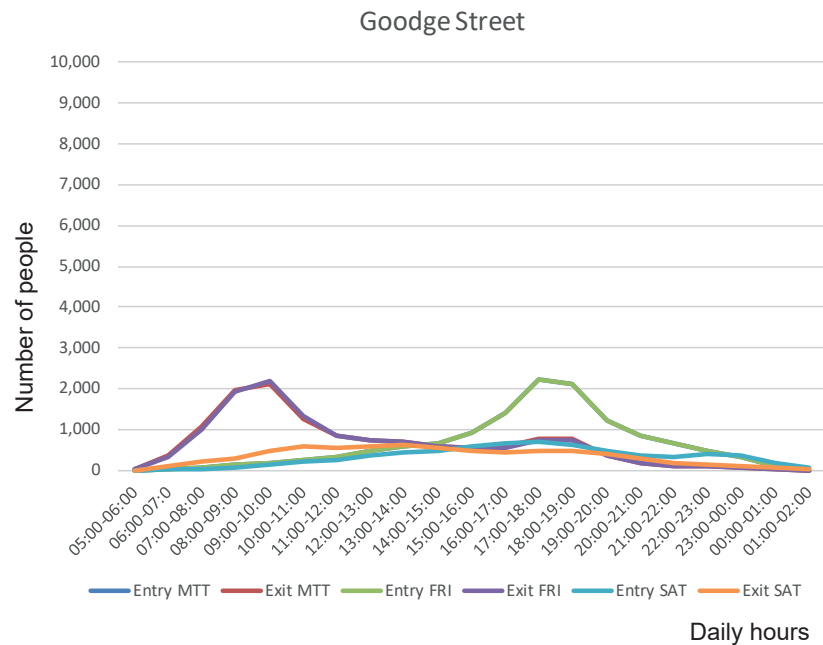
Warren Street



Apart from Tottenham Court Road, Warren Street appears to be the most busy commuter station for the area (this is true if we don't consider TCR), with a high number of exits at the start and entries at the end of work hours.

Warren Street is busier than the AM/PM peak at Great Portland Street/Goodge Street even during the inter-peak (between peaks).

At weekends, a significant number of exits are observed just after midday, and entries a few hours later, indicating a different pattern of movement with potentially higher numbers of tourists and shoppers in the area than at the same time on weekdays.














PARKING

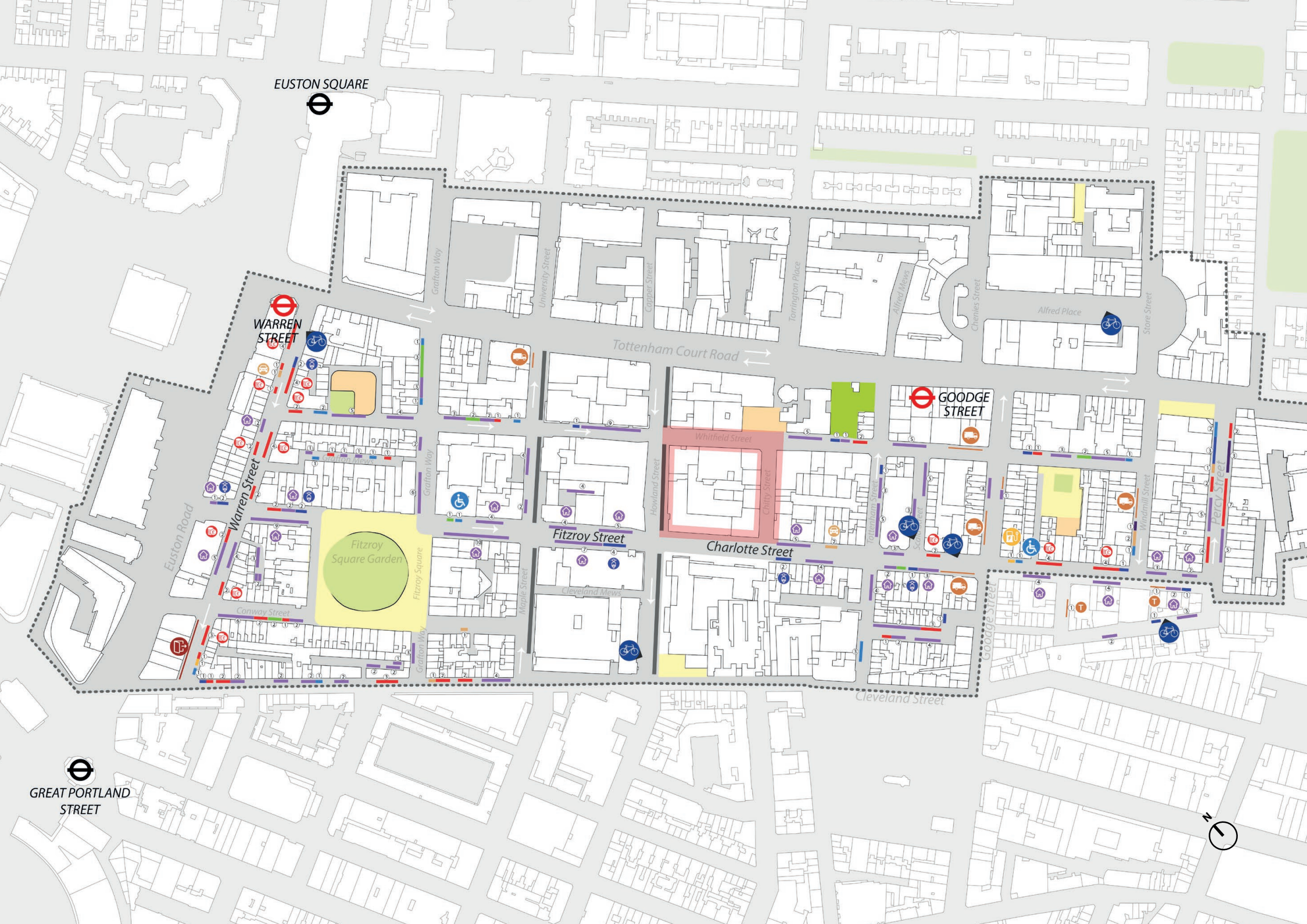
The plan on the following page shows the location and type of parking spaces to the west of Tottenham Court Road, recorded at the time of the survey (Sep' 2019).

In many locations, parking spaces are grouped with large gaps of single or yellow line between spaces along the pavement edge. This provides an opportunity to review the locations of parking spaces, potentially consolidating or relocating some to create space for extending pavements or removing parking from particular stretches of the street.

Resident parking bays are currently operational Monday - Saturday 8:30 am - 6:30pm.

Legend

- | | |
|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
|  Disabled parking |  Fire access |
|  Electric vehicle charging points |  Cycle parking stands |
|  Pay and display parking |  Loading bay |
|  Residential parking |  Car club |
|  Motorcycle parking |  Roads closed at the time of survey |
|  Diplomatic / Doctor / Police parking | |



EUSTON SQUARE

WARREN STREET

GOODGE STREET

Fitzroy Square Garden

Fitzroy Street

Charlotte Street

GREAT PORTLAND STREET

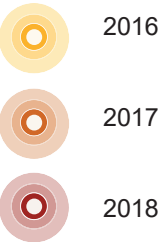
SAFER STREETS

This map shows road accidents recorded between 2016 – 2018 along Warren Street. Fitzroy Street and Charlotte Street. Data has been taken from Transport for London’s open source ‘London Collision Map’.

Serious collisions predominantly occurred at junctions including Warren Street x Euston Road, Fitzroy Street x Maple Street, Fitzroy Street x Howland Street and Goodge Street x Charlotte Street.

There are opportunities to create safer crossings and streets at particular junctions where there is heavy pedestrian footfall on narrow pavements.

Legend



! Slight injuries¹

!! Serious injuries²

1. An injury of a minor character such as a sprain (including neck whiplash injury), bruise or cut which are not judged to be severe, or slight shock requiring roadside attention. This definition includes injuries not requiring medical treatment.

2. An injury for which a person is detained in hospital as an ‘in-patient’, or any of the following injuries whether or not they are detained in hospital: fractures, concussion, internal injuries, crushing, burns (excluding friction burns), severe cuts, severe general shock requiring medical treatment and injuries causing death 30 or more days after the collision.



EUSTON SQUARE

WARREN STREET

GOODGE STREET

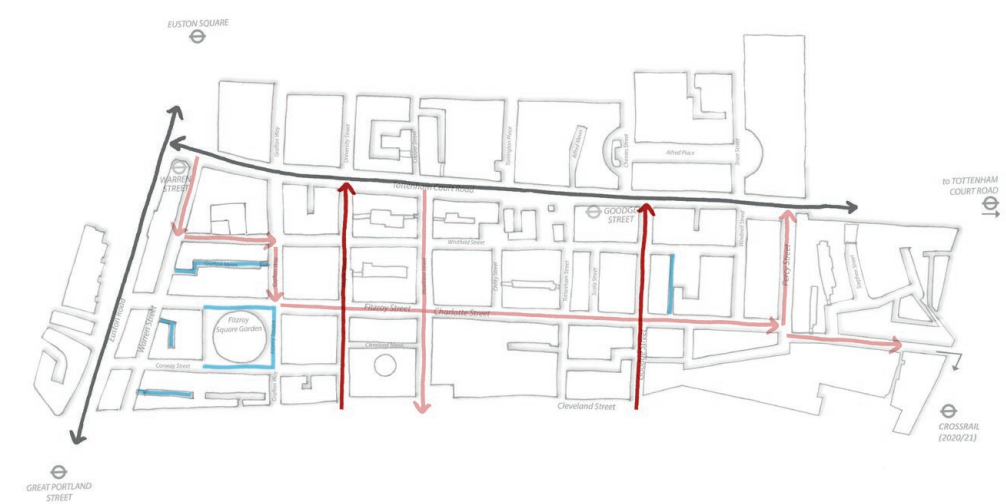
GREAT PORTLAND STREET



MOVEMENT

VEHICULAR ROUTES

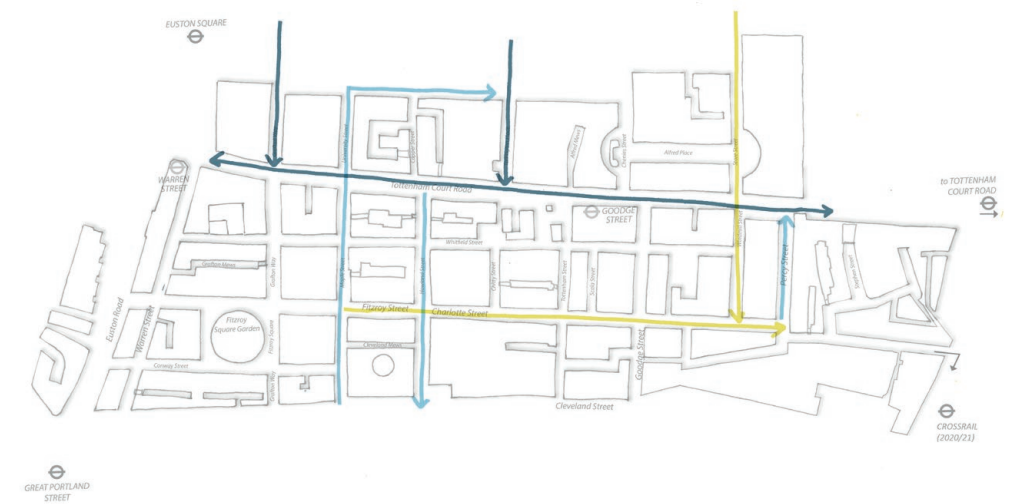
Existing movement shows a hierarchy of streets with multiple one-way systems. The West End Project (which included changing Tottenham Court Road to two-way) aimed to improve vehicle flow in the wider area. Currently Fitzroy Street and Charlotte Street are often congested, particularly at junctions and Whitfield Street is underutilised by vehicles due to multiple construction projects (at the time of survey). Bollards on Warren Street prevent through traffic causing congestion with vehicles parking or accessing the street for deliveries and travelling through Whitfield Street.



- Legend**
- Primary
 - Secondary
 - Minor routes
 - Pedestrian priority

CYCLE ROUTES

The London Borough of Camden’s cycle strategy is shown in the diagram below. Tottenham Court Road now provides the main north - south cycle routes with Howland Street and Maple Street providing east - west connectivity. Charlotte Street is proposed to be a secondary cycle route which will have potential to activate the space and with the correct public realm design and infrastructure this will help to promote active transport for a healthier street environment.



- Legend**
- Primary
 - Secondary
 - Secondary proposed by LB Camden

CYCLISTS



There are no facilities that prioritise cyclists over vehicles on Charlotte Street, Fitzroy Street or Warren Street with the exception of the bollards on Warren Street which permit cycle through-traffic but not vehicular. Hire bicycles are often left on the pavement adding the clutter.

PEDESTRIANS



Throughout the area, pedestrians often cross the streets at locations with no safe crossings. People often walk on the street where the pavement is too cluttered or congested.

VEHICLES



Currently vehicles have priority over the streets with narrow pavements and typically parking on either side of the street.

JUNCTIONS



Junctions are the areas that most accidents have occurred over the last three years. In many cases the pedestrian areas are narrow and the junction promotes vehicle priority.

PEOPLE



£5
APEROL
SPRITZ
ALL DAY
EVERY DAY

LUNCH DEAL!



BEEF, CHICKEN OR VEGETARIAN
BURGER & CHIPS

£10

MON-FRI 12-3PM

EAT IN OR TAKE-AWAY

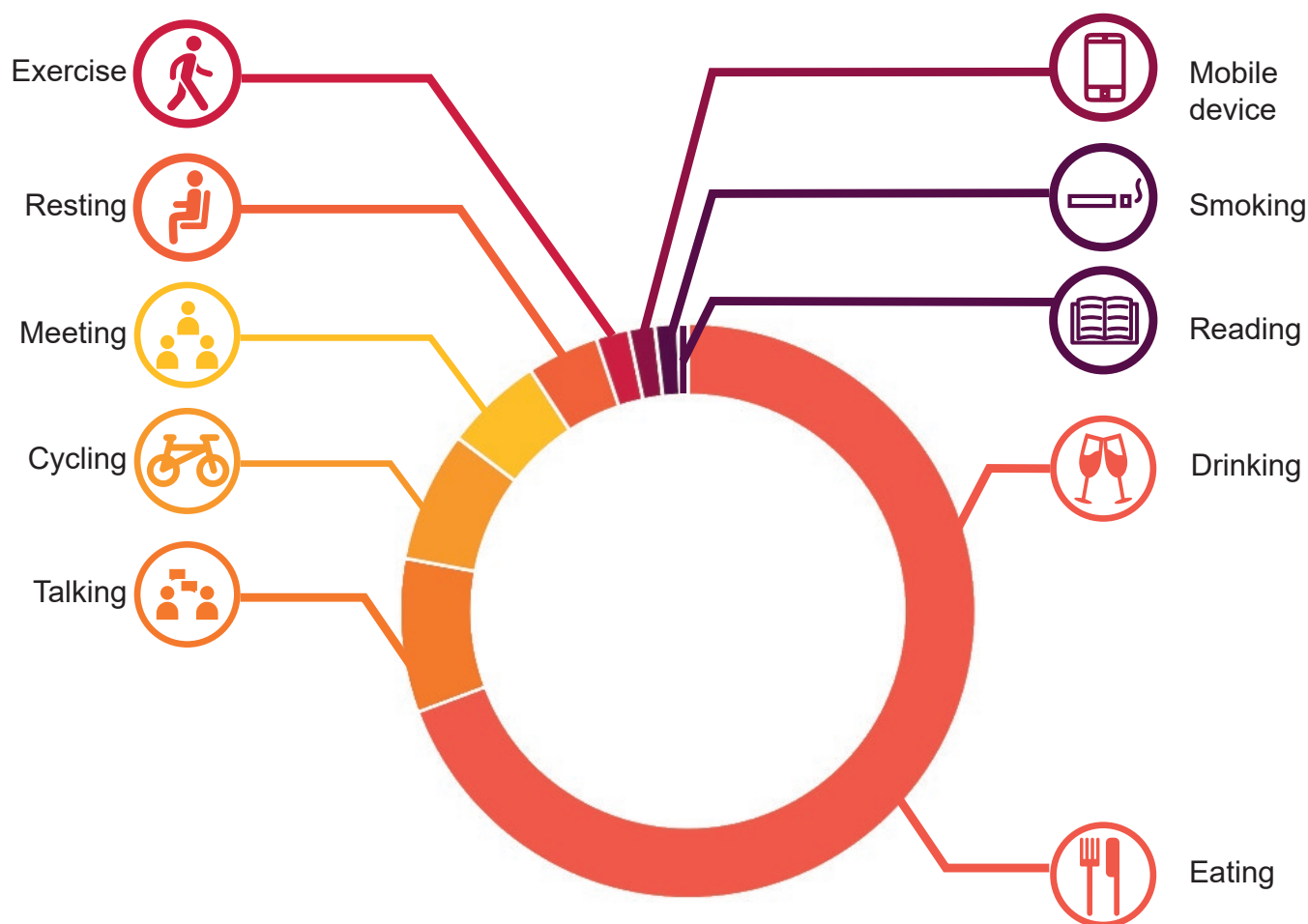
ACTIVITY

Common activities reflect the mix of retail, office, residential and visitor users in the area.

Activity centres around dining and drinking in restaurants, bars and cafés many of which are frequently busy during lunch and dinner, spilling out onto the pavement. Health and wellbeing activities such as walking, running and cycling are in comparison less frequent.

Informal meeting and discussing on the street is a common sight. The few existing benches are well used by people throughout the day.

Often doorsteps and other ledges become impromptu seating particularly for the many office and service industry workers in the area on shorter breaks to smoke, talk to others or make a phone call.



Warren Street



Warren Street is often busy with commuters walking through in the mornings, during the week.



Large queues form outside of restaurants at lunch time, spilling onto the pavement. Outdoor seating is well used on sunny days.



Warren Street tube is a popular dwell spot for people checking mobiles or waiting for others in the early evening and outdoor spaces adjacent to the pubs become more active.



Fitzroy Street



Fitzroy Square is a popular spot for people to stop in the mornings, particularly on sunny days.



During the week, runners often use Fitzroy Street travelling through to Regent's Park



Fitzroy Street becomes very quiet in the evenings, particularly at weekends when there are no commuters passing through.



Charlotte Street



In the mornings during the week, people are often seen cycling through Charlotte Street using TfL bicycles, other hire bicycles or their own.



Bars and restaurants including Charlotte Street Hotel, are popular lunch spots and outdoor seating is well utilised, particularly in good weather.



People use steps as places to sit on the street and gather outside of bars and pubs into the evening.



NEGATIVE INFLUENCES ON STREETSCAPE ENVIRONMENT

The following images describe the negative influences on the streetscape environment which impede on people's enjoyment of the area.



Litter collection and fly-tipping is prevalent along the street.



Pavements are often congested with litter, overflow from retailers and pedestrians making the streetscape difficult to navigate particularly at peak times.



Motorcycle parking to the west of Warren street is well used.



Litter collection and fly-tipping is prevalent along the street.



Deliveries and litter collection area create the sense of congestion and clutter.



Series of unused parking bays and tree pits without tree planting.



After parking restrictions are lifted, cars often park on the yellow line, with many parking spaces left vacant.



Litter and graffiti is prevalent along the street, particularly around the Warren Street underground entrance.



A mix of paving styles are used throughout the public realm, particularly at building frontages.



Refuse left out for collection often clutters the pavement.



Pavements are cluttered with services and narrow.



Narrow pavement adjacent to busy and congested junction crossings.


FOOD & RETAIL

Food and retail areas are concentrated along Tottenham Court Road to the Warren Street tube junction, and along Goodge Street to the Charlotte Street junction.

These locations are often 'hotspots' for people dwell time, particularly in warmer weather where people gather outside cafés, restaurants and pubs.

Fitzrovia's food and retail offer is a popular draw to the area and has potential to attract a wider group from Oxford Street if pedestrian links and gateways can be improved.

Legend

 Food&Beverage

 Retail



EUSTON SQUARE

WARREN STREET

GOODGE STREET

GREAT PORTLAND STREET



ACTIVITY HOTSPOTS

The following diagrams show hotspots of activity along Warren Street, Fitzroy Street and Charlotte Street based on surveys undertaken during a weekday and weekend day in September 2019.

On weekdays Warren Street tube station is a hotspot for people dwelling, particularly at peak commuter times. Fitzroy Square and the north end of Fitzroy Street are popular in the morning whilst the south end of Charlotte Street remains a popular dwell spot throughout the day.

At weekends similar trends are noticed on Charlotte Street and around Fitzroy Square however, Warren Street is not as active. At the time of the weekend survey a pop-up street party was happening on the northern end of Whitfield Street outside the Warren and the street was closed to traffic.

Legend

The darker colours shows a larger concentration of people throughout the different times of the day

WEEKDAY

08:00 - 10:00



10:00 - 12:00



WEEKEND

08:00 - 10:00



10:00 - 12:00



WEEKDAY

12:00 - 14:00



14:00 - 16:00

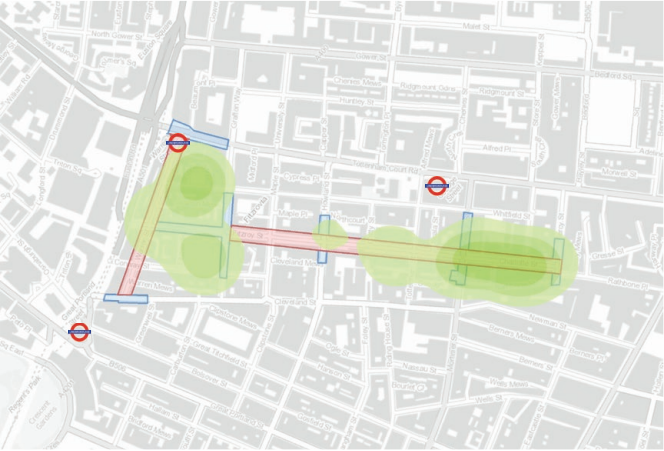


16:00 - 18:00



WEEKEND

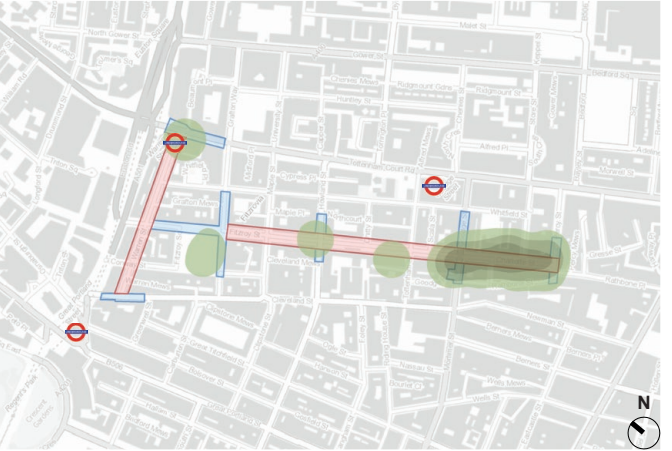
12:00 - 14:00



14:00 - 16:00



16:00 - 18:00



PERCEPTION OF PLACE

A perception of place study was undertaken by the Arup staff based in 8 and 13 Fitzroy Street to give an indication of positive and negative feelings about the area. The map on the following page shows people's perception of the streets whilst the word clouds below show key feelings recorded within each of the streets.

Warren Street demonstrates a particularly negative perception of the public realm with people describing their feelings as disgusted, frustrated and harassed due to crowding, litter and congestion. Areas of green space such as Fitzroy Square and Colville Mews promote a positive perception with people feeling relaxed, calm and peaceful. Main road junctions promote negative feelings with people describing the space as unsafe, busy and crowded.

WARREN STREET



FITZROY STREET



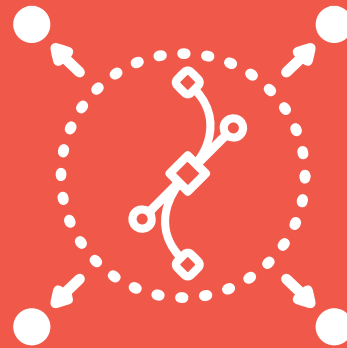
CHARLOTTE STREET



The size of the words reflect the number of people who provided the response among people that undertook the survey



OPPORTUNITIES & CONSTRAINTS



OPPORTUNITIES & CONSTRAINTS

This section of the report sets out the opportunities and constraints drawn out from the surveying and assessment process. A series of diagrams and sketches highlight these spatially, whilst photos show specific elements of importance. The opportunities and constraints help to define the concept proposals for the next stages.



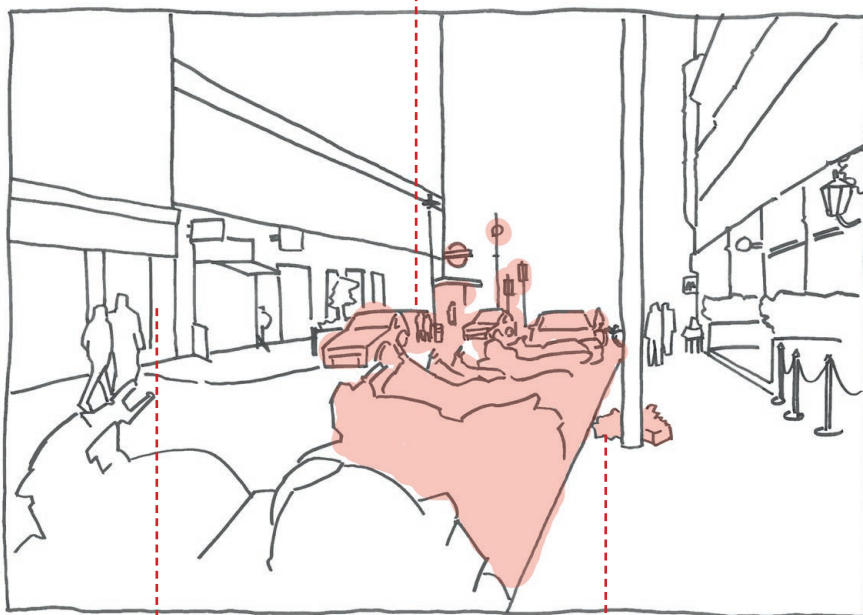
Rebecca Hossack Art Gallery on Charlotte Street



YMCA on Grafton Way

1 WARREN STREET (TOWARDS TOTTENHAM COURT ROAD)

Station surroundings heavily congested at peak time. Litter and graffiti are prevalent



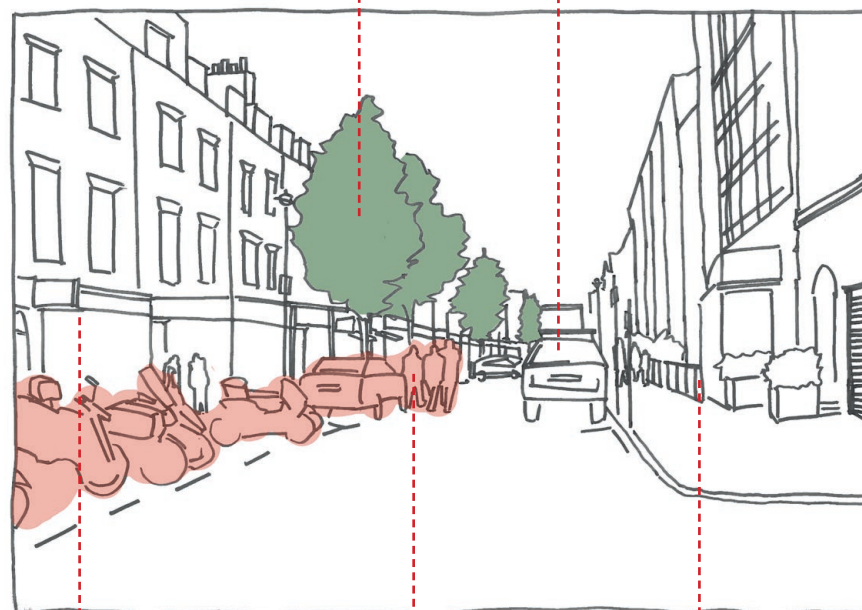
Dense, well used, motorcycle parking creates a busy atmosphere

Litter piled against lamp posts along the street

2 WARREN STREET (TOWARDS CLEVELAND STREET)

Trees line one side of the street, drawing focus towards Fitzroy Square Garden to the left

After parking restrictions are lifted, cars often park on the yellow line, with many parking spaces left vacant.



Narrow shop fronts with awning create a village feel

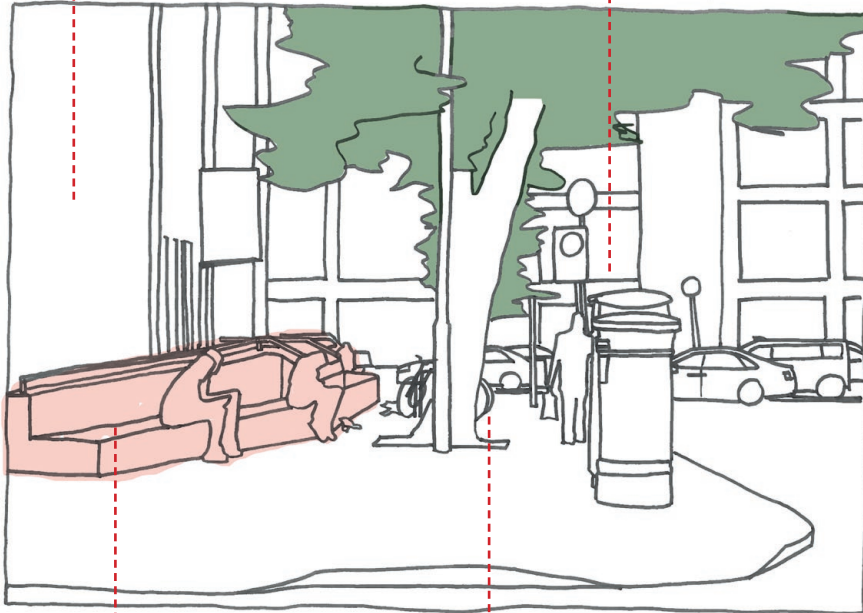
People forced to walk on the street due to limited pavement capacity

Historic railings and listed buildings line one side of the street, adding to the roads' character

3 FITZROY STREET (TOWARDS EUSTON ROAD)

Blank building facade makes area anonymous and unwelcoming

Edge of pavement cluttered by street furniture and signage



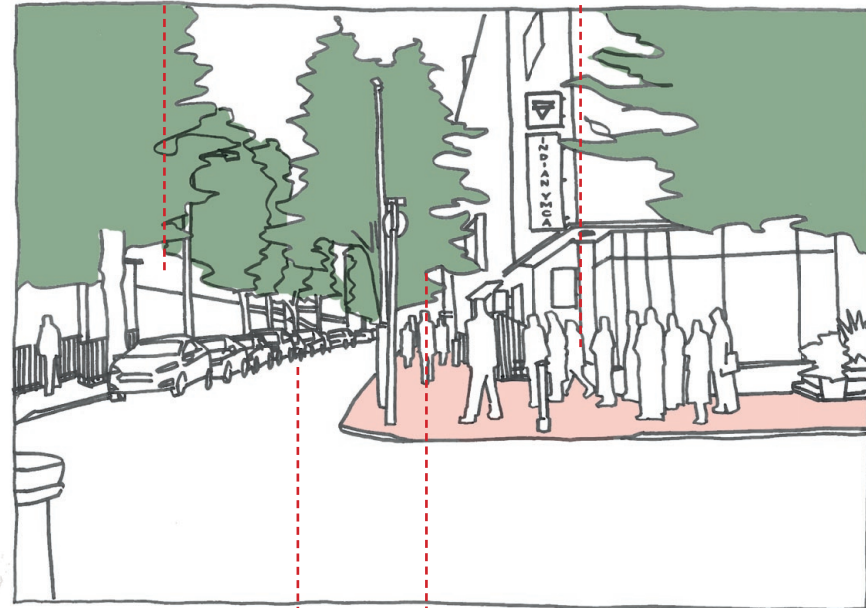
Lack of seating encourages the use of building ramp and steps as impromptu seating

Litter gathering where the pavement narrows

4 GRAFTON WAY

Distinctive listed residential building with mixed commercial use

YMCA attracts large groups of people but there is limited space outside



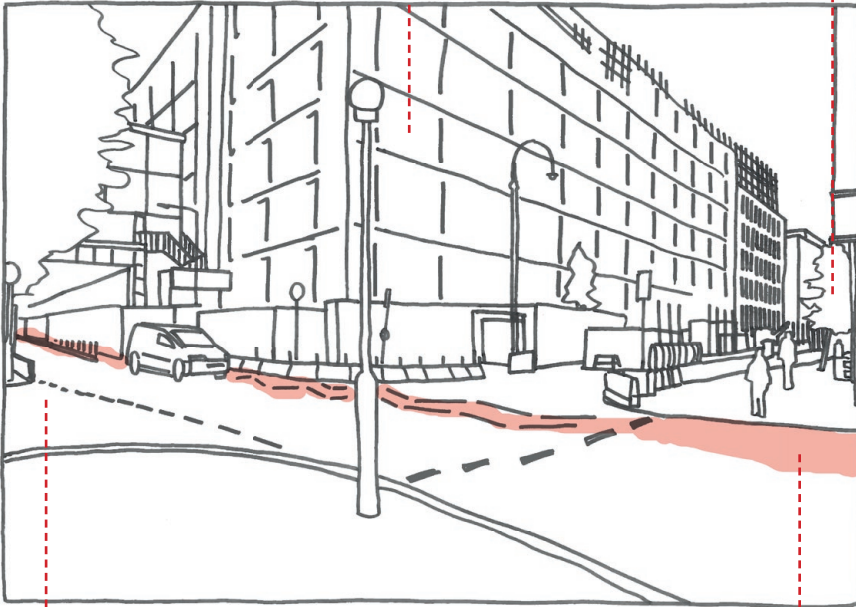
On-street parking dominates the view down the street

Trees on both sides of the Grafton Street create an attractive setting

5 CHARLOTTE STREET AND HOWLAND STREET JUNCTION

Scale in this section of the street increases, with many more modern buildings

Lack of commercial frontages and scattered tree planting leaves sidewalks feeling empty and isolated



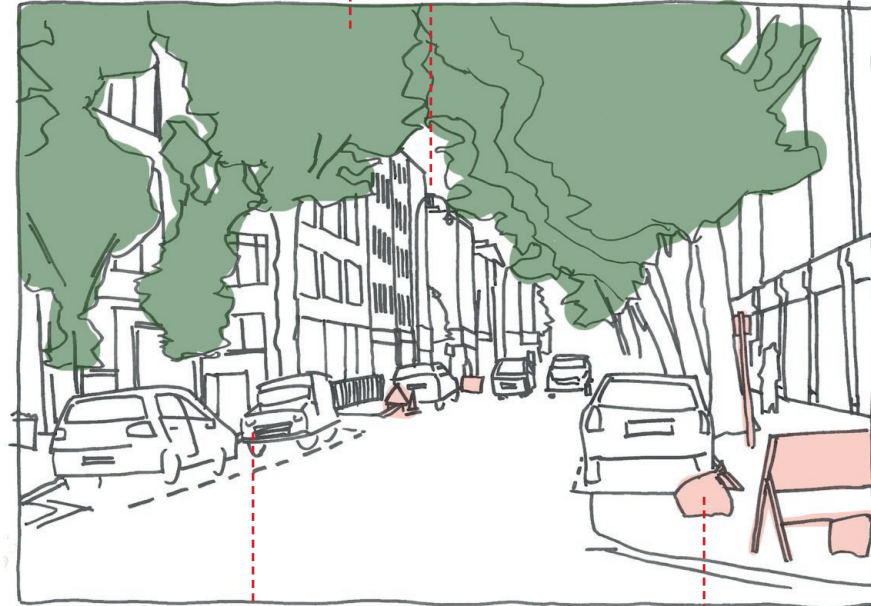
Narrow side streets box in bike lanes, creating dark sections of road and dangerous junctions

Indistinct and interrupted bike lanes encourage pedestrians into the lane

6 CHARLOTTE STREET (TOWARDS GOODGE STREET)

Mature trees create an attractive canopy along this section of the street

Historic lamp posts add to the character, but obscured by the frequency of modern posts



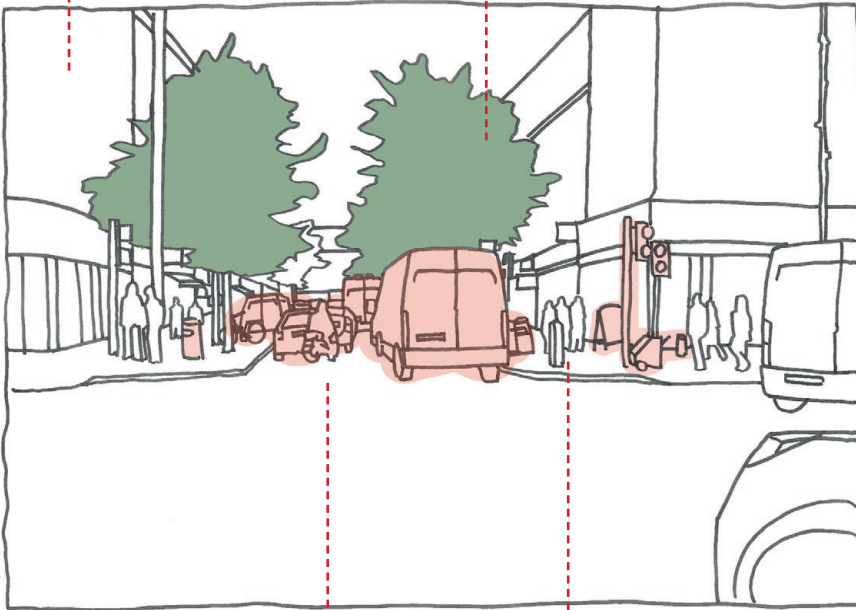
Road congestion and cars dominate the streetscape

Litter dumped at the edge of the pavement

7 GOODGE STREET

Historic buildings and add greatly character of the area, but are detracted from by the congested street

Trees frame the view, but are dispersed to accommodate parking bays, breaking up the canopy



Narrow, busy street and intersection with a history of traffic accidents and little provision for cyclists

Narrow pavements cluttered with signage from restaurants next to busy junction crossings

8 COLVILLE PLACE (OFF CHARLOTTE STREET)

Mature pot plants compliment the historic mews houses, create a sense of community and an inviting, popular attraction

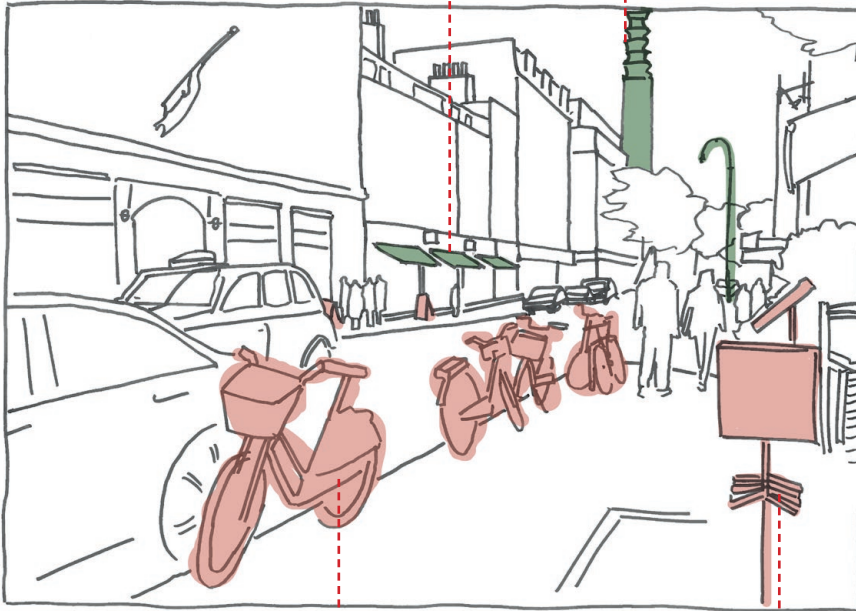


Local workers use doorsteps and other raised edges as seating during breaks due to lack of formal seating

9 CHARLOTTE STREET (TOWARDS FITZROY SQUARE)

Attractive retail façades and heritage features such as lamp columns add to the character of the street

View of the BT Tower provides a distinctive and interesting focal point



Hire bikes parked on the pavement create clutter

Restaurant and shop signs encroach on the pavement

10. PERCY STREET

Various signs and street furniture narrowing the pavements

Attractive mature trees frame the view, drawing the attention of Tottenham Court Road pedestrians



Rubbish piled against railings and lamp posts along the street

Bikes frequently parked at end of side streets nearest Charlotte street restaurants and bars, further narrowing the pavement



Wild West End concept diagram

GREEN SPACE FUNCTIONALITY

All new green spaces installed should seek to be multi-functional, thereby maximising the values provided to people and the environment. Wild West End (a local partnership between the West End's largest land owners) has defined best practice guidance on how urban green spaces can be designed to give multiple benefits in relation to biodiversity, climate resilience, microclimate adaptation, people's wellbeing and society.



Biodiversity



Climate



Microclimate



Wellbeing



Social

The Fitzrovia Partnership is located within the geographic area defined by Wild West End and so it may be beneficial for the Fitzrovia Village proposals to adopt these values in the design and delivery of new green spaces or the refurbishment of existing ones.

For further information see the Wild West End [website](#).

PROPOSED GREEN CONNECTIVITY

There is an opportunity to increase planting and street trees to strengthen the linkages between spaces, creating more attractive environments to encourage walking and cycling. A key aim should be to create strong visual connections between green spaces, drawing pedestrians through Fitzrovia.



Legend

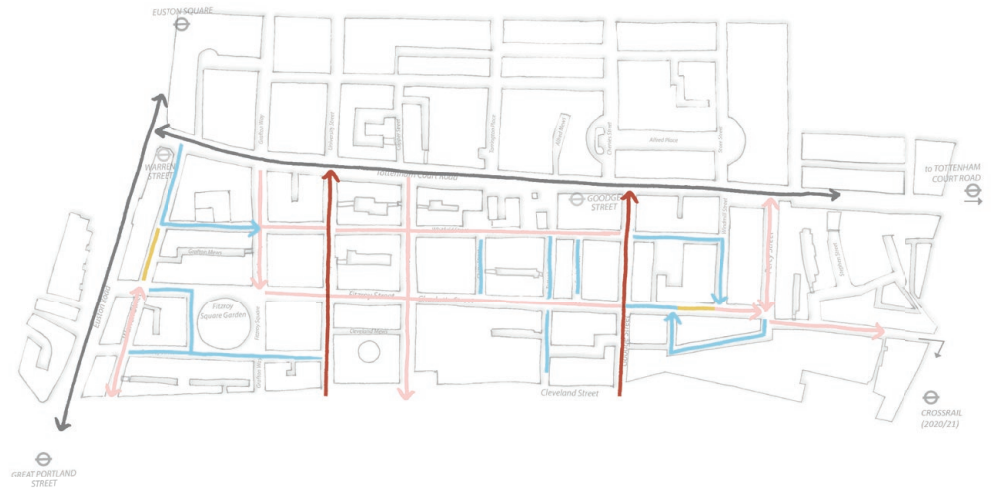
- Green spaces
- Proposed connections
- School / playground

PROPOSED VEHICLE MOVEMENT

Initially moves will be made to reduce vehicle dominance and promote pedestrian priority on the eastern end of Windmill Street and the Southern end of Charlotte Street.

Quieter side streets such as Scala Street and Tottenham Street will also promote pedestrian priority.

A section of Warren Street and of Charlotte Street will be closed to vehicles making it more difficult to use as a through-route.



Legend

- Primary
- Secondary
- Minor routes
- Pedestrian priority
- Closed to vehicles

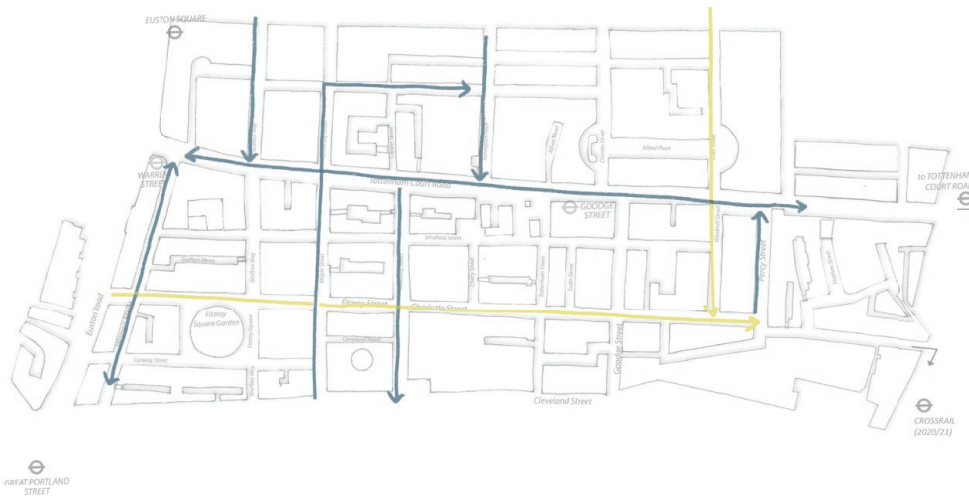
PROPOSED CYCLE MOVEMENT

The full length of Charlotte Street and Fitzroy Street will become promoted as a secondary cycle route encouraging people to cycle to destinations on these streets. More cycle parking will be provided to support this aim and spaces should be allocated for electric hire bikes.

PROPOSED PEDESTRIAN ROUTES

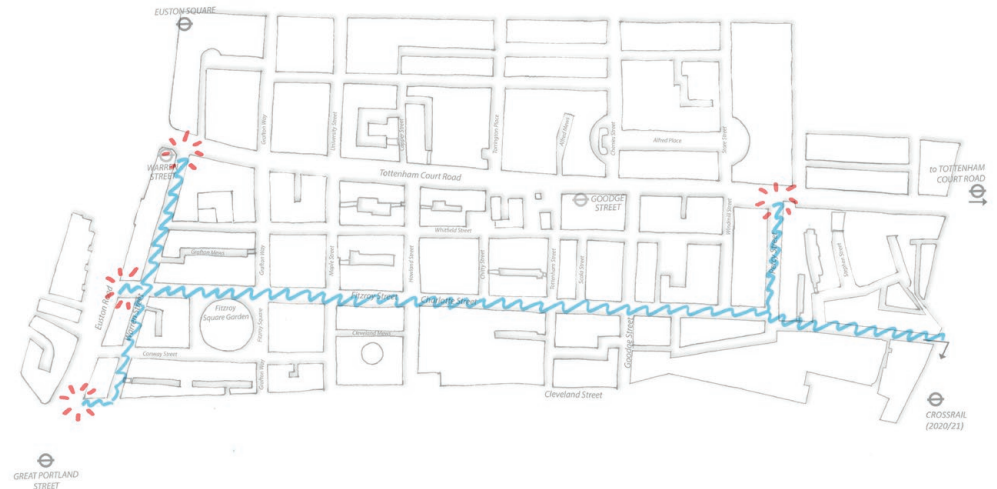
Promoting pedestrian priority through sections of Charlotte Street, and Warren Street will help to reduce traffic and pollution, creating a more liveable streetscape. This will also help to promote pedestrian movement along the length of the street.

Creating highly visual and attractive gateways to the area will encourage footfall to the street network. Gateways could be created through greenery such as green walls, art works or lighting installations.



Legend

- Primary
- Secondary



Legend

- ~ Proposed pedestrian routes
- ✱ Proposed pedestrian gateways

HERITAGE

CONSTRAINTS

- Views to and from Fitzroy Square are the most important within the areas. The views towards the Square from Warren Street, Fitzroy Street and Charlotte Street should not be obscured and long views terminated by the greenery of the Square should be retained.
- Care should be taken to minimise clutter such as additional street furniture, wayfinding signs and lampposts.
- Historic coal hole covers should not be removed, nor any damage caused to them.
- Existing areas of historic York stone paving should not be removed or damaged. Refer to the Fitzroy Square and Charlotte Street Conservation Area audits for specific areas of existing material.
- Whilst introducing street trees and additional greenery will contribute to the character of the area, careful planning is needed to avoid detracting from the regularity of listed building façades.
- Granite kerbs should be retained and enhanced where possible.
- Entrance to mews should not be obstructed.

OPPORTUNITIES

- There is an opportunity to regularise existing, sometimes haphazard surface finishes within the area and to provide a consistent and historically sympathetic pavement surface. This could be achieved by using high quality design and materials to replace areas of low quality, modern concrete paving stones.
- The historic coal hole covers could be reset within a more appropriate material, such as York stone and modern replicas with contemporary designs could be introduced to enhance historic interpretation of the area.
- Trees are an important part of the historic landscape and while some parts of the streets within the subject site are lined on either side with them, there is an opportunity to provide additional planting without over populating the open space.
- Many of the important mature trees which line the streets are set beneath unsympathetic modern finishes, which over time have become distorted by the tree roots. There is an opportunity to provide a more successful means of protecting the tree and therefore to improve the historic streetscape.
- The design and quality of the existing modern lamppost could be improved upon to enhance the setting of the historic elements within the area. While historic designs should not be mimicked as such, a higher quality of design would minimise their impact on the streetscape and could even enhance the area.

WARREN STREET



Historic lamp posts are obscured by other furniture



A mix of new paving types break continuity of the cobbles



Historic railings add character



Adjacent mews are popular streets enjoyed by both residents and visitors

FITZROY STREET



Historic coal hole covers are dotted around the street



Listed buildings give the street character and historic interest



Newer building façades create a change in character



Adjacent tree lined streets add a sense of place and character

CHARLOTTE STREET



Historic street furniture such as lamp posts adds character



Ironwork is found throughout the street

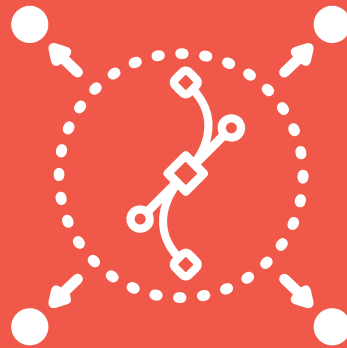


Traditional shop fronts provide character the streetscape



Views towards BT Tower are seen along the street aiding wayfinding

CONCEPT



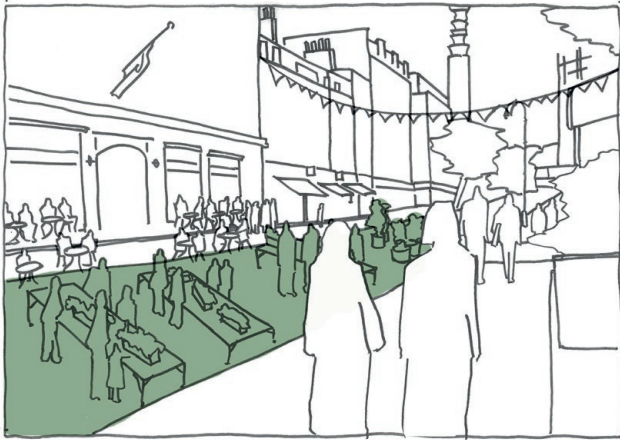
STAGE 1



STAGE 2



STAGE 3



CELEBRATE FITZROVIA

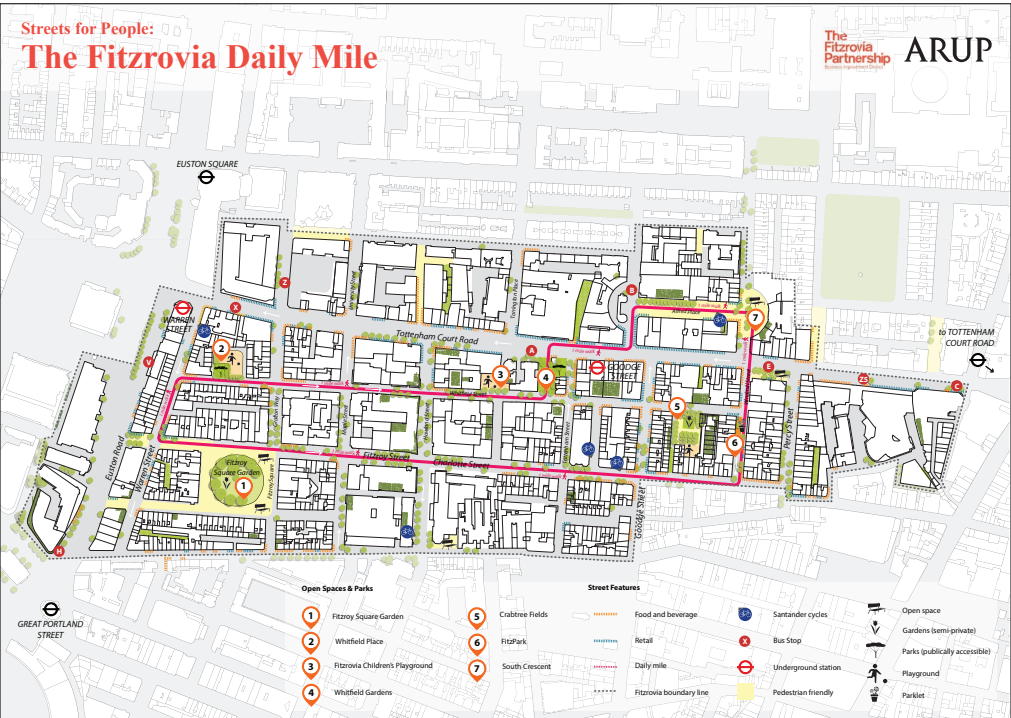


EXPERIENCE FITZROVIA



LIVING FITZROVIA

STAGE 1: CELEBRATE FITZROVIA



Fitzrovia Daily Mile 2018

In cities, there are significant social, economic, environmental and political benefits of walking. This map provides a one mile walking route to encourage Fitzrovia’s workers, residents and visitors to explore the local green spaces and pedestrian friendly streets in the area.

Walking one mile takes approximately 20 minutes and is the perfect time for a lunchtime stroll, an afternoon break or an informal meeting. Research has shown that walking a mile a day at a brisk pace can

Streets for People:

The Fitzrovia Daily Mile

The Fitzrovia Partnership ARUP

Green space and well-being

Benefits of walking

Arup's publication 'Cities Alive: Towns & Walking World' highlights the significant social, economic, environmental and political benefits of walking. But how many of us really practice what we preach? As part of Wellbeing Week at Arup

This map provides you with a 1-mile walking route to encourage you to explore the local green spaces and pedestrian friendly streets around Fitzrovia.

Why walk a daily mile?

Walking one mile takes approximately 20 minutes and is the perfect time for a lunchtime stroll, an afternoon break or an informal meeting with a colleague. Research has shown that walking a mile a day at a brisk pace can have a significant impact on health and concentration, particularly for those who have a more sedentary lifestyle.

The NHS could save £1.7 billion over the next 25 years on conditions including heart disease and diabetes if Londoners walked or cycled for just 20 minutes a day

20 min
1.7 BILLION

Health benefits of green spaces

Urban green space provides vital places for recreation and physical exercise, helping to reduce stress, improve people's physical and mental health and those that have an entirely urban view.

People in a high greenery environment are 3.3 times more likely to take frequent physical exercise than those in the lowest greenery category.

Similarly, these workers also report greater job satisfaction. Research now tells us that contact with nature helps us to recover faster from illness.

Encouraging active lifestyles could have major economic benefits through reduced social benefits and healthcare costs. A UK Forestry Commission report states that motivating even a permanent 1% reduction in the sedentary population of the UK is estimated to deliver a benefit of up to £1.44bn a year in economic benefits to the economy, equivalent to £800 per person.

Trees and parks can also reduce pollution and mitigate the urban heat island effect by reducing local air temperatures by 5°C in hot weather.

In the city, the public realm, open spaces and parks provide vital places for social cohesion and community well-being.

3.3 times more ACTIVE

5°C

The benefits of urban trees

Trees bring huge benefits to urban areas, including: micro-climate improvements; carbon sequestration; nesting sites for birds; and pollen production.

The trees on Fitzrovia Street are deciduous - allowing light and warmth into the street and our offices during the winter months but providing a cooling shade from their extensive canopies in summer.

For every 5% increase in tree cover area, rainfall is reduced by 2%.

INCREASE 5%
REDUCE 2%

Explore our local green spaces!

Ask us more...

For further information about public realm design, FitzPark, wellbeing in relation to green infrastructure or the benefits of walking please contact:

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Landscape Architecture

Susan.Chase@arup.com
Transport Consulting

FitzPark, Windmill Street

Introduction to FitzPark

FitzPark is a temporary parklet consisting of a modular design of nine planters and benches arranged on a timber deck in a former loading bay.

The design and installation of FitzPark was achieved through a year long collaboration between Arup, The Fitzrovia Partnership, Vestro, the local community and the London Borough of Camden.

Small spaces can have a big impact on well-being

During the initial three month installation of the parklet, Arup's monitoring results have demonstrated an overwhelming positive response to the space. The parklet has also been a success in terms of achieving its key objectives:

- Enhanced walkability and opportunities for seating have resulted in a 41% increase in self-reported well-being of local residents, workers and visitors.

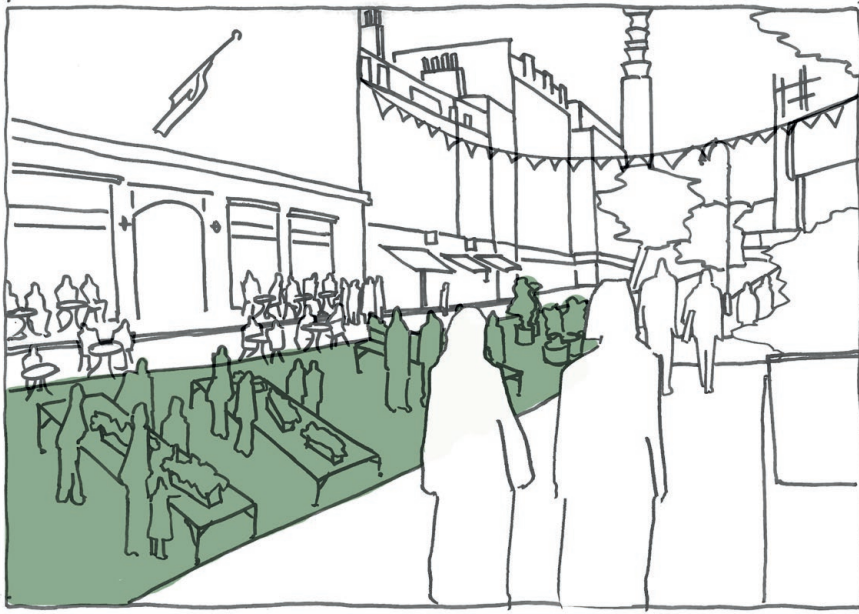
As an increase in the number of users that spend up to 30 minutes per visit in Windmill Street to help foster community interaction and economic benefits.

- A rapid colonisation of wildlife to help with climate change adaptation and increased biodiversity.
- Improved look and feel of the local environment with 100% of local businesses supporting the scheme.

Following a 15 month temporary installation, FitzPark will be removed at the end of October 2019. Arup hope to continue working with The Fitzrovia Partnership and LB Camden to explore new opportunities.

have a significant impact on health and concentration, particularly for those who have a more sedentary lifestyle.

The Fitzrovia Daily Mile route has been designed to connect Fitzrovia’s green spaces and pedestrian friendly streets, providing maximum wellbeing benefits to the walker.



Charlotte Street - temporary closure

KEY MOVES

- Engagement with local community groups (such as Fitzrovia Youth) to form a collaboration.
- Apply for temporary road closure on Charlotte Street between Rathbone Place and Windmill Street in June/July 2020 for four days (one per week over a one month period) for the Charlotte Street Festival.
- Create a theme for each day of the Charlotte Street Festival.
- Update the 'Daily Walking Mile' map and make it available to businesses, residents and visitors online and on the streets throughout June and July 2020.
- Create physical markers along the Daily Mile route with temporary planters, seating, pavement paint and lighting to link the existing green spaces.

Stage 1 Tool Box: Events

COMMUNITY WINDOW BOX DAY

Events which encourage people to think about greening and environmental opportunities will gain support for the project as it progresses. A community 'window box day' would provide residents and business owners with the opportunity to adopt a window box containing planting species that provide benefits to pollinating species. A 'best window box' competition would encourage people to continue to care for their plants after the event.



Street planting project with Fitzrovia Youth in Action, 2019



Community planting event in Oslo, 2019



Fitzrovia community planting days with Fitzrovia Youth in Action, 2019

ROAD CLOSURES

Engage the community through a ‘street party’ by temporarily closing the road for a day or a week. Advertising the events locally and through social media will encourage people to attend and explore the area promoting the existing offer. Events and activities will promote people to dwell longer in the space and encourage them to return in the future.



Fitzrovia summer street festival

ENGAGE

Local community groups such as Fitzrovia Youth should be engaged to support with the planning of events and activities.

Use the temporary road closures as an opportunity to engage with street users to generate ideas about what they would like to see on the street in the future.



Fitzrovia summer street festival, Fitzrovia Youth in action

Stage 1 Tool Box: Volunteering

COMMUNITY VOLUNTEERING

At the early stages of the project a good way to create positive support is through volunteering. Setting up events for local volunteers such as a 'big tidy up' event will allow for informal engagement and discussion around the importance of creating a safer, healthier street environment.



Bankside Urban Forest, Better bankside program launched in 2008

PARKING DAY

'Parking day' is an initiative started in North America to promote how much value every parking space could provide if it was re-purposed. The initiative encourages people to adopt a parking space for the day, changing it's function to provide more environmental and social values. This exercise could be undertaken in collaboration with businesses on the streets to inspire change and promote the reduction of parking.



Park(ing) Day, San Francisco, 2014

Stage 1 Tool Box: Collaboration

COLLABORATE ON A QUICK WIN PROJECT

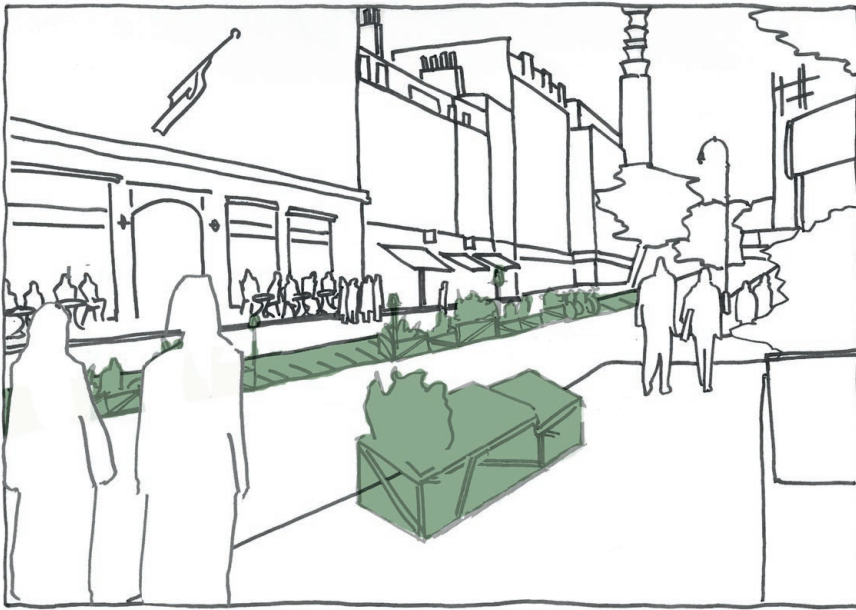
Collaboration projects can be a way to generate some 'quick wins' which support the aims of the Fitzrovia Village project. This could include collaboration with developers or building owners to green façades or building entrances promoting a greener space.



Green wall, Elephant & Castle

64 | FITZROVIA VILLAGE





Charlotte Street - parklets



Warren Street - pavement extension

KEY MOVES

- Closure of Charlotte Street to traffic between Windmill Street and Rathbone Street between the hours of 11am and 11pm.
- Removal / relocation of parking on Charlotte Street between Goodge Street and Rathbone Place to create a pavement extension.
- Closure of Warren Street to traffic between Whitfield Street and Fitzroy Street between the hours of 11am and 11pm.
- Removal / relocation of parking on Warren Street between Whitfield Street and Fitzroy Street to create a pavement extension.
- Painted road surface at major junctions: Charlotte Street crossing Goodge Street and Percy Street; Fitzroy Street crossing Howland Street and Maple Street and Warren Street; and Warren Street crossing Whitfield Street and Tottenham Court Road.

Stage 2 Tool Box: Pedestrian Priority

SIDEWALK EXTENSIONS

Sidewalk extension are becoming a popular way of reclaiming part of the street, either a lane of traffic or more commonly, parking spaces. This initiative would be a valuable starting point for Warren Street and Charlotte Street, both of which currently struggle from congested and overcrowded pavements.

The sidewalk extension could be used for seating, play, events or art. This first step in reducing parking and expanding the pavement will encourage people to walk and cycle in a more pleasant, safer environment.



University City, Philadelphia



Better Bankside



Better Bankside

RECLAIMING THE STREET

A quicker alternative to building a pavement extension is to reclaim part of the carriageway through painting the surface and installing planters to prevent vehicle access.

This method can be used for a shorter period of time or for a trial. Examples across the world show these type of installations being created for as little as a day to experiment and test responses to a new scheme before being returned to the existing condition.



Pavement extension, Mexico City



Parklet



Sidewalk extension, Toronto

Stage 2 Tool Box: Street Furniture

PARKLETS

Parklets are a good way to test how people want to use the street environment in different ways. Parklets can be designed to provide multiple functions including seating, biodiversity through planting, cycle parking, play or even event space.

Modular parklets, like [FitzPark](#) (first installed on Windmill Street in 2017 now permanently located on the north end of Fitzroy Street) can be installed in one location, monitored and tested, then moved to a new space.



Croydon parklets, The Decorators, 2017&2018

ART AND LIGHTING

Temporary art and lighting installations will attract people to the area and encourage them to dwell for longer periods of time. Local artists can be engaged to promote the creative side of Fitzrovia and showcase what the place has to offer.

Lighting installations can be particularly effective in creating more atmosphere in the winter months when it is darker earlier - particularly January and February after festive Christmas lighting is removed.



Illuminated light trail, Blenheim Palace, 2019

PLAYFUL FURNITURE

Creating more pockets of seating along the three streets will encourage walking by promoting more accessible and comfortable environments for people.

Playful or interactive furniture can also be a good way to engage with people and to encourage a diversity of uses.

Seating and other street furniture should be from the same family to provide continuity and sense of place.



Light Up Central Market&Central Market Showcase Launch Party, Block by Block LIZ

COLOURFUL CROSSINGS

Colourful crossings are a quick way to promote pedestrian priority and reduce car speeds. They can also help to promote character when local artists have been involved in the design or the colours and patterns relate to the local area.



Torreldones, Christo Guelov, Madrid

CHARLOTTE STREET INDICATIVE STAGE 2 DESIGN



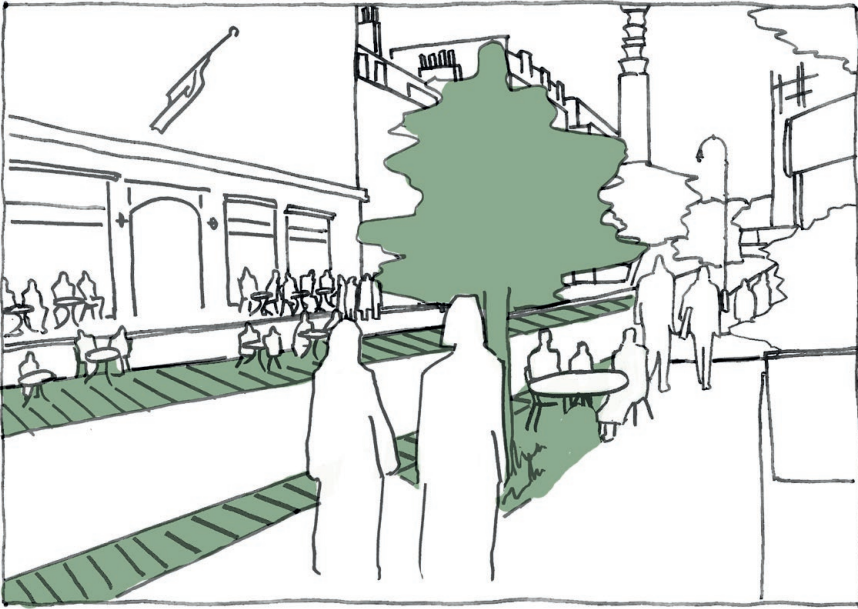


Charlotte Street - conceptual visualisations of stage 2 design

STAGE 3: LIVEABLE FITZROVIA



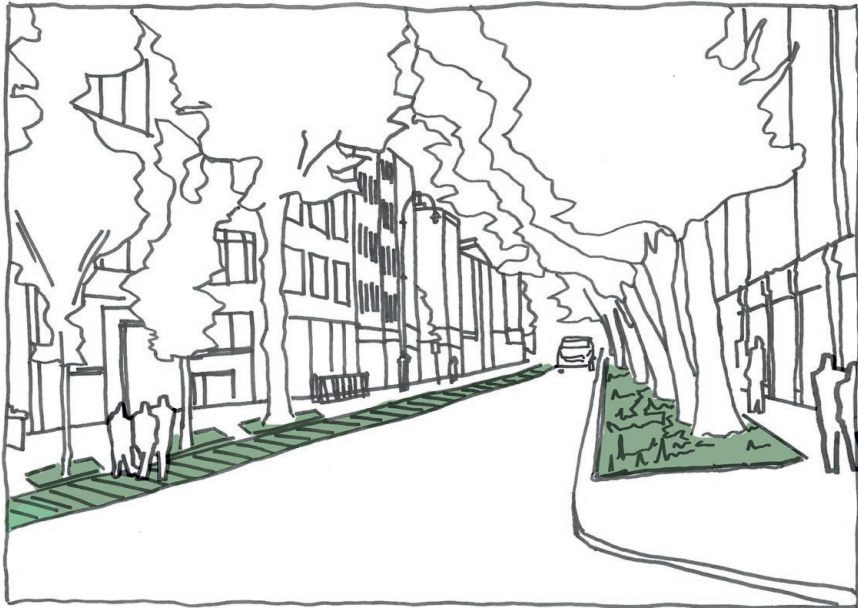
Note: design to be developed following monitoring of Stage 1 and 2



Charlotte Street - extended pavements



Warren Street - extended pavements and tree planting



Fitzroy Street - extended pavements and planting



Fitzroy Street - gateway greening

Stage 3 Tool Box: Pedestrian Streets

SHARED SURFACE

Extending paving across the carriageway will reinforce pedestrian priority and can help to create a sense of place when used at selected stretches of the street. A low kerb will ensure the street remains safe and accessible for all users whilst retaining the look and feel of a shared surface.

The paving palette should be selected to enhance and compliment local heritage features.



Bond Street, London

ADAPTABLE STREETS

Droppable or removable bollards can be utilised to stop vehicular traffic at certain periods of the day to enable pedestrianisation. The timing should relate to local needs and be agreed with businesses to ensure a consolidation of deliveries at certain times of the day.

Paved road surfaces instead of tarmac will encourage vehicles to move more slowly during the times that the street is open to them.



Seven Dials, Covent Garden

INTEGRATED PARKING BAYS

Integrated parking and delivery bays provide the opportunity to have a flush extended pavement during no parking times and also providing designated points for delivery or drop-off vehicles during times that are accessible to vehicles.

The adjacent image shows the recently upgraded Tottenham Court Road scheme as part of the West End Project.



Tottenham Court Road parking bay

UNBROKEN PAVEMENT

Extending the pavement material across the entrance to side roads promotes pedestrian priority and encourages vehicles to stop. These types of installations can rebalance transport modes and encourage walking and cycling.



Venn Street, Clapham

Stage 3 Tool Box: Green Streets

PLANTED CROSSINGS

Planting around crossings can be a way to direct pedestrians to safe crossing points. These types of designs can be implemented at junctions where conflict between people and vehicles is common.

The planting also helps to set people back from the trafficked area and further from pollution.



Sustainable drainage, Portland

POCKET PARKS

Pocket parks can be designed to incorporate a variety of planting and seating. These spaces can provide people an opportunity to stop and rest in a safe and pleasant environment on routes between larger parks.

Species selection should be considered to provide local biodiversity benefits and climate resilience such as lower watering requirements.



Street planting, Illinois

TREE PLANTING

Extending street tree planting will help connect green spaces and provide character and continuity along streets. Tree species should be selected to promote climate resilience and to enhance local character. Feature tree planting at gateways can be a good way to draw people into the area.

Planting beds under trees will provide greenery at ground level and will also promote healthy growth of the trees giving the roots more exposure for rainwater collection.



Street trees, Boulogne

SUSTAINABLE DRAINAGE

Sustainable drainage should be integrated into the streets where possible to prevent risk of flooding, provide greater biodiversity benefits and to enable the collection and reuse of rainwater.

Sustainable drainage can be implemented in numerous ways and can incorporate seating, play and art.



Sustainable drainage, Portland

Stage 3 Tool Box: Active Streets

PLAY

Children's play is a great way to encourage more families to feel welcome. Creating small pockets of play for a range of ages will encourage people to dwell longer and make the environment feel safer for all.



Pocket play, Amsterdam, Carve

LIGHTING

Creative lighting can be used to encourage people to walk down the street and to create a more unique sense of place. Catenary lighting can be particularly effective as it creates a sense of enclosure to the street and does not require additional columns at street level.



Lighting installation, Victoria

ART

Art installations can encourage people to visit the street and dwell longer - particularly if the art is interactive or engaging. Art can be designed to inform people about certain aspects of their environment such as pedestrian movement or pollutions levels. Alternately, it can also respond to people's feedback, relaying information such as how people feel promoting more awareness of personal wellbeing.



Art installation, Toronto, Jason Bruges

DIGITAL

There are opportunities to integrate new digital technology into the streets, enabling them to react to movement and activity, creating a safer and more responsive environment.

Future streets thinking includes digital crossings, photovoltaic carriageways, flexible kerbs and much more. Trialling some of these technologies could support the development of future technology and raise more awareness of the concerns around pedestrian safety and flexible streets.



Digital street prototype, Umbrellium

CHARLOTTE STREET INDICATIVE STAGE 3 DESIGN





Charlotte Street - conceptual visualisations of stage 3 design

NEXT STEPS

ENGAGEMENT

Engagement sessions with the following groups will be required to gain support for the proposed initiatives and project stages. Other groups are to be identified through further discussion.

- Local businesses
- Community groups (including Fitzrovia Youth)
- London Borough of Camden
- London First

MONITORING

Monitoring throughout all stages should include the following key topics. This will ensure that continuous feedback is provided and that success against the project objectives can be recorded:

- Air quality
- Wellbeing / perception
- Movement & dwell (cycle and pedestrian)

In addition ecology and vehicle movement could be monitored.

SURVEYS

The following surveys are recommended to be carried out prior to stage two to provide a better indication of vehicle movement and usage of parking spaces.

Parking surveys

- 07:00-22:00 over two days for the study area and surrounds
- Opportunity to explore undertaking the survey by video footage

Full vehicle turning count surveys

- 07:00-19:00 over two days
- Four to five locations to be identified

FORWARD PROGRAMME

The table below provides an indication of the time-line for implementing Stages one, two and three. Monitoring is proposed to be carried out across all the stages to provide continual feedback which will inform the designs for each stage.

	2020												2021											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
MONITORING																								
Air quality																								
Movement and dwell																								
Wellbeing / Perception																								
STAGE 1																								
Design events / engagement activities																								
Charlotte Street festival event																								
Review of feedback																								
STAGE 2																								
Parking survey																								
Full vehicle turning count survey																								
Develop deign proposals																								
Consultation																								
Temporary installation																								
Monitoring																								
STAGE 3																								
Funding applications																								
Develop design proposals																								
Consultation																								
Planning & implementation (dates TBC)																								

2022

CHARLOTTE STREET TODAY



STAGE 1: CELEBRATE FITZROVIA (2020)



STAGE 2: EXPERIENCE FITZROVIA (2021)



STAGE 3: LIVEABLE FITZROVIA (2022 - 2023)



ARUP

The
Fitzrovia
Partnership
Business Improvement District