

CLEVELAND STREET

Decluttering audit

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Decluttering Cleveland Street

Introduction

As part of its plans to transform Fitzrovia's public realm, The Fitzrovia Partnership commissioned an audit of street furniture on Cleveland Street. The audit intended to find opportunities to reduce unnecessary signs, railings, poles and advertising to make the street look tidier, potentially as a first stage towards a wider place strategy for the street.

BETTER STREETS AUDIT

Cleveland Street is a 500 metre north-south road, on the borough boundary between Westminster City Council and London Borough of Camden. It stretches from Goodge Street to Euston Road.

The audit took place on 7th March 2022 and the weather conditions were dry and clear.

The audit gave consideration to the first three levels of creating a better street, as described by [Urban Design London](#) (p6), which are:

- **Tidy up** - look to remove unnecessary road markings or broken street furniture which is simple to clear up and will not damage the footway
- **De-clutter** - review the justification for individual pieces of street furniture, with the presumption of removal unless a clear reason for retention is given
- **Relocate or merge functions** - any remaining features should be rationalised to combine signage and lighting or better locate street furniture to fulfil its intended use.



Cleveland Street is a mixed uses street, with a significant proportion of residential uses. It also has active frontage units, a significant number of which were either vacant or appeared to have a low number of customers. The street has benefited from recent sensitively designed, mixed use developments, particularly on the western (Westminster) side. It also retains several of its eighteenth and nineteenth century blocks, in particular on:

- the eastern side between Maple Street and Grafton Way
- north of Fitzroy Mews to Warren Street,
- the western side from Foley Street to Howland Street
- the western side from Goodge Street to Tottenham Street

Generally footfall was low, in particular in comparison with Charlotte Street and Mortimer Street on the same afternoon.

The following section summarises the findings and recommendations from the street audit.



LOCATION: Immediately north of Mortimer Street.

ISSUES: Unnecessary sequence of signage poles. These could be reduced to a single pole for the kerbside restrictions, speed limit and directional signage. The one direction sign also repeats an earlier one, above the 20 mph sign shown in the photo, therefore is unnecessary.



LOCATION: Outside Middlesex House.

ISSUE: Superfluous no waiting sign outside zebra crossing. Pole and sign could be removed. Remove the temporary pedestrian directional sign. The zebra crossing markings have worn therefore could benefit from being re-marked.



LOCATION: Junction of Howland Street and Cleveland Street.

ISSUE: Unnecessary guard railing, which should be removed.



LOCATION: Junction of Howland Street and Cleveland Street.

ISSUE: Missing tree from existing tree-pit, which needs to be replaced.

Abandoned temporary street signs, which need to be removed.



LOCATION: Junction of Howland Street and Cleveland Street.

ISSUE: Unnecessary street signage, which repeats street signs on nearby buildings. This sign could be removed.



LOCATION: Eastern side of Cleveland Street, north from Howland Street, next to the BT Tower.

ISSUE: A cordon of bollards surround the BT Tower. This image illustrates that a hostile vehicle still could enter the footway next to the BT Tower. Although a full security assessment has not taken place as part of this study, the bollards do not appear to be of the standard necessary to protect infrastructure from an attack. It is recommended that Camden Council and BT review the purpose and need for the

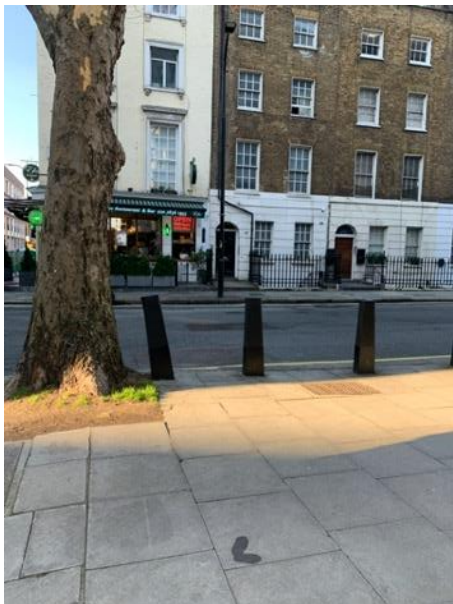
current bollards; and seek to either remove or replace them with a blend of more suitable and elegant protection measures, such as HVM planters and seating.

The footway is also wide enough in this location to accommodate additional cycle parking, which could be considered as part of a review of the bollards.



LOCATION: Eastern side of Cleveland Street, next to the BT Tower.

ISSUE: As above, a cordon of bollards surround the BT Tower, which seem to serve no functional purpose.



LOCATION: Junction of Cleveland Street and Maple Street.

ISSUE: Tree roots appear to have dislodged a bollard, which also due to its proximity to the tree, could be removed, without compromising vehicle access to the footway.



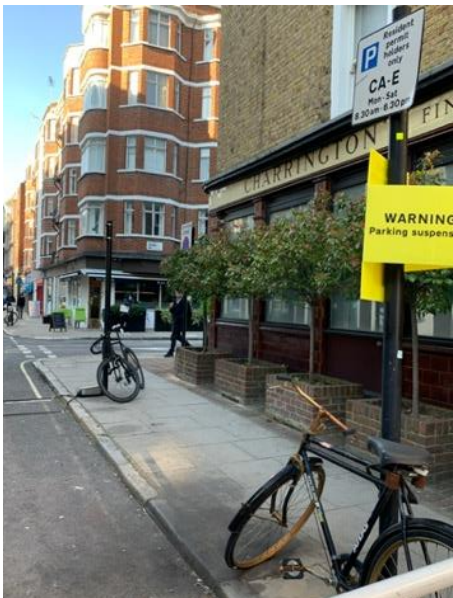
LOCATION: Maple Street, junction with Cleveland Street.

ISSUE: The requirement for a dedicated pole for each street sign in this location needs to be reviewed.



LOCATION: Between Maple Street and Howland Street.

ISSUE: Pole without signage, therefore potential to be removed.



LOCATION: Junction of Grafton Way and Cleveland Street.

ISSUE: Unnecessary repetition of signage posts, which are also being used for cycle parking.



LOCATION: Cleveland Street, north of Grafton Way.

ISSUE: Unnecessary repetition of signage posts, which are also being used for cycle parking.



LOCATION: Cleveland Street, north of Fitzroy Mews.

ISSUE: Unnecessary signage poles. Speed limit sign could be positioned on nearby street light column.



LOCATION: Cleveland Street, north of Grafton Way.

ISSUE: Unnecessary repetition of kerbside uses signage poles. These signs could be repositioned on nearby pole, adjacent to the A board.



LOCATION: Cleveland Street, junction with Carburton Street.

ISSUE: Unnecessary repetition of no right turn and no entry signs. Unnecessary protective bollards. This space could be decluttered of redundant street furniture to create space to extend the existing cycle parking (WCC side).



LOCATION: Cleveland Street, north of Grafton Way.

ISSUE: Unnecessary repetition of kerbside uses signage poles (same issue as above). These signs could be repositioned on nearby pole, adjacent to the A board.



LOCATION: Grafton Way to Warren Street eastern side.

ISSUE: Repetition of poles for kerbside restriction signs. These could be reduced in number by placing more than one sign on each pole, with a directional arrow to indicate the location of kerbside restrictions.



LOCATION: Corner of Cleveland Street and Warren Street.

ISSUE: Unnecessary guard railing, which is also being used as cycle parking. There also seems little need for the pole with one-way arrow sign; and the bollard.

The footway could be widening from the Warren Street junction south, potentially to include making permanent the Streaterie space. This would also provide opportunities for additional cycle parking, while improving conditions for pedestrians.



LOCATION: Grafton Way to Warren Street eastern side.

ISSUE: The streetscape in this location could be much enhanced with simple improvements to replicate the decluttered and tree-lined footway improvements on the Westminster side, potentially with loading pads, 'oasis spaces' for informal dwell and rest, and additional cycle parking.



LOCATION: Junction with Euston Road.

ISSUE: Unnecessary bollards and signage poles, which can be rationalised and reduced in number.

Unnecessary poles: signage can be placed onto the CCTV camera pole or the final two posts at the junction.

It was also observed that a significant proportion of the public realm on Cleveland Street is private forecourts, which are designed and maintained to varying standards, which detracts from the overall appearance of the street. These could be tidied and a planting design framework developed for their activation and to improve their appearance, for example as Grosvenor has done in Mayfair and Belgravia.



The proposals in this report can mainly be delivered as quick wins. It is however also recommended to appraise Cleveland Street more holistically to identify its opportunities and necessary changes to make it into a more attractive and distinctive place. It also recommended to work with the two local authorities to review possible Section 106 funding and CIL funding to deliver such improvements to the area.