

Bloomsbury Vision Consultation Draft

A Public Realm Strategy for Bloomsbury
October 2025



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This document has been developed in partnership with the members of the Bloomsbury Vision Steering Group



A Public Realm Strategy document to support We Make Camden

Produced by Camden's Design and Place Service

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01 Introduction



- Introduction
- Evidence Base summary

Introduction

Explainer

What is it?

Bloomsbury is at the heart of Central London and has an incredibly varied history and character, from Georgian architecture and numerous historic buildings to Camden housing estates, hospitals and universities. It connects Camden through to the West End, Soho, Covent Garden and through to the Thames. It contains the biggest university campus in Central London, including UCL, UoL and Birkbeck. It is at the heart of the growing Knowledge Quarter, and home to tourist destinations, including the British Museum which is the most visited visitor attraction in the UK.

With the multi-award winning West End Project now complete, the Holborn Vision adopted and the consultation on the Holborn Liveable Neighbourhood Project expected in summer 2026, Bloomsbury is the missing piece south of the Euston Road.

In order to realise Camden's ambitions and bring together plans from landowners, who also have aspirations for the area, the Bloomsbury Vision looks to connect the dots and create a cohesive public realm strategy in Bloomsbury.

The Bloomsbury Vision is an opportunity to bring together ideas and projects across land ownerships, moving towards a green, sustainable, safe and more connected neighbourhood.

Purpose of the vision

The aims of the Bloomsbury Vision are:

- To provide an area based strategy to deliver a green, sustainable, safe and inclusive public realm in Bloomsbury
- To provide a strategic framework to guide, inform and help develop and prioritise public realm projects in the area
- To identify opportunities for public realm improvements, highlighting priority projects and plans
- To engage throughout the process with partners and stakeholders in the area such as landowners, institutions, residents, businesses, visitors, and specific groups
- To encourage and strengthen dialogue between stakeholders, internal and external, to ensure a holistic and coherent approach to development/change in the area
- To inform and influence other public realm projects and priorities in the area
- To help deliver We Make Camden's ambitions for the future of its communities, with a particular focus on climate change, diversity and inclusivity

Methodology

Analysis and evidence gathering

The Bloomsbury Vision has been informed by an in-depth understanding of the area, including a review of the challenges and opportunities. The process included the creation of an Evidence Base (appended to this document) which was used to define the key issues and opportunities in the area. It also included a review of relevant documents such as policy and guidance and proposals to date within the Bloomsbury area.

Engagement

Understanding the needs and ambitions of stakeholders in Bloomsbury, including how residents, workers, students and visitors use and see the future of the area, is key for delivering the vision. The draft vision has been shaped by reviewing previous engagement in the area and through a series of workshops with a Steering Group, composed of major landowners in the west of Bloomsbury: UoL, UCL, Birkbeck and British Museum. Further engagement will be needed to ensure input into the emerging vision from the wider community and at later stages when specific projects will be taken forward.

The Vision

The Bloomsbury Vision has been developed to provide strategic guidance and identify public realm projects. It includes:

- An overall vision for the area, including a set missions and principles
- Area wide strategies
- Projects briefs for different areas
- Delivery pathway

How will it be used?

The intention of this document is to help guide and shape projects within the area in a cohesive and coordinated manner.

The draft Bloomsbury Vision identifies key priorities for the area and provides a framework for Bloomsbury's public realm. It outlines area wide strategies and project briefs for different spaces and maps out strategic moves and ideas. A delivery section outlines how each of the projects could be delivered.

This document is intended to be used as a tool to discuss change in the area, to provide guidance to both Camden and private landowners and institutions, promote public realm projects and to seek funding to deliver these projects as and when available.

This draft has been produced for public consultation, after which a final strategy document will be produced.

Introduction Background

We Make Camden

We Make Camden is the borough's vision for a sustainable and inclusive Camden. It was published in 2022 to better reflect Camden's priorities after the Covid 19 pandemic and the ever more pressing climate emergency. It sets out ambitions to respond to key challenges and is supported by a set of Missions to help achieve the vision collaboratively with Camden's partners and communities. The Bloomsbury Vision aims to contribute to make Bloomsbury a green, clean, vibrant, accessible and sustainable place, in line with the ambitions of We Make Camden.

Liveable Neighbourhoods programme to improve the environment for pedestrians and cyclists in the Holborn area, as well as access to public transport. The project seeks to remove the gyratory, reduce severance, improve the public realm and introduce protected cycle lanes. The Holborn Vision has been adopted as a Supplementary Planning Document (SPD) in 2025.

A number of other projects are in development and being delivered across Bloomsbury by LB Camden as well as stakeholders and partners in the area. Some of the key ones are highlighted below:

- Gray's Inn Road
- Tavistock Place Torrington Place cycle improvements
- Bloomsbury Wellbeing Walk
- Gordon Square North (delivered)
- UCL's project for the UCL Bicentennial in 2025
- Pedestrianisation of Gordon Street, consultation over and a decision on trial closure anticipated before the end of 2025.
- UoL's Placemaking project for campus masterplan and the redevelopment of some of its buildings
- Birkbeck's development plans to retrofit and extend
- British Museum's energy centre project on site and Design Team selected for Western Range project
- Planning application anticipated for the Visitor Welcome Pavilions end of 2025

The Bloomsbury Green Corridor

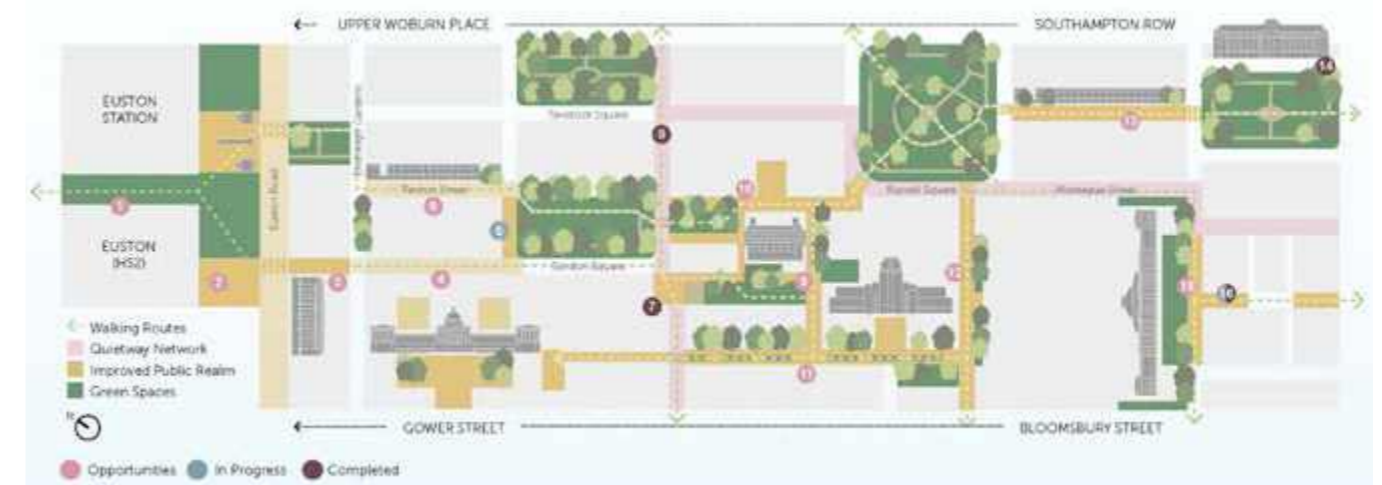
The Bloomsbury Green Corridor is Camden's vision to create a pedestrian and cyclist friendly network of green links between open spaces, institutions and transport hubs south of Euston Road and offers the opportunity for collaboration between the area's residents, institutions, businesses, communities and the LB Camden. The Bloomsbury Vision builds on these aspirations and set out a framework to achieve them.

Development/transport context

Camden's multi-award winning West End Project has recently been completed to the west of Bloomsbury including the transformation of Tottenham Court Road, Alfred Place, St Giles and Princes Circus. To the south, Camden Council secured funding from Transport for London's



Bloomsbury Green Corridor Pamphlet Camden



- | | | |
|------------------------------|--------------------------|--|
| 1 EUSTON GREEN ROUTE | 7 BYNG PLACE | 13 BEDFORD PLACE |
| 2 EUSTON RD & SQUARE GARDENS | 8 QUIETWAY NETWORK | 14 BLOOMSBURY SQUARE GARDENS |
| 3 GORDON STREET NORTH | 9 TORRINGTON SQUARE | 15 BRITISH MUSEUM |
| 4 GORDON STREET SOUTH | 10 WOBURN SQUARE GARDENS | 16 GREAT RUSSELL PLACE & MUSEUM STREET |
| 5 GORDON SQUARE NORTH | 11 MALET STREET | |
| 6 TAVITON STREET | 12 MONTAGUE PLACE | |

Bloomsbury Green Corridor Projects Camden

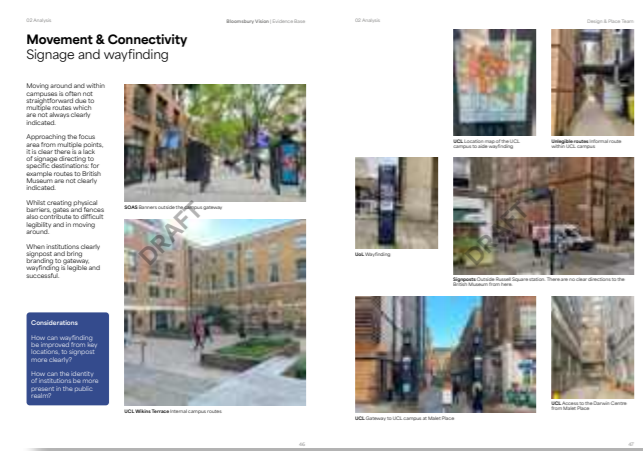
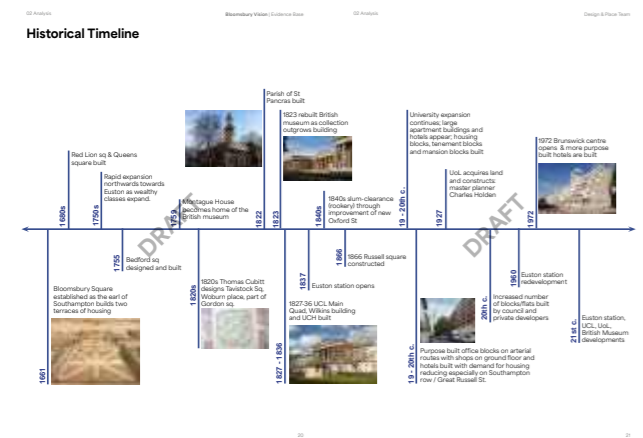
Evidence Base Summary

Key Findings

An Evidence Base was used to help to inform the Bloomsbury Vision and public realm strategy. It was developed through an in-depth site analysis, a review of existing policy, guidance and projects in the area and a series of workshops with the Steering Group, formed of University College London, University of London, Birkbeck, and the British Museum.

The Evidence Base contains information such as policy context, historical information, land uses, character, green & open space, underused public space, existing cycling / walking / routes etc.

A brief summary of key findings can be seen to the left. Please see appendix for the Evidence Base full document.



Development | Ambitions for development in and around the area, connecting neighbourhoods

Historical Context | Building use has changed over time, fabric change with introduction of hotels, and 20th c. residential

Heritage & conservation | Within a conservation area, Georgian terraces, tree-lined squares characterise the area.

Land Use | Use tends to be educational in the west and residential and mixed use to the east. Ground floor uses could be more public

Frontages | Buildings tend to be disconnected from street scene - opportunity to improve thresholds

Movement & connectivity | Main routes are busy with traffic. Accessibility and legibility of routes & cycling can improve

Public realm | Pockets of underused space and existing space that can be enhanced and diversified in use

Green infrastructure | Formal green spaces - but room for increase in pocket green to create green links and biodiversity

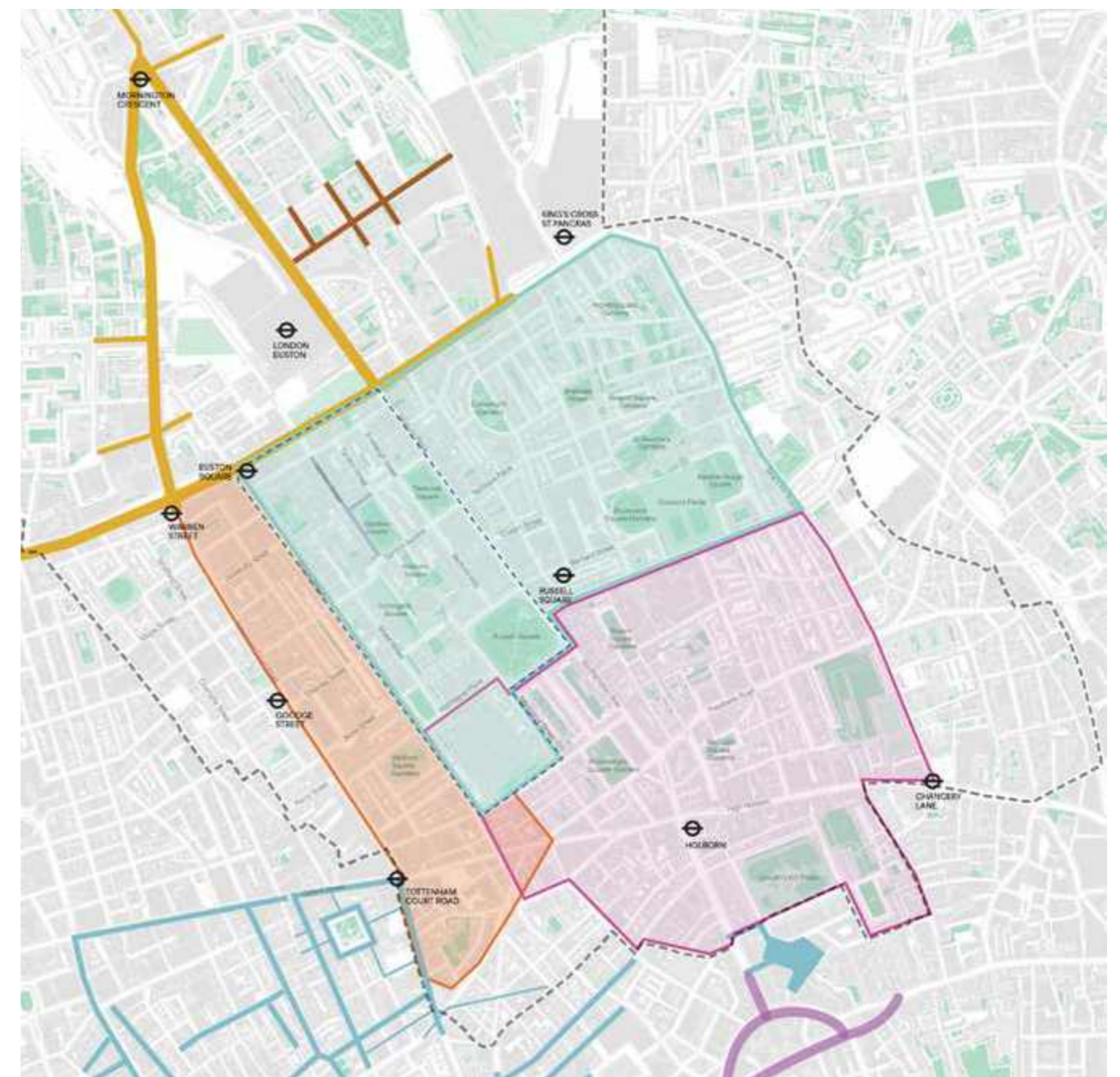
Evening & Night time | Lack of night time offer in the focus area

Ownership | Work with land owners towards shared ambitions

The evidence base also looks at the wider area of Bloomsbury. This strategy, although focusing on the western area, aims to be beneficial for residents, visitors, student & workers across Bloomsbury.

Key

- LB Camden
- Bloomsbury Vision focus area
- Bloomsbury Vision wider area
- Holborn Liveable Neighbourhood
- Camden West End Project
- Euston / HS2 & Euston Road TFL healthy streets
- Gordon Square & Gordon Street trial pedestrianisation
- Greening Phoenix Road
- Soho / Covent Garden
- Aldwych / Northbank



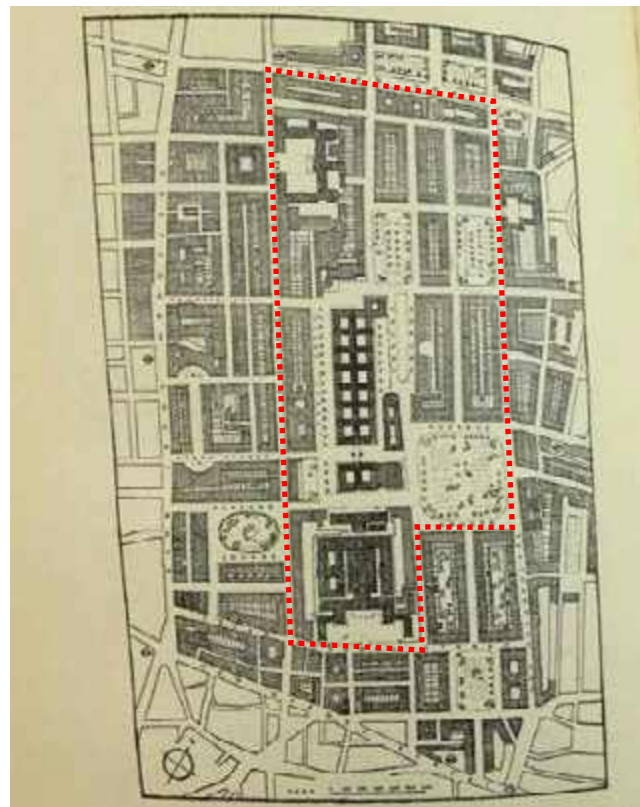
Heritage of Bloomsbury

Setting of the strategy

The study area is mostly covered by the Bloomsbury Conservation area, with a number of sub-areas that reflect the varied character of Bloomsbury. It mainly sits in Sub area 3: University of London / British Museum. Whilst there many exemplary buildings from 18th, 19th & 20th C. with grade listed status, the area's significance not only derives from its buildings but from the uses, history and character of its urban planning. The existing urban plan is the result of two very distinct periods, c.1830 and c.1930.

The 1830s masterplan was comprehensive and by today's standards very successful in combining pedestrian uses with green space and a flexible grid. Between 1910 and 1960, parts of it were gradually eroded and destroyed. A 1930s masterplan designed by Charles Holden to replace the late-Georgian plan was only partially executed. As a result, there are now two extremely formal street patterns and block plans which do not entirely relate to one another. The resultant scales of the buildings (especially institutional and retained Georgian) are disparate. However, this disparity of scale is part of the character of the area and give different streets different characters.

The Bloomsbury Vision is within the century-cycle typical of the area, and is therefore an opportunity to seek to unify the best of both periods.



Charles Holden urban plans c.1935 overlaid with Bloomsbury vision boundary in red dash



Detail of MacDonald Gill's map of the University of London showing the empty cartouche above Senate House
Credit: Senate House Library, University of London

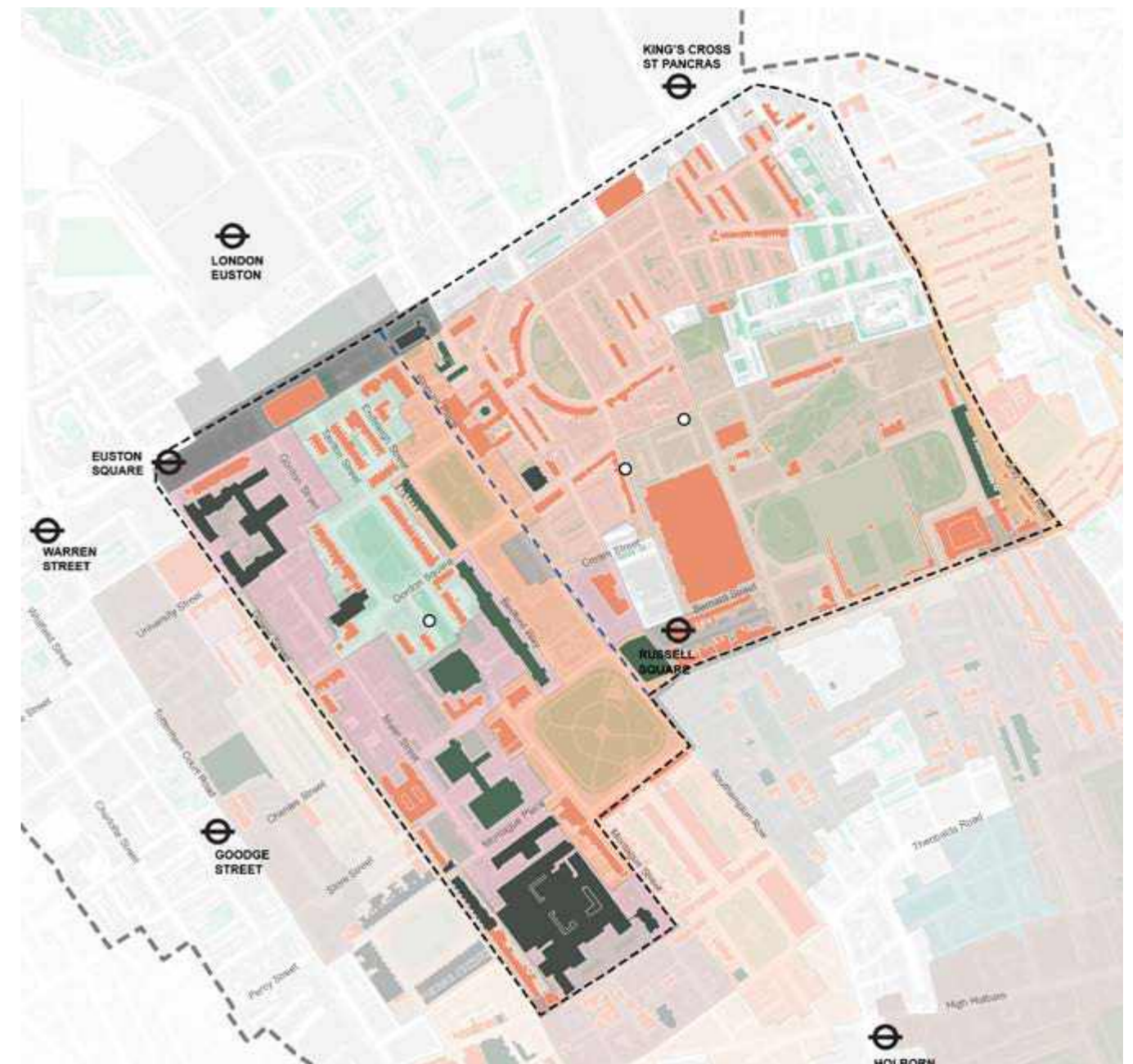
Key

Conservation Sub-Areas

- Euston Road
- Queens Square / Red Lion Square
- London University / British Museum
- Cartwright Gardens / Argyle Square
- Bloomsbury Sq / Russell Sq / Tavistock Sq
- Gordon Sq / Woburn Sq / Byng Place
- Coram's Fields / Brunswick Centre

Listed Buildings

- Grade 1
- Grade 2*
- Grade 2
- Locally listed markers



02 Missions & Principles

The information gathered within the evidence base and through workshops with the Steering group has been used to develop the Bloomsbury Vision and uses the framework of Missions and Principles to help guide proposed public realm projects.

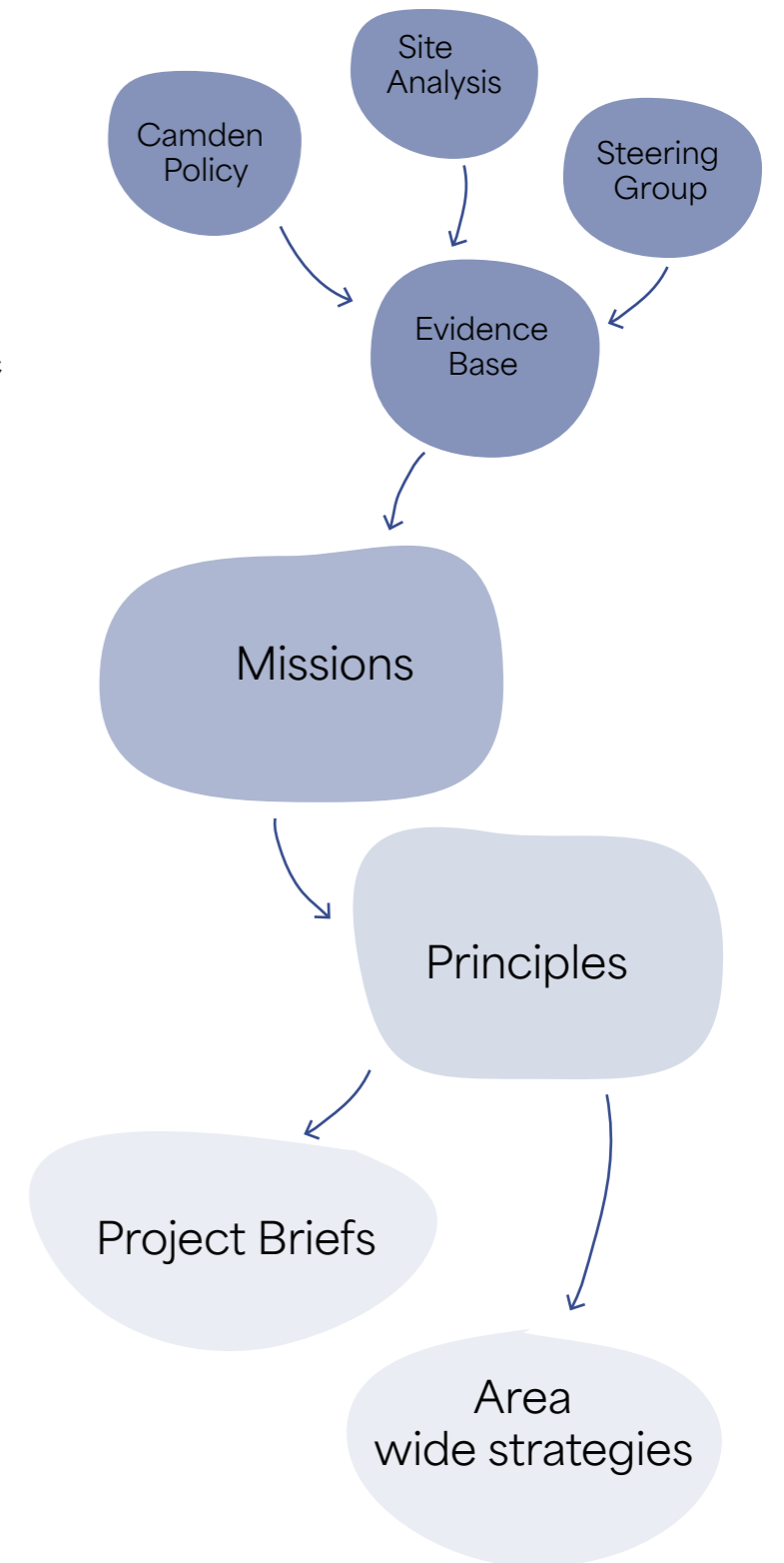
Missions

The Missions that have emerged from the Evidence Base and engagement with the Steering Group are based around 5 key themes: Healthy People and Healthy Places, a Well Connected Place, a Climate Resilient Place, an Inclusive and Equal Place and a Celebration of Heritage and Character.

They provide the strategic framework from which the Bloomsbury Vision is based on and for development and public realm projects in the area. The ambition is for each project within the Bloomsbury area to deliver on these Missions.

Principles

A set of Principles were developed from the strategic Missions and provide more detailed guidance around 10 themes. These principles have influenced the public realm projects at various levels. They are described in the following pages.



Missions

How do we work together to achieve...



A Well Connected Place

Strengthen Bloomsbury as a key route through Camden, south towards the West End, Covent Garden & Soho and a gateway to world-renowned institutions, by creating routes that are navigable and accessible, enabling a connected community of residents, students, workers, tourists, and businesses.

Healthy People and a Healthy Place

Create a welcoming, accessible, and well-designed public realm that connects people and places. Create a safe, clean, green, walkable, cyclable environment, that improves the health and well-being of Camden's communities through increased access to open space and nature, and social and cultural spaces.

A Climate Resilient Place

Make Bloomsbury more resilient to the impacts of the climate crisis such as flooding, drought and extreme heat through adaptation measures like sustainable drainage, the provision of shade and enhanced greening, also improving biodiversity and air quality.



A Celebration of Heritage & Character

Celebrate heritage assets, character, and reveal hidden histories of Bloomsbury's built environment and communities. Allow building stock and spaces to adapt to fulfil current and future needs and carbon zero targets whilst ensuring development is contextual and sensitive to its heritage.

An Inclusive & Equal Place

Support the existing social and cultural networks that make Bloomsbury a unique blend of people from all walks of life to create a public realm that is reflective of its diverse communities. Enable flexible / meanwhile use of public space through the provision of additional infrastructure where needed.



Principles

Guidance around 10 themes

BV1

Activating the streetscape

Increase street activity on key routes and public spaces.

Celebrate entrances by integrating signage and creating spill out areas.

Enhance private forecourts through opportunities for greening, activity, amenity and art.

Improve ground floor plane by activating frontages through visual permeability and an improved relationship between inside and outside.

Avoid the use of physical barriers and open gates where possible to create a smooth transition from buildings to public realm, negotiating material and level changes clearly.

Introduce more public uses at ground floor.

Create opportunity to showcase innovation of institutions by opening up frontages onto the street with window displays and artwork.

BV2

Efficient & creative uses of land

Consider stacking different uses within buildings.

Utilise vacant and underused sites for shared community space and / or other uses.

Promote the Evening and Night time Economy (ENTE) by opening institutions until late, and clustering evening uses.

Provide a variety of uses within public and educational buildings that respond to the area's diverse population, e.g. alcohol-free spaces

Enhance forecourts through to create opportunity for new shared public spaces.

Increase and / or promote space for events and activities within buildings as well as in the public realm.

BV3

Safe & active travel

Promote pedestrian priority spaces when possible, by first undertaking temporary road closure trials.

Prioritise legible and navigable streets for all by removing and tidying street clutter.

BV5

Collaborative ways of working

Promote collaboration with stakeholders such as institutions, businesses, and Camden to create a holistic approach to the public realm.

Engagement with community groups, residents and under-represented voices should be integrated within commissions that deliver public realm projects, e.g. co-design initiatives.

Strengthen links to local initiatives and groups in Bloomsbury.

Camden should collaborate internally to ensure public realm projects are delivered in line with the Bloomsbury Vision.

Ensure a coordinated maintenance plan for the public realm across land ownerships.

Consider joint commissions and studies for public realm projects and strategies, e.g. a coordinated servicing strategy for the whole focus area.

Set-up clear governance and communication for public realm projects in the area.

BV4

Adaptive re-use of buildings and spaces

Collaborate with stakeholders and large landowners in Bloomsbury to develop existing buildings on an strategic estate-wide level.

Retrofit new uses into existing buildings and create new connections at street level for integration into the streetscape.

Move towards environmental upgrades to existing buildings to achieve net-zero.

Principles

Guidance around 10 themes

BV6

Unlocking public space

Transform underused/leftover space into thriving public spaces for people to use.

Improve and/or create access to inaccessible open space where possible, e.g. Malet Street Gardens.

Support events within the public realm through provision of key infrastructure and meanwhile uses, e.g. weekly market.

Adapt and/or rearrange servicing and parking arrangements to unlock space within the public realm.

Make entrance spaces and building thresholds more spacious and welcoming.

Increase pedestrian priority spaces across the Bloomsbury focus area.

BV7

Accessibility & inclusion

Reveal hidden histories within the area through interventions such as public art trails ensuring the diversity of Bloomsbury is represented within the public realm.

Create public space that is accessible at every level, with changes in level made clear.

Design spaces where everyone feels welcome and comfortable regardless of age, gender, background, and ability.

Include play space and/or informal play within public realm projects whenever suitable.

Improve connections between the focus area and the eastern area of Bloomsbury, providing opportunities for residential communities to benefit from what there is to offer.

BV8

History & character

Ensure the design of buildings and the public realm is contextual and sensitive.

Enhance the character of the streets through an understanding of typologies.

Celebrate the character and heritage through cultural programming.

Reveal hidden cultural and social heritage and embed Bloomsbury's histories in the design of the public realm and in programming.

BV9

A navigable public realm

Create safe routes through better lighting, clear views/routes and natural surveillance.

Improve and create signage and wayfinding to provide legibility across the area, connecting within Bloomsbury and to neighbouring areas.

Promote clearer routes and directions to institutions from key locations, aiding navigation for everyday users and visitors.

Enhance access to and create new routes through buildings to increase permeability throughout the area.

BV10

Strengthening ecological infrastructure

Reduce overall climate risk through the provision of clean, green routes with well-located SuDS and provision of cool spaces through a connected tree canopy cover.

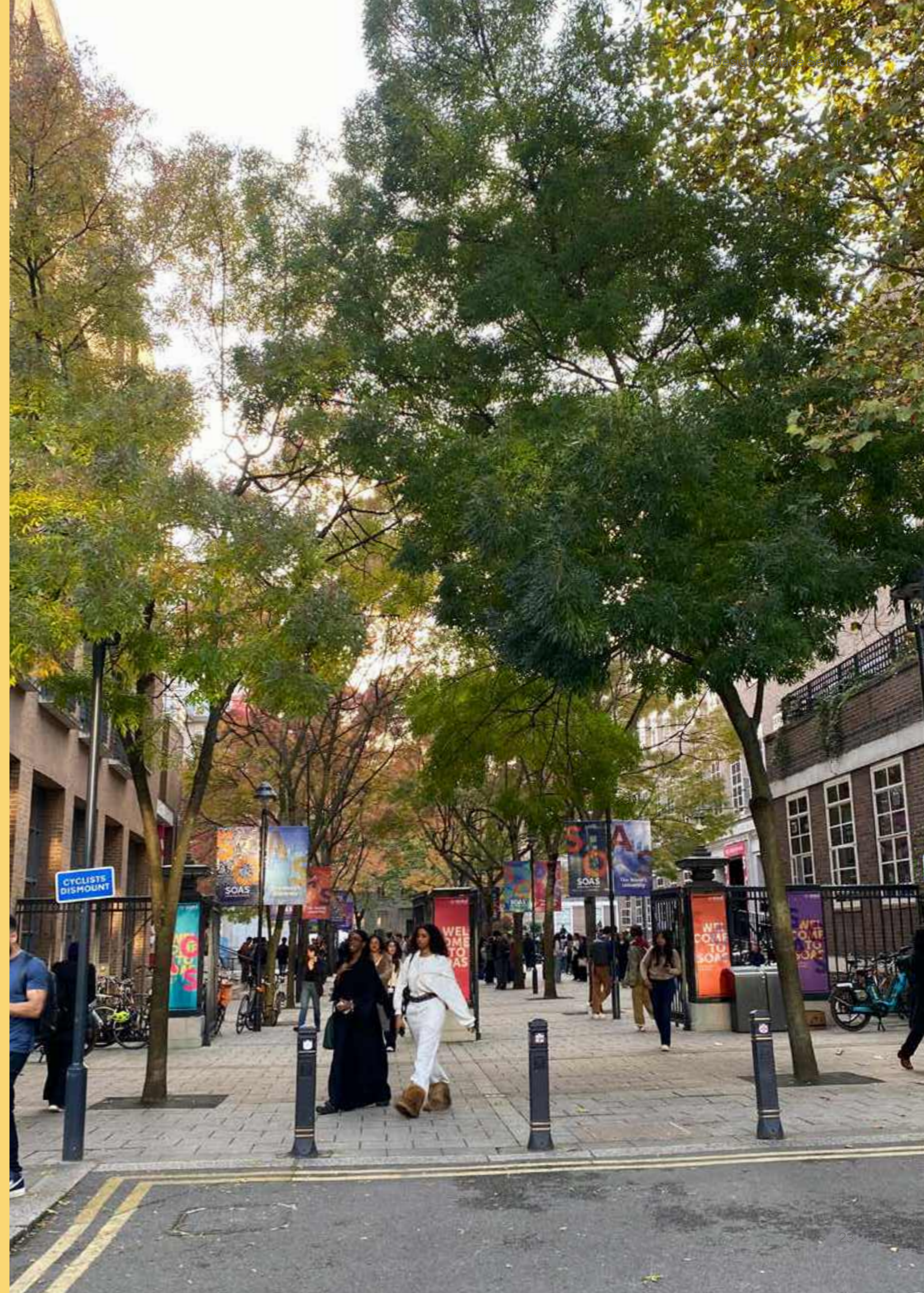
Connect through and extend biodiversity and habitat corridors with greening that requires loose maintenance.

Provide a range of greening from street level to canopy level, increasing biodiversity, urban food growing whilst providing doorstep greenery where there is lack of private amenity.

Improve well-being through enhanced green routes and access to open space.

Build on and celebrate the green character of Bloomsbury.

03 Area-wide strategies



Strategy Summary














This section focuses on thematic strategies for the whole Bloomsbury focus area. The themes include:

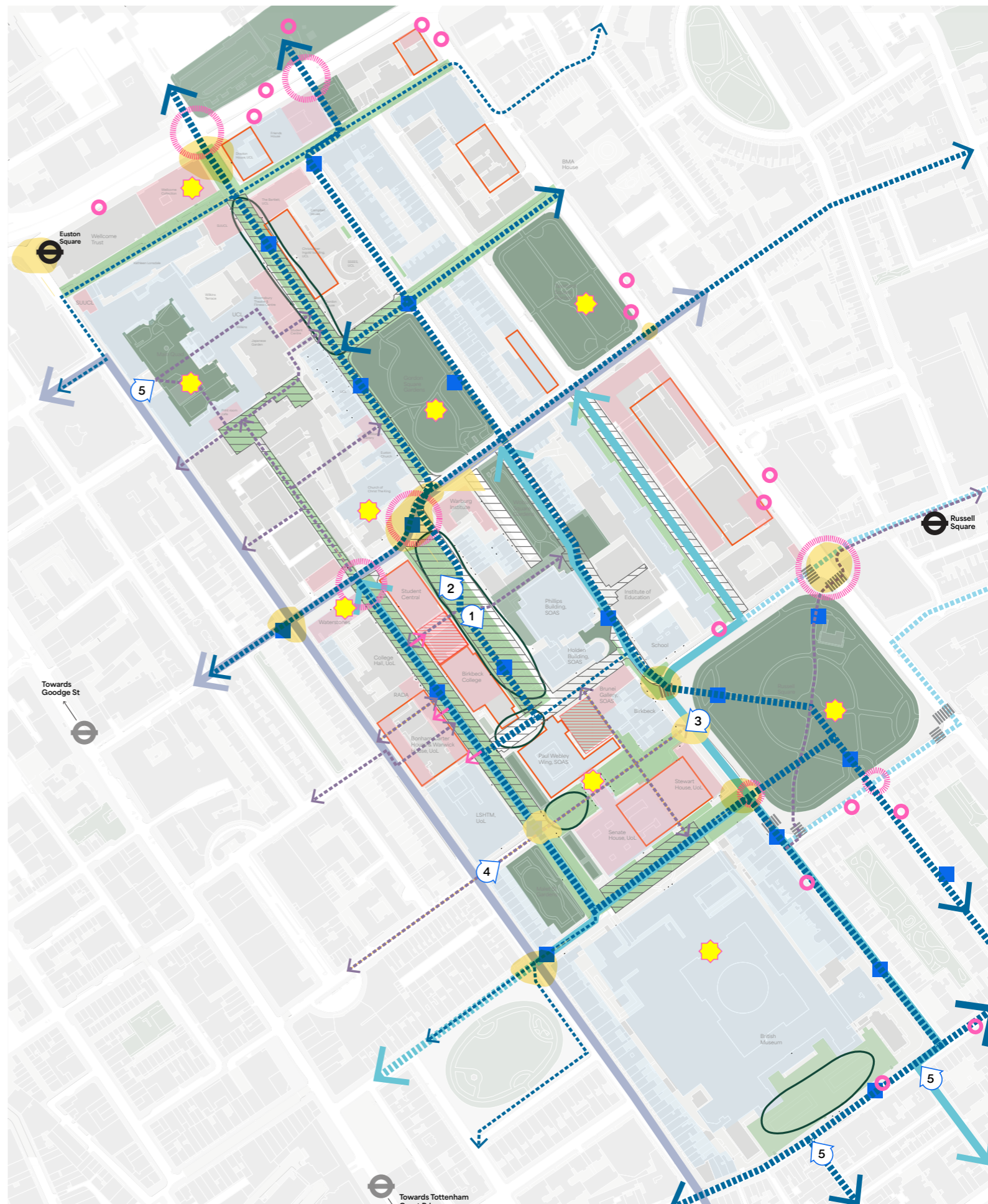
- Active travel
- Greening, biodiversity and open space
- Servicing and parking
- Quality in the public realm
- Legibility and wayfinding
- Evening and night time

A set of key actions are highlighted in order to deliver each strategy, as well as a map showing key interventions to deliver each strategy.

The map to the right shows the overall strategy for the public realm in Bloomsbury whilst more detailed elements of the area wide strategies are explained in the following pages.

Key

-  Local plan site allocation
-  Listed Buildings
-  Active ground floor
-  Pedestrian / cycle priority zones
-  Strategic pedestrian routes
-  New / enhanced pedestrian routes
-  Primary cycling Routes
-  Secondary cycling routes
-  Planned future cycle routes
-  Bus stops
-  Improved / new crossings
-  150m interval seating
-  Enhanced green spaces
-  New green spaces
-  New tree zones
-  Green roof potential
-  Arrival zones
-  Visible Landmarks
-  Key views
-  Bloomsbury Vision boundary



Active Travel

Cycling and Walking

A holistic active travel and public realm strategy that prioritises wheeling, walking and cycling, bringing together the public highway and private campus streets to create a coherent and seamless public realm across land-ownership boundaries.

Key actions

1. New and improved cycling and pedestrian routes.
2. Improved pedestrian crossings at key locations.
3. Pedestrian and cycle priority streets, with access limited to servicing
4. Removal of parking and servicing in key pedestrian areas
5. Permanent road closures to improve pedestrian experience and increase public space.
6. Consolidated servicing strategy across whole area, including a freight strategy
7. A comprehensive strategy is needed to improve cycling infrastructure, including capacity and relocation of cycle parking for both rental e-bikes and personal bicycles.
8. Removal / consolidation of street clutter including bins.
9. Improve accessibility of key routes through increasing footpath widths between the university quarter and large centres at Tottenham Court Road.



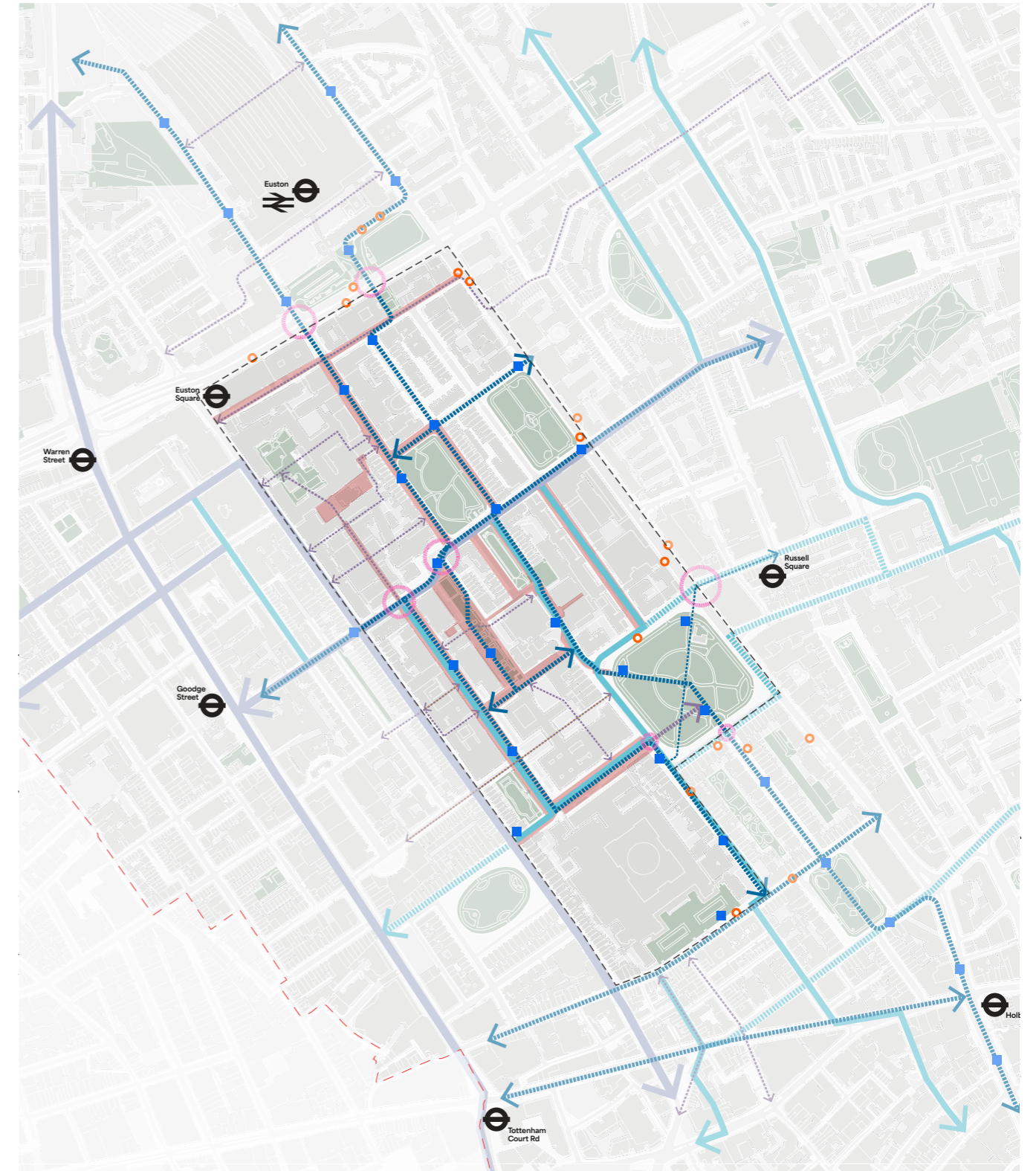
Market Square, Cambridge
Credit: Hannah Brown / Cambridge Independent



Strand Aldwych permanent road closure, London
Credit: Robert Forster for LDA Design

Key

- Primary cycling routes
- Secondary cycling routes
- Planned future cycling routes
- Bus stops
- Pedestrian / cycle priority zones
- Bus lane hours extended
- Enhanced / new pedestrian routes
- Pedestrian routes
- Improved / new crossings
- 150m Interval seating
- Bloomsbury Vision boundary



Greening, Biodiversity & Open space

Enhance and celebrate the green character of Bloomsbury, improving access to green open space, increasing biodiversity, providing shade and natural drainage in the public realm.

Key actions

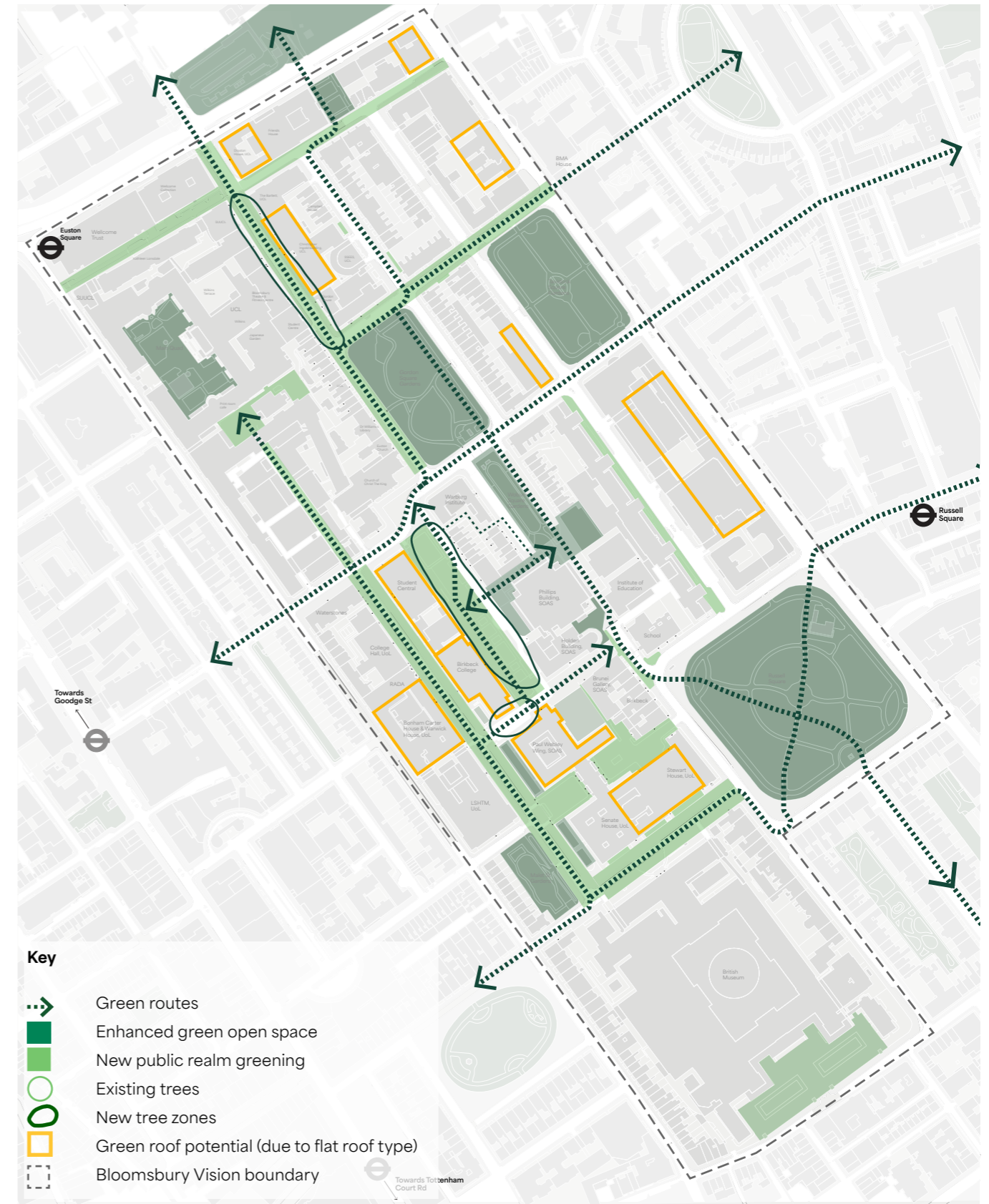
1. Build on existing green character of Bloomsbury, particularly green spaces and mature planting/green boulevards.
2. Enhance existing green spaces by making them more welcoming, entrances more visible and reviewing opening times.
3. New greening of highway and within campus through tree planting and low level planting.
4. Opportunities for Sustainable urban Drainage Systems (SuDS) to remove hard paving and reduce risk of flooding, particularly in flood prone areas (British Museum, but also other locations).
5. Forecourt greening where possible
6. Green roof opportunities in buildings of specific typology to be explored.
7. Green routes across area to enhance / create biodiversity and ecological corridors but also create more pleasant spaces and increase wellbeing.
8. Potential programming to maintain green spaces or greening activities (with students, residents, local groups, gardeners).



Princes Circus, London
Credit: Mickey LF Lee



Washington Square Gardens, NYC
Credit: Christopher Postlewaite



Servicing & Parking

Unlock valuable space across the area, making it walkable through a detailed understanding of the current servicing, delivery and parking in the area.

Key Actions

1. Commission an area wide Freight & Servicing Delivery Plan is recommended in order to understand current operations.
2. Coordinate with local stakeholders.
3. Reduce number of vehicles and trips associated with freight & servicing.
4. Freight operations should be carried out with low emission alternatives.
5. Consider consolidating routes for freight / servicing and timed kerbside loading.
6. Minimise the visibility of servicing
7. Consider a shared consolidation hub where smaller low emission portering allow for pick up / drop off.
8. Consider drop off only for coaches at Montague Place / Malet Street / Russell Square and redirect to GLA designated coach parking zones on Embankment.
9. Review parking permissions for Council operations to enable lower emissions.
10. Reduce parking across the area to essential parking for accessibility only. Consider [Ljubljana's electric-powered Kavalir vehicles](#) to make University Quarter accessible.



Regent Street - Freight Consolidation Scheme
Credit: DMA Media Group



Somerset House (seen on the right of this image) created a delivery and servicing plan aimed at reducing the negative impacts caused by delivery and servicing vehicles. A range of measures were undertaken, for example, deliveries were re-timed, and food and beverage businesses coordinated and consolidated suppliers. The project yielded a 12% reduction in vehicle trips to Somerset House's West Gate, and a 16% reduction in food and beverage deliveries. (Extract from Camden Freight & Servicing Action Plan 2024). This was a key part of the **Strand Aldwych** project, allowing more space for walking / wheeling.
Credit: Robin Forster for LDA Design



Alfred Place Gardens - Timed Deliveries
Credit: Neil Speakman for LDA Design



Camden's Green Mobility Hubs: A Green Mobility Hub is an easy-to-spot location where people can pick from a choice of shared dockless bikes, cargo bikes, e-scooters and car clubs. Developing seven new Green Mobility Hubs in Somers Town with support from the Mayor of London's Future Neighbourhoods 2030 fund.

Quality in the Public Realm

A high quality public realm that creates a welcoming, inclusive and accessible neighbourhood and that responds to the historic context of the area.

Key actions

1. Projects should look to use materials that sensitively reflect the character, heritage and history of the place.
2. Materials used should be robust, durable, and easy to replace. Use of recycled and local materials, should be prioritised, working with low carbon circular economy principles.
3. Routes and surfaces should be accessible for all to navigate around the public realm.
4. A suitable palette should be used to draw attention to the existing architecture.
5. Street furniture should be well placed and not contribute to street clutter.
6. Street furniture should incorporate elements of play.
7. Work collaboratively and reveal hidden histories that exist. Example project is [‘RePresenting Bloomsbury’](#).
8. A public realm that promotes a high environment, taking into account paving, street furniture, lighting, public art, activity.
9. A public realm that has covered spaces that can be used to cool down in summer and protect from rain.
10. Installation of water fountains where possible.
11. Create a climate resilient public realm through Sustainable urban Drainage Systems (SuDS) such as rain gardens.



Windrush Square, London
Credit: Davis Landscape Architects



Kings Cross green public realm
Credit: Townsend Landscape Architects



Bust of Noor Inayat Khan In Bloomsbury
Credit: Matt Brown



Weston Library Public Realm, Oxford University
Credit: Ben Bisek, © WilkinsonEyre



Granary Square

Legibility & Wayfinding

Events, exhibits and world leading research all happen in Bloomsbury and the public realm. A good wayfinding strategy that promotes active uses and highlights local and national landmarks can ensure clear navigation for everyone.

Key actions

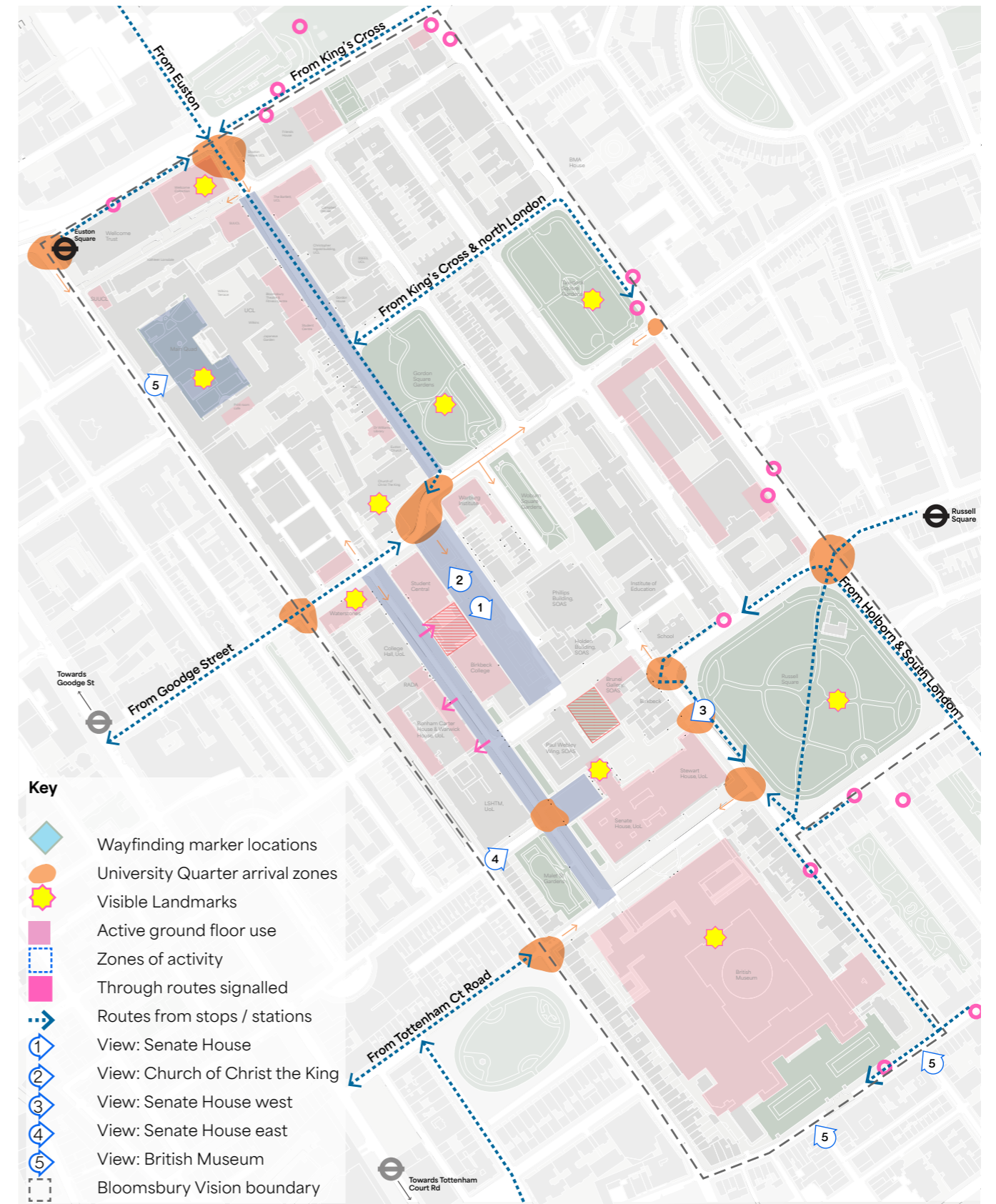
1. Make arrival zones into Bloomsbury legible through increased visibility of key buildings and activated, welcoming areas.
2. Enhance key pedestrian and cycling routes, both to/from the Bloomsbury area and within through provision of shade, seating and greening.
3. Increase ground floor permeability to improve navigation, making routes more legible.
4. Enhance key local landmarks such as Senate House, the UCL Quad, the British Museum, and the Church of Christ the King and the views towards them.
5. Strategy for wayfinding across the university quarter that is recognisable, has a clear and inviting visual language and is sympathetic towards historical buildings.
6. Enhance and increase activity at ground floor, particularly on corner units, and on the street, to improve intuitive wayfinding and direct people towards cool and / or warm spaces.
7. Improve legibility from main arrival points such as tube stations, bus stops and key surrounding streets.



Signage on landmark / listed buildings
Credit: Hoskins Architects



Arrival wayfinding
Credit: Dutch Scot



Evening & Night Time

Create areas of evening and night time activity, promoting activity that extends to after work hours and increases the sense of safety.

Key actions

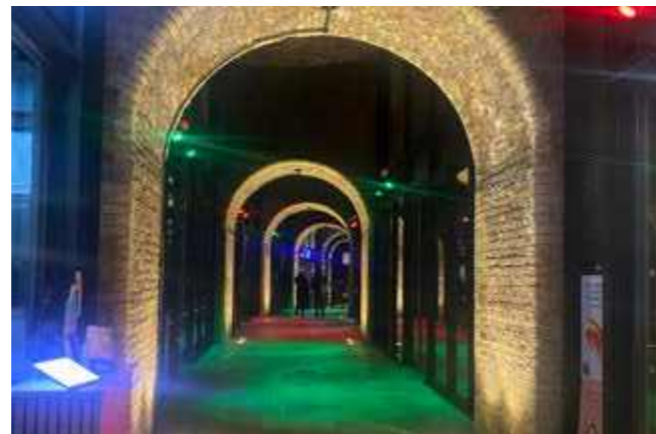
1. Promote cultural uses in the evening by extending opening hours of cultural, civic and community spaces.
2. Protect existing spaces for social and cultural use.
3. Provide more evening uses in buildings to increase night time offer.
4. Provide extended access to London squares, especially during summer months and programme with events.
5. Improve street lighting across the area, particularly in the southern part of the Bloomsbury focus area.
6. Where not already, illuminate certain architectural and landscape features to highlight architectural heritage in the area.
7. Develop a coordinated lighting strategy that considers both the public highway and the private campuses with street lighting.
8. Maintain good sightlines along pedestrian routes for increased natural surveillance and safety.
9. Illuminate and activate key routes between clusters of ENT and tube stations. Key north south routes include Gordon St & Malet St, key east west include Torrington Pl - Gordon Sq and Russell Sq - Montague Pl / Keppel St.



National Gallery Lighting of historic building and evening activity



Tate Lates Institution opening late



Borough, London Illuminated walkways



04 Project briefs

- Sites Appraisal
- Project Briefs



Gordon Square North Pedestrianisation
Credit: Paul Upward photography for LDA Design & Vestre

Sites Appraisal

Overview of all sites

A number of public realm projects within the Bloomsbury Vision boundary have been identified, and are divided into two categories: Major Projects and Small Projects. Major projects have been selected and developed working closely with the Steering Group and are considered priority projects which will provide substantial improvements for the area. Small Projects are other important public realm projects which are at earlier stages of development and will need to be looked at further.

Following a constraints and opportunities appraisal, a brief has been developed for each of the selected spaces. The project briefs provide the ambitions and highlight possible public realm improvements for each space, based on the guidance set out within the vision principles.

Within each Major Project brief, the following has been included:

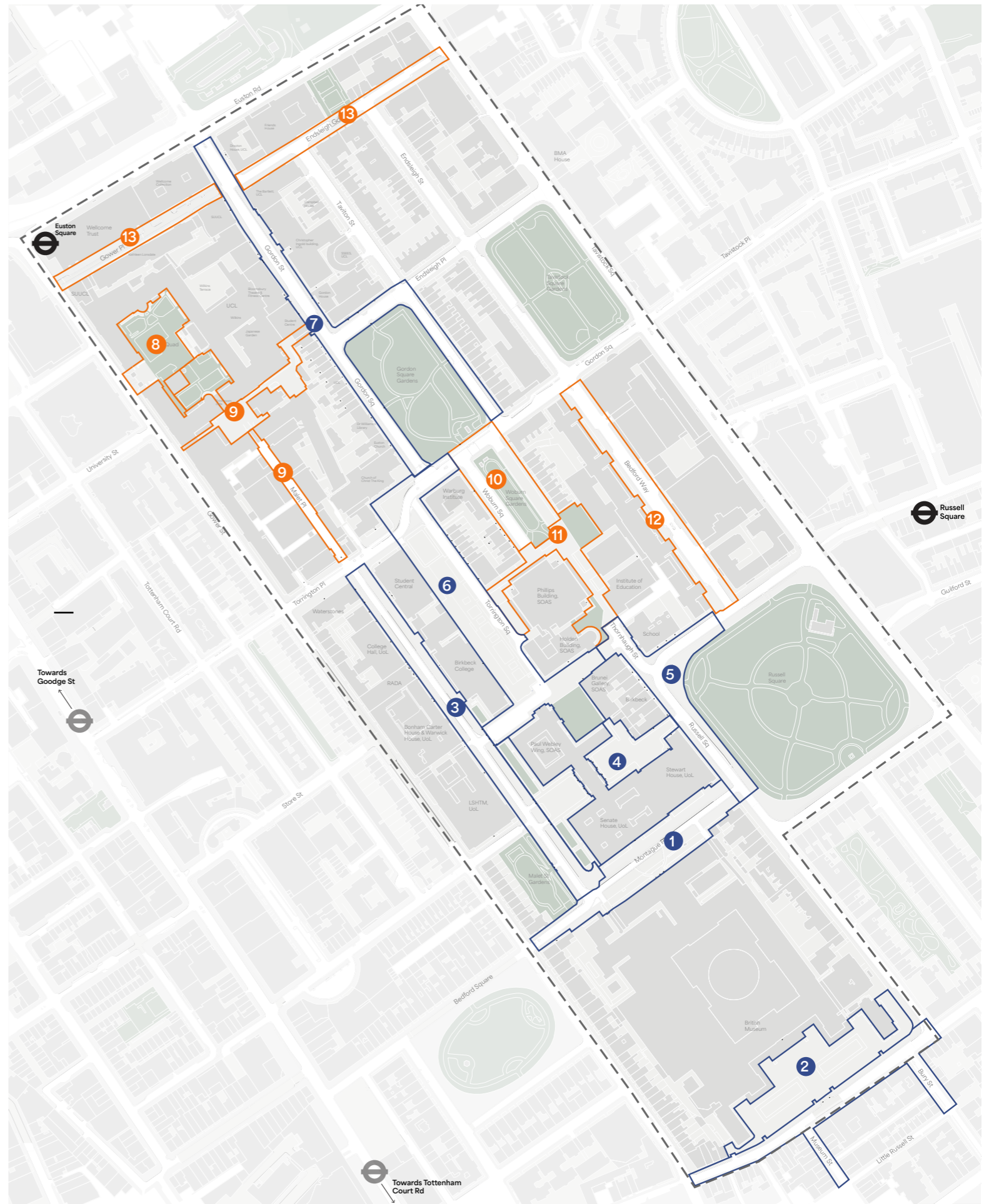
- Analysis of existing conditions
- Vision statement
- Guidance around key opportunities
- Before and after concept images
- Precedent images for inspiration
- Possible timeline of interventions: some that could happen almost immediately, some medium and others that are more long term.

Major Projects

- ① Montague Place
- ② Russell Street / British Museum Forecourt
- ③ Malet Street
- ④ Senate House Courtyards
- ⑤ Thornhaugh Street / Russell Sq
- ⑥ Torrington Square / Byng Place
- ⑦ Gordon Street / Gordon Square

Small Projects

- ⑧ UCL Main Quad
- ⑨ UCL Campus Mews
- ⑩ Woburn Square
- ⑪ SOAS Surrounds
- ⑫ Bedford way
- ⑬ Endsleigh Gardens



Montague Place

Existing conditions



Montague Place Looking east towards Russell Square

Existing Conditions

- Coaches block views and pollute the street.
- Unused space and forecourts with potential to become valuable amenity.
- Lack of purpose built seating areas.
- HVM is not well integrated into the public realm and creates an clearly hostile environment for people.
- Buildings turn their back onto Montague St. e.g. Stewart house doors are fire escapes.
- Water ingress into British Museum north west lower ground floor entrance.
- Poor sense of arrival from the east & west.



Looking east towards Russell Square



British Museum north entrance

Montague Place

Brief Outline

Vision

A key gateway into the heart of Bloomsbury from the west, that connects from the West End. Create a new public square, framed by the historic Bedford and Russell Squares, to improve the setting to the Grade I listed British Museum and Grade II* listed Senate House, and activate the street.

Objectives

A New Forecourt Entrance

1. Hostile vehicle mitigation (HVM) which integrates into the public realm, and creates seating, play and planting opportunities.
2. Enhance and celebrate the historic and cultural setting of the British Museum (BM) and Senate House through an improved forecourt.
3. Highlight and improve accessibility to entrance at Senate House.
4. Reveal the architecture of the British Museum and Senate House.

Wayfinding

5. Improve approach from Bedford Place, Russell Square and Malet Place.
6. Improved wayfinding and route from Russell Square station.
7. Bring the identity of the museum further into the public realm.
8. Consider signage/installations on building façades which are also respectful of the historic context.
9. Explore the potential to commission artists to programme the street creating links to the British Museum creating a distinctive space.

Protecting and enhancing the public realm

10. A pedestrian priority area - designs should work across land ownership boundaries to create a cohesive public realm.
11. Create an active and public ground floor through ground floor uses and opening up buildings (e.g. Stewart House).
12. Make use of the wide streets and paving in the area to create a more lively public realm through programming events and installations.
13. Introduce amenity in forecourts and edges of buildings and existing coach parking spaces.
14. Enhance setting of mature trees and integrate low level greening with biodiverse planting, creating green corridor links through to Russell Square and Malet Street Gardens.
15. Coordinate drainage and ground levels to reduce water ingress into buildings and by Integrating SuDS measures to reduce risk of surface water flooding.

Vehicles

16. Remove coaches and enable drop off only, consider re-direction toward Embankment coach parking.
17. Encourage active travel to site and restrict car parking.
18. Introduce traffic calming measures for Hostile vehicle mitigation.
19. Maintain access to the British Museum for servicing and emergency vehicles.

Montague Place

What could happen here?



Strand Aldwych, LDA Design
Credit: Mickey L.F. Lee, courtesy of The Northbank BID

Delivery timescales

Quick wins

- Temporary public realm measures such as greening and seating
- Programming and events

Medium term

- Wayfinding measures
- Road closure trial
- Activating Senate House frontage

Longer term

- Relocation of coaches
- Street closure/pedestrian space
- New forecourt entrance design
- Permanent street greening
- Activating street frontages



Great Russell Street / British Museum Forecourt Brief Outline

Vision

Enhance the setting of the British Museum and connect the forecourt to Great Russell Street to create a shared space for the public, providing an engaging visitors experience, and spotlighting it as an important landmark within Bloomsbury.

Objectives

① New Public Square at the British Museum

1. Increase shade cover through tree canopy or other to enable better comfort during hot and rainy weather.
2. Re-landscape to create a more engaging and usable public realm.
3. Provision of water points.
4. Reduction in hard surfacing through greening to reduce heat island effect and create a cooler spaces.
5. Open up listed gates to increase permeability.
6. Open up as the courtyard as far as possible to the wider public beyond the existing railings.
7. Opportunity for F&B offer in the forecourt, creating offers for the wider public.

Existing Conditions

- Forecourt exposed to overheating.
- Harsh barrier to entry with unattractive white tents for safety checks and long queues.
- Lack of seating and greening.
- Overcrowding and user conflict.

8. Redesign of welcome pavilions including an interim scheme and a permanent scheme.
- ② Great Russell Street
9. Pedestrianisation and road closure from Museum St to Bury Place.
10. Improved crossings outside of the pedestrianisation zone and consistent footways across the Museum Quarter.
11. Improved wayfinding and route from Holborn, Tottenham Court Road and Russell Square stations.
12. Integration of low level planting
13. Creation of seating opportunities.
14. Opportunity for spill out from businesses along the street.
15. Reduction of street clutter e.g. bins
16. Introduction of cycle parking.

Great Russell Street is part of the *Holborn Liveable Neighbourhood project*. For more information [see here](#).



Urban Nature Project, London
Credit: © Kendal Noctor, The Trustees of The Natural History Museum, Feilden Fowles

Delivery timescales

Quick wins

- Interim Welcome Pavilion scheme by Studio Weave, Wright & Wright, Tom Massey and others.
- Temporary road closure of Great Russell Street.

Longer term

- Pedestrianisation of Great Russell Street alongside seating / greening
- Permanent visitor pavilion scheme and landscaping to the BM courtyard with permanent shade measures



Senate House Courtyards

Brief Outline



Senate House Courtyards: West



Senate House Courtyards: East

Existing Conditions

- Senate House is a grade II* listed building with a public ground floor. The main entrances into the building are from the courtyards east and west of the main tower.
- Key views from Torrington Square and Keppel Street.
- The building is contained by a low-mid height listed gate on Malet street, partially open during the day for pedestrian / vehicular access.
- The west courtyard is occupied by a stage installation and the east for servicing and parking. There is a small northern access route that connects to the eastern courtyard, used mainly by students / university staff.



Senate House from Torrington Square

Senate House Courtyards

Brief Outline

Vision

Grade II* listed Senate House is a key landmark at the heart of UoL, visible across the area. Revive arrival spaces into Senate House with greenery and seating to create a sense of place and a public facing institution. Arrival spaces can be an extension of university related events and activities as well as public programming.

Objectives

West Courtyard

1. Encourage visits to Senate House by creating space for public programming.
2. Enhance the character and celebrate the architectural heritage through creating a new public square, bringing the building into the public eye more.
3. Increase shade opportunities to enable use in various weather conditions.

East Courtyard

4. Restrict long term vehicle parking from the east courtyard and move parking away from main entrances. If possible remove all parking areas completely.
5. Remove/reorganise street furniture and clutter to better reveal the architecture.
6. The eastern courtyard to provide more amenity for everyday users, such as bike parking.
7. Create welcoming entrance area through ensuring DDA requirements are met.

Malet Street

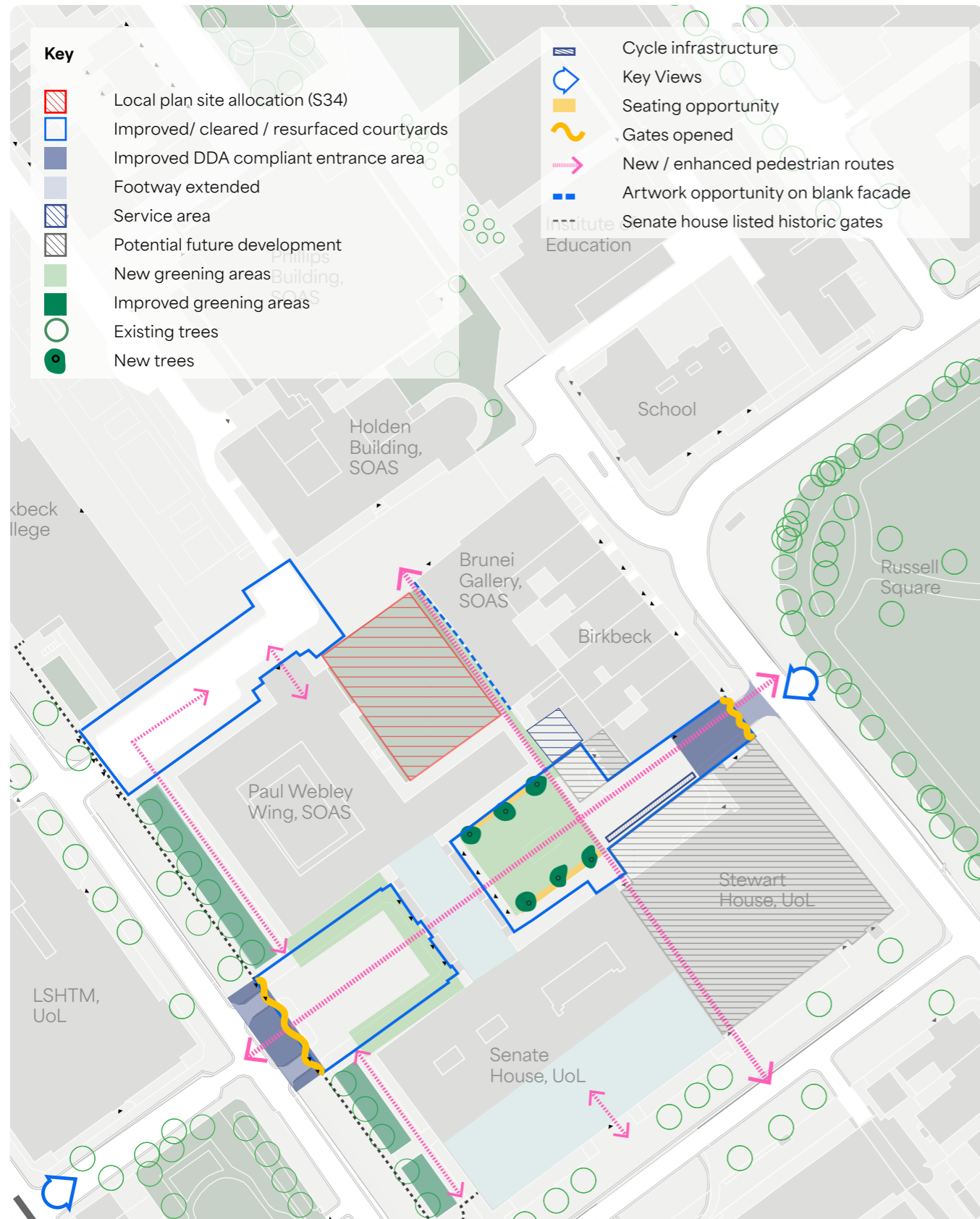
8. Open up gates to integrate better with the public realm.
9. Soften the existing secure line through the use of planting.

Navigation

10. Improve overall legibility of Senate House through a clear wayfinding strategy.
11. Create more legible through route east-west through surface changes / and signage.
12. Enhance view and arrival to Senate House from the west, maximising long views.
13. Create biodiversity gardens along the north south routes and improve accessibility.

Senate House Courtyards

What could happen here?



Rockefeller Center Plaza

Delivery timescales

Quick wins

- Senate House public programming
- Wayfinding measures
- Parking on East Courtyard removed and replaced with temporary greening, seating and bike parking

Medium term

- Opening up gates onto Malet Street

Longer term

- New public square on West Courtyard
- Re-arrangement/re-design of East Courtyard
- Permanent greening



Malet Street

Existing



Malet Street

Existing Conditions

- Wide tree lined quiet avenue, a connecting Montague Place & Torrington Place.
- Characterised by inactive frontages, set back basements and railings.
- The street lacks a sense of vibrancy and activity despite its location in the centre of the university area.
- The street is impermeable with no available east-west routes.
- Low vehicle movement with on street parking available, coaches often park towards the south.
- Street cluttered with hire cycles to the north and large bins remain stored on the street.



Malet Street looking north

Malet Street

Brief Outline

Vision

A wide tree lined quiet avenue with entrances into the University Quarter to be transformed into an enlivened artery through extending building forecourts to the public realm with low level greening and events. Enhance connectivity north-south and create new east-west routes, as well as the provision of more cycling infrastructure.

Objectives

Road Closure

1. Opportunity for a trial pedestrianisation scheme, due to the already quiet nature of the street.
2. Introduce designated cycle lanes, subject to modelling.
3. Consolidate Lime Bike stations here, specifically the ones on Torrington Pl.
4. Rationalise and consolidate servicing routes through the area. (Contingent on servicing studies).
5. Initiate programming related to institutions and local events such as the Bloomsbury Farmers Market.
6. Create interventions such as play space for young Camden residents.

Street Greening

7. Enhance ecological character through increasing low level greening, de-paving area of highway, where appropriate.

8. Integrate Suds measures, particularly on the south end to help prevent basement flooding from storm water overflow.
9. Reclaim highway space for pedestrians.
10. Create public access to Malet Street gardens.

Street scene

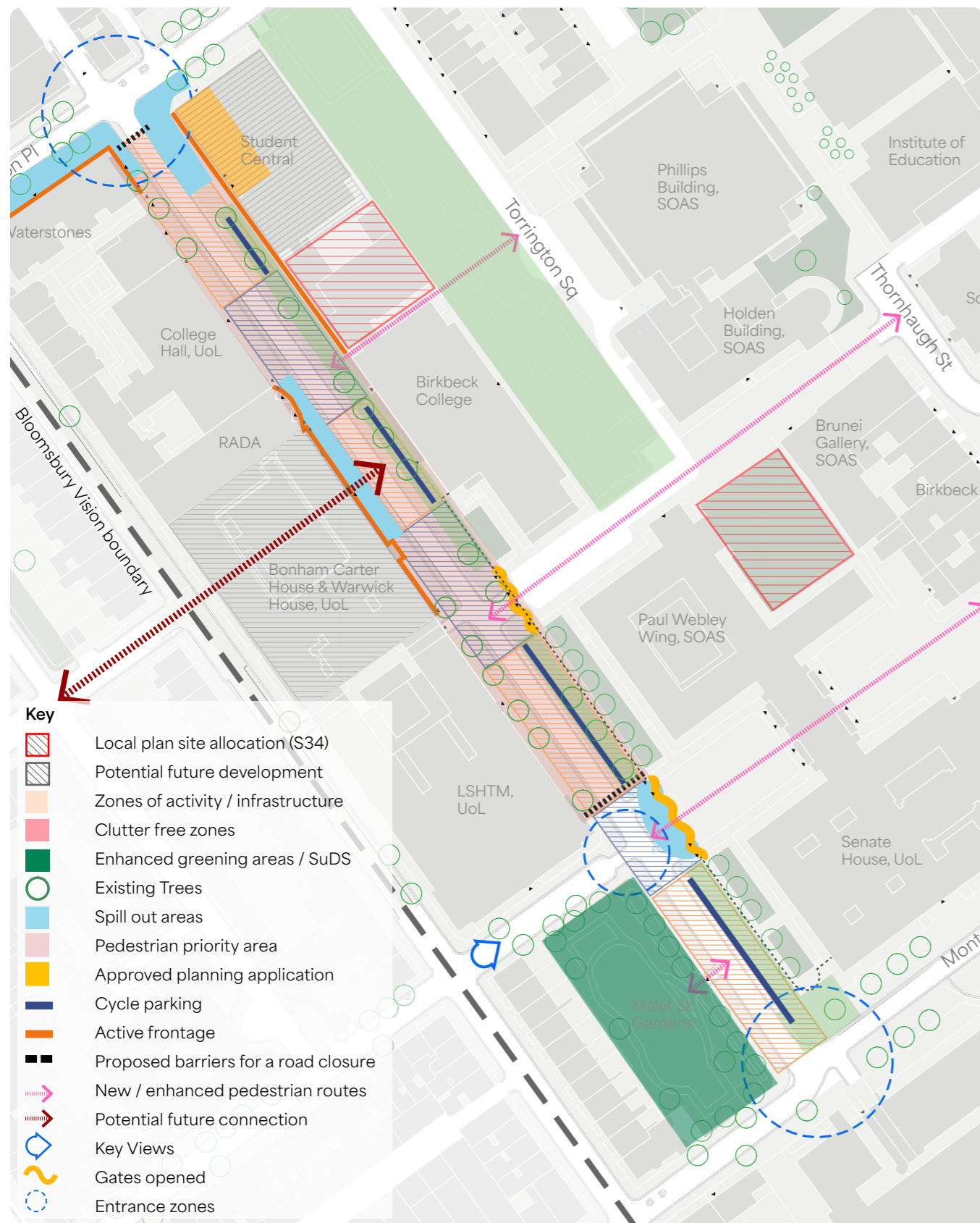
11. Improve arrival points from north, south, east and west.
12. Create active frontages and create spill out areas to activate the street scene.
13. Particular focus on corner activity to invite and guide people into the street.
14. Increase seating opportunity.
15. Improve relationship of buildings with the street, particularly to improve accessibility.

Routes

16. Permeate the city block and create key connections east west through Bonham Carter House.
17. Explore potential connections through the London School of Hygiene.

Malet Street

What could happen here?



Temporary street interventions: LAAB architecture (Prime Consultant & Creative lead) in collaboration with PXP design (industrial design) and uneparcelle (landscape design) Credit: Raphaël Thibodeau & LAAB

Delivery timescales

Quick wins

- Temporary pedestrianisation trial
- Events and programming such as market days
- Temporary greening and seating
- Activate Birkbeck Student Union*

Medium term

- Consolidation of Lime Bikes
- Active frontage of buildings north of Malet Street

Longer term

- Road closure and servicing strategy
- New / improved route through Bonham Carter House and Birkbeck
- Active frontages to buildings
- New street design, including greening, seating and play



Torrington Square / Byng Place Existing



Torrington Sq, looking south towards Senate House



Byng Place, looking west



Torrington Sq looking south towards Senate House



Byng Place, looking north

Torrington Square

- Birkbeck's buildings face directly onto the square, but their relationship to the square is lacking.
- The square is lined by plane trees to the east, with seating on the edges and awkward planted areas; gravelled space to the north for events, such as the Bloomsbury Farmers market which occurs weekly.
- The square lacks identity and character, and does not function as well as it could.
- Routes north-south & east-west are not very legible.

Byng Place

- Shared space street design at Byng Place makes for unclear signals as the street is open to traffic.
- Buildings face their back onto Byng Place, with inactive façades dominating parts of the street.
- No sense of arrival and poor wayfinding at Byng Place.
- Vents for the heat network make the area feel like a back of house location.
- Lack of positive relationship with Torrington Square.

Torrington Square / Byng Place Brief Outline

Vision

At the heart of the University Quarter, Byng Place acts as a key arrival point, to meet, reorientate, and connect institutions. This connects to a refreshed identity for Torrington Square that is open, accessible and green. A new civic square for Bloomsbury, it should be an active and connected place where people from diverse audiences can rest, play, meet up, and learn, and also highlight orienting views to Senate House and Church of Christ the King.

Objectives

Arrival (Byng Place)

1. Create activity and vibrancy at arrival area through seating /low level planting / public art and consider traffic calming measures on Byng Place to help enable this.
2. Turning the corner through active frontage, visual interest and activity.
3. Relocation & consolidation of parking.
4. Improve wayfinding through enhancement of key views at entry points.
5. Careful surface treatments to help delineate street from public square.
6. Remove harsh barriers at arrival points.
7. Consider opportunity to create level access through considering plant room enclosures.
8. Mark Byng Place as a key arrival square through demarcation of public realm infrastructure.

New Civic Square for Bloomsbury

9. Design should develop an organic approach to create a flourishing public space.

10. Paths through the new square to be informed by assessment of desire lines.
11. Carve out spaces with opportunity for seating, drinking water fountains and play.
12. Improve and enhance key views to Senate House to help navigate around the area.
13. Activate public space by creating more active ground within campus floor uses; improving Birkbeck's relationship to the square.
14. Enhance the setting of the square by design that complements the large plane trees, creating opportunity for shade in hotter summer months.
15. Enhance greening through the addition of low level planting throughout.

The Lanes (connecting side routes)

16. Widen narrow footpaths for better accessibility.
17. Consolidate servicing routes to reduce barriers and clutter.
18. Enhance connections from the east and west of the square.
19. Consider potential location for cycle infrastructure.

Torrington Square / Byng Place

What could happen here?



Lewis Cubitt Park

Credit: Townsend Landscape Architects



Delivery timescales

Quick wins

- Wayfinding measures
- Events and programming of Civic Square
- Temporary greening and seating

Medium term

- More active ground floor at Birkbeck

Longer term

- New design at Byng Place arrival
- Design of Civic Square
- Parking removal and servicing consolidation
- Design of the Lanes

Gordon Street / Gordon Square

Existing



Existing Conditions

- An entry point from the north into Bloomsbury.
- A very busy street with pedestrians, cyclists and cars; all are competing for space. The north end particularly at the junction with Endsleigh gardens is busy with traffic, to the south, the road is quieter with pedestrians (mainly students) crossing the road frequently.
- Typology of set back basements with railings, creating access issues.
- Obscure and opaque façades.
- Cycles are parked haphazardly and cars remained parked outside for long periods of times.
- No trees or any other greening creating a dull, grey environment.



Gordon Sq west



Gordon Sq east

Gordon Street / Gordon Square

Brief Outline

Vision

Pedestrianise one of Camden's most strategically located streets that connects to Euston and Bloomsbury, into a vibrant, inclusive and green public street with priority for walking & wheeling. A street that places people and nature first, creating space for dwelling, events and collaboration, with connections to Gordon Square Garden. A space where students can spill out, enhancing east west connections throughout the university quarter and beyond.

Objectives

Arrival

1. With the potential of a new station entrance for Euston at the north end of Gordon Street, there is opportunity to new exaggerate active ground floor activity, creating public squares.
2. Mark threshold of pedestrianisation clearly with structures and appropriate signalling.
3. Make the arrival points into Gordon Street visible and vibrant.

Inhabiting

4. Create dwell space outside campus entrances, including seating.
5. Opportunity for murals or green wall on blank facade of UCL's Christopher Ingold building.
6. Appropriate infrastructure installation to support the street with use for events.
7. Opportunity to use existing railings as infrastructure for public realm design.
8. Provide a range of seating including shaded areas comfort during warmer months and rainy days.
9. Enable programming of interactive public art / pavilions and pop-up F&B offerings.

Moving around

10. Increase canopy cover, providing opportunity for shade, softening the harsh environment, creating a green walking / wheeling route from Euston through to Gordon Sq and beyond.
11. Transform hard-standing with permeable paving that will help alleviate potential flooding as a previously flooded street.
12. Cycling infrastructure should be rearranged and rationalised.
13. Loading bays with timed operations.
14. Removal of parking and loading in a permanent scheme.
15. Restriction of traffic, rationalisation of parking on Gordon Square east along with increased greening and seating interventions.

Ground floor activation

16. Suitable ground floor uses for the Georgian terraces and Dr Williams Library on Gordon Sq that bring active uses to the ground floor.
17. Consider long term uses of the Christopher Ingold building, potentially activating the frontage by extending up. / out and creating needed space.

Gordon Street / Gordon Square

What could happen here?



Great Exhibition Road Festival, London
Credit: Imperial College



Garibaldi Street, Lyon, France
Credit: Laurence Daniere



Delivery timescales

Quick wins

- Opportunity for murals and temporary interventions such as greening and seating
- Events and programming

Medium term

- Temporary street closure - trial

Longer term

- Permanent street closure
- New street design
- Permanent greening and seating
- Ground floor building activation
- New Euston station entrance

Thornhaugh St / Russell Sq

Existing



Thornhaugh Street / Russell Sq

- Main entry point from Russell Square.
- It currently operates as a 'back end' of the university quarter, with a key servicing route into the Institute of Education.
- Many static objects, vehicles and lime bikes take up the majority of the space, creating a cluttered and unwelcoming environment at entry.
- The entry from Russell Square is unassuming, underwhelming and difficult to navigate to amongst the clutter.



Thornhaugh St / Russell Sq

Brief Outline

Vision

As a key entrance route to the UoL campus and beyond, improving the corner from Russell Square and connecting the entrance from Senate House. Create a welcoming and inviting entrance area, with pedestrian priority whilst being able to continue servicing as required.

Objectives

Arrival Area (Thornhaugh St)

1. Close off Thornhaugh street to all vehicles and create timed entry system for servicing vehicles.
2. Promote active travel by restricting access to cars that are not there for servicing purposes.
3. Remove clutter from servicing. A freight and service delivery action plan required across the study area to help reduce requirement for regular vehicle use of Thornhaugh Street. Consider commissioning a Basement level masterplan, taking in full extent of IOE building as well as SOAS Philips building.
4. Provide seating and shade opportunities.

Russell Square

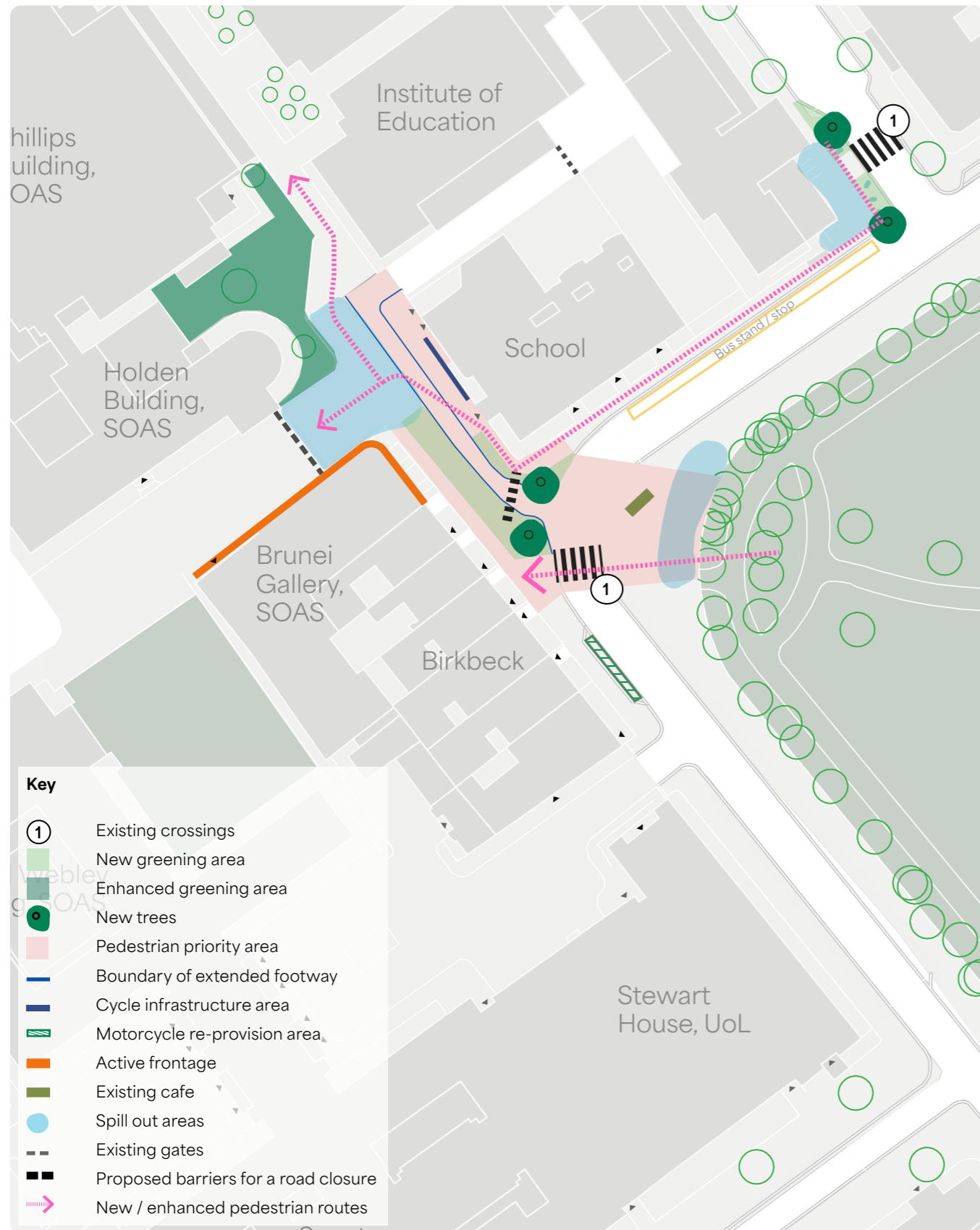
5. De-pave and create green 'wild edges' on curved pavement the entrance of the road with integrated cycle infrastructure.
6. Improve wayfinding from Senate House and Bedford Way.
7. Enhance connection on the west Senate House entrance to the entry at Thornhaugh St.
8. Falls on a key green route out of the Bloomsbury area, south towards the river.

Bedford Way

9. Create connection between Bedford Way & Thornhaugh St entrance.

Thornhaugh St / Russell Sq

What could happen here?



Alfred Place
Credit: Neil Speakman for LDA Design

Delivery timescales

Quick wins

- Wayfinding measures
- Removal of clutter

Medium term

- Relocation of parking (cars and motorcycles)
- Permanent street closure with servicing only
- Temporary greening and seating

Longer term

- New design with wider pavements and permanent greening
- New connection to Bedford Way



UCL Main Quad

Brief Outline

Vision

Celebrate the architecture of the main quad building through enhancing the quality of the public realm. A flexible space for students to meet, gather every day and a space to host university related events, activities and celebrations, whilst creating a welcoming and accessible environment.

Objectives

1. Infrastructure for event programming within the Quad.
2. Improvements to legibility of routes through the campus and accessibility.
3. Biodiversity improvements through low level planting and flood resilience through reduction of impermeable hard-standing.
4. Increased canopy cover where appropriate.
5. Introduction of seating areas that have cover.
6. Rationalisation of cycle parking.



Fellowship Square, London
Credit: London Borough Waltham Forest

Existing Conditions

- Cycle parking is everywhere.
- Lack of seating.
- Unclear wayfinding for visitors / new arrivals.
- Existing greening lacks biodiversity.
- Entrance to the Quad is harsh and uninviting.

UCL Campus Mews

Brief Outline

Vision

A mews street in the heart of the UCL Campus, Malet Place sees the collision of students, workers and visitors. It could become a luscious green corridor that creates a welcoming and enjoyable environment to inhabit and travel through.

Objectives

1. Keep gates open.
2. Work with existing groups to facilitate the increase of biodiversity through low level planting, edible and not, and tree planting, helping to create a green corridor within the campus.
3. Reduce hard-standing and integrate SuDS measures to deal with surface water flooding.
4. Reduce street furniture clutter and rationalise its placement.
5. Make use of the sloping site levels and integrate accessibility.
6. Any future development should have active ground floor use.
7. Improve legibility from the south, making it clear that public uses exist within the private area.



Gibbons Rent, London.
Credit: Sarah Eberle & Andrew Burns

Existing Conditions

- Hard standing paths, creating a harsher environment.
- The site slopes towards the north, potentially bringing drainage challenges.
- Many routes off the main street are back of house / servicing, creating ominous, dark zones within the area. Access to buildings aren't always level, creating additional disconnection with the street.

Woburn Square

Brief Outline

Vision

A gateway at north end of the area, increased greening at the periphery of the London Square, and the removal of parked cars and harsh barriers will help create a more pleasant environment. With a direct link to Gordon Sq, this can act as a quiet green route through the campus areas from Euston through to Russell Square and improved routes for visitors to the British Museum.

Objectives

1. Promote active travel by restricting all car access with the exception of door step drop off.
2. Make use of available paved space to the south end of Woburn Square.
3. Enhance Woburn Square gardens to make it more accessible and friendly for the public.
4. Enhance play opportunities at Woburn Square.
5. Enhance the setting of the Warburg Institute through addition of outdoor seating.
6. Create route through from Woburn Square to Torrington Square through Warburg Institute gardens.



Passeig De St John Boulevar, Paris.
Credit: Lola Do Menech

Existing Conditions

- Entrance of the public Warburg Institute.
- Anti-social behaviour tends to happen around Woburn Square.
- Barriers and parked cars that make the environment feel like a 'back end'; unwelcoming and unsuitable for people.

SOAS Surrounds

Brief Outline

Vision

Enhance surrounding areas of SOAS, celebrating the Philips grade II* listed brutalist architecture, through increased integration with the public realm.

Objectives

1. Create new biodiverse pocket green space where existing lawn is on Torrington sq and review opportunity for tree planting.
2. Re-wild banks that slope towards the buildings lower ground helping to soften the edges between the public realm and university.
3. Celebrate the architecture through increasing the interface with the public realm - i.e. creating seating close to the building.



Charterhouse Square, London
Credit: Todd Longstaffe-Gowan

Existing Conditions

- Green spaces that feel like left over spaces are not used well.
- The Philips building doesn't have a clear 'front' and feels disconnected from the public realm through defensive architectural design moves e.g. the concrete fence to the east / sunken site.

Bedford Way

Brief Outline

Vision

Celebrate the Grade II*listed architecture by improving the buffer space between building and public realm. Spaces here could integrate seating and even event opportunities, as well as greening to create an urban oasis and sense of welcoming into the building. The lower ground spaces could be utilised for biodiversity and bike storage.

Objectives

1. Make use of the spaces at the edges of the IoE along Bedford way through creating dwell space.
2. Green the edges of IoE with hardy plants that need little to no maintenance.
3. Planting within the lower basement areas and bike storage.
4. Seating within the lower basement area.
5. Create a spill out zone for the area outside the main entrance, creating space for people to sit / talk / meet.



Fleet Valley Pocket Park, London
Credit: Vanessa Berberian

Existing Conditions

- The lower ground section of the IoE is very hostile, with railings and fences set around it for security.
- Architectural style is defensive
- Many paved surfaces within the IoE building line that help add to the feeling of hostility.
- Entrances on Bedford Way are not very inviting as the frontage is unattractive.

Endsleigh Gardens / Gower Place

Brief Outline

Vision

Forming part of the strategic Bloomsbury wellbeing walk, a quiet, east-west walking route as an alternative to the busy Euston Road. Endsleigh Gardens / Gower Place can be a tree lined route with biodiverse planting and seating, providing a pleasant environment for residents, workers and students.

Objectives

1. Increase canopy cover for shade and better air quality.
2. Increase footways for better pedestrian movement.
3. Create parklets where feasible.
4. Enhance the spill out zone outside University College London Hospital through the introduction greening and seating areas.
5. Restrict vehicles in coordination with HS2 works, subject to modelling.
6. Safety improvements to crossings at Gordon St and Gower St junctions.



Existing Conditions

- Servicing and back of house street combined with main and side entrances creating different environments along the streets.
- Lack of canopy cover and street greening.
- Increased levels of traffic during peak times polluting the street (however less than Euston Rd).
- Squeezed and narrow footways.
- Lack of seating areas.



Vauxhall Missing Link, London
Credit: Erect Architecture

05 Delivery



Delivery Overview

Delivering the strategy

Delivering the Bloomsbury Vision and its associated public realm strategy will require coordination and collaboration between the Council and the various stakeholders in the area.

Whilst the major projects highlighted and described in the previous pages have been developed in collaboration with the Steering Group, wider partnerships and engagement will be necessary to ensure a comprehensive approach and maximising the benefits for each project. This could mean working with local groups such as the student community or residents community groups in specific projects.

For each of major project, a project timescale highlighting short, medium and long term delivery has been produced, as well as a delivery pathway, which is explained in this section of the document.

Funding the strategy

The delivery of these projects will also require both public and private funding, coming from a variety of streams such as: Camden Council, S106 development contributions, Community Infrastructure Levy (CIL), Transport for London (TfL), Greater London Authority (GLA), and investment from private landowners, local institutions, local businesses. For each project, external funding such as grants will be sought and opportunities will have to be regularly monitored to avoid being missed out.

Delivery Matrix

The table on the next page specifies the potential delivery pathway for each major project. It identifies the owners of each space, the public and private partners and stakeholders that will be needed in order to deliver projects, groups that would need to be engaged, delivery timescales and potential funding streams.

Delivery Matrix

Delivery timescales:

- **Quick wins:** 0-1 years
- **Medium term:** 1-4 years
- **Long term:** 4+ years

	Montague Place	Malet Street	Torrington Square	Senate House Courtyards	Gordon Street / Gordon Square	Thornhaugh Street / Russell Square	Great Russell Street / British Museum Forecourt
Owners	Camden, British Museum, UoL	Camden	UoL, Birkbeck, SOAS	UoL	Camden	Camden	Camden, British Museum
Partners / Key Stakeholders	Camden, British Museum, UoL	UoL, Birkbeck, London School of Hygiene and Tropical Medicine, RADA	Camden, Warburg Institute	Camden, Birkbeck, SOAS	UCL, Birkbeck	UoL, SOAS, UCL	British Museum
Wider Engagement	TfL, British Museum visitors, UoL student community, Friends of Russell Square	TfL, UoL and Birkbeck student community, British Museum visitors, local businesses	UoL, Birkbeck and SOAS student community	UoL and SOAS student community and visitors	TfL, Euston team, UCL student community	SOAS, UoL and UCL student community, local school on Russell Square	TFL, visitors and local businesses
Timescale	<p><u>Quick wins:</u> Temporary public realm measures; Programming and events</p> <p><u>Medium term:</u> Wayfinding measures; Road closure trial; Activating Senate House frontage</p> <p><u>Long term:</u> Relocation of coaches; Street closure; New forecourt design; Permanent street greening, Activating street frontages</p>	<p><u>Quick wins:</u> Events and programming (market); Temporary greening and seating; activate Birkbeck Student Union*</p> <p><u>Medium term:</u> Temporary road closure trial; Consolidation of Lime Bikes; Active frontage of northern buildings</p> <p><u>Long term:</u> Road closure and servicing strategy; Routes through Bonham Carter House and Birkbeck; New street design</p>	<p><u>Quick wins:</u> Wayfinding measures; Events and programming of Civic Square; Temporary greening and seating</p> <p><u>Medium term:</u> More active ground floor at Birkbeck</p> <p><u>Longer term:</u> New design at Byng Place arrival; Design of Civic Square; Parking removal and servicing consolidation; Design of the Lanes</p>	<p><u>Quick wins:</u> Senate House public programming; Wayfinding measures*; Parking on East Courtyard removed and replaced with temporary greening, seating and bike parking*</p> <p><u>Medium term:</u> Opening up gates onto Malet Street</p> <p><u>Longer term:</u> New public square on West Courtyard; Re-arrangement/ re-design of East Courtyard; Permanent greening</p>	<p><u>Quick wins:</u> Opportunity for murals and temporary interventions such as greening and seating; Events and programming</p> <p><u>Medium term:</u> Temporary street closure - trial*</p> <p><u>Longer term:</u> Permanent street closure; New street design; Permanent greening and seating; Ground floor building activation; New Euston station entrance</p>	<p><u>Quick wins:</u> Wayfinding measures; Removal of clutter</p> <p><u>Medium term:</u> Relocation of parking (cars and motorcycles); Permanent street closure with servicing only; Temporary greening and seating</p> <p><u>Longer term:</u> New design with wider pavements and permanent greening; New connection to Bedford Way</p>	<p><u>Quick wins:</u> Interim Welcome Pavilion scheme by Studio Weave, Wright & Wright, Tom Massey and others; Temporary road closure of Great Russell Street</p> <p><u>Longer term:</u> Pedestrianisation of Great Russell Street alongside seating / greening; Permanent visitor pavilion scheme and landscaping to the BM courtyard with permanent shade measures</p>
Funding Streams	Camden, S106, CIL, landowners, grants such as Thames Water for SuDS	Camden, S106, CIL, landowners	Landowners, Institutions, Camden	Landowners, grants from historic organisations	Camden, S106, CIL, landowners	Camden, S106, CIL, landowners	Camden, TFL, S106, landowners

*Already in progress

