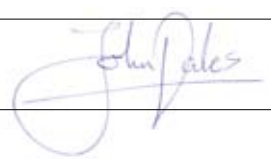




# FITZROVIA

OPEN SPACE + PUBLIC REALM STUDY

**urban**movement  
part of **urban**initiatives

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FITZROVIA OPEN SPACE + PUBLIC  
REALM STUDY

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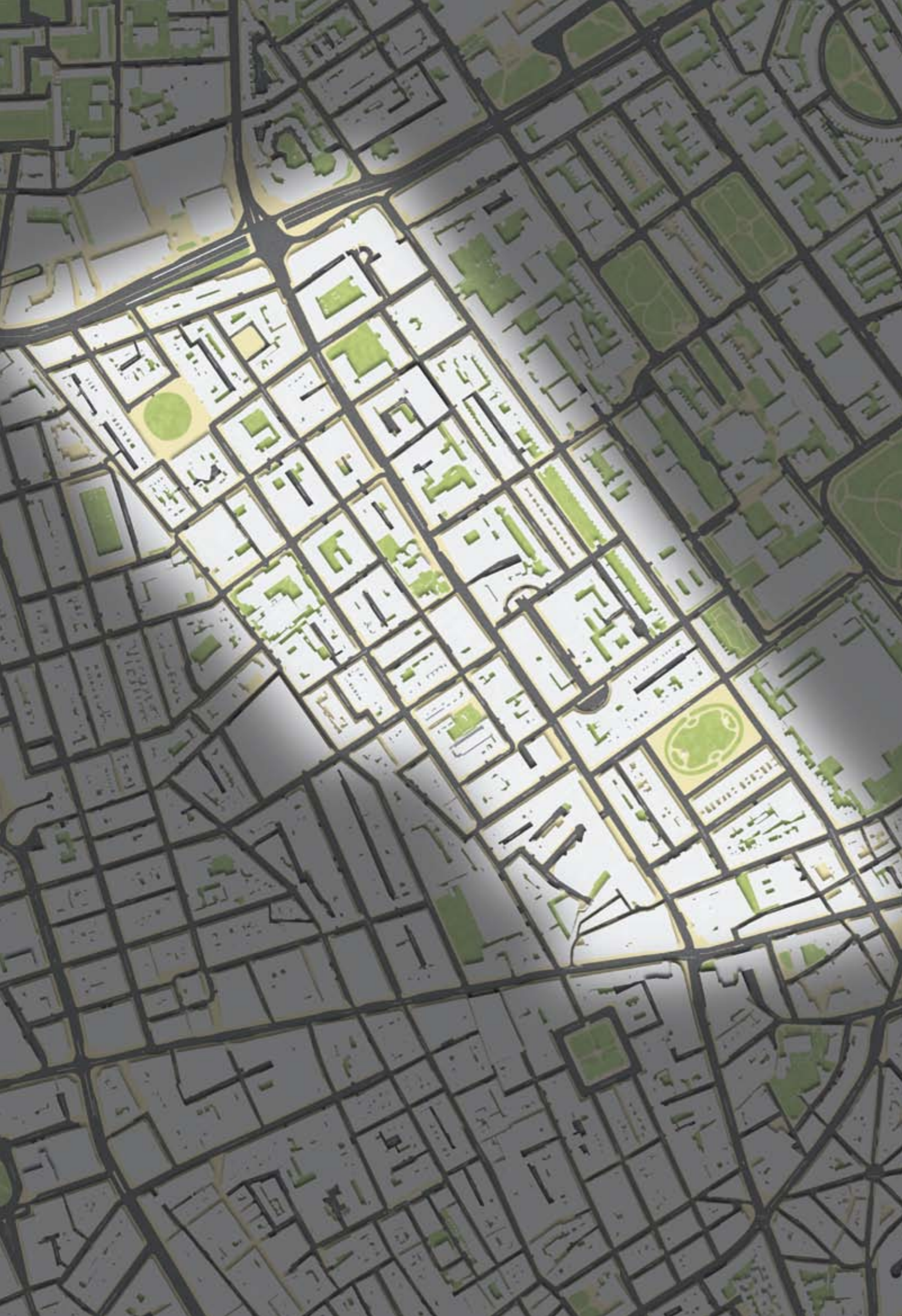
FINAL REPORT

18/2012

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# 0 INTRODUCTION

## PURPOSE OF REPORT

Urban Initiatives was commissioned by Camden Council to explore ways in which more public open space could be delivered in the Fitzrovia district of central London. The need for more public open space is recognised by all local stakeholders, including property company Derwent London, who have funded this piece of work. The report explains how and where new public open space can be realised and sets out estimated costs for their delivery over the short, medium and long terms. Projects are also ranked in priority based on feasibility and effectiveness in delivering the right type of public open space in areas of most need due to limited resources.

The study area is highlighted on the adjacent plan and is bounded by the Euston Road in the north, Oxford Road in the south, Gower Street in the east (which overlaps with the adjacent district of Bloomsbury) and Cleveland Street in the west. This report covers the parts of Fitzrovia that falls within LB Camden (and not part that sits in LB Westminster), who's development policies for open space are currently set out in DP31: Provision of, and improvements to, open space and outdoor sport and recreation facilities.

## METHOD

We undertook a detailed site investigation of all publicly accessible space within the study area, which also included all the streets and roads as well as parks, gardens and squares. These spaces were extensively photographed and mapped according to typology and presented at a stakeholder issues workshop. Once all the baseline information had been collected and analysed, we identified a series of opportunities to create new public space. These were presented at a second stakeholder workshop and amended accordingly for inclusion in the final findings report.

## A SUMMARY OF THE ISSUES

The local residential population has expressed a desire for more public space to relieve the pressure placed on the existing open spaces particularly by an increasing weekday working population supplemented by the large resident student population.

The estimated resident population of Fitzrovia is around 4500, derived from the 2001 census for data collected for the Bloomsbury Ward for which Fitzrovia accounts for a approximately half. The old six-acre standard would have suggested that a population of this size ought to have access to around 10ha of open recreational space. Within Fitzrovia currently there are only three genuinely public open spaces (excluding private spaces or highway land): The Warren (0.16ha), Whitfield Gardens (0.1ha) and Crabtree Fields (0.13ha) giving a total less than half an hectare (ha). Most of this space is hard paved, the only publicly accessible grass in Fitzrovia is the lawn in Crabtree Fields which measures 14m x 16m – 224m<sup>2</sup> (0.0224ha). The pressure on these spaces is huge due to the demand generated by office workers, shoppers, students and tourists as well as the residents. There is, therefore, a genuine need for more public space in Fitzrovia, and this report seeks to identify opportunities as to how this can be delivered.

There is a general deficiency of all types of public space, but particularly 'soft' spaces including any type of vegetation such as trees, shrubs, grass and other plants. There are no publicly accessible opportunities for food growing in Fitzrovia and activities to engage older children and young adults are also generally limited. There is a noticeable lack of native habitat, which limits the neighbourhood's biodiversity, as most planting is generally non-native and ornamental. Use patterns vary greatly with space being most stressed on weekday lunchtimes in the summer. At weekends Fitzrovia's public spaces are quieter but still well used as office workers are replaced (to a lesser extent) by shoppers, tourists students and residents.

# 0.1 FITZROVIA

Fitzrovia is a neighbourhood in central London near the West End, lying partly in the London Borough of Camden (in the east) and partly in the City of Westminster (in the west); and situated between Marylebone and Bloomsbury, north of Soho. It is characterised by its mix of residential, retail and business uses, with no one aspect or trade dominating the area. The historically bohemian area was once home to such writers as Virginia Woolf, George Bernard Shaw and Arthur Rimbaud, and is more lately known as a media, advertising and residential hub. Fitzrovia is bounded by Euston Road to the north, by Oxford Street to the south, by Gower Street to the east and by Great Portland Street to the west.



Fitzrovia is a cultural hub within London and attracts many leading media and artistic companies, for which it is world renowned however there is also a long standing and passionate residential community.

During the 1960s a large amount of housing was lost in Fitzrovia and the residential community felt under threat from new large-scale building. The threat from the developers spurred residents in the early 1970s to form a number of voluntary associations to conserve the best of Fitzrovia and resist the efforts of developers to change its character. In 1970 the Charlotte Street Association was formed to campaign for more housing and to preserve the unique character of the area. A neighbourhood newspaper, The Tower (later re-named Fitzrovia News) was produced in 1973 by a group of activists. The first Fitzrovia Festival was held in 1973 with the theme "The people live here!" in an effort to demonstrate that among the offices, restaurants and cafes there was a residential community that wanted its voice heard and in 1974, the Fitzrovia Neighbourhood Association was formed and raised money to create a neighbourhood centre in a disused glass shop on the corner of Tottenham Street and Goadge Place: The Fitzrovia Neighbourhood Centre was opened in 1975.

The Fitzrovia Neighbourhood Centre remains the focus of community action and a place for the various voluntary groups to meet and is the office of the Fitzrovia News which is produced four times a year by volunteers drawn from the residential community. An advice and information service and community projects, including the annual Fitzrovia Festival, are also delivered from the Neighbourhood Centre.



Fitzrovia has a surplus of carriageway space that can be reclaimed.



There is obvious charm, character and creativity throughout Fitzrovia.



Opportunities for widening footways are numerous throughout the area.



All Fitzrovia's institutions have a poor relationship with the public realm.



A lot of the public realm has been taken over for parking and servicing.



The character and building stock of Fitzrovia is world renowned.



- 1.1 80 CHARLOTTE STREET
- 1.2 ASTA HOUSE
- 1.3 ASTOR COLLEGE
- 1.4 MIDDLESEX HOSPITAL ANNEX
- 1.5 ARTHUR STANLEY HOUSE
- 1.6 TOTTENHAM MEWS DAY HOSPITAL
- 1.7 6-17 TOTTENHAM COURT ROAD
- 1.8 CENTRAL CROSS
- 1.9 61-63 TOTTENHAM COURT ROAD + 1-7 AND 11-13 GOODGE STREET
- 1.10 ROYAL EAR HOSPITAL
- 1.11 MEDICAL STUDENT'S UNION
- 1.12 ROSENHEIM BUILDING
- 1.13 ODEON SITE
- 1.14 NETWORK BUILDING



# DEVELOPMENT OPPORTUNITIES

# 1 DEVELOPMENT DELIVERED SPACE

## BUILDING OR BLOCK DEMOLITION

### DESCRIPTION

Collect section 106 / CIL monies to buy a block, half block, single building or vacant site and clear to create a new public space. It is possible that this could be delivered through a philanthropic act but more likely through revenues paid in lieu of open space provision.

### POTENTIAL SITES & QUANTITY

Area wide but specific opportunities arise where low quality building stock / brownfield sites exist. Up to 6,400m<sup>2</sup> based on a standard Fitzrovia block, which measures 80m x 80m square. The Odeon site on Grafton Way (1,500m<sup>2</sup>) is the only undeveloped plot in Fitzrovia.

### SPACE TYPOLOGY

All typologies feasible but ultimately depends on size of acquired plot and adjacent land uses. Spaces should be designed in response to local deficiencies following public engagement but should be predominantly softer garden/park type spaces with lawns and a range of activities for all age groups. (Refer to appendix B).

### PROS

Can deliver a large-scale, accessible open space at ground level with a range of uses with a major contribution to biodiversity.

### CONS

Land / building acquisition costs may be prohibitively expensive and will fluctuate over time & specific location. Rental income alone, for example, of prime office space in Fitzrovia can be as high as £600/m<sup>2</sup> (£60/ft<sup>2</sup>). The Qube building, for example, generates £2.5million income annually off 4100m<sup>2</sup>.

*(Taken from Derwent London published accounts 2011)*

### RISKS

Could take considerable time to acquire sufficient monies, especially considering rising costs over time. A suitable block or building may not come onto the market and CIL monies may be diverted into more pressing short-term projects.

### COST RANGE

Very high, from £10million for a low quality small building to £100million + for a large building or standard 80m x 80m block.

*Note: Derwent recently purchased 53-65 Whitfield Street (site area of 730m<sup>2</sup>) for £14.1 million after costs, which equates to around £20,000/m<sup>2</sup> effectively for land acquisition.*

*(Taken from Derwent London published accounts 2011)*

### PHASING, PRIORITY & DELIVERY

Although a high priority it represents a very long-term option that will be very difficult, if not impossible, to deliver.

### SUGGESTED ACTIONS

Test financial feasibility when CIL levels are known.



Indicative arrangement only

## PLANNING NEGOTIATION

### DESCRIPTION

Planning deals (similar to those used in New York City in the 1960's) to secure ground level public space in return for additional building height. They could also allow financial contributions to be made that could be used to purchase a building or block as described previously. This could result in the arrangement where a large building is compensated for with an area of public open space, as illustrated within the Regent's Place development. It should be noted that the scale of development achieved in this scheme is far greater than is possible in Fitzrovia.

### POTENTIAL SITES & QUANTITY

Potentially area wide but should be determined by a building heights strategy.

### SPACE TYPOLOGY

All typologies feasible but ultimately depends on size of acquired plot and adjacent land uses. Spaces should be designed in response to local deficiencies following public engagement but should be predominantly soft with lawns and a range of activities for all age groups. (Refer to appendix B).

### PROS

Can deliver small-scale, accessible open spaces at ground level with a limited range of uses and with an opportunity to contribute to biodiversity.

### CONS

Results in a series of small-unconnected spaces designed to respond to the needs of the building users, as well as leading to poor biodiversity values.

### RISKS

No suitable sites for taller buildings can be found. Corporate plaza type spaces are delivered which do not provide for the local residential community or contribute to biodiversity.

### COST RANGE

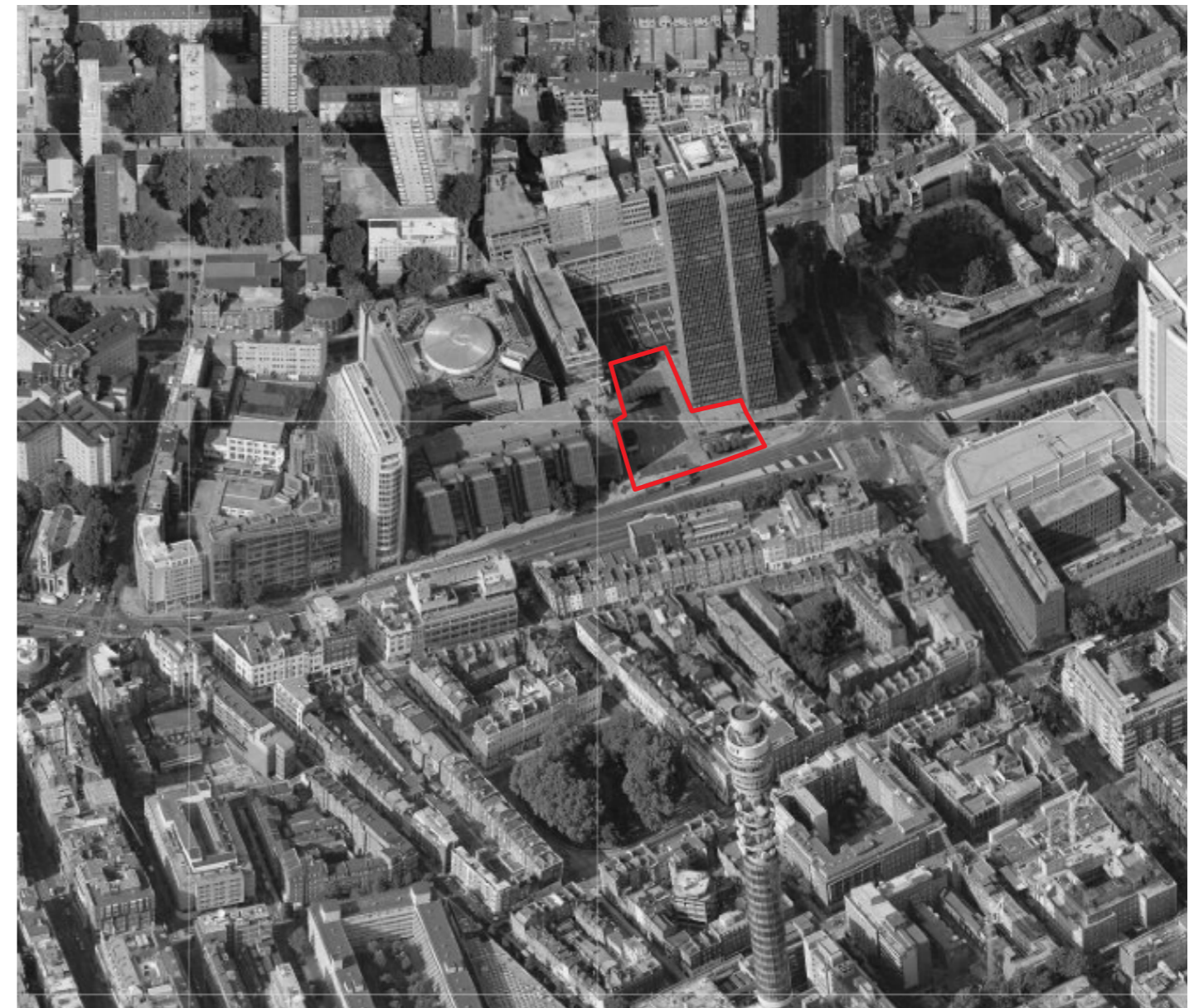
Neutral as all costs will be borne by the developer and the reduction in the developable site area will be off-set by the gain in floor space via the additional storeys.

### PHASING, PRIORITY & DELIVERY

A high priority, which is easy to deliver over the short, medium and long terms.

### SUGGESTED ACTIONS

Develop a building heights strategy to identify potential 'planning gain' sites and establish rules for the control the building heights and the design of the public spaces.





## CO-LOCATION

### DESCRIPTION

Create a larger or connected series of open spaces by grouping space from different developments around a central core or movement corridor.

### POTENTIAL SITES & QUANTITY

The key site is the super block formed by Cleveland, Howland, Charlotte and Tottenham Streets. Creating a new 'street' or linear open space (12m x 80m), which connects Chitty Street to Foley Street, and recreate two standard sized blocks to increase local permeability. Grouping open space around the intersection of this linear space and Tottenham Mews can potentially deliver an open space of around 1000m<sup>2</sup> (0.1ha). This linear space could ultimately be connected eastwards through Chitty Street and onwards to Tottenham Court Road adjacent to the American Church . Other potential 'core' sites include: Maple Place; Cleveland Mews; Charlotte Mews; Odeon Site; Chenies Mews and Queens Yard.

### SPACE TYPOLOGY

All typologies feasible but ultimately depends on size of acquired plot and adjacent land uses. Design in response to local deficiencies following public engagement but should be predominantly soft with lawns and a range of activities for all age groups. (Refer to appendix B).

### PROS

Delivers a significant piece of open space incrementally over the short and medium terms without having to wait until all developments are complete. In addition to this it can result in improved permeability, shorter and safer cycling routes as well as contributing to a linked chain of open spaces. Moreover, if suitably delivered a piece of open space of this scale could also provide greater biodiversity value.

### CONS

Takes a very long time to create a meaningful space of significant size and all necessary sites might not come forward. Additionally, existing Mews Streets need to be safeguarded as movement, access and servicing routes.

### RISKS

Vision may be lost over time, as it proves too difficult to coordinate developments.

### COST RANGE

High, but can be borne by the developer in the assumption (based on the Chitty Street development) that all developments can set aside 5% of the developable site area for public space.



Indicative arrangement only

## POCKET PARK

### DESCRIPTION

Policy DP31 of the Camden Development Policies requires development to make an appropriate contribution to the supply of open space. For commercial developments in Central London the Council will apply a standard of 0.74m<sup>2</sup> of open space per person (where 19m<sup>2</sup> of commercial floorspace caters for one worker). This is broadly equivalent to 5% of additional commercial floorspace, which could be delivered as a pocket park, such as that proposed by the developer as part of 80 Charlotte Street.

### POTENTIAL SITES & QUANTITY

Standard blocks in Fitzrovia measure around 80m x 80m, or 5,000 to 7,000m<sup>2</sup>. Developments that have a footprint of 1,000m<sup>2</sup> or add 1,000m<sup>2</sup> in office floorspace have potential to contribute 50m<sup>2</sup> towards a pocket park. Such sites could provide pocket parks wherever new developments come forward.

### SPACE TYPOLOGY

Chitty Street is more of a 'plaza' than a 'park' as it is predominantly hard paved with some decorative tree and shrub planting and short stay bench seats. The pocket park typology is capable of providing a softer space with a lawn (see Crabtree Fields) native planting to increase biodiversity and longer stay seating with backs and arm rests as well as features to engage children.

### PROS

Accessible multifunctional spaces can be provided at regular intervals. These spaces will remain in the ownership of the developer and will be managed and maintained at no expense to the council.

### CONS

Only small-enclosed spaces can be delivered that are not true 'public' spaces but privately owned publicly accessible spaces and few developments could achieve such a space as they are not big enough.

### RISKS

The design and management of the space discourages public use and provides for a narrow user group (office workers seeking break out space), which indirectly excludes local residents, children and young adults etc.  
Note: This can be countered through planning obligations, as was the case with the pocket park provided as part of 80 Charlotte Street.

### COST RANGE

High, but can be borne by the developer as the assumption is (based on the Chitty Street development) that all developments can set aside 5% of the developable site area for public space.

### PHASING, PRIORITY & DELIVERY

High priority and can be easily delivered over the long, medium and short terms and at no cost to the council.

### SUGGESTED ACTIONS

Development of office space that has a footprint of 1,000m<sup>2</sup>, or adds more than 1,000m<sup>2</sup>, should provide the equivalent of 5% of additional floor area as public open space.



Indicative arrangement only

## BUILDING SETBACK

### DESCRIPTION

Setting new developments back from the original building line allows a linear open space to be created as part of a widened footway.

### POTENTIAL SITES & QUANTITY

Standard blocks in Fitzrovia measure around 80m x 80m, or 5,000 to 7,000m<sup>2</sup>. Developments that have a footprint of 1,000m<sup>2</sup> or add 1,000m<sup>2</sup> in office floorspace have potential to contribute 50m<sup>2</sup> towards building setback.

### SPACE TYPOLOGY

The form of the space (long and narrow) limits the typology and function, although if coupled with a road closure a more significant space could be delivered. Even with limited width it should still be able to provide a soft space with native planting to increase biodiversity and longer stay seating with backs and arm rests as well as features to engage children and young adults.

### PROS

Accessible multifunctional spaces can be provided at regular intervals. These spaces can either remain in the ownership of the developer or pass into the council's control who will then be responsible for management and maintenance.

### CONS

These narrow spaces may be suitable on Tottenham Court Road, but in other areas may not be in keeping with the character, heritage or streetscape of Fitzrovia. In addition to this the value of such space is considerably reduced by exposure to traffic noise and its visual intrusion.

### RISKS

The form of the space allows incremental loss to the typical demands of a busy urban street.

### COST RANGE

High, but can be borne by the developer as the assumption is (based on the Chitty Street development) that all developments can set aside 5% of the developable site area for public space.

### PHASING, PRIORITY & DELIVERY

Low priority due to the limitations imposed by form, but can be easily delivered over the long, medium and short terms and at no cost to the council.

### SUGGESTED ACTIONS

Development of office space that has a footprint of 1,000m<sup>2</sup>, or adds more than 1,000m<sup>2</sup>, should provide the equivalent of 5% of additional floor area as public open space. Encourage the 'set-back' form in specific locations that will benefit from a wider street.



Indicative arrangement only

## MEANWHILE USES

### DESCRIPTION

Brownfield sites in mid development cycle (post demolition & pre construction) offer an ideal site for temporary or 'meanwhile' uses.

### POTENTIAL SITES & QUANTITY

Currently the Odeon Site is the only cleared site in Fitzrovia, and at 1,500m<sup>2</sup> offers a significant opportunity.

### SPACE TYPOLOGY

All typologies are feasible as long as the design can respond to the temporary nature of the site. Other meanwhile uses in London have included: pleasure gardens; allotments; ball courts; adventure play grounds; wild life gardens and swimming pools.

### PROS

Relatively cheap and easy to establish, especially through community participation.

### CONS

Will eventually be lost to development unless sufficient funds can be raised to purchase the land.

### RISKS

Landowner reluctant to enter into an access agreement or redevelopment is pending.

### COST RANGE

Relatively low running costs but may involve significant establishment costs of between £50k - £250k depending on typology for a site of similar size to the Odeon site.

### PHASING, PRIORITY & DELIVERY

Potentially easy and quick to deliver and should be treated as high priority. Should also be developed as a partnership between the local community, the commercial property owners and the numerous institutions.

### SUGGESTED ACTIONS

Make initial approach to UCLH to discuss terms of an access agreement onto the Odeon Site.



Indicative arrangement only





ROOFTOP POTENTIAL

## 2 ROOFTOP SPACE

Rooftop space is in many countries considered as a valuable asset in urban areas. In Fitzrovia, and London as a whole rooftop space is grossly under-utilised. Whilst rooftop space can be both private (for residents and workers of the building only), and public (accessible to anyone, even if only part of a membership agreement or community group) the benefits can be felt either way due to private rooftops relieving pressure on existing open spaces. Roof-top space has, on the rare occasion, been celebrated however it is largely forgotten or ignored within the built environment for a variety of reasons, and their visual removal from the social activity of the street does little to help. Architecturally, they crown the top of a building and functionally they protect us from the elements and throughout history rooftop accommodation has tended to be the least desirable. In the case of the Georgian terrace, it was where household staff were relegated. Being seated 'up in the God's' was the least socially and visually desirable place to be in the theatre.

### ROOFTOP PLAY

Increasing inner city population and the associated increase in demand for land will undoubtedly put pressure on the existing socio, economic and recreational infrastructure of the city. With the continued democratisation of space, and the increasing governmental legislation supporting socially sustainable programmes, rooftop gardens and play facilities could prove invaluable.

Roof gardens and terraces can provide the opportunity to observe memorable skylines and panoramic views, and can potentially be a source of income for the developer, as demonstrated most notably in the form of the Empire State building. The building famously weathered the storm of financial crisis in the 30's great depression through its 86th floor observation deck that drew visitor receipts of \$2m in the first year of opening – as much money as was taken in rent that year.

There are several examples of rooftop play facilities in Fitzrovia and the surrounding areas, namely the rooftop football pitch on Riding House Street shown to the left as well as the rooftop sports cage on Hollen Street in Soho. If managed properly these facilities provide residents and youth groups with easy access to sporting amenities in a safe and controlled environment without the disruption that can be caused when such facilities are at ground level and next to residential properties. In addition to formal play facilities, recreational activities can also find a good home on rooftops. Rooftop areas have been shown to be viable and exciting areas for socialising, the Dalston Roof Park (shown to the right) provides evening entertainment in the form of film screenings, poetry recitals and theatre productions throughout the summer.

### ROOFTOP GARDENING

The increase in world population to 9.2 billion people by 2050 will necessitate an additional area roughly the size of Brazil to create reliable food supplies. The quantum of arable land will not be enough to sustain the global society. To this end we should look to take advantage of abandoned and unused urban spaces and create an environment that encourages sustainable urban life, promoting a state of good health for all those who choose to live in cities. Food growing can help to meet this challenge and can provide benefits to social interaction and individual health

Rooftop gardens help counteract the urban heat island effect by shading heat absorbent surfaces through evapotranspiration cooling and ultimately help reduce heat gain by between 25-80%. Trees can further assist in cooling the immediate microclimate, given its retention of larger volumes of air by up to 5 degrees centigrade. Chicago is a prime example and is one of the greenest cities in the United States, with over 200 LEED (Leadership in Energy and Environmental Design) certified buildings. Seven years ago it installed its first

roof top garden on top of City Hall. Today, it has more than 250 gardens and green roofs covering 2.5m ft<sup>2</sup> of the built environment.



The green roof on Canon Street.



Chicago's City Hall



A green roof project in Dalston, East London.

# 2.1 ROOF GARDENS

## DESCRIPTION

Flat roofs represent a vast untapped resource in Fitzrovia and should be able to deliver significant quantities of open space. It should be architecturally feasible to make 50% of the roof area (after necessary building plant such as lift rooms and air conditioning vents have taken up their share) available as accessible open space. Roofs can also help to deliver on existing policies, such as DP22 - 'Promoting sustainable design and construction', and DP23 - 'Water'.

## POTENTIAL SITES & QUANTITY

All development sites at or before the pre-application stage which, over the long term, could more than double the amount of open space in Fitzrovia.

## SPACE TYPOLOGY

All typologies are feasible under three management types: Private / Corporate; Semi-public / Managed and Public / Communal. Examples in the London Borough of Hackney have included community food growing gardens and wildlife gardens.

## PROS

Roof gardens can help to reduce the stress on ground level spaces and/or provide new, publicly accessible, spaces. They have many other widely publicised benefits such as surface water management and habitat creation and building insulation.

## CONS

- Reduced accessibility due to being remote from the public realm will still make ground level spaces attractive.

- Arrangements will need to be made in order to facilitate access.
- Only viable on flat-roof buildings.
- Separate access is likely to be required to avoid security problems for tenants

## RISKS

Building owners maybe reluctant to give access to roofs due to perceived health and security risks and additional maintenance burden as the cost of a separate access core may make uncontrolled public access prohibitively expensive.

## COST RANGE

Moderate as they can be delivered at a minor on-cost to necessary building infrastructure, ranging from £50 to £500/m<sup>2</sup> with costs being borne by the building developer. Management and maintenance costs will be relatively minor and could be offset by involving the local community.

## PHASING, PRIORITY & DELIVERY

High priority, easy to deliver and with some short-term opportunities.

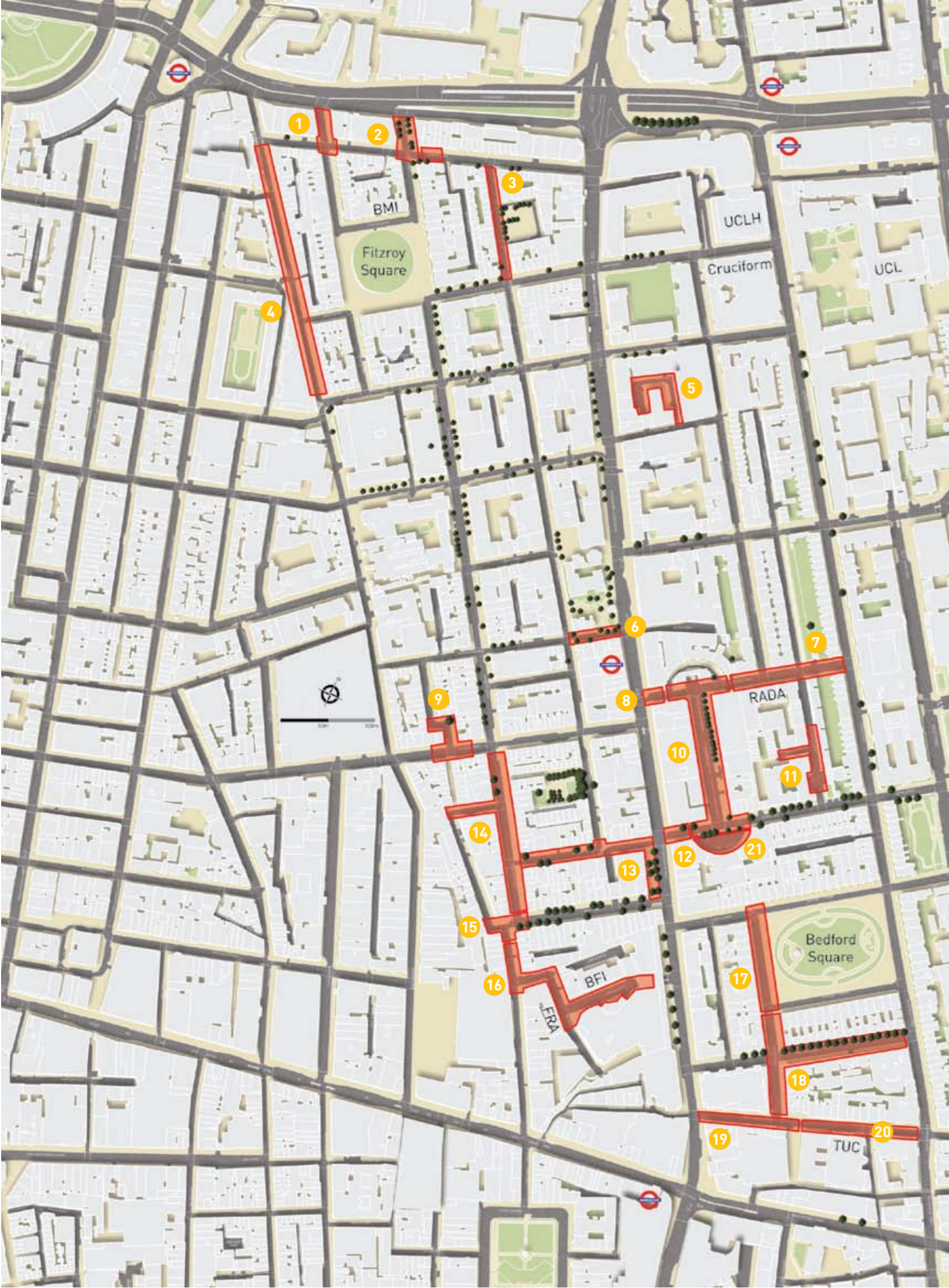
## SUGGESTED ACTIONS

Consider a policy requirement that all developments with a roof area of 500m<sup>2</sup> and above provide at least 50% fully accessible roof space and consider the use of design codes to control the typology, character and quality of the space especially in respect of biodiversity. Developments with concierges to make the roof garden publicly accessible through daylight hours to mirror Camden's park opening times.









**CARRIAGEWAY RECLAIM**

- 3.4 CLEVELAND STREET
- 3.6 TOTTENHAM STREET
- 3.7 CHENIES STREET EAST
- 3.8 CHENIES STREET WEST
- 3.10 ALFRED PLACE
- 3.11 RIDGMOUNT STREET
- 3.12 STORE STREET
- 3.14 CHARLOTTE STREET
- 3.15 CHARLOTTE STREET + RATHBONE STREET JUNCTION
- 3.18 BEDFORD AVENUE/ADELINE PLACE
- 3.19 GT. RUSSELL STREET WEST
- 3.20 GT. RUSSELL STREET EAST

**PARKING RECLAIM**

- 3.5 MORTIMER MARKET
- 3.21 SOUTH CRESCENT
- 3.17 BEDFORD SQUARE WEST SIDE

**SHARED SPACE**

- 3.1 CONWAY STREET
- 3.13 WINDMILL STREET
- 3.16 GRESSE STREET

**ROAD CLOSURES**

- 3.2 FITZROY STREET/WARREN STREET
- 3.3 WHITFIELD STREET
- 3.6 TOTTENHAM STREET
- 3.9 GOODGE PLACE



Trees and seats in a widened footway



Herb growing in tree pit planters



Public space (footways) reclaimed from the carriageway

**HIGHWAY RELATED OPPORTUNITIES**

# 3 HIGHWAY RE-ASSIGNMENT

## CARRIAGEWAY RECLAIM

### DESCRIPTION

Many streets in the Fitzrovia neighbourhood have an over provision of carriageway space which can be reclaimed through footway widening for example, as public space. This usually takes the form of overly wide lanes, unused lanes and junction flares and ghost islands (white line hatching).

### POTENTIAL SITES & QUANTITY

Every street should be assessed for feasible and desirable carriageway re-assignment. The sites with the most potential are:

- 3.10 Alfred Place 600m<sup>2</sup>
- 3.18 Bedford Avenue / Adeline Place 100m<sup>2</sup>
- 3.6 Tottenham Street East 50m<sup>2</sup>.
- 3.19/20 Great Russell Street 100m<sup>2</sup>
- 3.4 Cleveland Street 300m<sup>2</sup>
- 3.7 Chenies Street East 200m<sup>2</sup>
- 3.8 Chenies Street West 200m<sup>2</sup>
- 3.11 Ridgmount Street 400m<sup>2</sup>
- 3.12 Store Street 200m<sup>2</sup>

(See appendix for scheme priorities)

### SPACE TYPOLOGY

Soft-planted verges, central reserves and junctions, some of which will be able to accommodate trees, shrubs, grass, seats, cycle stands and play features.

Where these opportunities exist in front of major institutional buildings, AA, RADA, TUC, BFI, UCL etc. a more formal hard paved design could be adopted.

### PROS

Relatively easy to deliver (land already in control of the council) with even small gains having a dramatic impact. Can be used to manage surface water runoff and provide habitat in increase biodiversity and accommodate trees.

### CONS

Always will be located close to or within the highway, which may not be the most amenable environment.

### RISKS

All suggestions need assessment for their feasibility on parking, traffic movement and servicing.

### COST RANGE

Varies depending on materials chosen £100/m<sup>2</sup> (soft verges) to £500/m<sup>2</sup> (Yorkstone paving).  
Alfred Place - £60,000 to £300,000  
Bedford Avenue / Adeline Place - £10,000 to £50,000  
Tottenham Street East - £5,000 to £25,000  
Great Russell Street - £10,000 to £50,000  
Cleveland Street - £50,000 to £250,000  
Chenies Street East - £50,000 - £100,000  
Chenies Street West - £40,000 - £100,000  
Ridgmount Street - £80,000 - £200,000  
Store Street - £40,000 - £100,000

### PHASING, PRIORITY + DELIVERY

Short, medium and long-term projects can be delivered relatively easy and should be regarded as a high priority.

### SUGGESTED ACTIONS

Alfred Place could be regarded as an immediate start project and may be able to attract TfL's major Schemes funding and could be linked to a South Crescent parking reclaim project.

Other sites should be explored and tested through public consultation especially where a local need can be demonstrated for example Adeline Place & AA cycle parking pressures and Tottenham Street East & street tree planting.



Institutions and public buildings need some room to 'breathe'.



A pocket park was squeezed into this 3m wide verge.



Great Russell Street has been narrowed to create room for bicycle stands.

## PARKING RECLAIM

### DESCRIPTION

Surface level parking areas (excludes kerb side parking bays although these should be considered under Carriageway Reclaim above) could be reclaimed as public space as parking capacity in Fitzrovia could be reduced due to the central location and high PTAL rating.

### POTENTIAL SITES & QUANTITY

- 3.5** Mortimer Market 1500m<sup>2</sup> -requires major intervention.
- 3.21** South Crescent 500m<sup>2</sup> - could be delivered through a very small intervention, a road stopping up order, such as shown in the image).

### SPACE TYPOLOGY

Mortimer Market is ideally suited to be being an oasis type courtyard garden with shade tolerant vegetation and potentially a water feature. South Crescent is already an open courtyard and forecourt space paved with historic setts and the removal of parking would enhance their contribution to the Conservation Area. Some locations will provide opportunities for softer planted spaces with low shrub planting and lawns with potential to deliver habitats and contribute to biodiversity.

Where these opportunities exist in front of major institutional buildings, AA, RADA, TUC, BFI, UCL etc. a more formal hard paved aesthetic could be adopted.

### PROS

Potentially significant quieter/oasis type public spaces could be created just east of Tottenham Court Road.

### CONS

Loss of revenue would result from loss of parking and alternative servicing provision may have to be sought to deliver a public space in Mortimer Market.

## RISKS

Access requirements may make soft spaces difficult to deliver and land ownership of Mortimer Market needs to be explored further.

### COST RANGE

Varies depending on materials chosen. Ranging from £300,000 to £900,000.

### PHASING, PRIORITY & DELIVERY

Both are short/medium term projects that can be delivered relatively easily once parking and servicing access has been resolved and should be regarded as high priorities.

### SUGGESTED ACTIONS

Consider the feasibility of removing parking and develop visions for the two spaces to generate local enthusiasm.



Reclaiming parking spaces frees up valuable urban realm for more positive activities.

## SHARED SPACE

### DESCRIPTION

Shared spaces can be used to change the character of streets so that they can function more like a public amenity spaces while still allowing necessary through traffic movement.

### POTENTIAL SITES & QUANTITY

- 3.1** Conway Street 400m<sup>2</sup> - Calming traffic along Warren Street + improving the existing public space.
- 3.13** Windmill Street East 500m<sup>2</sup> - a shared space would link to TCR and reduce the carriageway area.
- 3.16** Gresse Street (south) 1000m<sup>2</sup> and Stephen Street 1000m<sup>2</sup> - would create a stronger pedestrian link between TCR and Charlotte Street while reclaiming public space from the carriageway.

### SPACE TYPOLOGY

Hard paved single surface streets with trees and seats and possibly low planting and grass with occasional play features.

### PROS

Creates public space within a street without compromising traffic movement.

### CONS

Types of treatments and activities are limited by space required for vehicle movement and are more expensive to deliver than traditional softer public spaces.

### RISKS

All suggestions need assessment for their feasibility and impact on parking and servicing. Perceived safety issues can typically jeopardise this type of treatment and costs involved may make them prohibitively expensive

## COST RANGE

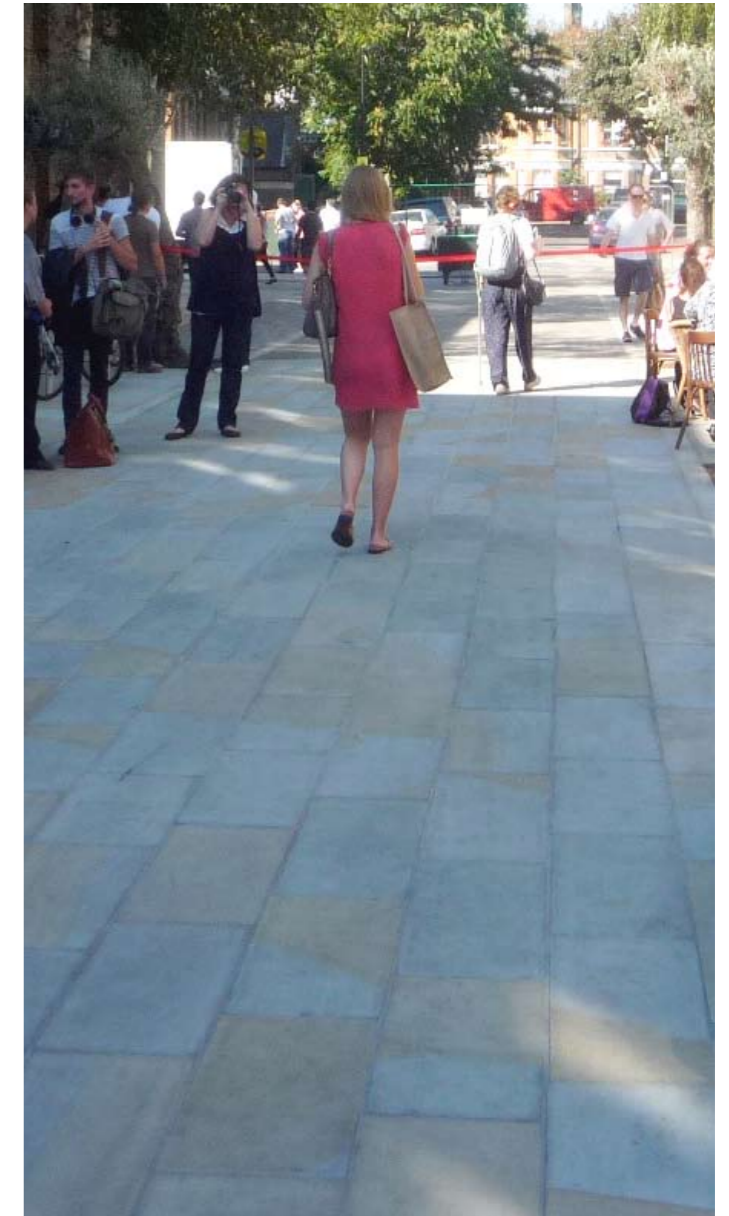
Moderately expensive ranging from £200/m<sup>2</sup> to £500/m<sup>2</sup>.

### PHASING, PRIORITY & DELIVERY

Short/medium term projects that can be delivered relatively easily and should be regarded as high/moderate priorities. Bigger schemes may be eligible for TfL Major Schemes funding.

### SUGGESTED ACTIONS

Develop concept proposals to generate local enthusiasm and attract funding.



Shared spaces allow the street's amenity quality to be increased without compromising traffic functioning.

## ROAD CLOSURES

### DESCRIPTION

The act of closing a road to through traffic has a dramatic effect on its character which allows more positive public uses to emerge.

### POTENTIAL SITES & QUANTITY

- 3.9 Goodge Place 900m<sup>2</sup>.
- 3.2 Fitzroy Street / Warren Street 350m<sup>2</sup>.
- 3.3 Whitfield Street 300m<sup>2</sup>.
- 3.6 Tottenham Street (east) 600m<sup>2</sup>.

### SPACE TYPOLOGY

Softer 'Home Zone' type street spaces with seats, trees, low planting and play components.

### PROS

Accessible multi functional spaces can be created with a secondary benefit of reducing traffic speeds on adjacent roads. Can be connected to other interventions to increase their impact.

### CONS

May have a negative effect of reducing the natural surveillance function of through vehicular traffic.

### RISKS

All suggestions need assessment for their feasibility and impact on parking and servicing. Resistance from the emergency services may make some closures unfeasible.

### COST RANGE

Relatively inexpensive in them selves as a simple physical barrier will suffice in the first instance, along with the necessary road signs. Treatments to resulting new spaces can be moderately expensive ranging from £200/m<sup>2</sup> to £500/m<sup>2</sup>.

Goodge Place 900m<sup>2</sup> - £180,000 to £450,000

Fitzroy Street / Warren Street 350m<sup>2</sup> - £70,000 to £175,000

Whitfield Street 300m<sup>2</sup> - £60,000 to £150,000

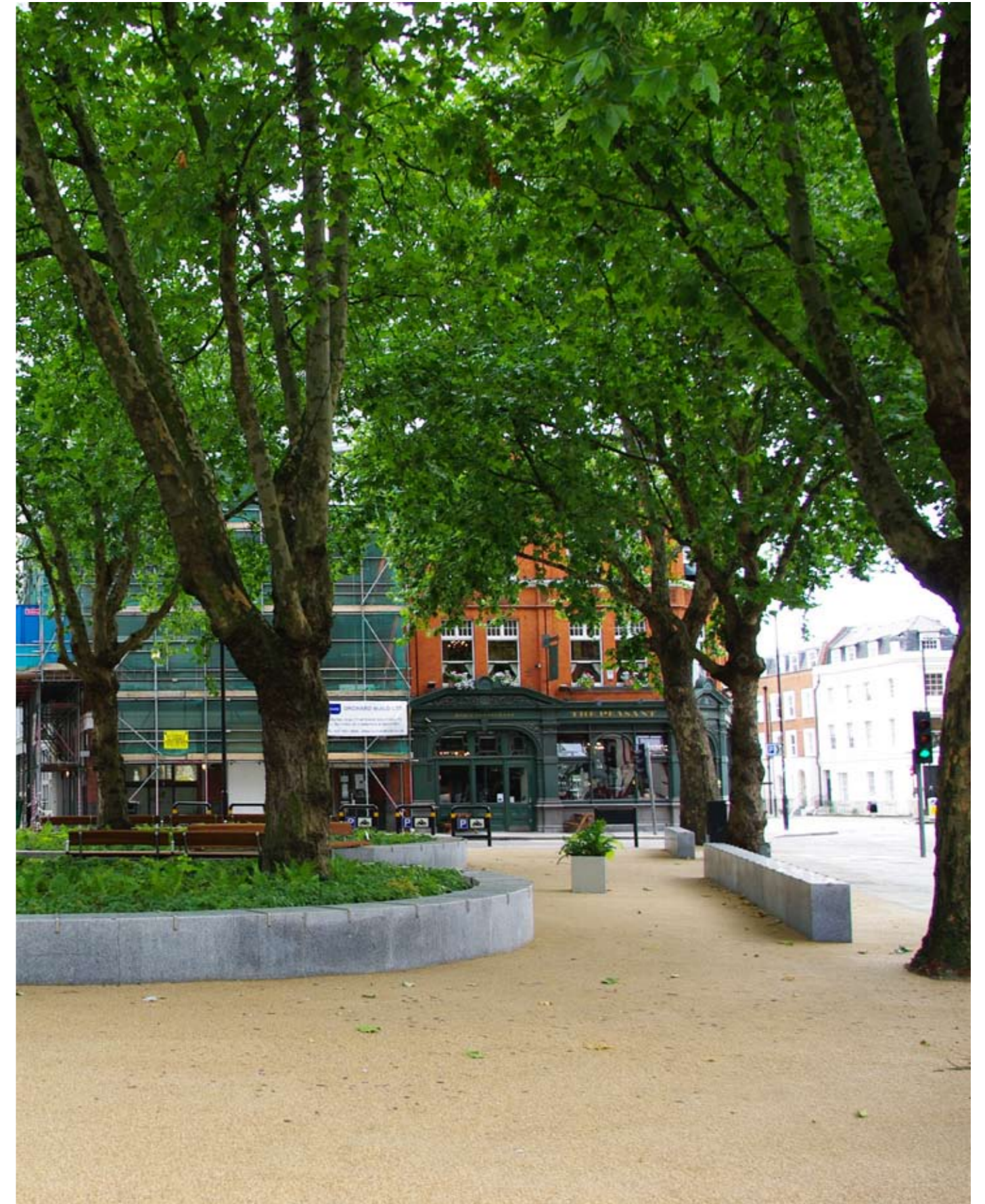
Tottenham Street East 600m<sup>2</sup> - £120,000 to £300,000

### PHASING, PRIORITY & DELIVERY

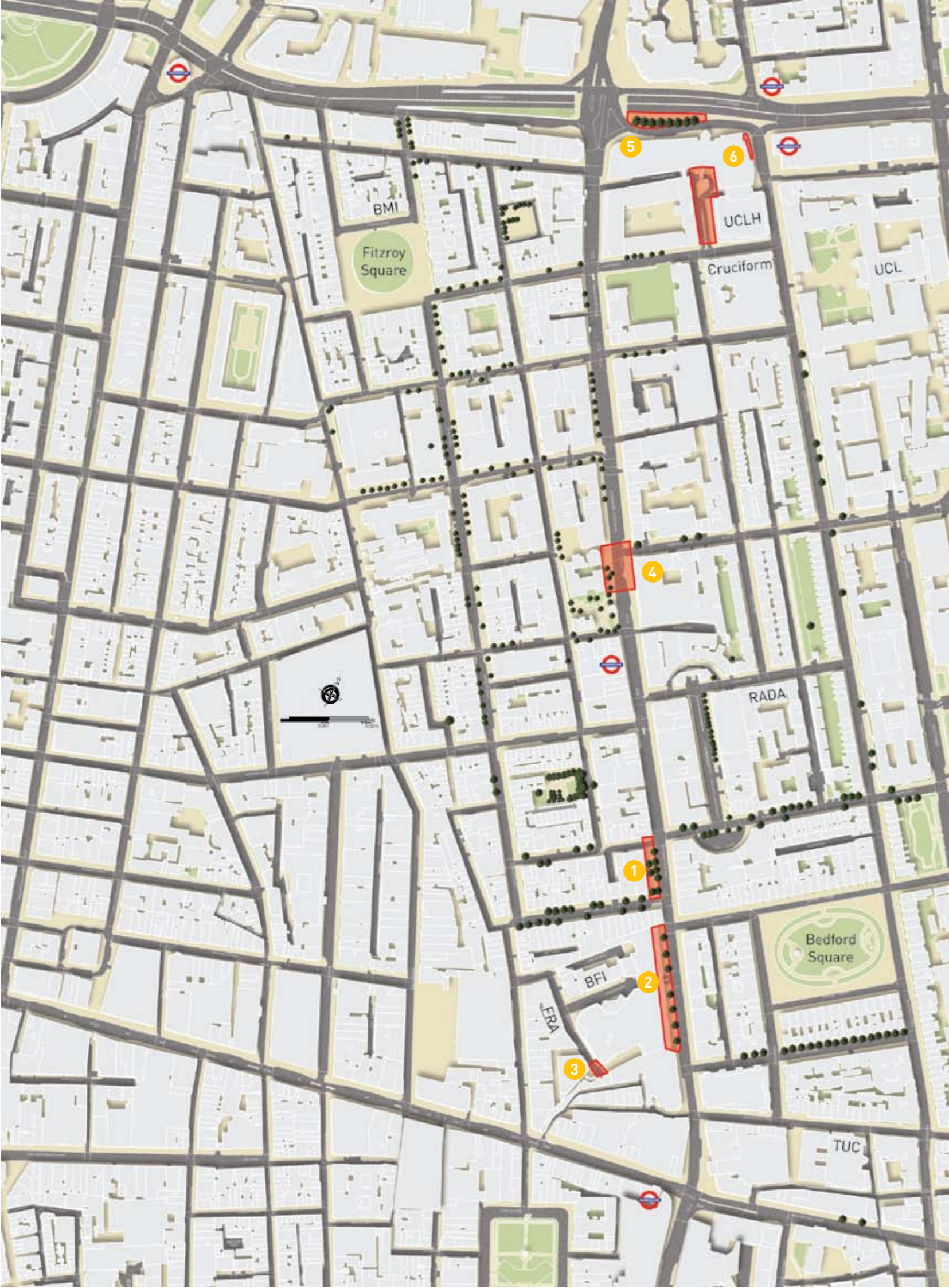
Can be delivered relatively easily, over the short medium or long terms, once traffic impacts have been assessed. Where there is strong local support these should be considered an immediate priority.

### SUGGESTED ACTIONS

Test feasibility and local appetite for closures and ensure they can deliver some meaningful new space: a courtyard in Goodge Place for example.



A simple road closure was the catalyst for this pocket park



- 4.1 WINDMILL TO PERCY STREET
- 4.2 PERCY TO HANWAY STREET
- 4.3 GRESSE STREET CYCLE STANDS
- 4.4 AMERICAN CHURCH
- 4.5 EUSTON ROAD LONDON PLANE GROVE
- 4.6 BEAUMONT PLACE SOUTH AND GOWER STREET



Just about any space can function as garden.



This 'leftover' space outside the American Church could be easily become a place to meet and socialise.

# POTENTIAL FORECOURT PROJECTS

# 4 FORECOURTS + LEFTOVER SPACES

## TOTTENHAM COURT ROAD PROMENADE

### DESCRIPTION

Wide footways have been created along the western side of Tottenham Court Road by setting building developments back from the original building line. These building set backs were originally planted with London Plane trees but over the years have become filled with other paraphernalia including vending kiosks and general street clutter. Clearing out the clutter from these wide footways would create useable new public space and the trees could be the focus of circular seats.

### POTENTIAL SITES & QUANTITY

- 4.1 TCR: Windmill to Percy Street 600m<sup>2</sup>.
- 4.2 TCR: Percy to Hanway Street 1200m<sup>2</sup>.

### SPACE TYPOLOGY

Linear promenade spaces with seating, cycle stands and planters similar to the 'Promenade of Light' on Old Street, Islington.

### PROS

Makes good use of existing infrastructure, trees and wide footways, to create accessible public spaces.

### CONS

Linear arrangement parallel to Tottenham Court Road means that the spaces can only accommodate a limited range of activities and will benefit retail frontages and shoppers the most. In addition there is a concern that forecourts, once established, will be neglected and make the appearance worse. Some formal arrangement would be needed for their maintenance.

### RISKS

Difficult to relocate street infrastructure and vending kiosks etc. to release the space.

### COST RANGE

Relatively inexpensive in the first instance as 'de-cluttering' is all that is required. Repaving and installation of seats and planters is more expensive ranging from £250/m<sup>2</sup> to £500/m<sup>2</sup>.  
TCR: Windmill to Percy Street - £150,000 to £300,000  
TCR: Percy to Hanway Street - £300,000 to £600,000

### PHASING, PRIORITY & DELIVERY

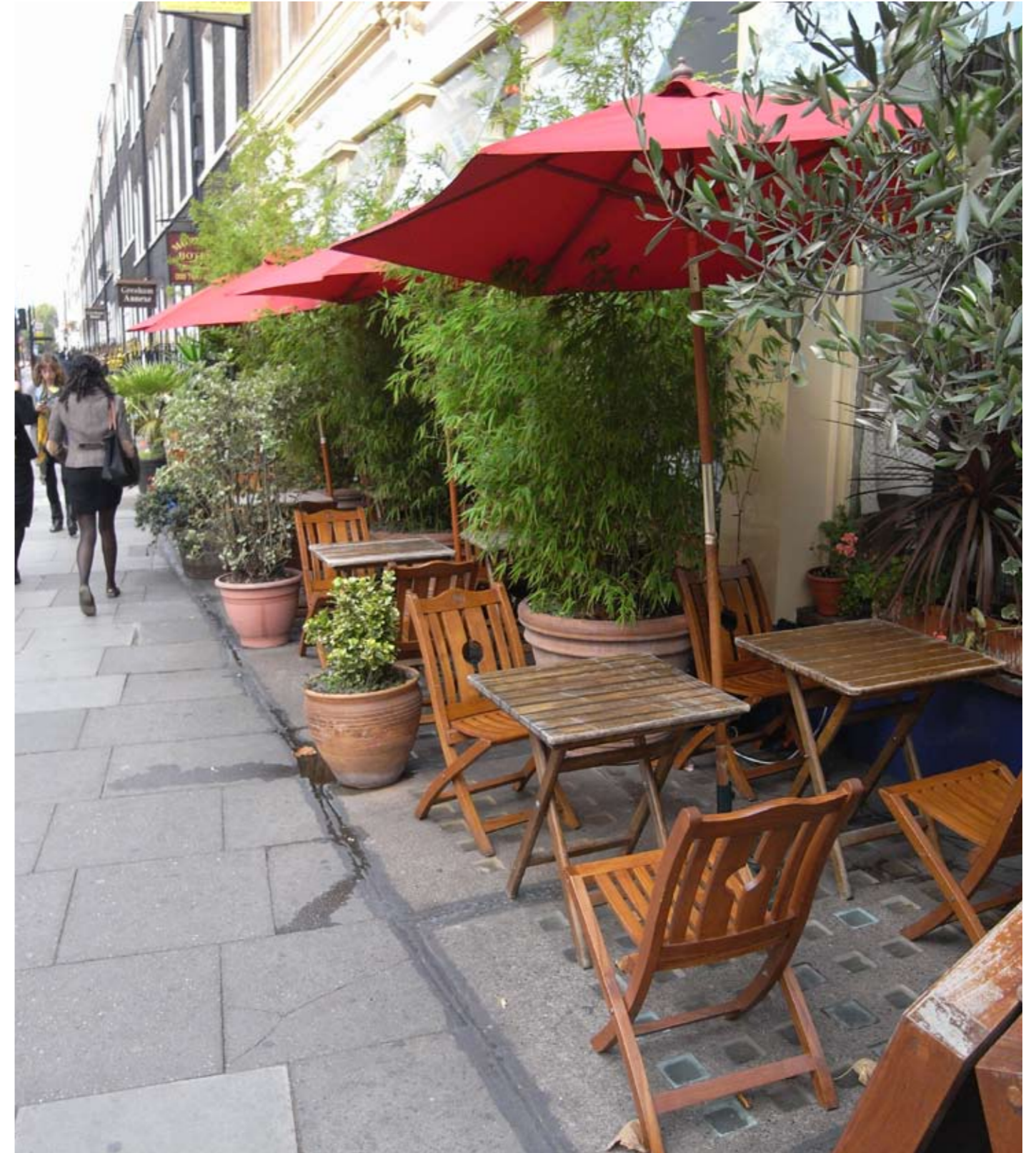
Relatively easy to deliver (where these are within the Highway Boundary) over the short and medium terms and should be considered a medium to low priority due to the type of space they deliver.

### SUGGESTED ACTIONS

Develop concept a design for a pilot project to generate enthusiasm and use to attract funding from fronting businesses.



Trees, seats + planters on Old Street, Islington



Planting on forecourts adds character to any street.

## FORGOTTEN FRAGMENTS

### DESCRIPTION

SLOAP is acronym for Space Left Over After Planning. Across Fitzrovia there are many 'Forgotten Fragments' of spaces usually at the intersection of historic townscape and new developments and infrastructure.

### POTENTIAL SITES & QUANTITY

- 4.5 Euston Road London Plane grove 1000m<sup>2</sup>
- 4.4 American Church 200m<sup>2</sup>
- 4.3 Gresse Street cycle stand plaza 100m<sup>2</sup>.
- 4.6 Beaumont Place South + Gower Street 100m<sup>2</sup>.

### SPACE TYPOLOGY

Set-back and secluded spaces with seating, cycle stands and planting.

### PROS

Despite being adjacent to busy streets these spaces offer the potential to 'sit back and watch the world go by' out of the main flow of pedestrian traffic. They also have potential to provide habitat for urban wildlife as well as opportunities to address existing management issues, such as informal parking and congregations of smokers, e.g. Beaumont Place South.

### CONS

Small and, in the case of Euston Road, difficult to access.

### RISKS

Some land maybe privately owned.

### COST RANGE

Relatively inexpensive £50/m<sup>2</sup> to £200/m<sup>2</sup>

### PHASING, PRIORITY & DELIVERY

Should be regarded as a high priority as they can be easily delivered in the short term and at low cost.



The grove of London Plane trees on Euston Road could be come a useful place to sit.



Isolated fragments of space around the American Church could be brought into public use.



Gresse Street Cycle Stands - seats would make this a useful public space

## FITZROVIAN FORECOURTS

### DESCRIPTION

Most buildings in Fitzrovia are set back from the highway boundary between 1 and 3m. These set backs take many useful forms, such as basement light wells, but many are simply hard paved and unused.

### POTENTIAL SITES & QUANTITY

Commercial property and institution forecourts, neighbourhood wide, up to a total of around 400m<sup>2</sup> per block, which could potentially deliver 4000m<sup>2</sup> of forecourt gardens across Fitzrovia.

### SPACE TYPOLOGY

Many residential forecourts, particularly in the mews, have been populated with plant pots and boxes usually with decorative and flowering plants along with seats or benches. This typology could be used to activate the commercial property courtyards and offered as gardening space for local residents. Alternatively they could be planted and managed as mini wildlife gardens or, copying the residential mews models, planted with ornamental species and flowering plants.

### PROS

Unused space already exists and has few current demands placed upon it.

### CONS

Requires the participation of commercial property and institutional property owners.

### RISKS

If used as community gardening spaces, initial enthusiasm might wane leaving the pots unmanaged and neglected if formal maintenance agreements are not in place.

### COST RANGE

Very inexpensive, from £10/pot and could be sponsored by the building owner.

### PHASING, PRIORITY & DELIVERY

Although essentially a long-term and on-going strategy it could be started immediately and should be developed as a partnership between the local community and the commercial property owners and the numerous institutions.

### SUGGESTED ACTIONS

Find local enthusiasts from the local community to take this forward and promote as a localism, environmental & biodiversity project.



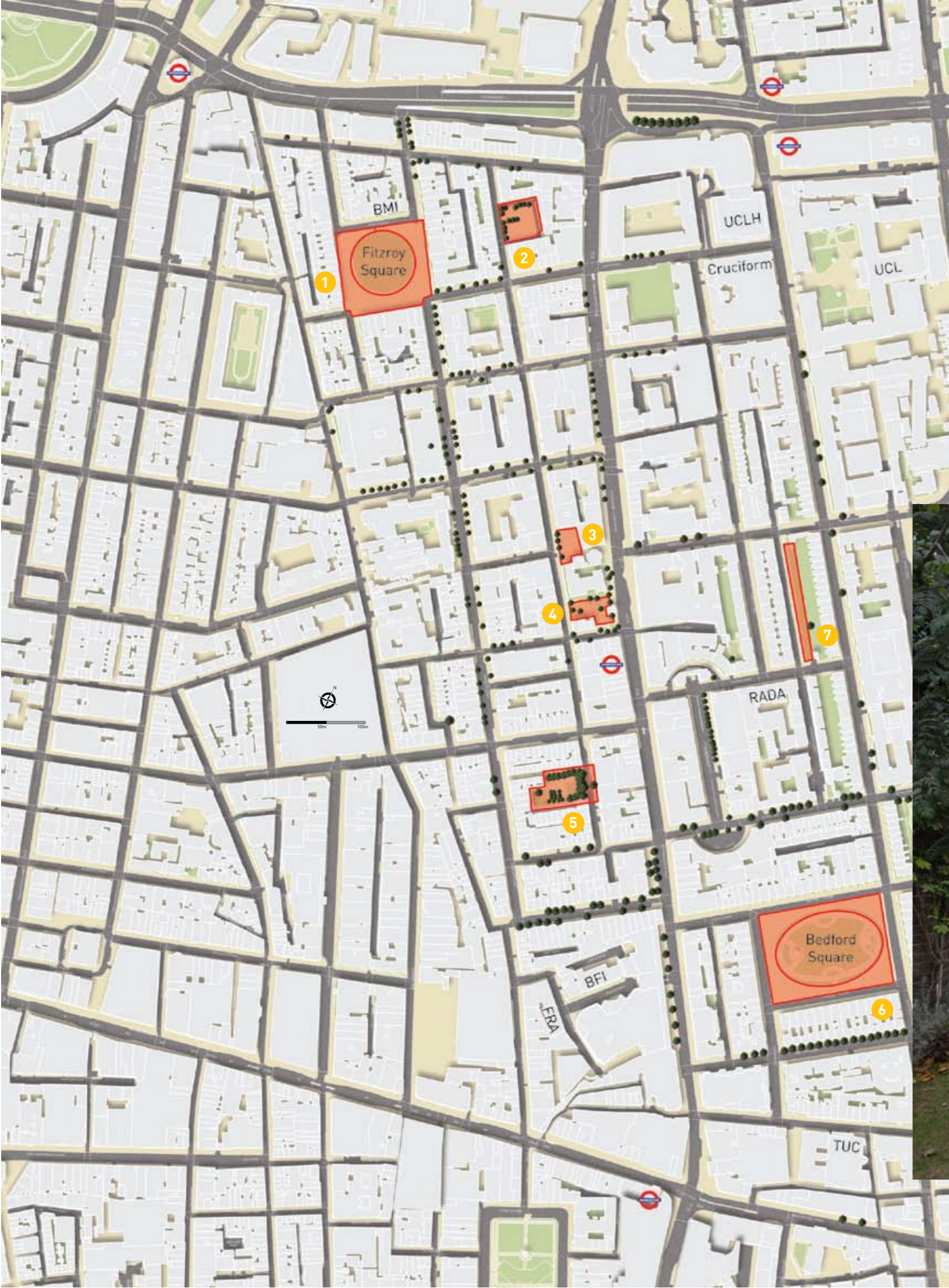
A typical sterile forecourt which could be improved through planting.



Fitzrovia is home to numerous nationally important institutions, many of which have very poor connections to the public realm. In this instance parking can be moved outside RADA and the footways built out to create a prominent forecourt.







- 5.1 FITZROY SQUARE + GARDENS
- 5.2 THE WARREN
- 5.3 WHITFIELD STREET PLAY AREA
- 5.4 WHITFIELD GARDENS
- 5.5 CRABTREE FIELDS
- 5.6 BEDFORD SQUARE + GARDENS
- 5.7 RIDGMOUNT GARDENS



Animating the corners of Bedford Square with temporary art works makes good use of empty space.



Ridgmount Gardens has no public access.

# CURRENT PROVISION

# 5 EXISTING OPEN SPACE

## THE WARREN

### DESCRIPTION

At 1600m<sup>2</sup> (building line to building line) this is a significant local open space which comprises a ball court, a children's play area, a hard paved piazza and mature trees which is in need of redesign / refurbishment as it is currently has a limited offer with little valuable habitat. The 4 benches are used well throughout the week days by people on breaks however the space is quieter at the weekend. The ball court is well used at all times by students and local youth.

### SPACE TYPOLOGY

A multifunctional neighbourhood 'oasis' space that provides access to residential properties and the hotel. Should be redesigned to make better use of the space and improve the facilities and develop a garden / park character.

### PROS

Precedent established for a ball court, which serves the local youth and young adult population. Mature trees create a sense of enclosure and could be combined with a partial road closure on Whitfield Street to extend the space.

### CONS

Approximately half of the space is occupied with the ball court, which also visually obscures the direct pedestrian link on to Tottenham Court Road.

### RISKS

Increased residential frontage may put pressure on the removal of the ball court. Potential changes to Whitfield Street need assessment for feasibility and impact on parking, traffic movement and servicing

### COST RANGE

Minor refurbishment works can be relatively inexpensive but significant redesign is really required, £200/m<sup>2</sup> to £800m<sup>2</sup> if a new multi-use games area is provided.

£320,000 to £1,250,000

### PHASING, PRIORITY & DELIVERY

Should be pursued as a high priority to be delivered following collection of s106 / CIL monies from upcoming developments in the short and medium term.

### SUGGESTED ACTIONS

Develop community led design working group to develop aspirational proposals to attract local support and additional funding.



## WHITFIELD GARDENS

### DESCRIPTION

A very open public plaza space with some seating, mature trees and perimeter shrub planting, full to capacity at lunchtimes but also busy throughout the day and at weekends.

### QUANTITY

It may be possible to alter the road treatment at the east end of Tottenham Street so that it operates as an extension of Whitfield Gardens. This could potentially increase the space by up to 500m<sup>2</sup>. It may also be possible to add more seating into this space as there is clearly a demand.

### SPACE TYPOLOGY

An extension of the hard paved plaza or shared space street.

### PROS

Connecting the space to Tottenham Street could potentially increase the overall size of the public space by almost half.

### CONS

Services principally office workers and shoppers by providing seats to stop and eat lunch and drink coffee.

### RISKS

Potential changes to Tottenham Street need assessment for feasibility and impact on traffic movement and servicing. Also, there may be some opposition from local residents due to perceived nuisance from additional seating capacity.

### COST RANGE

Moderately expensive ranging from £200/m<sup>2</sup> to £500/m<sup>2</sup>.

### PHASING, PRIORITY & DELIVERY

Although this could be delivered relatively easily and in the short term (it is within the Highway Authority's control), it should be regarded as a low priority as it will not deliver the type of space for which there is the greatest need.

### SUGGESTED ACTIONS

Test the public appetite for changes to the road treatment with the next round of public consultation on highway projects.



## CRABTREE FIELDS

### DESCRIPTION

A small enclosed park with planted boundaries, mature trees, and a children's play area, lawn, pergola structure, a hard forecourt space and numerous park benches. It is gated but is open to the public during daylight hours. There are number of low key changes and improvements that could be made in and around the park including: removal of the pergola to extend the lawn; introduction of subtle lighting to allow the space to be used in the evenings; better use of the forecourt space on Whitfield Street.

### QUANTITY

The space currently measures about 1300m<sup>2</sup> and could be extended slightly by about 200m<sup>2</sup> by including the forecourt space on Whitfield Street.

### SPACE TYPOLOGY

The existing qualities and functioning of the space should remain as it is although some changes to the planting would increase the parks value as habitat. The Whitfield Street forecourt, delineated by a brick strip is part of the park and could be reconfigured with more seats and cycle stands to replace the bollards. The slab paving could also be removed and replaced with self binding gravel (the typical treatment used under trees in Parisian parks) as it has a softer feel and allows water penetration.

### PROS

A well used and well liked pocket park, offering a relative oasis of calm in behind the bustle of Charlotte Street. It also contains Fitzrovia's only patch of grass.

### CONS

Extremely busy in summer but the space under the pergola is virtually unusable.

### RISKS

Any change may be seen as a threat to the existing qualities of the space and there maybe opposition to any measures which are intended to increase capacity and extend hours of use.

### COST RANGE

As only minor changes would be needed the costs are relatively modest at between £10/m<sup>2</sup> to £50/m<sup>2</sup>.

### PHASING, PRIORITY & DELIVERY

Can be delivered relatively quickly with only modest sums needing to be raised from s106 or CIL payments. Should be considered a high priority as the space is severely stressed on sunny lunchtimes.

### SUGGESTED ACTIONS

Suggest improvements to the forecourt space and consult on the variety of other improvements, in line with the original design, to the park itself.



The only patch of public lawn in Fitzrovia.



## PRIVATE SQUARES + GARDENS

### DESCRIPTION

Privately owned and managed gardens with restricted access, which are generally underused. The surrounding hard paved piazzas however are well used as they are publicly accessible, despite the lack of seats. Fitzroy Square Gardens are open to the public from noon to 3pm from the 1st of May to the 30th September at the discretion of the frontagers. There is no public access to Bedford Square Gardens or Ridgmount Gardens although a key lease scheme is in operation for Bedford Square. Securing access for the local residential population would greatly ease the pressure of the existing public spaces and would come close to satisfying current demand for informal amenity space.

### QUANTITY

Fitzroy Square 3000m<sup>2</sup>. Bedford Square 4100m<sup>2</sup>. Ridgmount Gardens 800m<sup>2</sup>

### SPACE TYPOLOGY

Enclosed privately owned and managed gardens protected with perimeter iron railings dominated by mature trees, lawns and shrubs with scattered benches.

### PROS

Beautiful, well-maintained and easily accessible 'soft' open spaces.

### CONS

Restrictions on how the gardens are used (no ball games for example) limit their value as amenity or recreational spaces

### RISKS

The managing estates and the frontagers regard increased access as a non-negotiable.

### COST RANGE

Very cheap as initial key purchase and administration costs are estimated at £50 pa/household (plus VAT), which, assuming 3000 households based on a permanent resident population circa 4500, equates to £150,000 per year.

### PHASING, PRIORITY & DELIVERY

Can be delivered immediately, pending agreement with the estates and frontagers and offers very good value for money and should be pursued as a high priority.

### SUGGESTED ACTIONS

Reopen negotiations with the estates and frontagers to secure local residents access through a key hire scheme in Fitzroy Square. This in time should become self-managing if a local resident is invited onto the garden committee to act as the link. Publicise the existing key hire scheme available to local residents through the Bedford Estate.



The publicly accessible hard space is well used.



Local residents can hire a key for Bedford Square for £50/year.





## 6 NEIGHBOURHOOD AMENITY STRATEGIES

Understanding that the streets are the primary public spaces in most cities means realising the street's full amenity potential. To do this a series of strategies could be developed across Fitzrovia as listed below.

### SEATS ON STREETS

Transport for London (TfL) makes the recommendation that there should be an opportunity to sit down comfortably every 100m to make the city more accessible and inclusive. It should be possible to achieve this level of seating provision if a seat is placed at every street intersection for example as the standard block length in Fitzrovia is around 80m.

### TREES ON STREETS

Fitzrovia is characterised and celebrated for its trees, most of which are located on its streets. There are, however, a large number of treeless street blocks including Conway Street, Tottenham Street, Great Russell Street, and Adeline Place etc. Even where space is very limited it is still usually feasible to plant small trees with fastigate habit (i.e with a limited spreading crown). The existing stock of trees, the urban forest, needs to be carefully managed to ensure conflicts can be resolved which doesn't lead to their eventual loss.

### WALKING AND CYCLING

Prioritising these two modes over all other forms of transport will improve, sociability, sustainability, safety, health and personal security. To do this a series of measures need to be implemented:

Install raised table junctions; install raised side road, service and mews entry's, de-clutter footways; manage pub overspill; repair uneven footway surfaces; allow/facilitate two-way cycling on streets install cycle stands; install cycle hoops on existing posts; repair pot holes and uneven carriageways.

### DRINKING FOUNTAINS

Fresh clean drinking water runs in pipes in every street in Fitzrovia. Simple and cheap bottle fill taps & drinking fountains could be installed at every street intersection and could be co-located with the seats. This measure would make Fitzrovia more accessible and inclusive and would reduce the reliance on imported bottled water, which is inherently unsustainable. The Mayor is urgently promoting a similar initiative across London and the City of London has started to also install drinking fountains.

### TOILETS

There are no public toilets in Fitzrovia, which will become an increasing problem if the night-time economy continues to expand and spread from its current focus around south Charlotte Street. Provision of toilets should be explored, possibly in association with a local stakeholder such as the American Church for example to help with installation costs and management. Other strategies involve a 'toilet available to the public' scheme for coffee shops, cafes and pubs, similar to the project recently started in Clapham. In areas of acute need temporary urinals should be considered.

# 7 CONCLUSIONS

## OPPORTUNITIES

We have identified a number of different mechanisms and opportunities to realise more public space in Fitzrovia. A fully prioritised list has been included on the next page but there are three projects that could be pursued almost immediately (subject to council resources and funding being available):

- The creation of a linear garden space in Alfred Place
- The road closure in Goodge Place which could ultimately result in a Homezone type street space
- The refurbishment of The Warren should be the next highest priority as its use is severely limited by the lack of facilities: there are only four seats, for example.

Gaining public access to the Odeon Site for the temporary creation of a park, healing gardens, grow bag allotments, orchards etc, should also be seen as a high priority especially as this could be developed relatively easily (the site is already cleared) as a community project.

In the medium term, exploring the feasibility of turning the Mortimer Market area into a courtyard garden and Gresse Street a shared space should be more fully explored although both of these would be relatively expensive as they would involve significant clearance and new build works.

In the longer term realising new public space in association with new developments is key and should include both roof garden space and pocket parks / set backs at ground level. Purchasing a block, or even a small building for demolition is likely to prove prohibitively expensive.

The typology and function of these new spaces (see appendix A) should be determined following neighbour and stakeholder consultations but the existing conditions will inevitably determine the overall character. For

example, Mortimer Market will be naturally suited to being an 'oasis' retreat garden as it is enclosed on all sides and away from the busy Tottenham Court Road. Alfred Place on the other hand is open on all sides, a 'conspicuous' space that could be turned into a linear 'promenade' garden similar to the nearby Torrington Square. The priority projects have been identified as possible ways of achieving new public space in Fitzrovia in the short, medium and long terms. In taking these suggestions forward the London Borough of Camden will have to take into account other things including borough-wide priorities, the potential to mitigate Climate Change and on-going maintenance arrangements.

## LOCAL DEFICIENCIES

During the site investigation we noted a number of absent or limited open space typologies. Excluding the gardens within the formal squares there is virtually no grass areas or lawns, certainly none big enough to support games or other physical activity, as the Crabtree Fields' lawn is very small. There are no publicly accessible gardens in which food can be grown either in traditional allotments or as 'guerrilla gardening' projects. Outside of the formal children's play areas there are no opportunities for games to engage older children or adults. Table tennis tables in public spaces across London have proved extremely popular, as have boules courts, and appeal to teens and young adults who are currently under provided for. When determining the typology and functioning of the new spaces (through public consultation) the possibility of incorporating these elements & activities should be explored.

## TYOLOGY, QUANTITY AND LOCATION

The question of how much open space, of what type and where it should be located is still to be addressed. It will be impossible to have 'too much' open space in Fitzrovia, given the current pressure on land so the strategy recommended in this report is to aim to get 'as much as possible'. In terms of typology of space this should be decided based on local deficiencies at the time and through public consultation. Generally, however, the aim should be to make them as 'soft' as possible with as much planting (trees, shrubs and grass) as the functional requirements of the space allow. Predominantly soft spaces (there are already numerous hard paved piazza spaces in Fitzrovia) have inherently more amenity, biodiversity and sustainability value and can help to meet

borough targets on these issues. They should be flexibly designed to encourage as many different compatible uses as possible although narrowly some focused spaces may be needed, such as allotment gardens or ball courts, for example. The location of new spaces will be opportunity driven rather than strategically determined although an equal distribution across Fitzrovia should be sought, as it would be pointless to concentrate all new space in one area. Areas of greatest deficiency currently include the whole area east of Tottenham Court Road, west of Charlotte Street and south of Percy Street.



A linear garden could be provided in Alfred Place almost immediately

QUICK START PROJECTS	PRIORITY	REFERENCE	TYPOLGY	COST
ALFRED PLACE	HIGH *	3.10	CARRIAGEWAY RECLAIM: HIGHWAY RE-ASSIGNMENT	£60,000 TO £300,000
THE WARREN	HIGH *	5.10	EXISTING OPEN SPACE	£320,000 to £1,250,000
GOODGE PLACE	HIGH	3.9	ROAD CLOSURES: HIGHWAY RE-ASSIGNMENT	£180,000 to £450,000
ODEON SITE	HIGH	1.13	MEANWHILE USES: DEVELOPMENT DELIVERED	£50,000 to £250,000
AMERICAN CHURCH	HIGH	4.4	FORGOTTEN FRAGMENTS: FORECOURTS + LEFTOVER SPACE	£5,000 to £20,000
CHENIES STREET EAST	HIGH	3.7	CARRIAGEWAY RECLAIM: HIGHWAY RE-ASSIGNMENT	£50,000 to £100,000
BEAUMONT PLACE SOUTH AND GOWER STREET	MEDIUM	4.6	FORGOTTEN FRAGMENTS: FORECOURTS + LEFTOVER SPACE	£5,000 to £15,000
CLEVELAND STREET	MEDIUM	3.4	CARRIAGEWAY RECLAIM: HIGHWAY RE-ASSIGNMENT	£50,000 to £250,000
FITZROY STREET + WARREN STREET	MEDIUM	3.2	ROAD CLOSURES: HIGHWAY RE-ASSIGNMENT	£70,000 to £175,000
CHENIES STREET WEST	MEDIUM	3.8	CARRIAGEWAY RECLAIM: HIGHWAY RE-ASSIGNMENT	£40,000 to £100,000
RIDGMOUNT STREET	MEDIUM	3.11	CARRIAGEWAY RECLAIM: HIGHWAY RE-ASSIGNMENT	£80,000 TO £200,000
CONWAY STREET	MEDIUM	3.1	CARRIAGEWAY RECLAIM: SHARED SPACE	£80,000 to £200,000
STORE STREET	MEDIUM	3.12	CARRIAGEWAY RECLAIM: HIGHWAY RE-ASSIGNMENT	£40,000 to £100,000
EUSTON ROAD LONDON PLANE GROVE	LOW	4.5	FORGOTTEN FRAGMENTS: FORECOURTS + LEFTOVER SPACE	£12,000 to £50,000

\* INDICATES IMMEDIATE PRIORITY

MEDIUM TERM PROJECTS	PRIORITY	REFERENCE	TYPOLGY	COST
MORTIMER MARKET	HIGH	3.5	PARKING RECLAIM: HIGHWAY RE-ASSIGNMENT	£300,000 to £900,000
SOUTH CRESCENT	HIGH	3.21	PARKING RECLAIM: HIGHWAY RE-ASSIGNMENT	£300,000 to £900,000
TOTTENHAM COURT ROAD PROMENADE	HIGH	4.2	FORECOURTS + LEFTOVER SPACE	£450,000 to 900,000
WHITFIELD STREET (IN ASSOCIATION WITH THE WARREN)	HIGH	3.3 + 5.10	ROAD CLOSURES: HIGHWAY RE-ASSIGNMENT	£60,000 to £150,000
GRESSE STREET	MEDIUM	3.16	SHARED SPACE: HIGHWAY RE-ASSIGNMENT	£200,000 to £500,000
STEPHEN STREET	MEDIUM	3.16	SHARED SPACE: HIGHWAY RE-ASSIGNMENT	£200,000 to £500,000
WINDMILL STREET EAST	MEDIUM	3.13	SHARED SPACE: HIGHWAY RE-ASSIGNMENT	£100,000 to £250,000
TOTTENHAM STREET [EAST]	MEDIUM	3.6	ROAD CLOSURES: HIGHWAY RE-ASSIGNMENT	£120,000 to £300,000
GRESSE STREET CYCLE STAND PLAZA	LOW	4.3	FORGOTTEN FRAGMENTS: FORECOURTS + LEFTOVER SPACE	£2,000 to £3,000 (Seats)
BEDFORD AVENUE / ADELIN PLACE	LOW	3.18	CARRIAGEWAY RECLAIM: HIGHWAY RE-ASSIGNMENT	£10,000 to £50,000
GREAT RUSSELL STREET	LOW	3.19 + 3.20	CARRIAGEWAY RECLAIM: HIGHWAY RE-ASSIGNMENT	£10,000 to £50,000
TOTTENHAM STREET WEST	LOW	3.6	CARRIAGEWAY RECLAIM: HIGHWAY RE-ASSIGNMENT	£5,000 to £25,000
WHITFIELD GARDENS	LOW	5.4	EXISTING OPEN SPACE	£2,000 to £10,000 (Seats)
CRABTREE FIELDS	LOW	5.5	EXISTING OPEN SPACE	£10,000 to £50,000



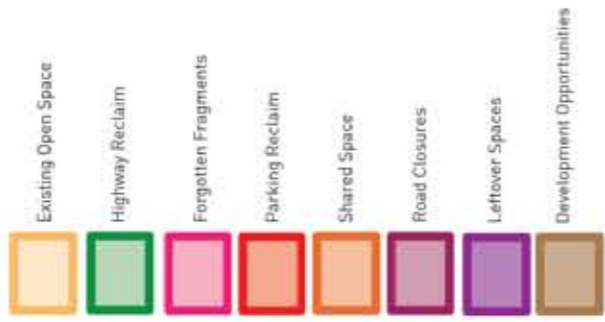
<b>LONG TERM PROJECTS</b>	<b>PRIORITY</b>	<b>REFERENCE</b>	<b>TPOLOGY</b>	<b>COST</b>
PRIVATE SQUARES + GARDENS	<b>HIGH</b>	<b>SECTION 5</b>	EXISTING OPEN SPACE	£150,000 per year
ROOF GARDENS	<b>HIGH *</b>	<b>SECTION 2</b>	ROOFTOP SPACE	N/A
POCKET PARK	<b>MEDIUM</b>	<b>SECTION 1</b>	DEVELOPMENT DELIVERED	N/A
SUPER BLOCK FORMED BY CLEVELAND, HOWLAND, CHARLOTTE AND TOTTENHAM STREETS	<b>HIGH</b>	<b>SECTION 1</b>	CO-LOCATION: DEVELOPMENT DELIVERED	N/A
PLANNING GAIN	<b>HIGH</b>	<b>SECTION 1</b>	DEVELOPMENT DELIVERED	N/A
FITZROVIAN FORECOURTS	<b>MEDIUM</b>	<b>SECTION 4.3</b>	FORECOURTS + LEFTOVER SPACE	N/A
BLOCK / BUILDING DEMOLITION	<b>LOW</b>	<b>SECTION 1</b>	DEVELOPMENT DELIVERED	N/A
BUILDING SETBACK	<b>MEDIUM</b>	<b>SECTION 1</b>	DEVELOPMENT DELIVERED	N/A

The above table attempts to rank all the opportunity projects in priority order with those offering the biggest gains in the short term at the top of the list.

## 8 COMPOSITE SCHEMES PLAN

# Fitzrovia Open Spaces Study

## Scheme Typologies



Scheme connection through  
footway improvement

## Existing Street Hierarchy



# APPENDIX A: SPACE TYPOLOGIES

FITZROVIAN EXAMPLES	SPACE TYPE	DISTINGUISHING CHARACTERISTICS	EXAMPLES
<b>'POSITIVE' SPACES</b>			
	1. Natural/Semi-Natural Urban Space	Natural and semi-natural features within urban areas, typically under state ownership	Rivers, Natural Features, Seafronts, Canals
<b>WHITFIELD GARDENS</b>	2. Civic Space	The traditional forms of urban space, open and available to all and catering for a wide variety of functions	Streets, Squares, Promenades
<b>CRABTREE GARDENS + THE WARREN</b>	3. Public Open Space	Managed open space, typically green and available and open to all, even if temporally controlled	Parks, Gardens, Commons, Urban Forests, Cemeteries
<b>'NEGATIVE' SPACES</b>			
	4. Movement Space	Space dominated by movement needs, largely for motorised transportation	Main Roads, Motorways, Railways, Underpasses
	5. Service Space	Space dominated by modern servicing requirements needs	Car Parks, Service Yards
	6. Left Over Space	Space left over after development, often	Tender Action + Contract Preparation
<b>ODEON SITE</b>	7. Undefined Space	" Undeveloped space, either abandoned or awaiting redevelopment"	Site Construction
<b>'AMBIGUOUS' SPACES</b>			
	8. Interchange Space	" Transport stops and interchanges, whether internal or external"	Metros, Bus Interchanges, Railway Stations, Bus/Tram Stops
<b>FITZROY SQUARE</b>	9. Public 'Private' Space	Seemingly public external space, in fact privately owned and to greater or lesser degrees controlled	Privately Owned 'Civic' Space, Business Parks, Church Grounds
	10. Conspicuous Spaces	Public spaces designed to make strangers feel conspicuous and, potentially, unwelcome	Cul-De-Sacs, Dummy Gated Enclaves
	11. Internalized 'Public' Space	"Formally public and external uses, internalized and, often, privatized"	Shopping/Leisure Malls, Introspective Megastructures
	12. Retail Space	Privately owned but publicly accessible exchange spaces	Shops, Covered Markets, Petrol Stations
	13. Third Place Spaces	Semi-public meeting and social places, public and private	Cafes, Restaurants, Libraries, Town Halls, Religious Buildings
	14. Private 'Public' Space	Publicly owned, but functionally and user determined spaces	Institutional Grounds, Housing Estates, University Campuses
	15. Visible Private Space	Physically private, but visually public space	Front Gardens, Allotments, Gated Squares
	16. Interface Spaces	Physically demarked but publicly accessible interfaces between public and private space"	Street Cafes, Private Pavement Space
<b>THE WARREN</b>	17. User Selecting Spaces	" Spaces for selected groups, determined (and sometimes controlled) by age or activity"	Skateparks, Playgrounds, Sports Fields/Grounds/ Courses
<b>'PRIVATE' SPACES</b>			
	18. Private Open Space	Physically private open space	Urban Agricultural Remnants, Private Woodlands,
<b>RIDGEMONT GARDENS + BEDFORD SQUARE</b>	19. External Private Space	Physically private spaces, grounds and gardens	Gated Streets/Enclaves, Private Gardens, Private Sports Clubs, Parking Courts
	20. Internal Private Space	Private or business space	Offices, Houses, Etc.

Matthew Carmona has developed this list of urban space types based on his own research. It is useful as a guide and is presented here for information.

from Carmona, M. (2010). 'Contemporary Public Space: Critique and Classification, Part One'. Journal of Urban Design, Vol. 15, Number 1. Routledge Press.

**APPENDIX B:**

**QUALITY CRITERIA**

50 Key Performance Indicators
Is the space well used, does it have a `buzz`?
Is a public space of this type necessary in this location?
Are there clear functions for the space?
Is the largest dimension less than 100m?
Has at least 1 linear m of seating been provided /10m2?
Is at least 50% of the seating comfortable with backrests?
Have secondary seating opportunities been maximized?
Have the edges been exploited as the primary seating areas?
Can seats accommodate socialising groups and individuals?
Is each access visible from any point within the space?
Is the interior space visible from all surrounding streets?
Have all blank frontages been activated?
Are there a high (close to 50%) proportion of women?
Is there a wide age range from babies to the elderly?
Are there groups, couples and individuals present?
Is there an ethnic mix that reflects the neighborhood?
Is there socio-economic mix that reflects the area?
Are there `loose` and `tight` areas?
Is there a sufficient standoff around sensitive neighbours?
Does the space have extrovert and introvert areas?
Do pedestrian routes pass through the space?
Are pedestrians able to move freely through the space?
Are there marked routes for the visually impaired?
Does a street form at least one edge?
Are seats located in full sun and in the shade?
Are there places to sit sheltered from the wind and rain?
Does the space offer more than one spatial experience?
Does the space offer more than one visual experience?
Does the space offer more than one audio experience?
Has at least 1 tree / 185m2 been planted?
Have planting and turfing opportunities been maximized?
Has some form of public art/intervention been included?
Has at least one adult interaction element been included?
Has at least one teen engagement element been included?
Has at least one child's play element been included?
Is there anywhere to allow a baby to crawl around?
Has an open central of unclaimed territory been provided?
Has an elevated `stage` area been provided?
Has power and water supply point been provided?
Is food and drink available?
Has all surface water runoff been managed on site?
Have construction materials been sourced locally/recycled?
Has a toilet been provided, or nearest one signed?
Has a drinking fountain been provided?
Have sufficient cycle stands been provided to meet demand?
Have lights been installed to illuminate dark corners?
Have litter-bins been located close to all seats?
Is the space free from willful damage?
Can the space be described as clean and tidy?
Is the space used through the day and evening?

This list of key performance indicators is an attempt to objectively assess the quality of public spaces and is presented here as guide to assess the performance of existing spaces and guide the design of new ones



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