

FITZROVIA WEST

PUBLIC REALM IMPROVEMENTS

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DESIGN | PLANNING | CONSULTING | RESEARCH

Design Report

September 2018

FITZROVIA WEST PUBLIC REALM IMPROVEMENTS

DESIGN REPORT

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SEPTEMBER 2018

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SECTION 1

APPROACH



APPROACH

FITZROVIA WEST

The Fitzrovia West Neighbourhood Forum was designated as a business neighbourhood by Westminster City Council (WCC) in 2016. One of its main functions is to prepare a Neighbourhood Plan under the Localism Act, 2011. The Forum currently has over 200 resident and business members and is in the process of preparing a draft Neighbourhood Plan.

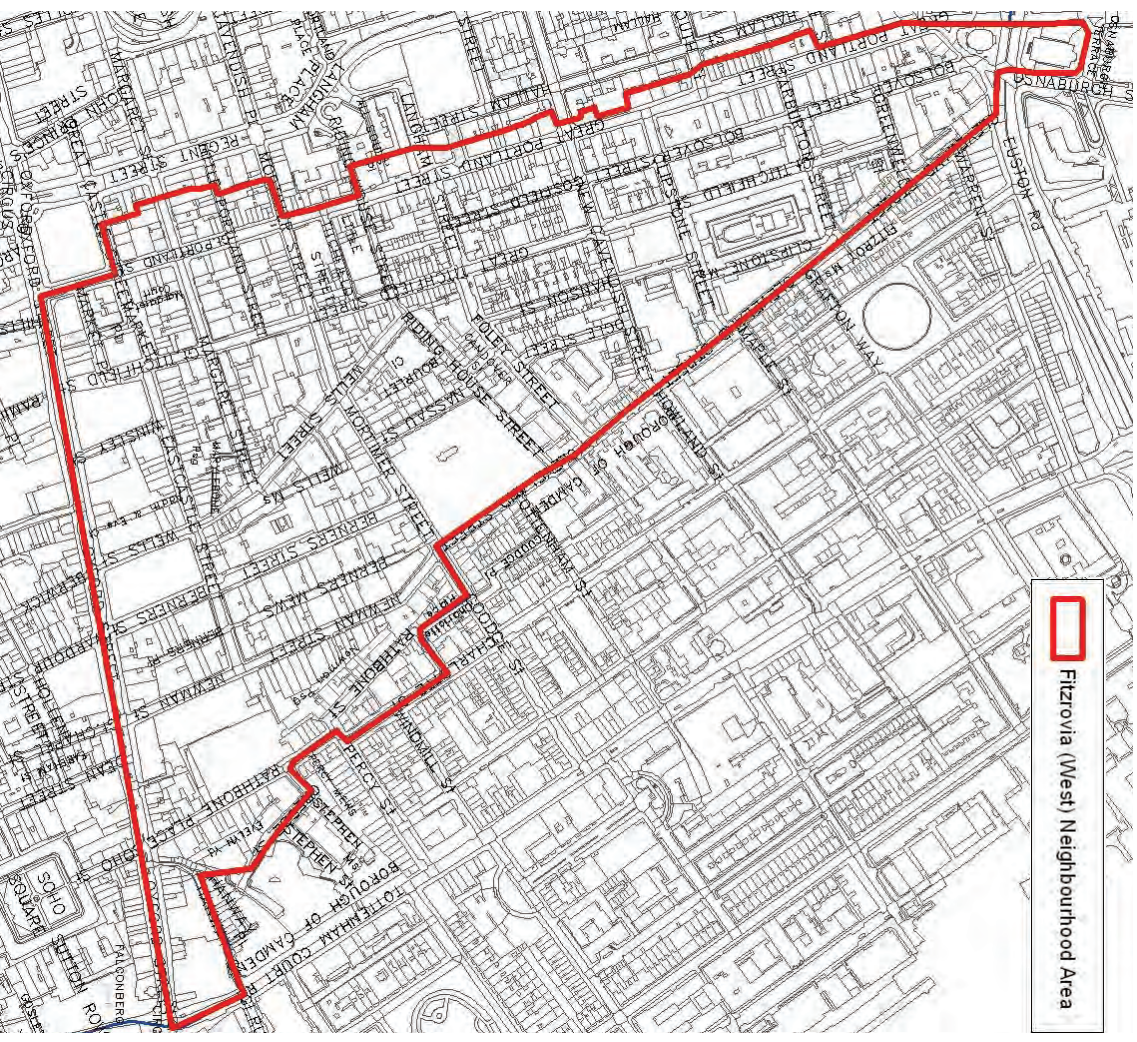
Fitzrovia West is bounded by Oxford Street, Great Portland Street, Marylebone Road and Cleveland Street, which is the boundary between the City of Westminster and the London Borough of Camden.

The area is densely developed with a mixture of residential and commercial uses including very large international corporates as well as small service companies. It also has the full range of cafes, restaurants and other places of entertainment. It has a well established resident population with a strong sense of community, supported by one of the country's longest established community newspapers.

One of the main objectives of the Plan is to promote the health and wellbeing of those living and working in Fitzrovia West by improving the public realm. A major deficiency in the area is the lack of open space. There is no publicly managed and owned open space and just two inner landscaped courtyards in recent developments, Fitzroy Place and Rathbone Square.

The Forum is implementing a landscaping project in Great Titchfield Street/Clipstone Street but wishes to see a more comprehensive approach to improving the public realm.

As part of this study, an investigation of public realm potential was undertaken, to identify areas within the study area that can accommodate meaningful public realm improvements, with little detrimental affect on resident and business amenity. Street and spaces were assessed, and projects where improvements could take place relatively easily have been identified and detailed in the following pages.



A plan highlighting the Fitzrovia West Neighbourhood Area



SECTION 2 ANALYSIS





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ANALYSIS
INTRODUCTION

The Neighbourhood Forum have identified numerous streets and spaces that could benefit from improvement, creating valuable greenspace for the community, as well as improving air quality, and the health and happiness of residents, as well as visitors alike.

The streets and space have been assessed alongside other streets and spaces within the Neighbourhood Area, in order to identify projects that can be taken forward.

Identified projects have prioritised schemes that can deliver the greatest benefits in line with the requirements and desires of the Neighbourhood Forum, focussing on projects that minimise resident and business disruption, but maximise open space creation, rather than simply 'enhancing' streets.

Schemes have been assessed and identified in line with the following objectives of the Neighbourhood Forum. The following pages contain an assessment of the initial suggestions of the Neighbourhood Forum.

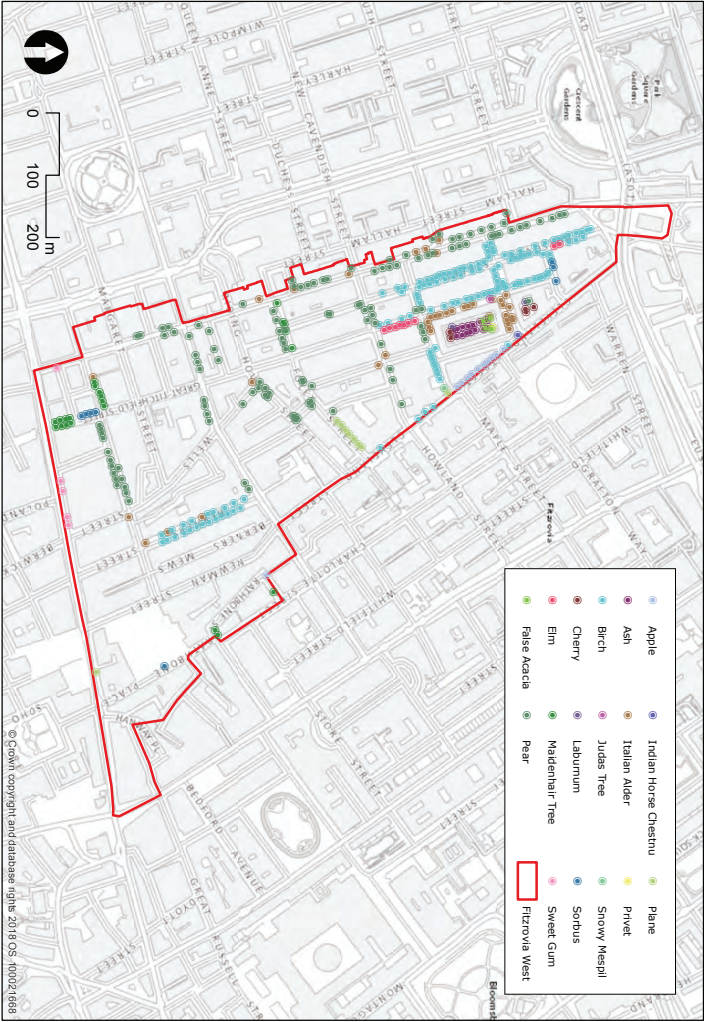
ASSESSMENT CRITERIA

As part of the process of preparing a Neighbourhood Plan, the Forum wishes to commission a study of the designated area in order to assess the potential for creating more green open space bearing in mind the cost of acquiring land for this purpose.

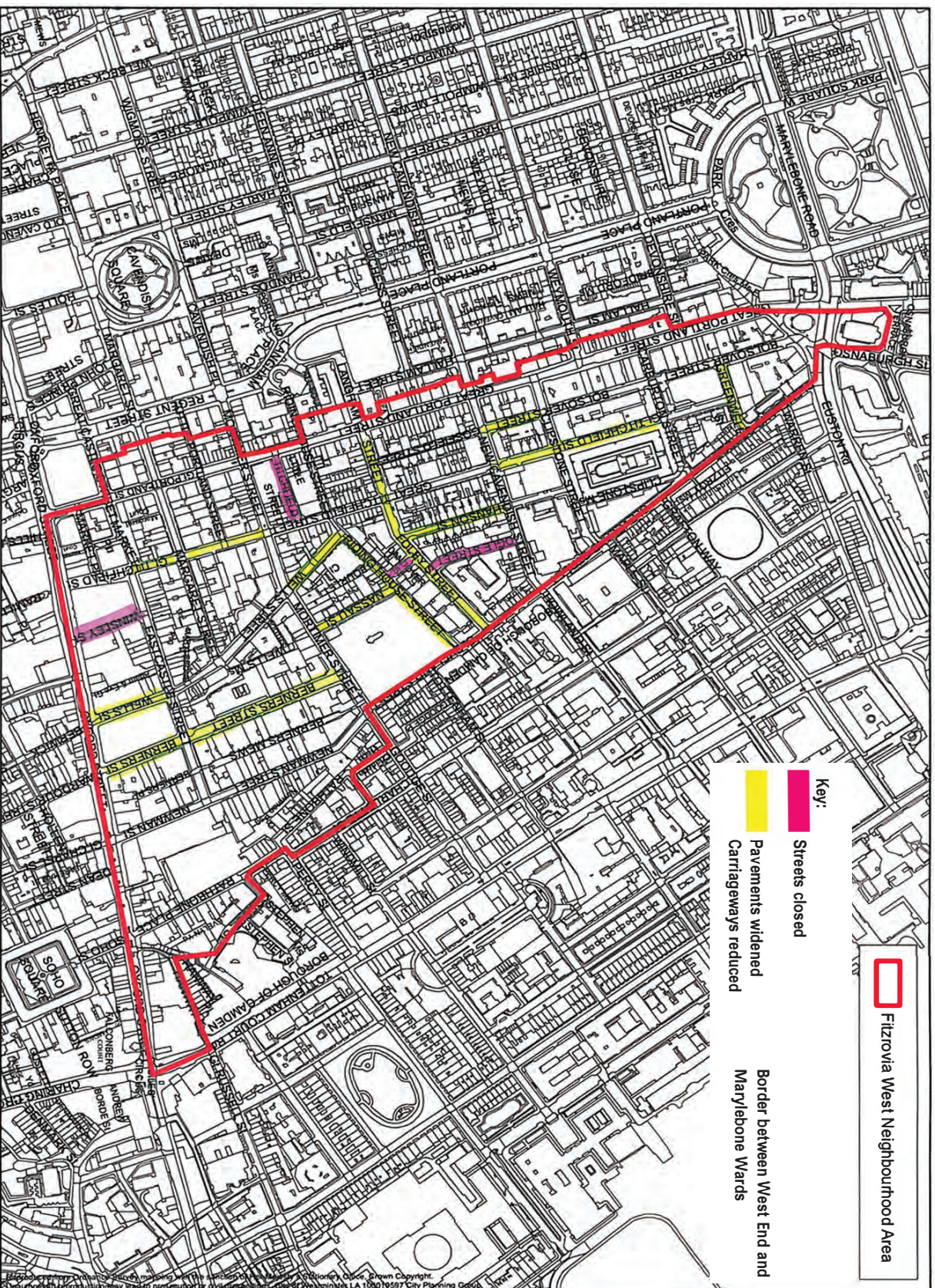
Thus realistically provision of green space might be achieved by:

- Incorporating requirements for more open space, including green roofs, in major site redevelopments;
- Identifying streets or parts of streets which might be closed to vehicles and landscaped;
- Streets or parts of streets which might be converted for shared use with restricted vehicular access;
- Identifying pavements which might be widened and used for planting and siting areas;
- Creating green walls or other features which will improve the environment and reduce ambient temperatures;
- Rearranging residents' parking bays without reducing the overall number.

The area has benefitted from a large amount of street tree planting in recent years as illustrated on the attached plan so that a comprehensive survey of further sites is not required.



A plan highlighting tree planting in Fitzrovia West Neighbourhood Area



A plan identifying areas for possible improvement - as highlighted by the Fitzrovia West Neighbourhood Forum

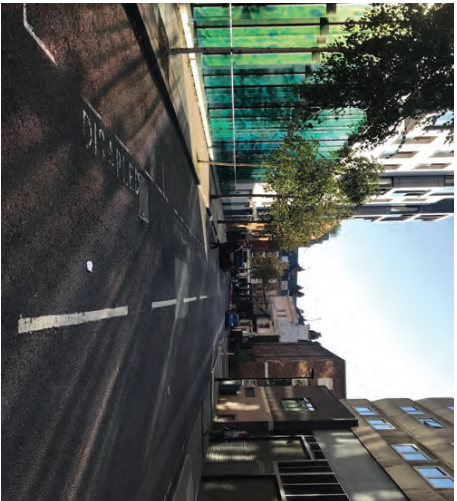
HIGHWAY REASSIGNMENT

2

GREENWELL STREET

Grenwell Street accommodates disabled parking bays and ambulance loading bays outside the hospital, which should not be removed, but can be moved out to create a wider footway and softer seating area outside the hospital. Footway level pads can reprovide these bays, so that when they are not in use they can be used as footway for pedestrians. The footway environment is fragmented by vehicle access points, and these should be turned into continuous footways to improve the pedestrian experience.

Opportunity for a green wall to the rear of the Holiday Inn would also improve the environment.



Significant opportunity for footway widening outside the hospital building, moving the kerbline out on the sunny side of the street to create a relaxing seating area incorporating more soft landscaping and tree planting, with existing bays (re)provided as footway level pads that act as footway when not in use.



Opportunity for the creation of a green wall to the rear of Holiday Inn, to screen the blank wall, provide a relaxing setting for the hospital, and improve air quality.



The footway conditions along Greenwell Street are narrow and fragmented by vehicle access and delivery points. Continuous footways should be established to improve the walking environment and prioritise pedestrians.

GREAT TITCHFIELD STREET (BETWEEN CARBURTON STREET + NEW CAVENDISH STREET)

The space between the kerblines is well used and difficult to meaningfully change on account of the narrow movement lane, and amount of residents parking. This section of street does present two key possible and meaningful opportunities however.

Firstly the wide footway to the east of the street by the housing block could be dramatically improved to create more soft/permeable space, which can incorporate seating around the base of trees - to establish a calm and inviting space to relax. Secondly, the street after Clipstone Street offers the opportunity to use hatching and zig-zag space to create a new public plaza and soft space, with narrowed lane.



The existing tree canopy creates a very attractive and relaxing atmosphere along the street, something that should be enhanced through creating attractive seating environments under the trees.



The wide footway outside the residential block should be improved and softened, to create attractive seating areas and more of a relaxing space.



The street, after Clipstone Street has some possibility for improvement, potentially allowing the creation of more of a plaza space before the zebra crossing instead of zig zags and P+D parking.

BOLSOVER STREET (BETWEEN CLIPSTONE STREET + NEW CAVENDISH STREET)

Bolsover Street is one-way northbound, with one 'moving' lane, and a parking/loading 'lane' either side.

Residents parking, alongside disabled bays, and single yellow lining that can be used for loading and servicing make up the eastern side of the street, with residents bays taking up most of the space on the west.

Because of the residents parking, scope for making a meaningful change is limited, especially considering the costs that could be better used elsewhere. There is potential to raise the space that is yellow lining, making loading pads and accommodating trees.



There is some single yellow lining to the west of the street which could potentially be repurposed.



Residents parking dominates the east side of the street



Residents bays make up most of the bays on the west, alongside disabled bays.

HANSON STREET (BETWEEN FOLEY STREET + NEW CAVENDISH STREET)

Hanson Street is one-way southbound, with a continuous line of residents parking along east side, save for one 'bay' of single yellow lining that allows for servicing and loading.

Because of this parking, meaningful improvement would be quite difficult, as even raising the parking up would yield few benefits in terms of wider footways, as parking is occupied most of the time.

The cafe space to the north of the street dopes present an opportunity to create more of a public space, potentially allowing us to create a softer space with public seating and planting, alongside the formal cafe seating.



A continuous line of residents parking on the east.



A cafe to the north-east corner gives opportunity to sit and relax that could be expanded upon.



Attractive buildings create a very charming street, that is very much 'of' Fitzrovia.

OGLE STREET

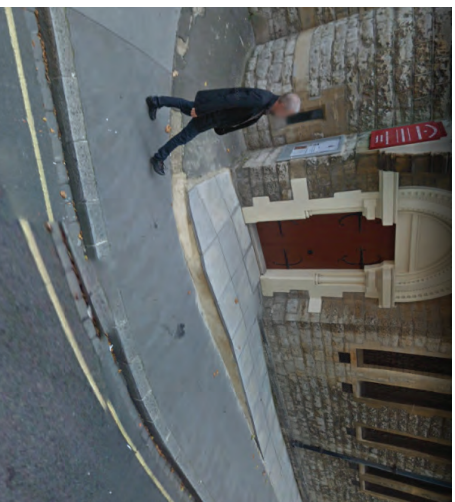
Ogle Street is a two-way street with residents parking to the east, interspersed with single yellow line markings that can accommodate loading/servicing. Half way up the block to the east, there is a private vehicular access which will need to remain accessible, making the idea of a full closure impossible. The street is laid out quite inefficiently, with lots of space that can be used for increased planting and public space, rather than carriageway. As complete closure is not possible we could consider stopping up the street at one end to allow access only, or completely change the character of the street to make it more a place for people, and a street vehicles avoid.



The street is quite wide, and can be dramatically changed if desired. The character of the street can be made to be a people place first and foremost, with ample planting and seating, through which local access vehicles can pass.



Explore the potential for filtered permeability, retaining access for the private entrance whilst dramatically changing the character of the street.



The awkward ramp detailing outside the church door is quite detrimental to the visual quality of the street.

FOLEY STREET + LANGHAM STREET (TO GREAT PORTLAND STREET)

Foley Street is a vibrant and attractive place to spend time - for the most part because of the cafes, pubs, and restaurants that activate the space, as well as the charming architecture and relatively quiet street. There is residents parking, cycle hire, and loading accommodated in the street, however there is scope to move this very little distance and in doing so create a very meaningful new public space that can accommodate extensive greening, seating areas, planting, and SuDS.



Cafes and restaurants occupy spaces where they can, but there is a lot of space along Foley Street that can be better used for people.



Striking architecture and active land uses are found throughout this area.



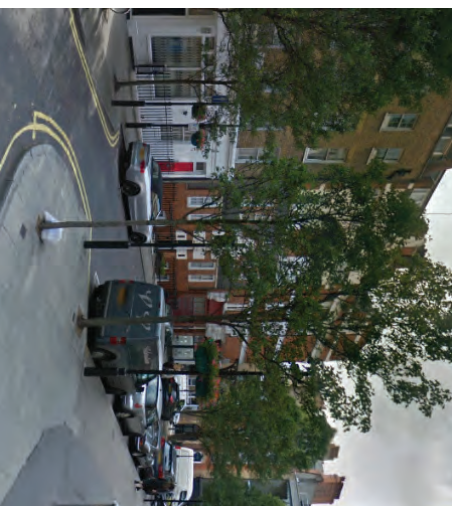
Generously wide carriageways that can be repropsoed as public space.

CANDOVER STREET

Candover Street is one-way northbound, and does operate slightly as a rat-run.

One disabled parking bay, residents parking bays, and motorcycle parking occupies all of the kerbside space, and so would make closing the street to vehicles per se, very challenging.

Despite this, the 'movement' lane is quite wide and could be narrowed, but for the expense of doing so, there would be little gain if parking remained. The opportunity here is to celebrate the architecture and provide wider connections to 'Foley Place'. A scheme could reimagine the street, creating a piazza through which access can remain, but through traffic removed.



The 'grove' of trees to the south of the street create a very attractive space, but the highway arrangement doesn't invite people to enjoy it.



Residents bays, disabled parking, and motorcycle parking fill the kerbside.



The street itself is quite wide, with parking either side.

RIDING HOUSE STREET (BETWEEN WELLS STREET + CLEVELAND STREET)

Riding House Street, especially between Nassau Street and Cleveland Street has been essentially closed for some time, due to works on Cleveland Street stopping it up. This has essentially formed a trial closure and demonstrated that closing this section can work. Because of the proximity to the school, this closure would be a great improvement, potentially becoming a play street for the local community, as well as providing improved air quality around the school.



Because of works, the street has been stopped up at the Cleveland Street end for some time, effectively forming a trial and demonstrating that the closure works



The school entrance gets very busy at pick up and drop off times, with narrow footways for children to walk along.



This street bisects residential units to the south from a school to the north, connected by a zebra crossing surrounded by guardrail.

WELLS STREET (BETWEEN RIDING HOUSE STREET + MORTIMER STREET)

Wells Street is one-way southbound, with residents parking on both sides of the street. The street itself is quite wide, with a central 'movement' lane that can be narrowed. Narrowing this lane would allow us to widen footways, but moving kerbs out by less than a metre per se would be very expensive and offer little by way of benefit in real terms, although this might allow us to increase tree planting along the street. The spaces to the north and south of this section do offer potential improvements. To the north a space can be created outside the pub, and to the south narrowing can create a new public plaza with tree planting and seats.



Residents parking on both sides of the street.



The transition from Wells Street to Riding House Street offers an opportunity for a new public space, which can be an attractive and soft sitting place.



The street - especially the 'movement' lane is quite wide for a one-way street.

NASSAU STREET

Nassau Street is a relatively wide one-way northbound street, with residents parking on western side, and P+D parking on the eastern side. There is a potential that we could remove the P+D parking, alongside the motorcycle parking and considerably widen the eastern footway to create a linear park, with tree planting, soft landscaping, SuDS, seating and informal play. In addition to this, to the south this linear park could expand into a new public plaza taking up the space that is currently marked out with double yellow lines, as this is potentially quite wasteful.



Residents parking bays line the western side of the street.



Opportunity for narrowing of the single movement lane, to create a relatively substantial new public plaza space, with trees, planting, and seating.



Motorcycle parking and P+D parking occupies the eastern kerb edge.

GREAT TITCHFIELD STREET (BETWEEN MORTIMER STREET + EASTCASTLE STREET)

The street at this point is very busy with people and especially busy at weekends, evenings, and lunchtimes when in comparison vehicles feel like they are in the minority.

There is a lot of popular loading and servicing space allowed for in the layout of the street at the moment, with a lot of single yellow line markings. Despite this, there could be scope to narrow the street, especially as there are two lanes for a one-way street that

operates mainly as one lane. Narrowing to one lane, raising loading on to pads, and removing some P+D bays would allow for extensive greening and trees.



Pedestrian crossings link the wide street, with large extents of zig-zag markings that are potentially quite wasteful.



Single yellow line markings create a lot of loading and servicing space along the street.



The wide street prioritises vehicles for the most part, with the pedestrian environment breaking whenever the vehicle environment crosses it.

WINSLEY STREET

Winsley Street would be an interesting street to close to traffic, allowing for safe and attractive walking links from Oxford Street into Fitzrovia, however on analysis, the servicing and access requirements along the street are extensive. There is a lot of single yellow lining that operates as loading space at the moment, and is well used. In addition there are several vehicle entrances along the street into large internal servicing yards - taking quite large vehicles - which would need to remain open. There is scope to narrow the street

and formalise loading, allowing for increased planting if a turning head was provided to the south, but with no active frontage, it might not be a priority scheme.



Extensive access requirements to several internal loading facilities would make complete closure difficult - if not impossible.



Motorcycle parking is the only formal parking allowed on the street.



Loading and servicing dominate the streetscape.

WELLS STREET (BETWEEN EASTCASTLE STREET + OXFORD STREET)

Much the same as Winsley Street, Wells Street at this point would be an attractive street to improve in principle, as it could provide an attractive walking and cycling connection from Soho to Fitzrovia. In practice however, the street has several access points for internal service yards, as well as considerable yellow lining that acts as loading, and disabled parking in close proximity to Oxford Street. These kerbside amenities could be formalised at footway level, with the 'movement' lane being narrowed to create ample space for planting, trees, and seating. Again, this would be expensive, so as there is no active frontage along the street, it might not be a priority.



Formal disabled parking occupies the kerbside towards the south of the street.



The street is fairly wide and only requires one 'movement' lane.



Large servicing yards require access throughout the day.

BERNERS STREET

There is ample opportunity to improve Berners Street, and make it into a street primarily for people, through which vehicles can pass and access the businesses along the street. North of Eastcastle Street, Berners Street is one-way southbound, with parking either side (residents and P+D) but with a very wide carriageway. South of Eastcastle Street is two-way but again with overly wide 'movement' envelopes. Rationalising the street will maintain vehicle accessibility but create an attractive and green street, with space for planting, SuDs, and seating areas, all the time prioritising walking and cycling and making a much better front door for businesses.



The footways along the street are quite narrow, with kerbside activity often creating less than attractive environments.



Wide lanes, P+D parking, and narrow footways along Berners Street.



North of Eastcastle Street the carriageway space is equally wide, despite one-way operation.

ANALYSIS ROOFTOPS

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 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.	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 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	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 ft2 of the built environment.	

INTERVENTION IDEAS

NEIGHBOURHOOD WIDE STRATEGIES

2

FILTERED PERMEABILITY

Street improvement projects, some as identified above, should explore the use of filtered permeability to retain access for residents, and through movement for pedestrians and cyclists, but remove through movement for vehicles not wishing to access properties or businesses on that particular street.

Filtered permeability can be achieved on a trail basis in the first instance, and then made permanent, through the simple use of 'objects' in the carriageway.

Particular success has been had in the De Beauvoir neighbourhood of Hackney through using trees and planting beds to create filtered permeability, whilst retaining parking and access for the immediate residents of that street.



LOADING PADS

Where loading takes place on street - either formally through a loading bay or informally through a single yellow line - the opportunity exists to 'formalise' the loading, and raise it up onto a footway level loading pad. This means that outside the hours of loading, which can be set to out-of-peak, the space can effectively be used as footway, relieving pressure on footways. Opportunity also exists to maximise the benefit of essentially moving the kerbline out to the front of loading area, by separating loading with planting, trees, SUDS, seating areas, and cycle parking for example - to change the character of the street and make more space for community life.



CONTINUOUS FOOTWAYS

At appropriate side streets opportunity exists to change the character of an area, through strongly prioritising pedestrians, and creating the conditions whereby vehicles have to cross the pedestrian space to proceed - rather than the pedestrian environment breaking every time a side street is reached.

The principle is based on vehicles exiting a residential driveway, where they would have to cross an unbroken footway to access the carriageway - at quiet side streets, this should be the same. Doing this changes the character and prioritises people in an area, reinforcing lower vehicle speeds that can be supported through other measures, and helping less able pedestrians through removing level changes.



DEPAVE

As a blanket exercise, we can provide considerable benefit to the public realm in Fitzrovia West through judging what needs to be hard paved, and what doesn't. The norm is for footways and even larger 'break out' areas to be hard paved, but this is not always necessary and brings with it several negative affects - a good deal climate related, but it also makes for a less relaxing space, and sometimes a less interesting space.

Paving the pedestrian 'movement' areas, and depaving the stopping, or 'slow' areas changes the character of a space, makes it more relaxing, and allows for more planting to be incorporated. Soft areas can be made walkable.



STUFF ON STREETS

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. Even where space is very limited it is still usually feasible to plant small trees with fastigate habit.



PLAY

On street, informal, play has been badly neglected in recent years, and indeed measures have been taken to remove informal play from streets in places.

Engaging children in the public realm is simply vital for a healthy and connected society where people feel comfortable being out and relaxing on streets. Encouraging children to play on streets leads to a more friendly neighbourhood with improved social connectedness, a key element that can lead to improved health and happiness, and a safer and more collaborative community.



BIKE FACILITIES

A key intervention that can be rolled out in Fitzrovia as part of a public realm improvement plan, is the implementation of cycling facilities - such as cycle stands, but also cycle pumps and repair stations.

Cycle stands can be quite hard to find across Westminster, so proper provision on street can make all the difference to people cycling shorter journeys or not. In areas full of cafes, restaurants, and bars, larger 'blocks' of cycle stands should be provided, and on residential streets, fewer stands in a regular rhythm is beneficial.



TRIALS

Trials are a really useful way of demonstrating the benefits of public realm and streetscape interventions, without committing to large amounts of capital funding. Trials can take many forms, from 'moving' the footways out with Parklets to trail closures of large streets - as seen at Times Square in NYC.

Trials should be used to demonstrate the benefits of schemes and alleviate nervousness to schemes from others, to bring the benefits of schemes to the fore.





PRIORITY PROJECTS

SECTION 3

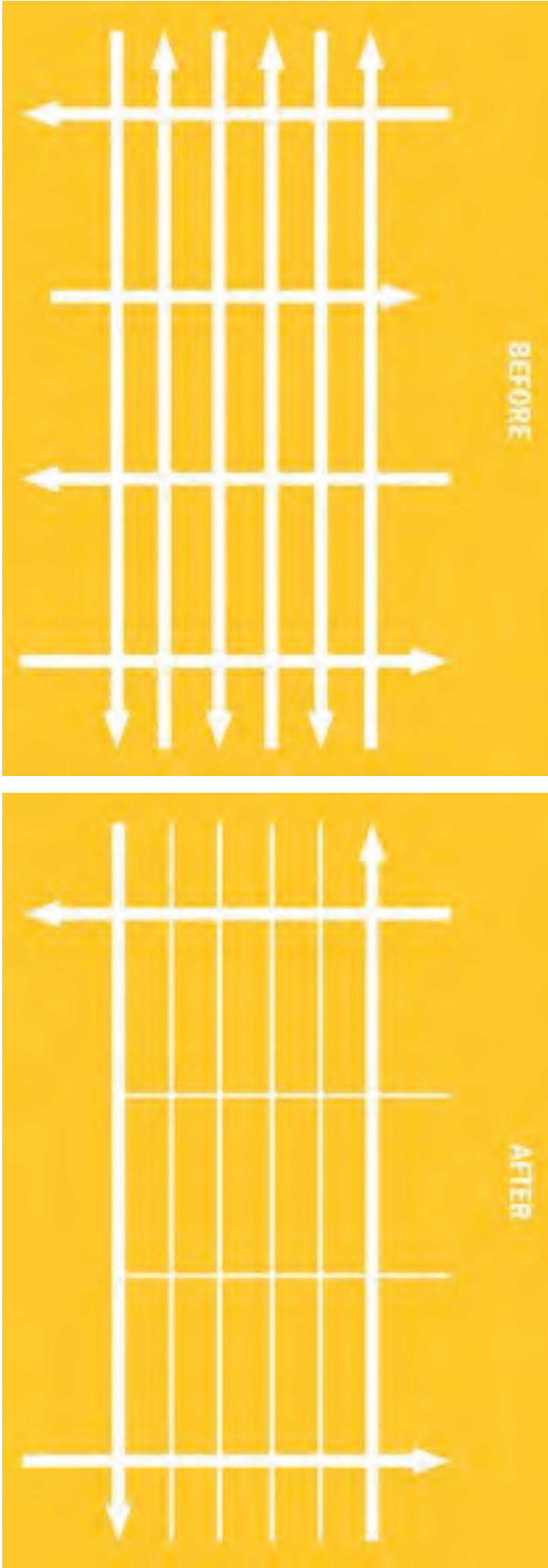
YORKSHIRE GREY



PRIORITY PROJECTS
SUPERBLOCK METHODOLOGY

3

Reassigning highway space represents the 'easiest' but almost certainly the quickest way of achieving more public open space in Fitzrovia West. This is because the process of reassigning highway land would be an agreement between local residents and the highway authority, in this case Westminster Council and potentially TfL. Moreover, if wider benefits can be demonstrated from this reassignment, that support local businesses, improve air quality,	and more broadly deliver on the Council's objectives (for example) as well as TfL's ambitions for Healthy Streets, wider funding could be sought to assist the development of ideas, and increase the political will to deliver.	sites are becoming few and far between in this neighbourhood - to deliver it. Negotiating access to roofspace that could be transformed into public space atop of private buildings is also potentially problematic, as developments that are operational and built out would require an owner to spend money with potentially little financial gain, and no remaining planning power to request the changes.	Because of these considerations, priority projects have been identified, that require the reassignment of highway land, away from vehicles, to active travel, public space, and city life, whilst maintaining east-west and north-south strategic vehicle flows on suitable streets, and retaining access and servicing for local businesses and residents.
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The 'Superblock' idea, illustrated to highlight how 'through-traffic' that has no business in the neighbourhood is kept to strategic streets, freeing up space for open space, and community life in the neighbourhood.

As a way of identifying opportunities to deliver this space reassignment, a 'Superblock' analysis was undertaken in order to examine opportunities to rationalise highway space. The principle of this has been established in many cities globally, and looks to ensure that 'through-traffic' that has no business, and contributes nothing positive to the local area, does not pass through the area to save time on their journey - rather than being on the strategic road

network, where this traffic should arguably remain. The 'mini neighbourhoods' that are formed within the new 'Superblocks', around which traffic will flow, and in which spaces will be re-purposed for community life, and active travel will allow the community to develop the reclaimed space into softer open space for relaxation and play, as well as more space for businesses and communities to thrive, creating vibrant and enjoyable people places.

In addition to the re-purposed streets, remaining streets will also feel considerable benefit, with car, scooter, lorry, and bus traffic that has no business in the area being restricted to just the streets surrounding the neighbourhood, and vehicles visiting the community (servicing businesses, or residents and their guests for example) being allowed into the neighbourhood streets in between, but in very different circumstances - for example speed limits

could be reduced dramatically, pedestrian priority could be created throughout, and through-routes made circuitous to avoid any rat-running.



Fitzrovia West - existing street network and traffic movements.

Fitzrovia West - a proposed 'Superblock' principle, highlighting potential new open space opportunities.

PRIORITY PROJECTS HIGHWAY REASSIGNMENT

FOLEY PLACE CONCEPT DESIGN

3

Currently traffic flows east along Langham Street and Foley Street, between Great Portland Street and Cleveland Street. The proposals overleaf are based on removing general traffic from Gosfield Street to Hanson Street, redirecting southbound traffic along Gosfield Street west along Langham Street, removing the rat-running nature of traffic along Gosfield Street in the process.

These measure would create a new public open space, with vehicle access along Great Titchfield

Street being retained, but with the conditions being changed to prioritise people crossing between the two 'halves' of the space.

Residents parking and loading facilities can remain unchanged, with bays that fall within the new space being re-provided outside the space, re-purposing existing P+D bays into residents bays or loading for the hotel.

This new space would provide ample opportunity for soft landscaping, SuDS, tree planting, and public seating, as well as informal play facilities to engage children in the space, alongside increased opportunity for adjacent businesses to license space to allow them to thrive, and the new space to be animated throughout the day.



The idea of offering cafes and restaurants space to activate the streetscape, surrounded by planting and trees.



An active and friendly street throughout the day that encourages residents to relax on the street - hopefully improving health and social connections.



Reimagining how Great Titchfield Street passes through the new space.



Informal and formal public seating - that is accessible and comfortable - to attract people to spend time in the street and socialise.



Softening the space, only hard paving where we need, to make for a more relaxing public space that manages surface water and reduces the heat island.



SuDS trenches with tree and floral planting to both visual make the street more attractive, and providing a focal point for play and social activities.



FOLEY 'PLACE' CONCEPT.
 FITZROVIA WEST PUBLIC REALM
 1:500 @ A3 30.08.2008
 URBAN MOVEMENT
 GMM V1.

PRIORITY PROJECTS

HIGHWAY REASSIGNMENT

HOLCROFT PLACE CONCEPT DESIGN

3

Carburton Street between Great Titchfield Street and Cleveland Street currently operates almost exclusively as a westbound egress from Clipstone Mews car park.

The proposals are based on retaining north bound egress from Clipston Mews car park, however then vehicles will have to proceed south along Cleveland Street until they can travel west along Howland Street / New Cavendish Street.

This otherwise very quiet street benefits from exceptional tree canopy cover, and a potentially attractive environment for people from both adjacent residential apartment buildings. The street is not especially well used at the moment, but there is nothing to engage people, and especially nothing to engage children - which is what we feel to be a huge benefit of this street. By removing traffic from the street entirely, we can create an environment whereby parents are happy to let their children play in the street and on informal play facilities, to both activate the street, improve people's health, and improve the sense of community and fun. The street could accommodate, SuDS, playful elements, seating, and soft landscaping to encourage the community out on to the street to socialise, meet friends, and enjoy the relaxing tree-lined street.



Reinforcing the residential nature by making the space soft and relaxing, working with the fantastic tree cover.



SuDS trenches can bring the space to life as well as perform vital environmental functions - why not reimagine the SuDS as fun and play.



An informal space that feels very residential in character, and allows the community to come together for organised events, or just relaxing with the family after school.



HOLTCROFT 'PLACE' CONCEPT.
 FITZROVIA WEST PUBLIC REALM
 1:500 @ A3 31-08-2016
 URBAN MOVEMENT
 CNM VI

PRIORITY PROJECTS HIGHWAY REASSIGNMENT

MARKET PLACE CONCEPT DESIGN

3

Market Place currently operates as a gyratory around a key public space, with one street through the middle functioning notionally as a loading street. Market Place North going into Great Castle Street flows westbound, Market Place South flows eastbound, 'Market Place East' (actually Great Trichfield Street) flows northbound, and bounding the space to the west is Great Portland Street that flows two-way. These proposals are predicated on removing Market Place North from the network, allowing vehicles to keep passing through the 'space' eastbound, but removing the westbound movement - a movement that can easily be accommodated on Margaret Street, one block to the north. All residential parking and business loading facilities can be retained, with bays being rationalised on to 'Market Place South', with Loading facilities being extended from 52m to 54m and residential parking being retained as is. Solo motorcycle parking has is retained, with bays being re-provided on Great Trichfield Street. By doing this, a substantial new public open space can be created, with space for greening, soft landscaping, tree planting and SuDS; alongside space for public seating, informal play, and increased space for businesses to animate the space - and create a dynamic and enjoyable place.



Creating a primarily social space, a place to meet, relax, and enjoy the area.



Incorporating greening and public seating throughout the space, making more intimate spaces inside the larger piazza space.



A new landmark civic space, incorporating additional tree planting, SuDS, play, and seating whilst providing an improved setting for the lively and entertaining cafes, restaurants, and bars that line the space.



PRIORITY PROJECTS HIGHWAY REASSIGNMENT

RIDING HOUSE PLAY STREET CONCEPT DESIGN

3

Riding House Street, between Nassau Street and Cleveland Street passes between a considerable amount of family housing - some of which is affordable - and a school. The street has been effectively closed to traffic for some time due to road works associated with a UCL development on Cleveland Street, adjacent to the end of Riding House Street.

Because of this existing closure, and the adjacent land uses, it is proposed that the street closure be made permanent, and the street transformed into a play street that encourages children from both sides of the street to occupy the space - improving health and creating a more socially connected society. The street can accommodate soft planting, tree planting, and SuDS, alongside extensive informal play, soft materials and seating. The new design will allow parents to let their children play before and after school, will improve the air quality around the school, and create a new space for residents of the housing development to the south to relax in a more informal and play-focused setting.



Informal play can be used to make everyday scenarios enjoyable for all.



Allowing classes to come out and 'occupy' the street for interactive learning.



Streets seamlessly flowing into play environments, rather than fencing it off.



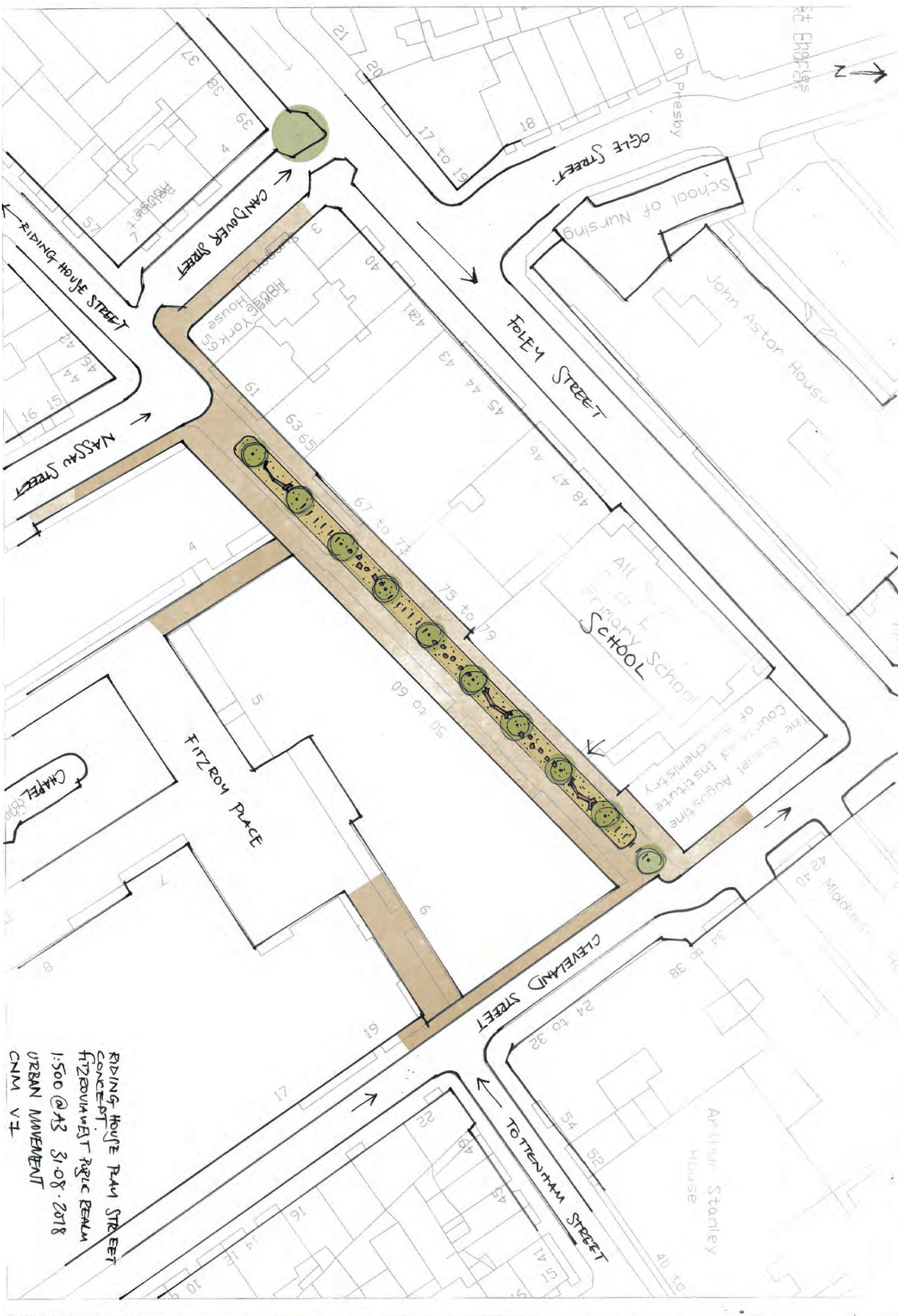
Creating softer spaces for relaxation and calm, as well as performing vital environmental functions.



Injectons of fun and colour to maximise the playful nature of the street.



Incorporating SuDS, tree planting, and floral planting to add colour and vitality.



RIDING HOUSE PLANNING
 CONCEPT
 FITZROY WEST PUBLIC REALM
 1:500 @ A3 31.08.2018
 URBAN MOVEMENT
 CNM V1

PRIORITY PROJECTS

HIGHWAY REASSIGNMENT

RIDING HOUSE STREET CONCEPT DESIGN

3

Riding House Street between Great Portland Street and Wells Street currently operates one-way westbound - a through-connection that could be accommodated on New Cavendish Street.

The proposal for this project is to restrict general traffic between Great Portland Street and Wells Street, whilst retaining the northbound connection along Great Titchfield Street, however under different conditions.

The new space will take inspiration from the lane typology that is successfully emerging globally, as the street dimensions suit this typology well, and surrounding uses will provide the intensity and fun.

The space is laid out with central planters (trees in soft planting bound by a low sitable wall) that run down the street, and allow people to meet, have lunch, or talk with friends.

In addition, a new more formal space is formed outside of the King's Arms that can accommodate soft planting, tree planting, SuDS, public seating and cafe seating that can be made available to the pub to animate the space should this be desirable.



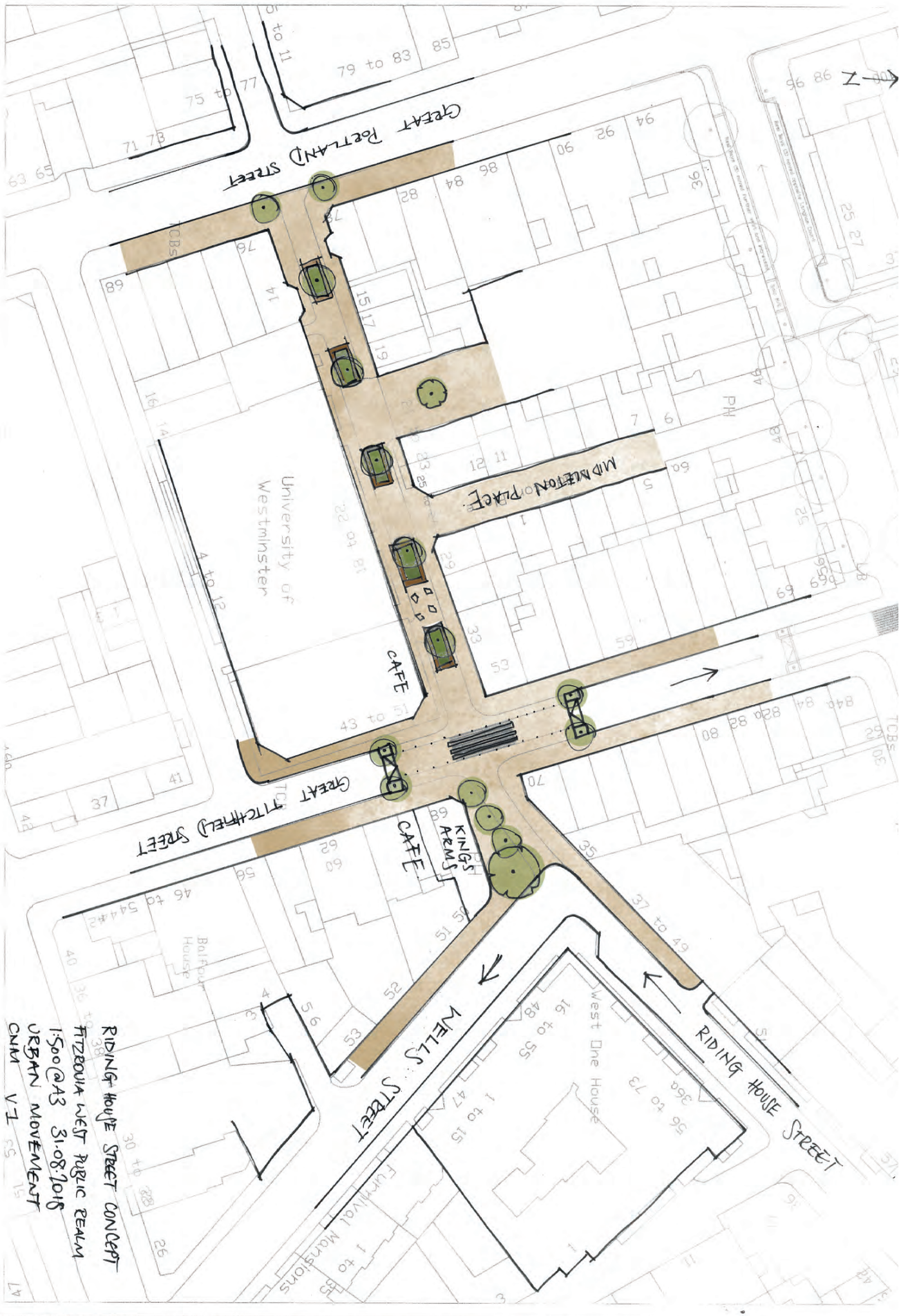
Central SuDS planters create a focal point on the street for activity and socialising, whilst providing vital environmental functions.



Accommodating active edges, with events from the adjacent university drawing people in and animating the street.



Greening the street to make for attractive walking and cycling links for the community and visitors.



RIDING HOUSE STREET CONCEPT
 FTZBOVIA WEST PUBLIC REALM
 1:500 @ A3 31-08-2018
 URBAN MOVEMENT
 CMM V1

PRIORITY PROJECTS HIGHWAY REASSIGNMENT

BERNERS STREET CONCEPT DESIGN

3

The Berners Street concept has been developed by way of both illustrating the potential improvements that can be accommodated on Berners Street, as well as highlighting how a number of streets in the area can be improved going forward under 'Superblock' conditions.

The design of the street creates a great deal more space for people, as well as delivering extensive new tree planting, soft planting, and SuDS trenches, alongside parking and loading bays at footway level so that they can operate as footway when not in use.

The street typology is inherently flexible, with footway space being separated from movement space by a flexible verge that can accommodate as much or a little parking or planting as is required. Space for seating, bike stands, and informal play can also be accommodated in this verge.

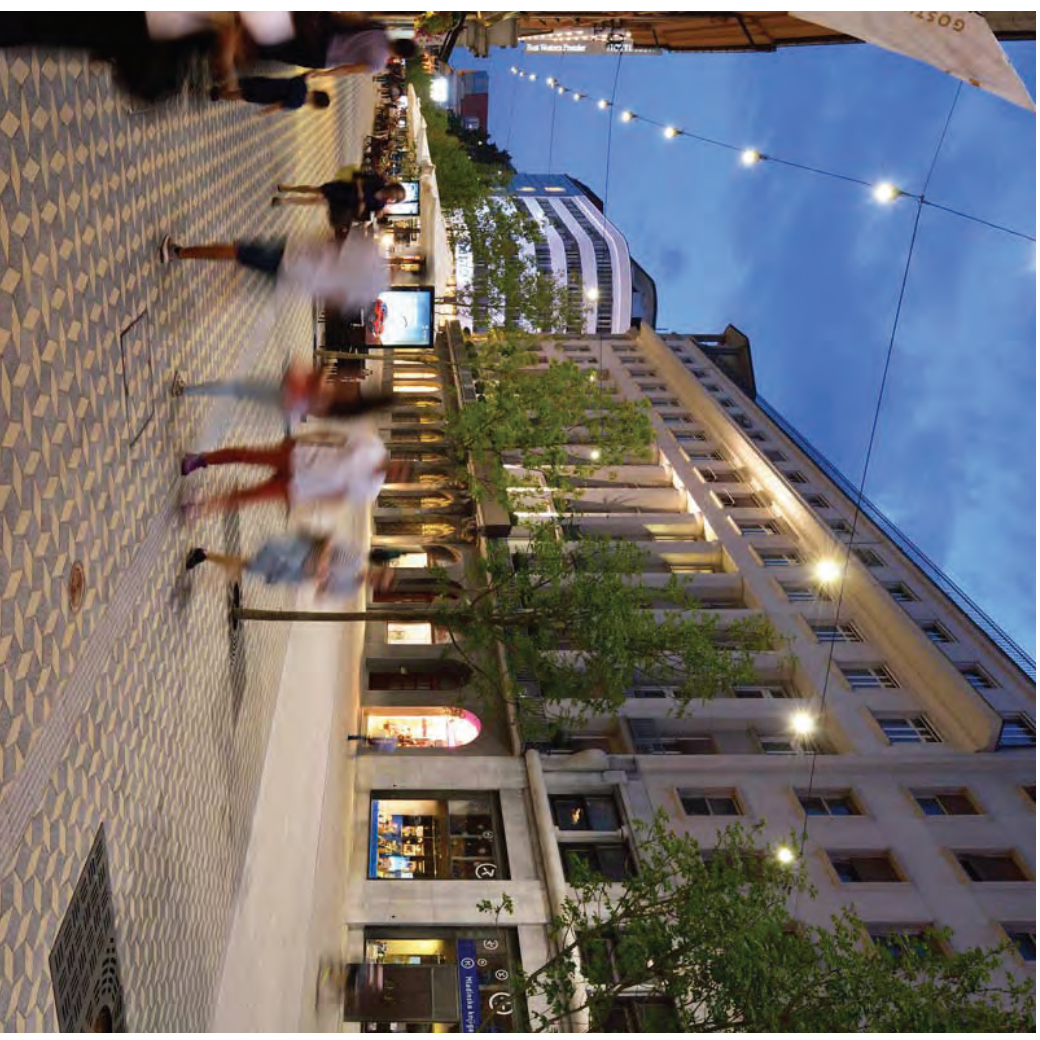
Throughout these streets, walking is prioritised over every mode, with footways running across side streets and all crossing points (informal mid block or junctions) being raised to footway level.



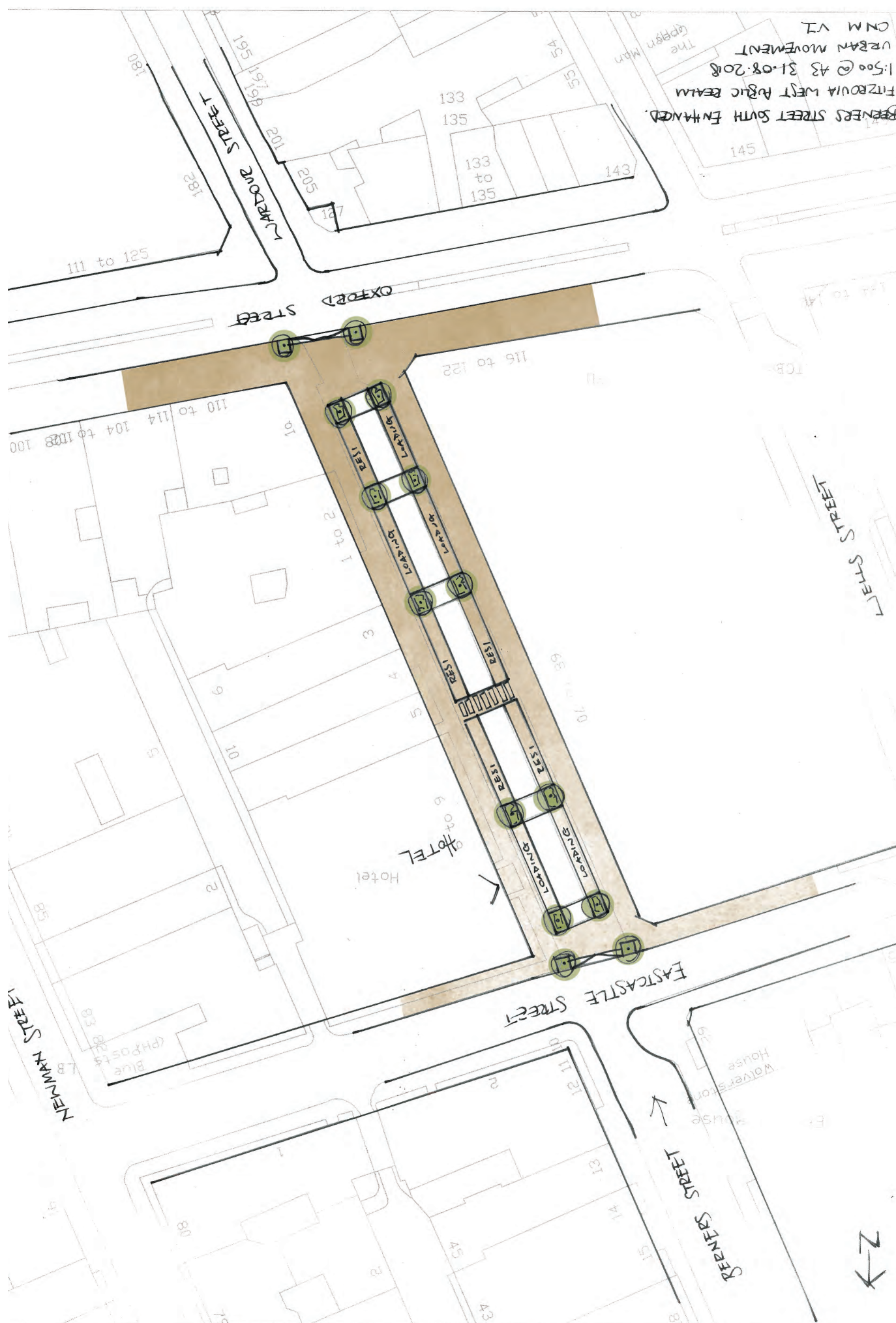
Prioritising pedestrians throughout the new street, making sure that the pedestrian environment doesn't break, and vehicles give way.



Accommodating planting, trees, SuDS, and seating at the kerbside - as well as parking and loading requirements to change the character and attract life.



Changing the feel of the street by reducing the traditional 'highway' appearance and adding character, interest, and elegance.

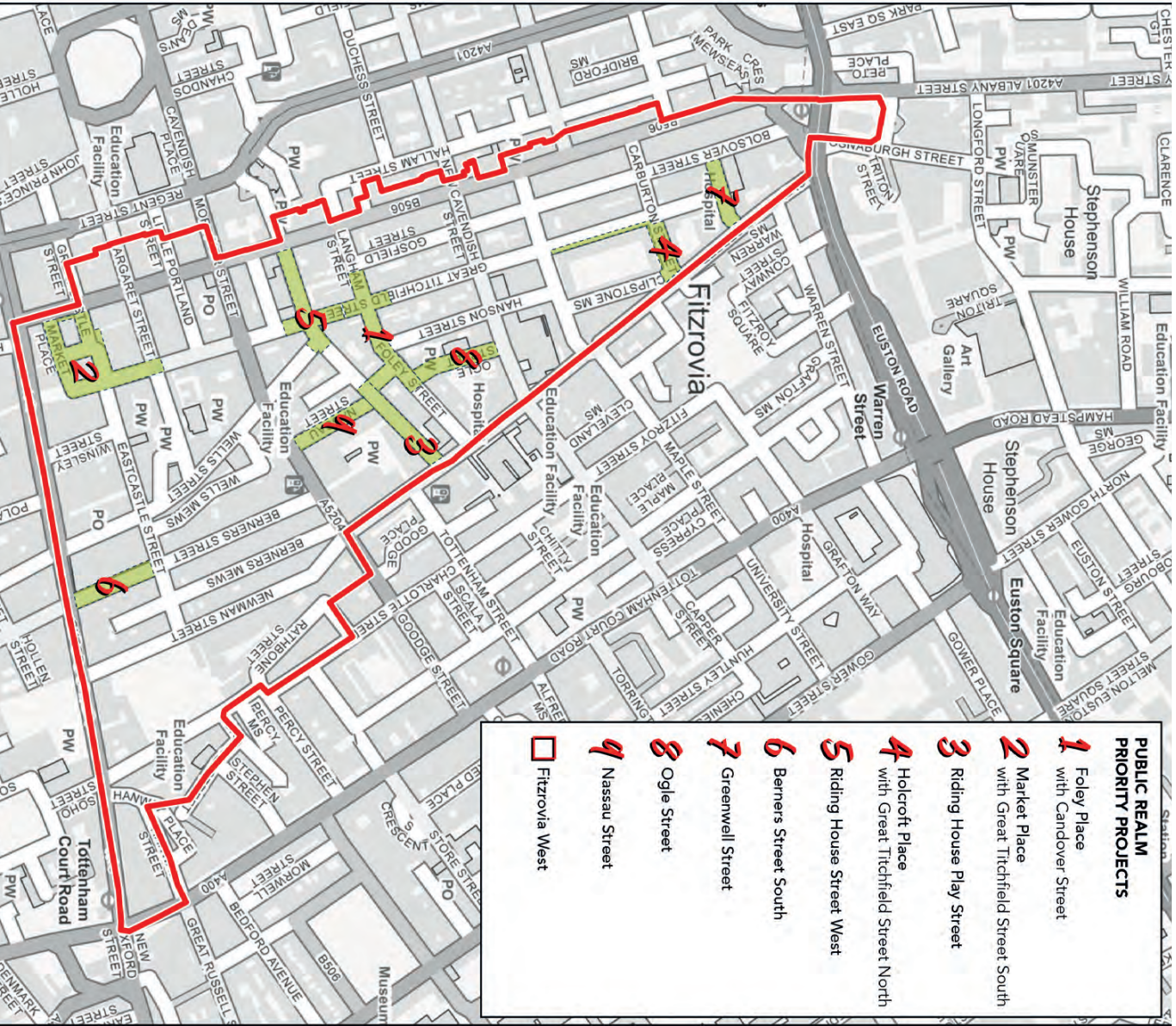


PRIORITY PROJECTS

TOP PROJECTS FOR DELIVERY

3

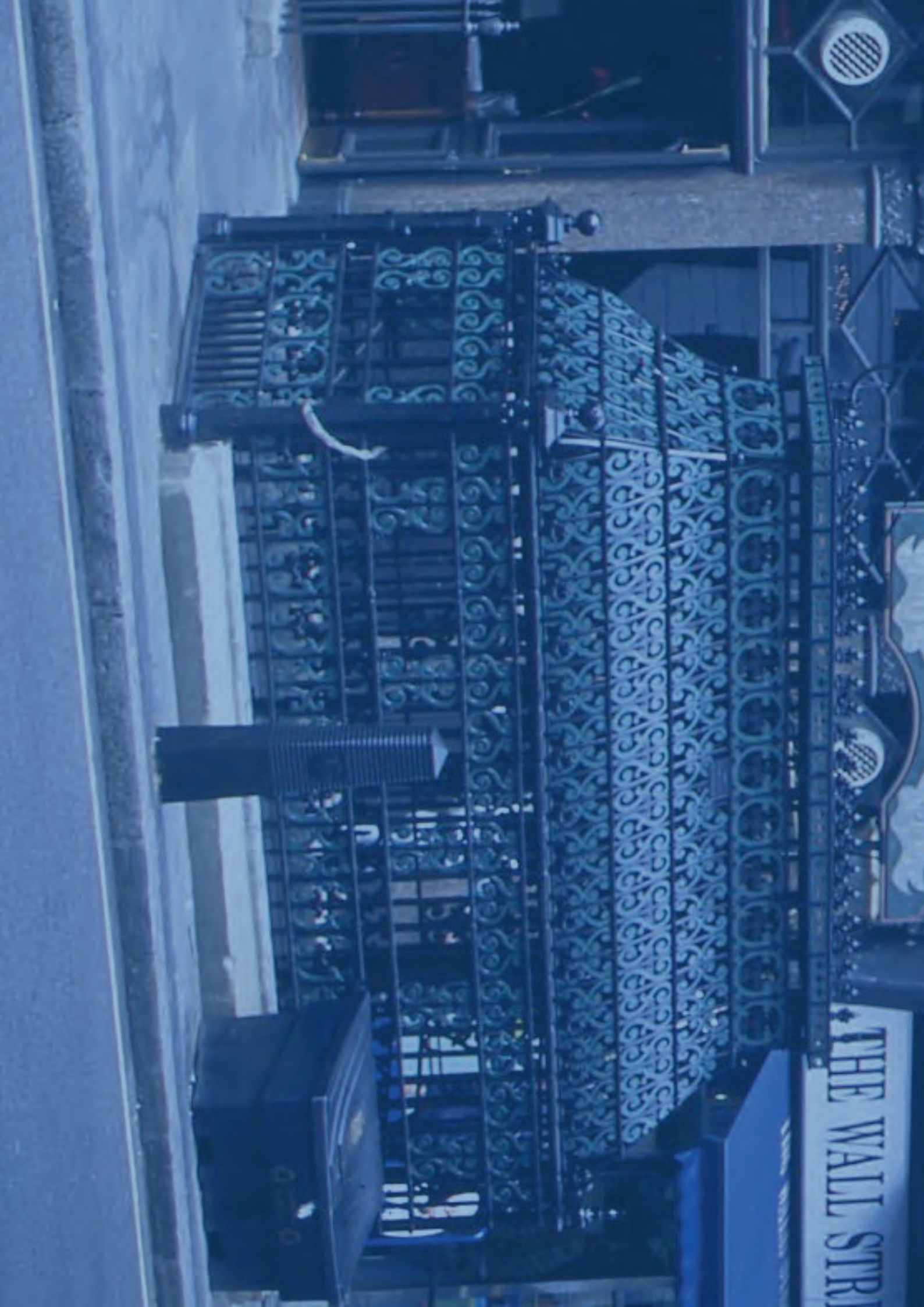
FitzWest Neighbourhood Area Project Priorities		Approx. Cost Range based on area
1	Foley Place (with Candover Street)	£1m - £1.5m
2	Market Place (with Great Titchfield Street South)	£2m - £3m
3	Riding House Play Street	£500k - £1m
4	Holcroft Place (with Great Titchfield Street North)	£800k - £1.5m
5	Riding House Street West	£600k - £1.5m
6	Berners Street South	£700k - £1.5m
7	Greenwell Street	£400k - £1m
8	Ogle Street	£400k - £1m
9	Nassau Street	£600k - £1.5m





APPENDIX

EVIDENCE LED



HEALTHY STREETS

Transport for London's Healthy Street Check

provides a valuable tool for assessing and analysing interventions based on a wide variety of indicators that make spending time in the public realm more enjoyable, including air quality improvements.

A Healthy Streets Check should be undertaken as the proposals move forward to make sure that they are doing all they can to make the streets of the Fitzrovia West Neighbourhood area more enjoyable to spend time in, to walk along, and to cycle down - as achieving this model shift through making the environment better for people is how you truly reduce emissions, and create space for city life and community enjoyment.



Pedestrians from all walks of life

London's streets should be welcoming places for everyone to walk, spend time in and engage in community life.

People choose to walk, cycle and use public transport

Walking and cycling are the healthiest and most sustainable ways to travel, either for whole trips or as part of longer journeys on public transport. A successful transport system encourages and enables more people to walk and cycle more often. This will only happen if we reduce the volume and dominance of motor traffic and improve the experience of being on our streets.

Clean air

Improving air quality delivers benefits for everyone and reduces unfair health inequalities.

People feel safe

The whole community should feel comfortable and safe on our streets at all times. People should not feel worried about road danger or experience threats to their personal safety.

Easy to cross

Making streets easier to cross is important to encourage more walking and to connect communities. People prefer direct routes and being able to cross streets at their convenience. Physical barriers and fast moving or heavy traffic can make streets difficult to cross.

Places to stop and rest

A lack of resting places can limit mobility for certain groups of people. Ensuring there are places to stop and rest benefits everyone, including local businesses, as people will be more willing to visit, spend time in, or meet other people on our streets.

Shade and shelter

Providing shade and shelter from high winds, heavy rain and direct sun enables everybody to use our streets, whatever the weather.

People feel relaxed

A wider range of people will choose to walk or cycle if our streets are not dominated by motorised traffic, and if pavements and cycle paths are not overcrowded, dirty, cluttered or in disrepair.

Not too noisy

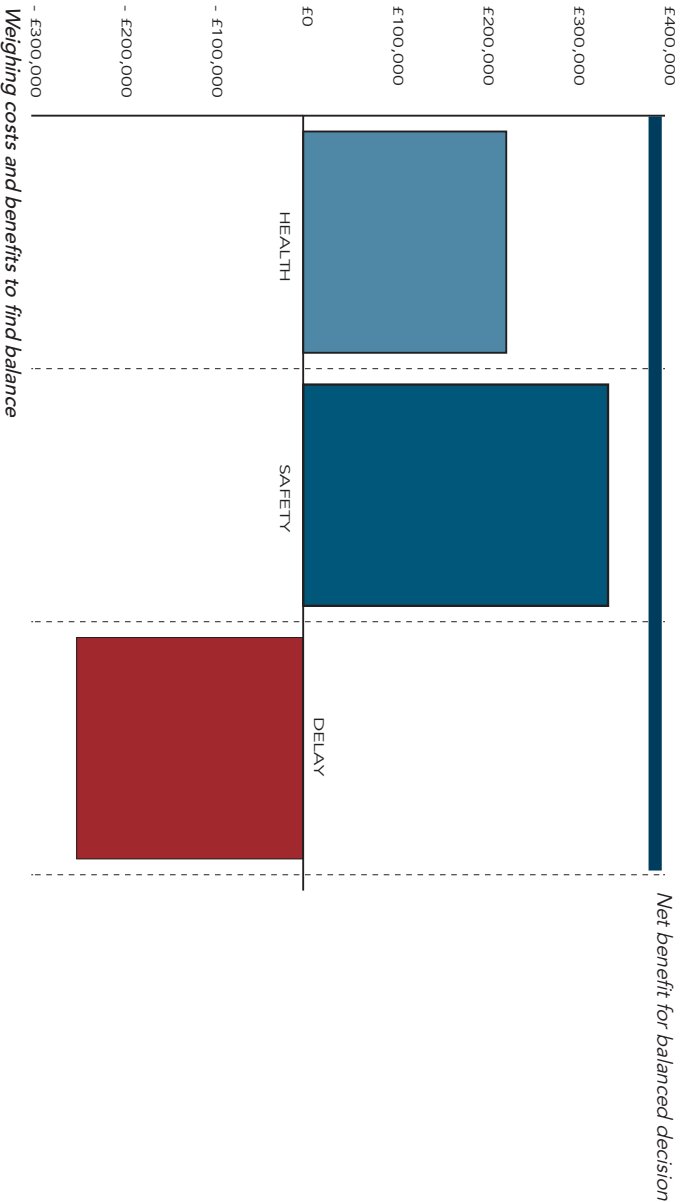
Reducing the noise impacts of motor traffic will directly benefit health, improve the ambience of street environments and encourage active travel and human interaction.

Things to see and do

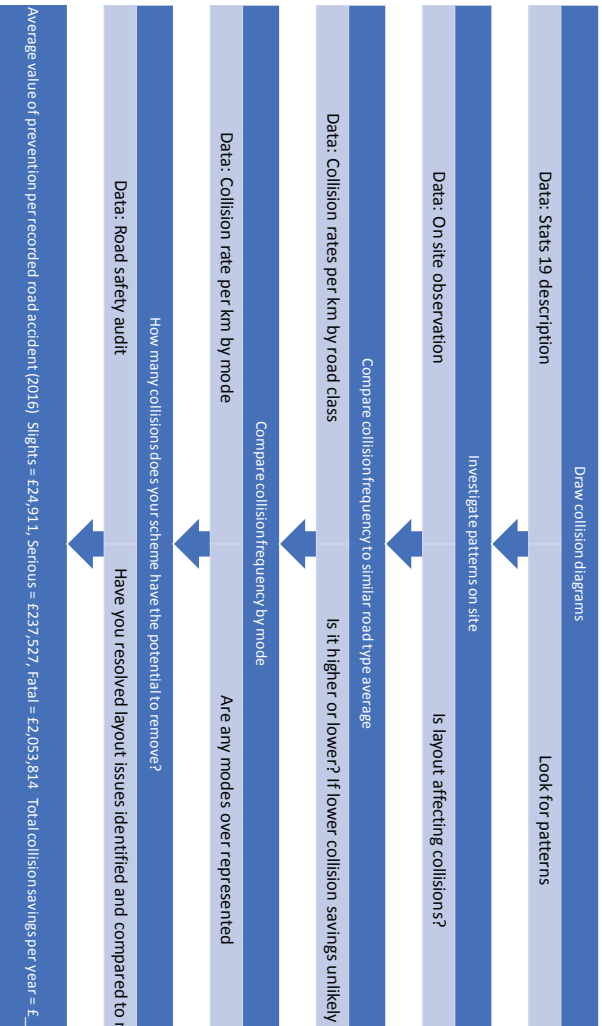
People are more likely to use our streets when their journey is interesting and stimulating, with attractive views, buildings, planting and street art and where other people are using the street. They will be less dependent on cars if the shops and services they need are within short distances so they do not need to drive to get to them.

SCHEME EVALUATION

+	In order to make informed and sound economic decisions relating to public realm improvements, the health impacts, safety benefits, and delays caused of any intervention need to be assessed.	Safety benefits can be derived and forecasted in many ways through collision analysis. The definitive text in this area is Practical Road Safety Auditing published by the ICE. A generic approach is show in the diagram right, entitled 'Stages of collision analysis on generic scheme'.	When using these three methods it is easy to see why most cities put the cost of congestion in the billions and tailor solutions to reduce it. Congestion seems to have a large economic impact. However, just because the calculations are simple does not mean congestion is more important than safety and health.	As an example Leonard Circus in Hackney, London is stated as costing £500,000 whilst generating almost £2m worth of annual health benefits. There were no recorded collisions and congestion was not an issue and so by traditional analysis this scheme would not be justifiable. By calculating the health benefits this scheme has a first year rate of return of 3,974%.
	This section provides an example which should be applied to interventions as they progress, and shows how to derive costs for each of these three elements and how to weigh them against each other to form a balanced view.	To calculate the cost of congestion the Department for Transport has issued 'Transport Analysis Guidance' on the calculation of value of time. In practice an average number is often used in assessments of £18 per hour per vehicle.	A balance needs to be found and health benefits are often on par if not greater than congestion disbenefits for most transformations scheme improving the public realm. The graph to the right shows one clear way of presenting the evidence.	Transformational schemes which improve the public realm make sound economic sense.
	Health benefits are usually monetised using the Health Economic Assessment Tool (HEAT) and Transport for London has produced a document entitled, 'Guide to the Healthy Streets Indicators' on using this approach on public realm schemes. It should be noted that benefits can only be derived or forecasted if pedestrian and cycling numbers are monitored accurately (see the flow chart right).	So for example if a street has 10,000 motor vehicles a day and a proposed scheme brings 20 seconds of delay. Then the annual cost of the scheme is $20[\text{delay}] \times (18/3600)[\text{Value of time converted to seconds}] \times 10,000[\text{daily volume}] \times 340 [\text{Annualisation factor}] = £340,000.$	Schemes are often approved based on their first year rate of return which is a simpler form of benefit costs ratio. A first year rate of return is determined by dividing the benefits by the costs and expressing this as a percentage.	

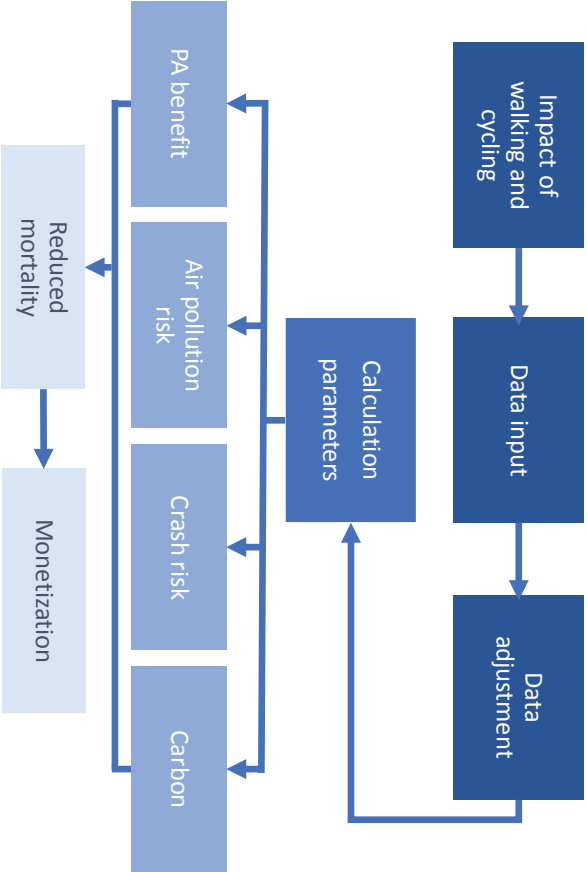


Weighting costs and benefits to find balance



Stages of collision analysis on generic scheme

Average value of prevention per recorded road accident (2016). Slight = £24,911, Serious = £237,527, Fatal = £2,053,814. Total collision savings per year = £...



Step by Step HEAT input flowchart



attendamt

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