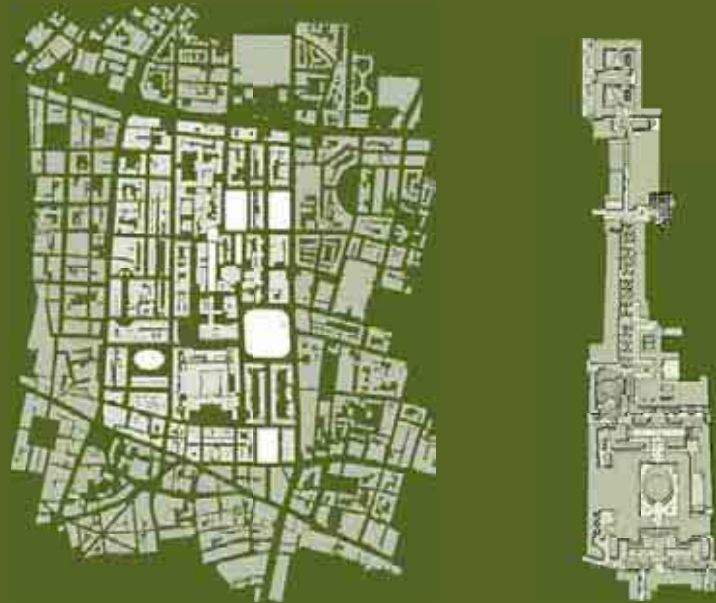


BLOOMSBURY

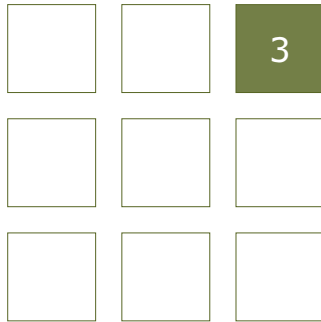
A Strategic Vision



FARRELLS



3 | THE UNIVERSITIES PLAN: Creating a World Class Campus





Over the years the University in Bloomsbury has engaged some of the finest architects in the UK to build some of London's best buildings.

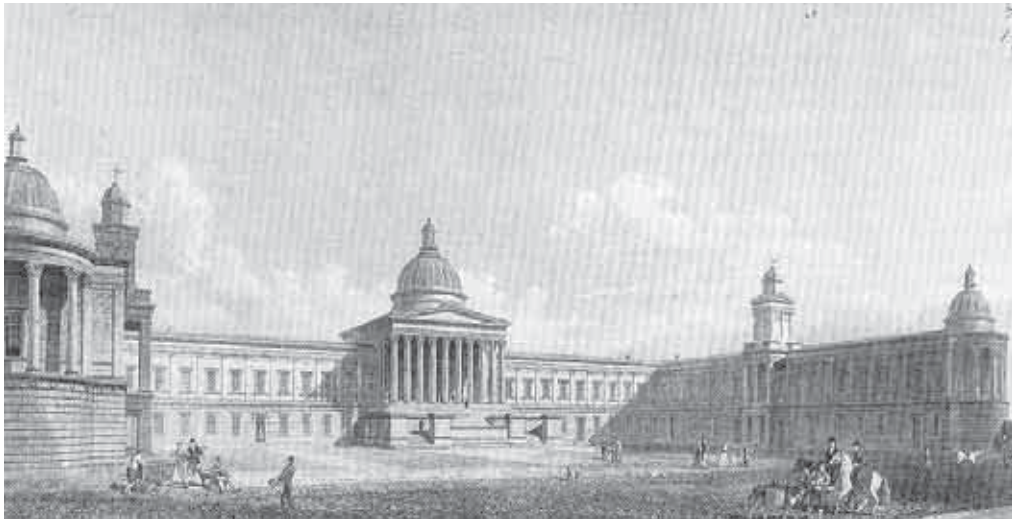
It has been difficult from the outset to create a rational and coherent campus - the residential estate has not easily accepted large scale institutional uses, which require an entirely different urban grain.

In this section we propose key interventions that will allow academic uses to integrate more successfully with the rest of Bloomsbury.



Right: Potential route from Gower Street to UCL locked and obstructed by escape stairs and building services

Below: Historic view of UCL with its distinctive portico from Gower Street, designed by Wilkins





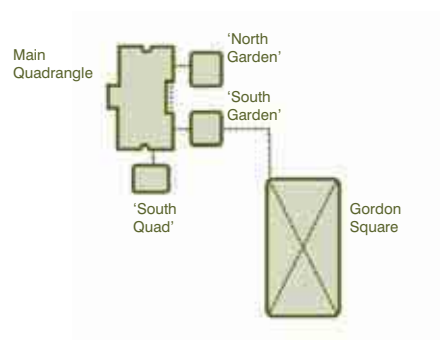
THE UNIVERSITY PLAN

Philosophy & Design Principles

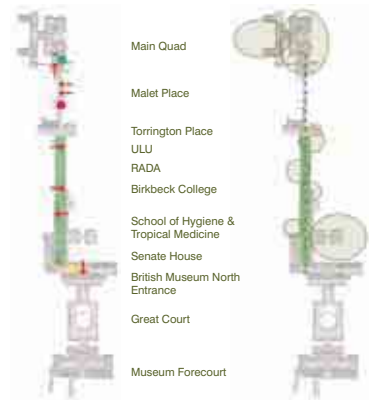
Reinforce Bloomsbury's status as London's intellectual heartland



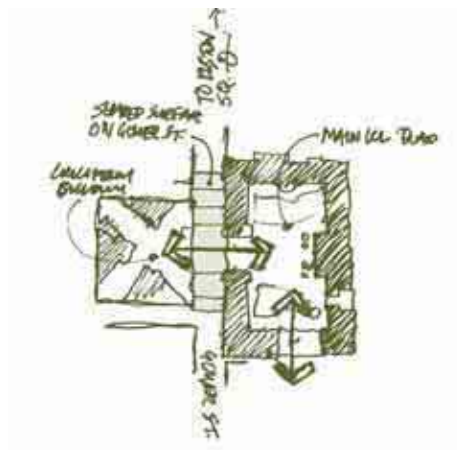
Create a coherent and continuous sequence of University spaces



Create a 'Universities' High Street' as the Principal Academic Address in Bloomsbury



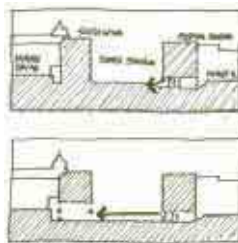
Celebrate UCL's main entrance on Gower Street



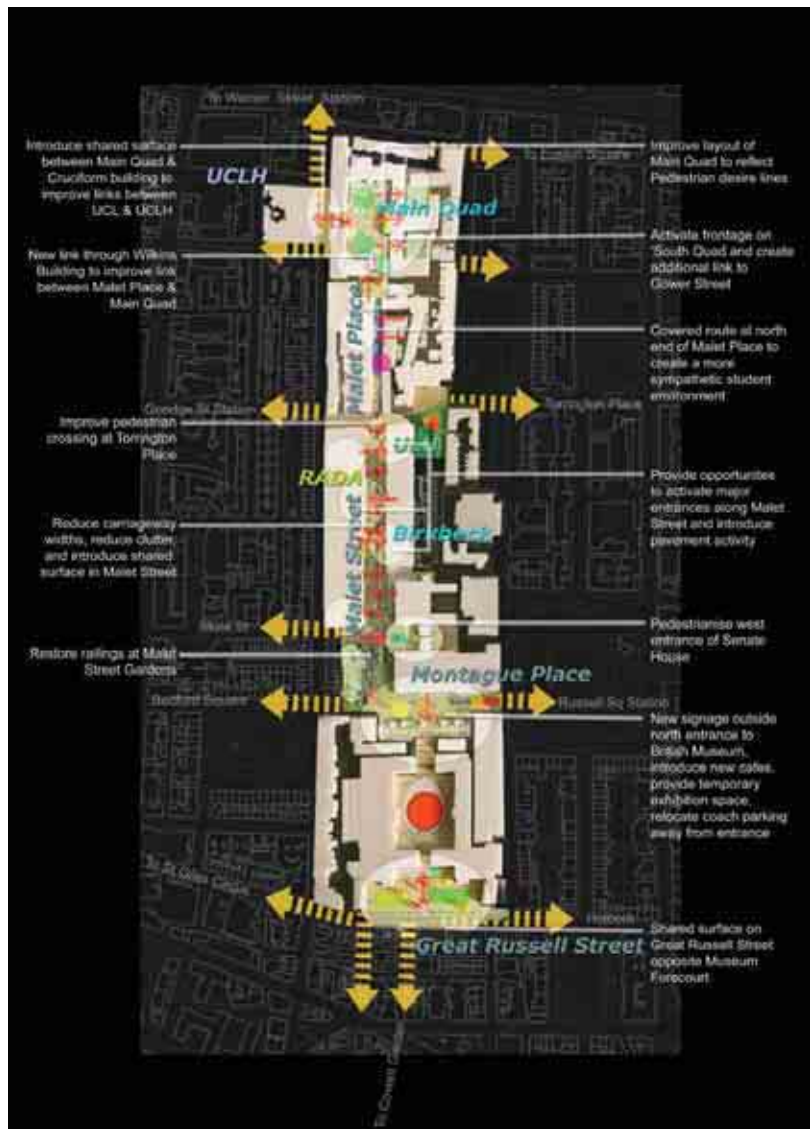


CREATING A UNIVERSITY HIGH STREET

Creating a 'university high street' is the fundamental idea behind unifying academic territory in Bloomsbury, and creating linkage between the university area in the north and the museum quarter in the south. Focused on Malet Street, the route provides a new address for the many world famous institutions lining its course.



This page clockwise from left: Sketch showing the University High Street forming the principal academic address in Bloomsbury; two main spaces 'anchor' the high street; sketch showing the removal of the major obstacle to this new route





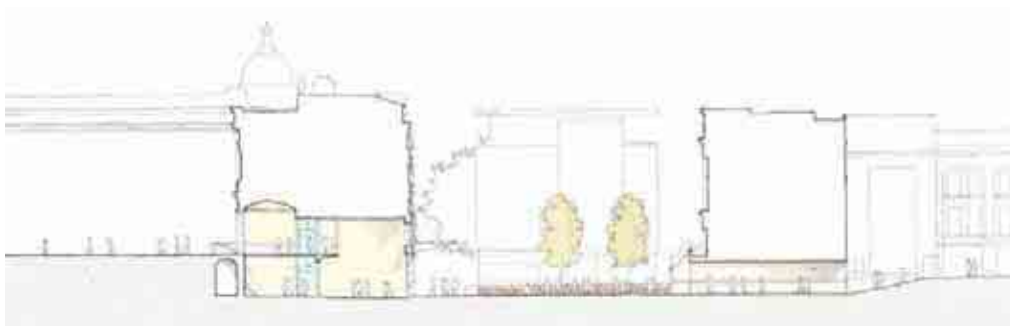
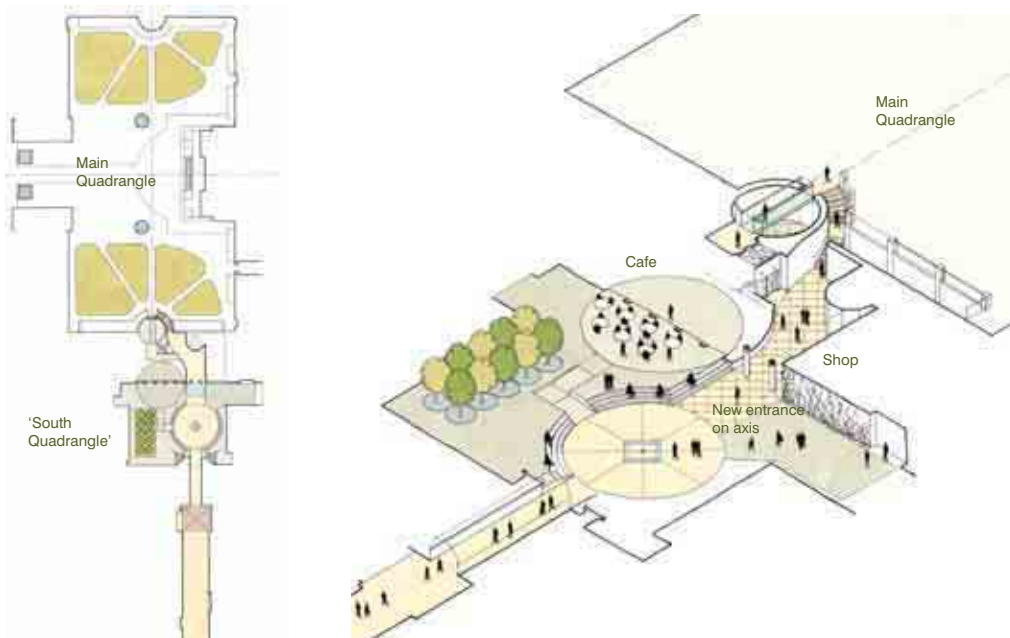
CONNECTING THE MAIN QUAD TO MALET PLACE

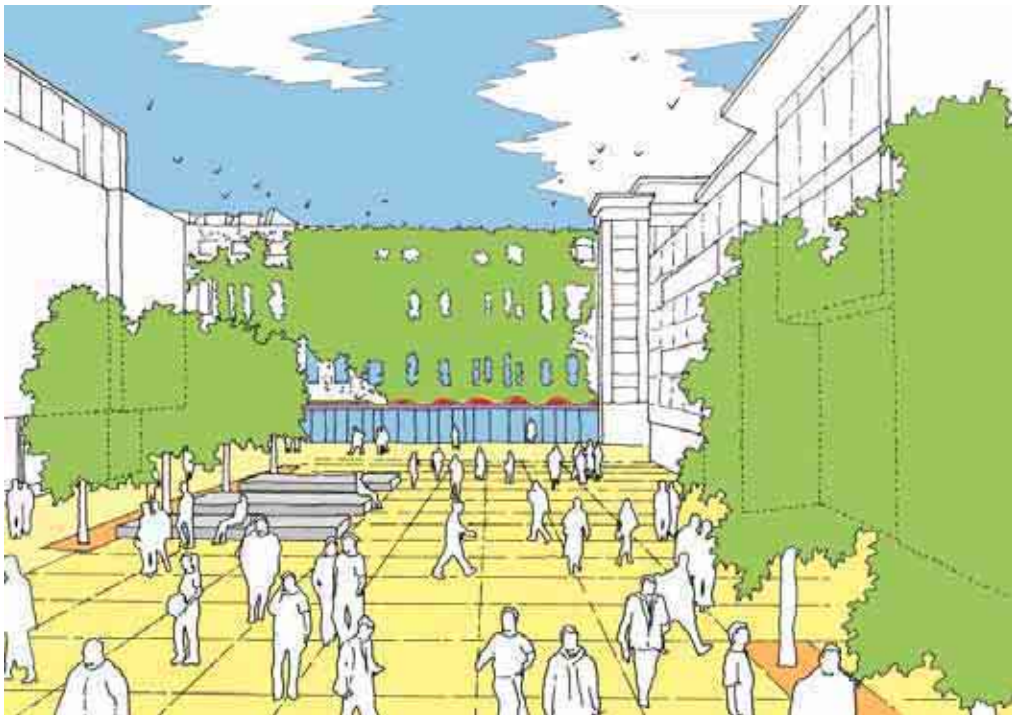
This spread shows an illustrative architectural study by Richard Portchmouth describing a new link through the south wing of the Wilkins Building. The concept includes new

stairs and lifts to achieve a link between the main quadrangle and the proposed new 'south quad'. A cafe and shop animate the space.

This Page: Plan, Axonometric and Section through the proposal for a new route connecting Malet Place and the main quad through the south wing of the Wilkins building.

Opposite: View of the 'South Quadrangle' before and after regeneration







CREATING A SERIES OF CONNECTED 'QUADRANGLES'

The interventions described on previous pages together with the proposed new building on Gordon Street adjacent to the Bloomsbury Theatre allows UCL to work as a university campus rather than as a series of individual buildings superimposed on a residential grid.

In addition to the ideas shown here, we believe that further work is required to resolve vehicular circulation within the campus, specifically servicing. The illustration to the right implies that the existing service in the north east corner is roofed over and that vehicular access along the northern half of Malet Place is restricted or removed entirely.

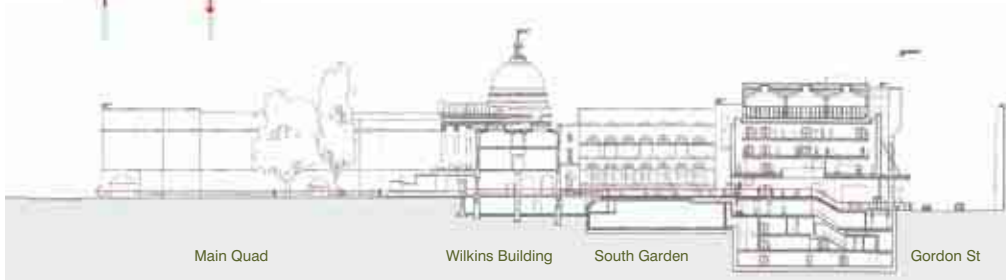
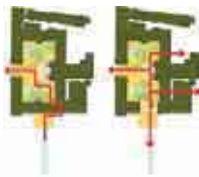


Right: Axonometric showing the effect of a new route through the Wilkins building on connectivity between the university's squares

Below: Section provided by Dixon Jones showing their proposed 'Panopticon' building - this shows a greatly improved route from Gordon Street to the main quad

Opposite: The main quad before and after reconfiguration of the landscape to better serve desire lines leading to existing and new entrances

Following Pages: Before and after the introduction of a canopy and enhancement of addresses along Malet Place



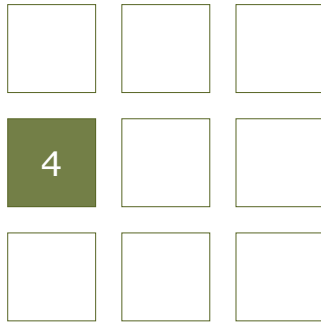








4 | THE MUSEUM QUARTER

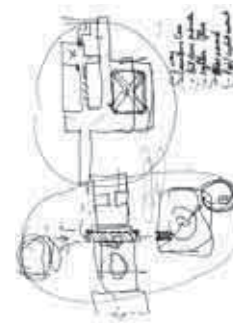




As the adjacent images show, the British Museum is poorly signified from surrounding areas, particularly nearby underground stations.

The proposals described in this section aim to make the museum's presence more greatly felt from Oxford Street, St Giles Circus, Covent Garden and Russell Square. Specific interventions are shown on Montague Place, outside the museum's North Entrance, which it is suggested should have greater prominence than at present. Many of the ideas presented here should be read in conjunction with Section 6, which deals with pedestrian circulation and wayfinding in general.

Clarifying routes to the British Museum is also about promoting all Bloomsbury's cultural assets. The Strategic Vision as a whole allows us to conceive of 'cultural circuits' within Bloomsbury and surrounding areas, with key assets such as the British Library and the university museums acting as anchors for cultural activity in the area.



Left: Current journeys from the four tube stations to the closest entry points of the British Museum shown by photos taken at 50m increments - there is nothing to indicate in the surrounding area that one of the world's greatest museums is on the doorstep





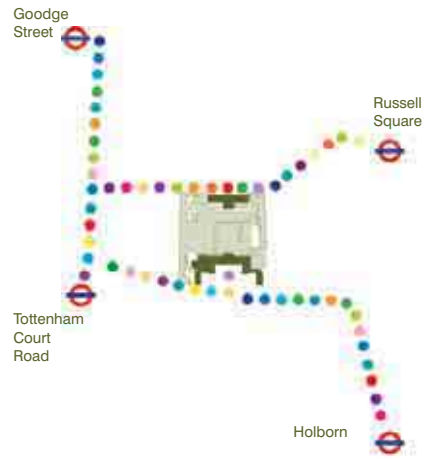
THE MUSEUM QUARTER

Design Principles

Strengthen Routes that connect the British Museum Quarter to Covent Garden



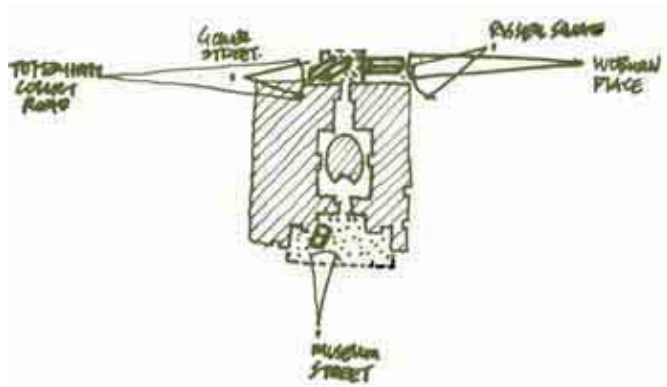
Create an objects trail from surrounding underground stations to the British Museum



Promote All Bloomsbury's Cultural Assets

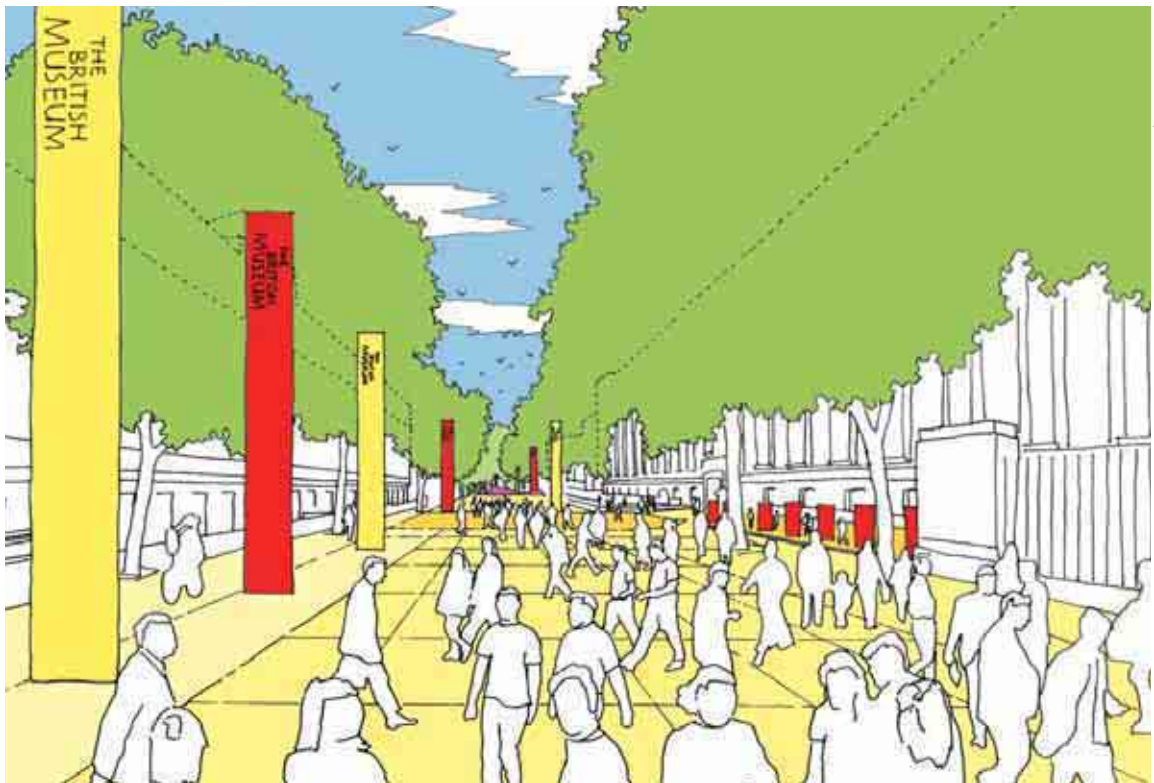


Improve Visibility of the Museum



Opposite: View before and after proposed changes to Montague Place







WAYFINDING TO THE MUSEUM ENTRANCE

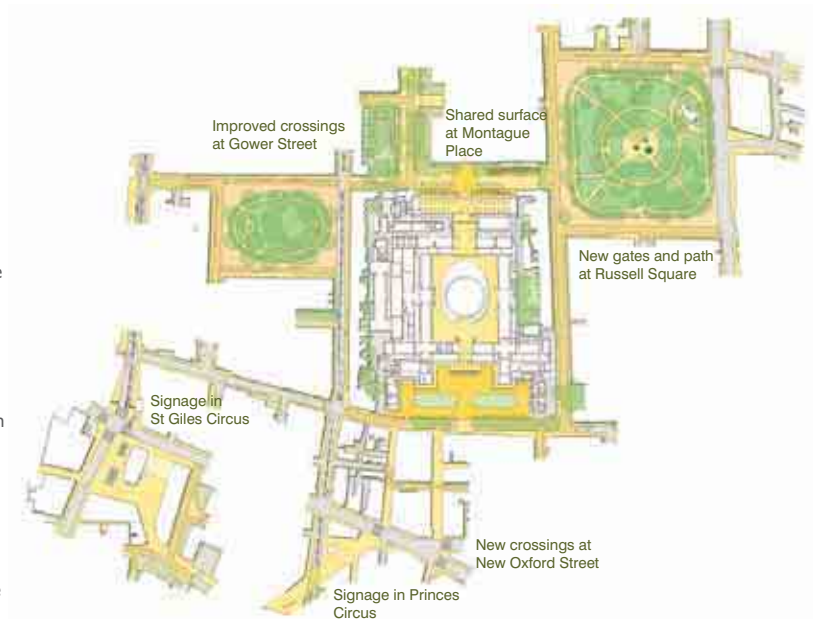
The adjacent drawing shows the British Museum's domain in public realm terms, as proposed by this Strategic Vision.

Major proposals have been put forward by others for Princes Circus and St Giles Circus. It is proposed that signifying the Museum from these, in addition to providing wide pedestrian crossings at New Oxford Street, should form a key part of the regeneration of this area.

In addition it is proposed that a new gate and realigned path be introduced in the south west corner of Russell Square to provide a direct link to Montague Place and the North Entrance to the British Museum. Further work is required to minimise the impact of coach parking in this area.

The sketches on this page show the introduction of tall elements which will assist in raising the profile of the North Entrance both from Russell Square to the East and Bedford Square to the west. These could consist of museum signage and could incorporate part of its collection, cafes, outdoor seating and information kiosks.

Montague Place should be redesigned as a shared surface, as should that part of Great Russell Street that is adjacent to the Museum Forecourt.

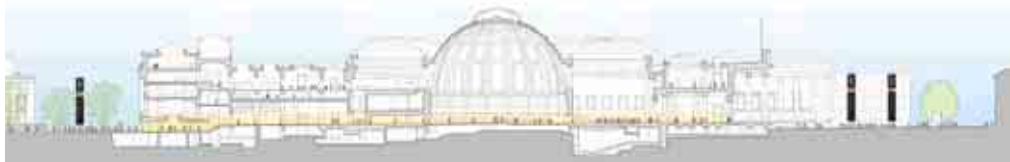


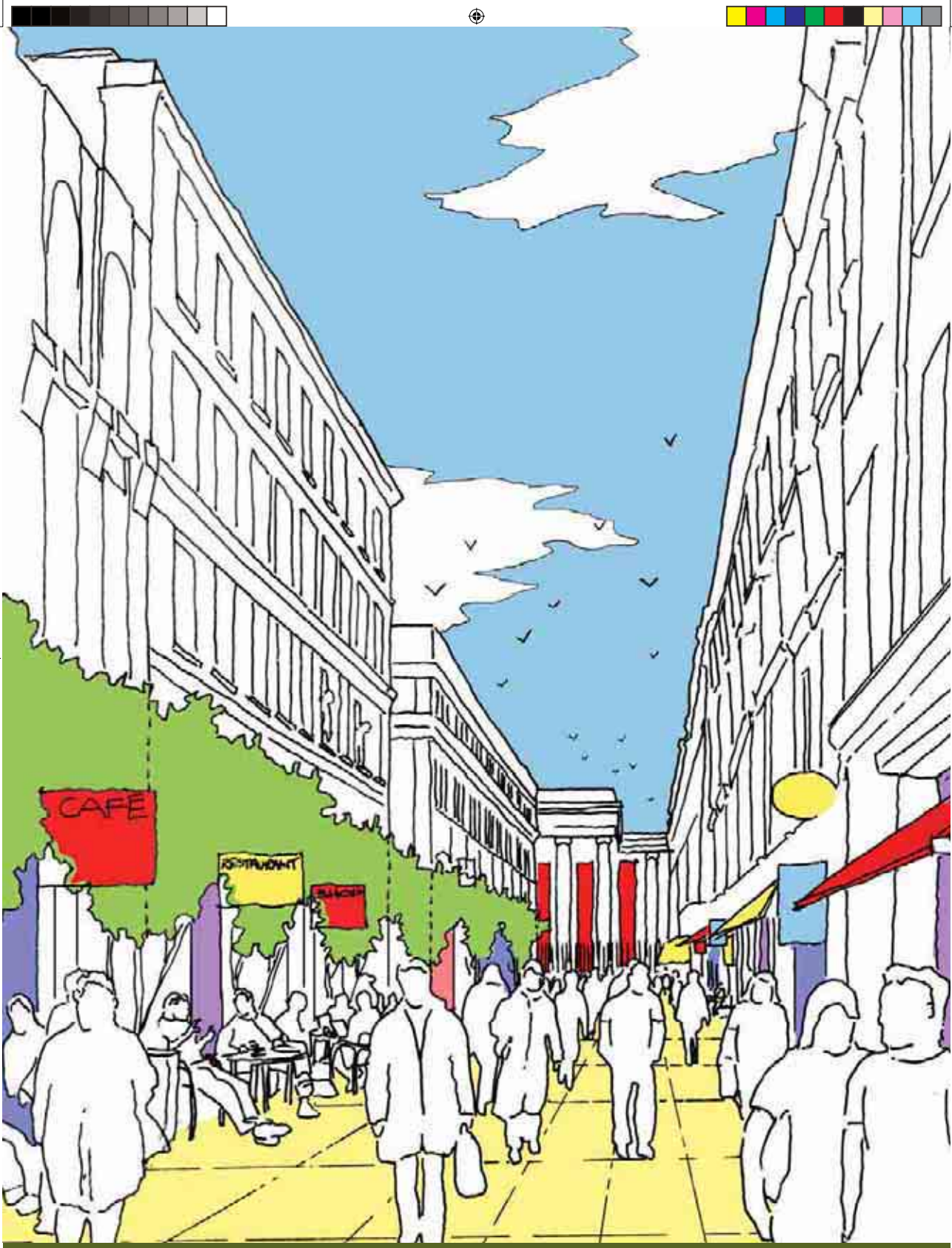
Above Left: View of banners with the new path and gate proposed for Russell Square to encourage use of the British Museum's north entrance



Below: Section through the British Museum
Opposite: Coptic Street pedestrianised along its entire length

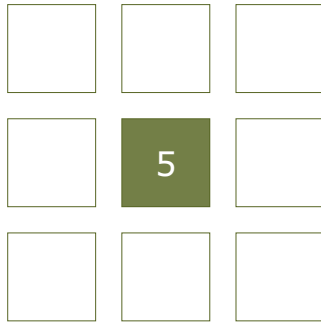
Above Right: The banners, visible as an event in the landscape from the improved Bedford Square







5 | INTRODUCING TWO-WAY TRAFFIC





Civilising traffic, and mitigating its negative impact in Bloomsbury, is a key strategic aim of this project. As part of the design team, traffic consultants Hyder Consulting have been examining a range of traffic options for the area. While much traffic modelling work continues in the area a number of principles specific to the Bloomsbury Strategic Vision have emerged:

- One-way roads are to be converted to two-way movement, as far as is possible.
- The existing Tottenham Court Road and Gower Street gyratory is to be removed and two-way working introduced.
- Shared surfacing is proposed in key locations. The carriageway could be raised so that pedestrians may cross at any location.
- All road markings on shared surface areas are to be removed except at signalised junctions. The effect causes caution and encourages drivers to reduce their speed, forcing eye to eye contact with pedestrians and cyclists. The highway design would encourage a shift of priority from motorists to pedestrians.
- The speed limit would be reduced to 20 mph with the introduction of traffic calming measures in the form of raised tables at junctions. To achieve a lower speed limit, additional physical measures are to be designed.
- Segregated cycle facilities would not be required due to the proposed reduction in the speed limit.
- Rationalization of street furniture ensuring use of bollards, pedestrian guardrail, signs and road markings are minimised.
- Additional zebra crossings are to be introduced and a review of pedestrian crossings within the area has taken place. Additional crossings are to be introduced where the need arises on a project by project basis at implementation.
- A detailed study of the redesign of Montague Place is to be undertaken, identifying the potential to create a shared surface. The existing coach parking provision is to be examined and potential sites for relocation identified.



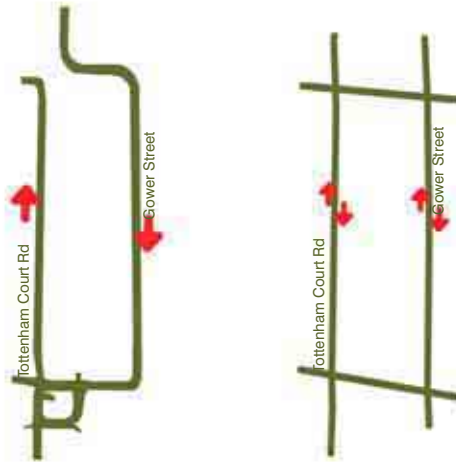
Above: Examples of traffic planning in the area. Cycle paths around the area can be confusing and are frequently obstructed by roadworks, pedestrians and other unauthorised vehicles



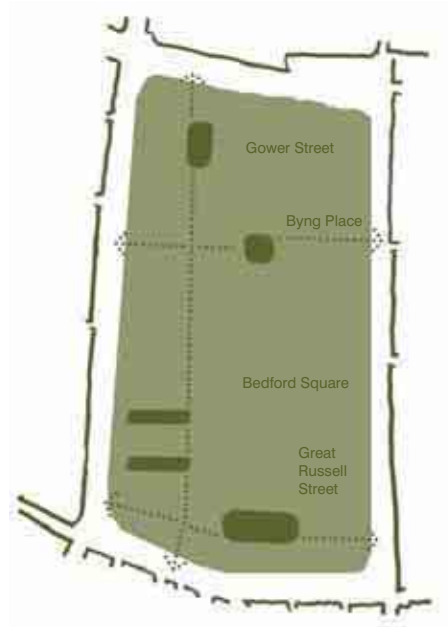


Keep Through Traffic Out of Bloomsbury

Introduce Two-Way Traffic on Gower Street and Tottenham Court Road



Bloomsbury Re-designed as a 20mph Environment Design with Shared Surfaces - Areas with high pedestrian flows have been designed to encourage motorists to travel at slower speeds





Remove Gyratories at Russell Square, St Giles Circus and the Euston Road Underpass

Euston Road Underpass



St Giles Circus



Russell Square



Remove Traffic Islands Where Possible & Introduce Raised Tables at all Intersections Where Possible

Simplify Road Surfaces and Minimise Road Traffic Markings

