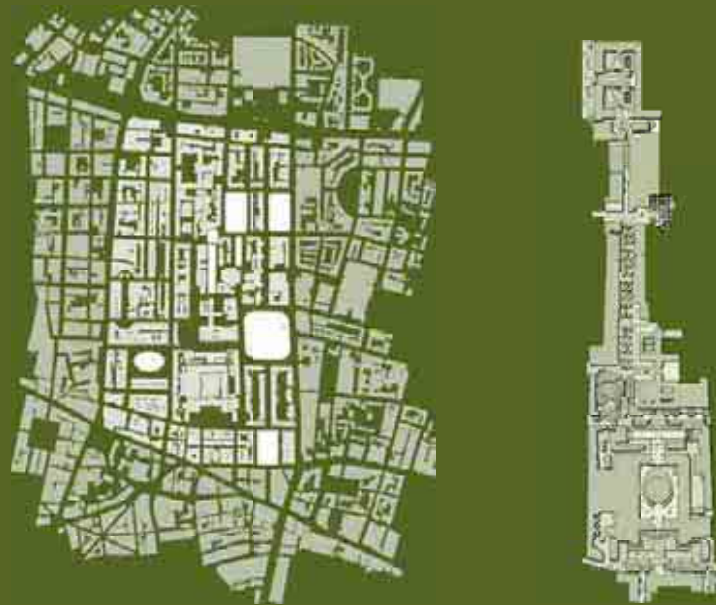


BLOOMSBURY

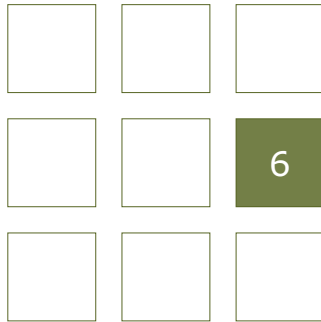
A Strategic Vision



FARRELLS



6 | PEDESTRIAN MOVEMENT AND WAYFINDING

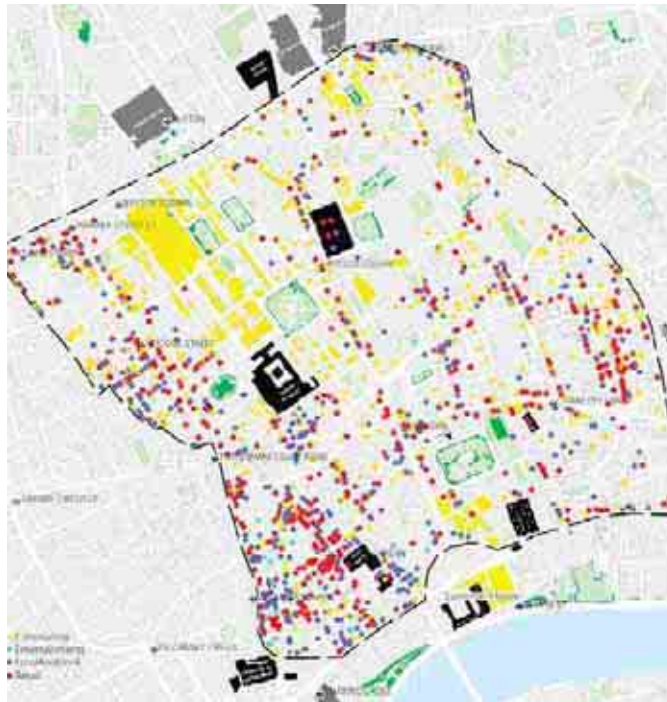




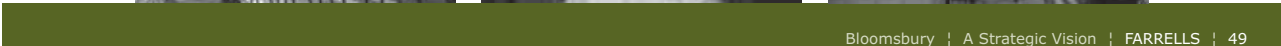
Much of this Strategic Vision is about achieving fundamental improvement in the state of the pedestrian environment in Bloomsbury. A key aim is to create the best people place in London, the vast majority of whom use the area as pedestrians.

We have focused on three areas of intervention: improving integration with surrounding areas, improving routes to public transport, and making physical improvements to the infrastructure itself. There is an obvious reference to proposals for vehicular circulation as described in the previous section, and the following section, which summarises the Street Design Manual separately produced by EDCO, and which is intended as a reference work specific to implementation of future public realm works.

These proposals are consistent with various initiatives undertaken by London Borough of Camden, neighbouring authorities and the Greater London Authority.



Above: Study by Intelligent Space of pedestrian flows in the area commissioned by the London Borough of Camden - this clearly shows the distribution of activities in the area, in particular the strong contrast in Bloomsbury between institution uses, and others more commonly associated with the rest of the West End



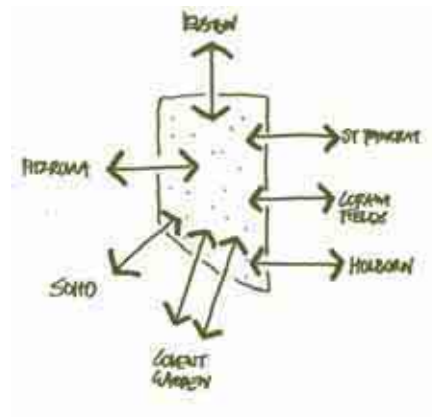


KEY PRINCIPLES

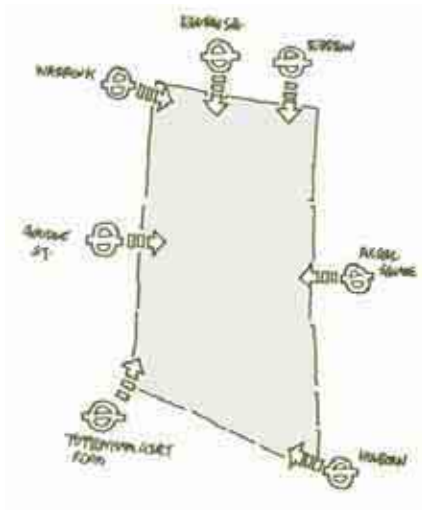
Promote a Clear Wayfinding & Mapping Strategy for Bloomsbury



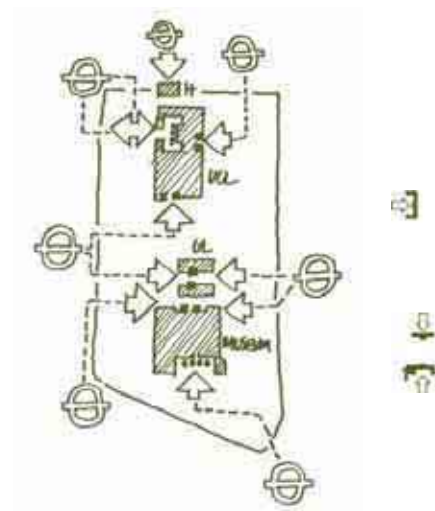
Improve Pedestrian Integration with Neighbours



Introduce Direct Widened Pedestrian Crossings to Bloomsbury from Surrounding Stations

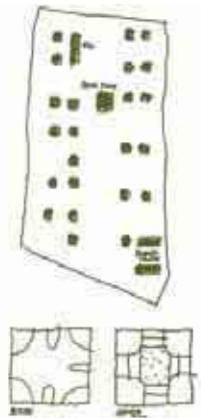


Improve Wayfinding to Bloomsbury's Front Doors





Remove Traffic Islands & Introduce Raised Tables and Direct Pedestrian Crossings at Intersections



Euston Road Underpass and the north entrance of Gower Street



Reconfiguration of Euston Square with a more direct pedestrian crossing across Euston Road to Endsleigh Gardens

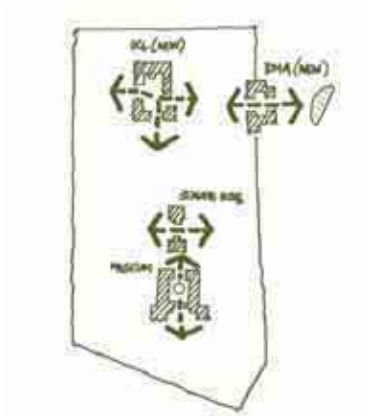


Store Street



Redesign of Byng Place into a pedestrian friendly space

Create New Pedestrian Routes Through Public Buildings



St Giles Circus



Shared surface and narrowing of the roads around Russell Square



Shaftesbury Avenue / New Oxford Street



Theobalds Road / Holborn





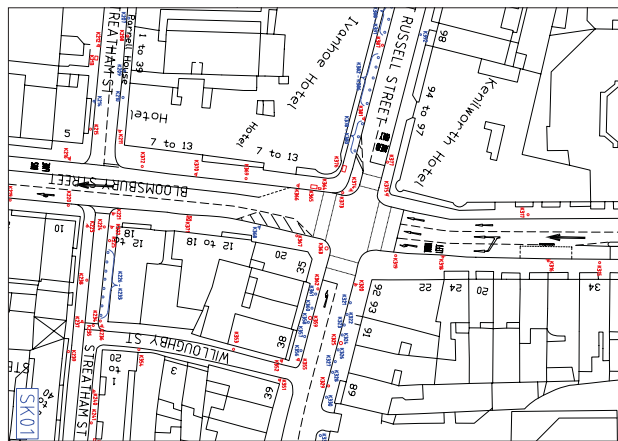
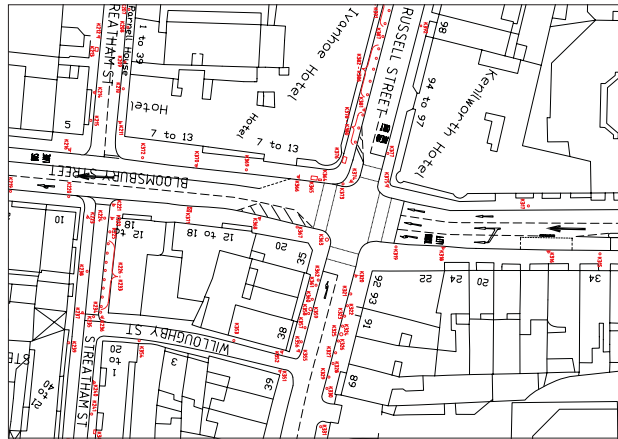


Left: Detail survey of pedestrian infrastructure in Bloomsbury. This can be compared to proposals put forward in section 8.

- Legend
- UNCONTROLLED PEDESTRIAN CROSSING
 - SIGNALISED JUNCTION WITH PUSH BUTTONS
 - SIGNALISED JUNCTION WITHOUT PUSH BUTTONS
 - ZEBRA CROSSING
 - PELICAN CROSSING
 - PUPPIN CROSSING



REMOVING CLUTTER



Left: Unnecessary and badly coordinated signage within Bloomsbury

Above: Possible removal or relocation of signage and street furniture - removal of unnecessary elements indicated in blue on the diagram below: Study by Hyder Consulting





APPRAISAL BY SPACE SYNTAX

Proposals for pedestrian realm improvement have been appraised by specialist consultancy Space Syntax.

Their study concludes that the proposals will generally benefit the wider Bloomsbury area.

They have also identified further opportunities to improve permeability:

- a public space off the pedestrian route connecting Thomhaugh Street to Malet Street - this must be borne in mind should future proposals be put forward in this part of the University of London, and;
- a possible north-south route through Senate House, which would require detailed architectural study.

The analysis excludes the assessment of major developments in the area, such as Euston station and proposals for Crossrail at St Giles Circus. Such developments will undoubtedly impact on the study area, and should be addressed in the next stages of the design process in the light of what is proposed here.

