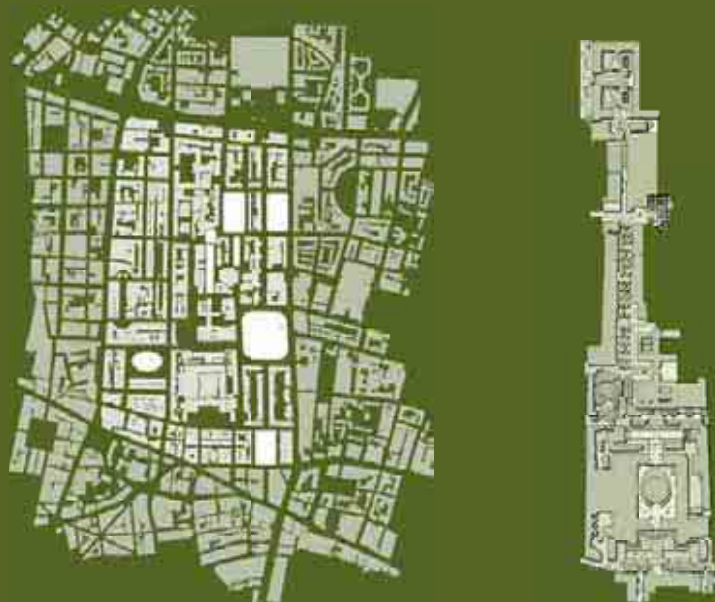


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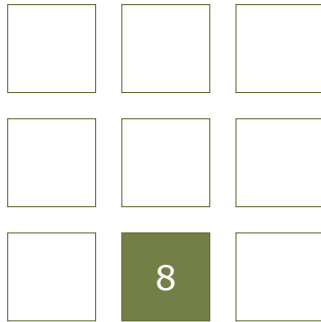
A Strategic Vision



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8 | THE STRATEGIC VISION





The annotated plan and aerial perspective on the following pages show the six mini-masterplans as a coherent whole.

In conclusion, its aims are to:

- create a public realm which is worthy of Bloomsbury's cultural and intellectual landscape;
- preserve the area's character as an oasis or haven within the West End;
- create a focus for the integration of major institutions along a new 'university high street' focused on Malet Street, and uniting the universities and hospitals area at the north to the museum quarter in the south;
- improve integration with Oxford Street, Fitzrovia, Covent Garden and Holborn.

We have drawn inspiration from the past, but this is very much a plan for the 21st century. This work is intended as a basis for the regeneration and improvement of the area over the next fifteen to twenty years. Some proposals can readily be implemented in the short term. Others are constrained by major infrastructure projects such as the redevelopment of Euston Station, which has lost its 'front door', and proposals for Crossrail, which are particularly influential at the southern end of Bloomsbury.

It is difficult to predict when large scale projects affecting the area will come to fruition, however it is intended that this Strategic Vision sets out shared ambitions for the key places and spaces which have helped make Bloomsbury famous.





- 01 Euston Road Underpass project
- 02 New raised crossing outside UCL main entrance
- 03 New crossing from Endsleigh Gardens to Euston Square
- 04 Atrium providing route through UCL south wing within existing building
- 05 'Panopticon' building to provide improved access to UCL from Gordon Street
- 06 Softer streetscape around west side of UCL campus
- 07 Pedestrian route from Gower Street through to UCL's new 'South Quad'
- 08 New square with perimeter cafe and Students Union shop
- 09 Covered atrium for Malet Place beginning north of service entrance
- 10 Diagonal paths across Gordon Square to create a 'University Green'
- 11 Shared surface surrounding Gordon Square
- 12 New gates at corners proposed for long term to facilitate diagonal paths
- 13 New surface at Byng Place with reduction in road width
- 14 Shared surface on Malet Place
- 15 Raised table at Gower Street/ Torrington Place junction
- 16 UCL building planned
- 17 New raised connection between Gordon Square/ Woburn Square
- 18 Shared surface along Torrington Place/ Gordon Square/ Tavistock Square
- 19 New cafe to complete Byng Place as a square and to provide activity
- 20 New activity such as an ice rink at Woburn Square to provide unique identity
- 21 Shared surface around Woburn Square with reduced and consolidated parking
- 22 Shared surface/ increased pavement width along Malet street creating 'University High Street' with option to close periodically
- 23 New landscape proposals for Torrington Square (under construction)
- 24 Improved frontage to be created along Torrington Square
- 25 Development opportunity with remodelling of rear of Institute of Education and Law under close consultation
- 26 Two-way traffic along Gower Street
- 27 Aesthetic improvements including improved seating, lighting and signage for pedestrian route from Thornhaugh Street to Malet Street
- 28 Development site
- 29 Two-way traffic along Tottenham Court Road
- 30 Parking replaced by new landscaped entrance at west entrance to Senate House proposed by UL

- 31 Raised table at Gower Street/ Store Street junction
- 32 Reconfigured coach parking/ circulation
- 33 New pedestrian route through Senate House
- 34 Clearly defined public space outside British Museum north entrance
- 35 External exhibition boards at north entrance to British Museum to increase activity and use of Montague Place
- 36 Montague Place pedestrianised with new cafe promoting it as a place to meet
- 37 Book market at east end of Montague Place to provide activity and reinforce 'Intellectual Quarter'
- 38 New path and gate provide more obvious pedestrian route from Russell Square to Montague Place
- 39 Bus stop/ stand simplified
- 40 Prominent signage/ museum exhibit signifying British Museum from Russell Square/ Tottenham Court Road/ Gower Street
- 41 New proposals for improved traffic and pedestrian circulation around Bedford Square recently implemented
- 42 Slip-ways around Russell Square removed and road narrowed to increase pedestrian area
- 43 Two-way shared surface around Russell Square reinforcing use as a public place
- 44 Shared surface along Great Russell Street in front of museum forecourt
- 45 St. Giles Circus junction simplified and minimised to give pedestrian priority
- 46 Option to incorporate proposed underground entrances in new Centre Point podium
- 47 Museum Street/ Coptic Street pedestrianised
- 48 Raised pedestrian crossing
- 49 New diagonal path across Bloomsbury Square to improve amenity use
- 50 New gates at North/ West & South East corners of Bloomsbury Square facilitating approach from Sicilian Avenue
- 51 Proposed building incorporating new entrance to Tottenham Court Road underground and new Crossrail station
- 52 Sutton Row widened to improve sightlines towards Soho Square from Gharng Cross Road
- 53 Create positive frontage along Andrew Borde Street
- 54 Denmark Street pedestrianised
- 55 Landscape to north and west of St. Giles-in-the-Fields Church enlarged and improved
- 56 Shared surface to encourage pedestrian use of Eamshaw Street to coincide with new retail development
- 57 North end of Shaftesbury Avenue pedestrianised
- 58 Crossing moved to align with Coptic Street
- 59 Pavement extended and crossings simplified at Museum Street/ Bloomsbury Way/ New Oxford Street junction

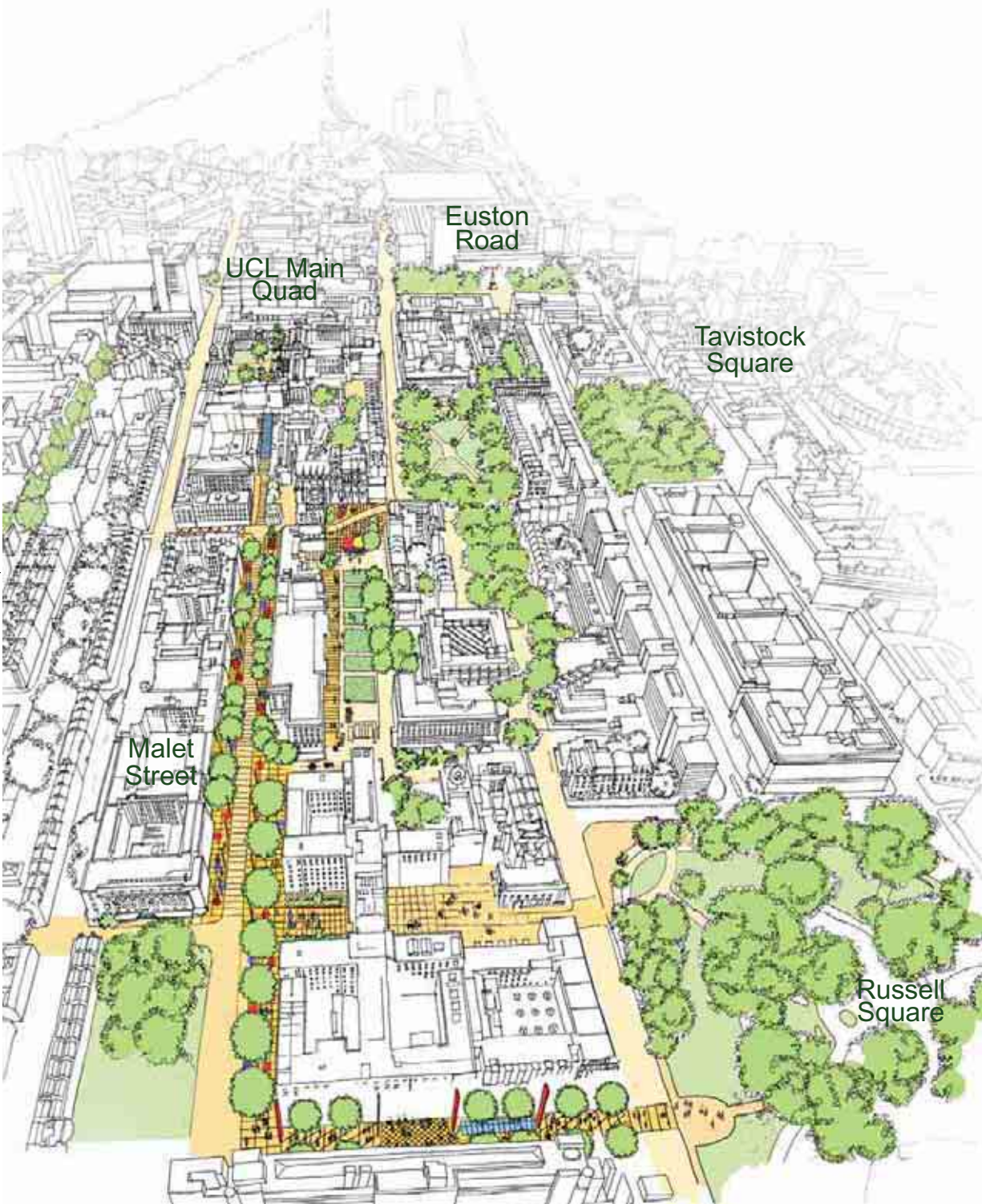






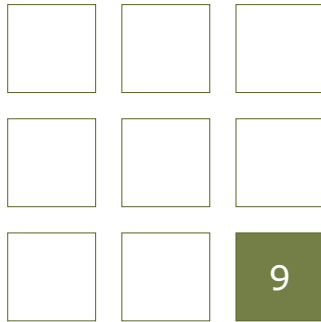
Opposite: Bloomsbury as it could be
 Below: As it is







9 | THE WAY FORWARD





The following page shows a project list and plan identifying priorities, projects dependent on major third party collaboration, and projects that can be implemented incrementally in conjunction with stakeholder collaboration. The latter are self-contained.




We recommend that the way forward is as follows:

- Use this document as the basis for public realm regeneration as part of the normal redevelopment process.
- Use this document as the basis for improvements to key projects in the area including improvements to underground stations, the Crossrail Project, the Cross River Tram, improvements to Euston Road and Euston Station, proposals to improve Oxford Street, and the implementation of two way streets in the area.
- Initiate a dialogue with landowners about improvements to buildings which could have a positive impact on Bloomsbury's public realm.
- Identify specific public realm projects as pilot projects for comprehensive regeneration. We have identified a number of possible "quick wins" as follows:
 - 1) Byng Place.
 - 2) Russell Square: addition of new gates opposite Montague Place.
 - 3) Tavistock Square: create London's new memorial garden.
 - 4) Initiate a lighting, security and signage project.



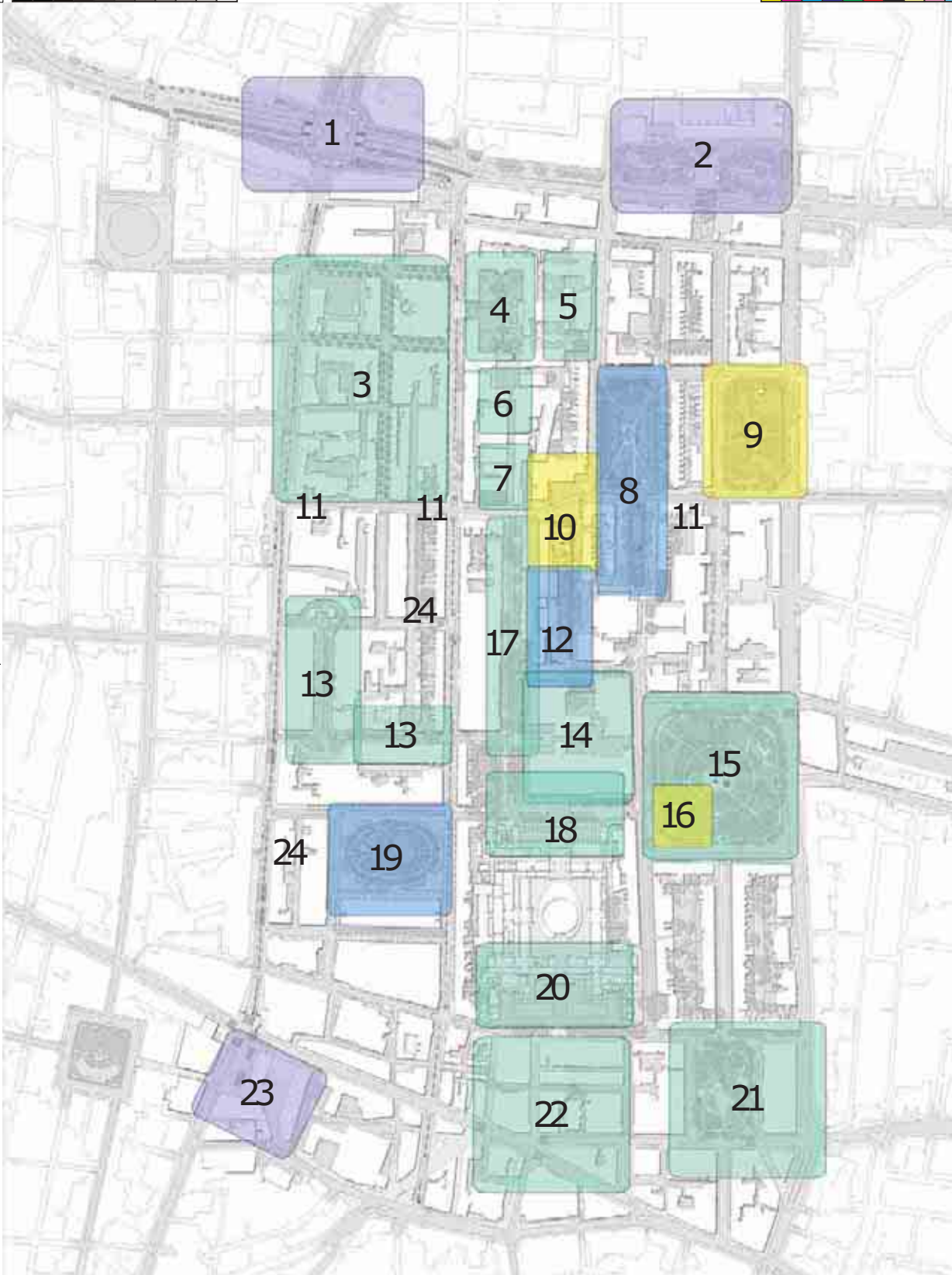


KEY

	Major 3rd party collaborations
	Incremental projects to be implemented in conjunction with stakeholders
	Priority projects
	Projects underway / Recently complete

- 1) Euston Circus
- 2) Euston Square
- 3) Greening the NW Quarter
- 4) The University Front Door
- 5) The North + South gardens
- 6) The Wilkins building + South Quad
- 7) Malet Place
- 8) Gordon + Woburn Square
- 9) Tavistock Square
- 10) Byng Place
- 11) Torrington Place
- 12) Torrington Square
- 13) The Store Street area
- 14) Senate House
- 15) Russell Square Two Way streets
- 16) Russell Square new gates
- 17) Malet Street
- 18) Montague Place
- 19) Bedford Square
- 20) Museum Forecourt
- 21) Bloomsbury Square
- 22) Little Bloomsbury
- 23) St Giles Circus
- 24) Two Way Traffic on Gower Street & Tottenham Court Road









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