



# HOLBORN VISION & URBAN STRATEGY

Draft  
May 2019

DRAFT

# DRAFT



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## INTRODUCTION

Holborn is an important growth area in the heart of Central London. The area includes a mixed community of residents side-by-side with major businesses and institutions. Holborn also has a thriving cultural scene and some of London's most iconic historic architecture attracting visitors year-round.

Holborn is going through a time of significant development and change. This is a result of Holborn's changing economy that has seen some major businesses choose to locate and invest into the area. Holborn is a key destination that links the core of the West End to the City of London that is capable of supporting London's competitive status. There is therefore a significant opportunity to co-ordinate this period of change and harness the benefits for Holborn's communities.

### The role of this document

This document is the draft Holborn Vision and Urban Strategy, prepared by the Council's Regeneration and Place Team. It sets out guidance to help coordinate development and investment in the area.

It is the Council's intention that the final version of this document will be adopted as a Supplementary Planning Document (SPD). SPDs play an important role, supporting the Council's Development Plan, including the Local Plan, which sets the borough's planning policies covering the period to 2031. It will be a material consideration in decision making and in determining planning applications.

Camden is seeking to work with its partners including the local residents, landowners, developers, the business community including the BeeMidTown and Hatton Garden Business Improvement Districts and others to achieve our ambitions for the area. All communities and partners will have a role.

## PUBLIC ENGAGEMENT AND CONSULTATION

This draft Vision and Urban Strategy will be the subject of public engagement and consultation.

Following the consultation, we will analyse the responses and feedback and will use this to update the document. The Council is intending to adopt the final Vision and Urban Strategy as an SPD in 2019.

All details of the Holborn Vision and Urban Strategy and associated public consultation will be available on the Council's website at: [www.camden.gov.uk/holbornvision](http://www.camden.gov.uk/holbornvision)



### CAMDEN'S LOCAL PLAN

Camden is experiencing significant change and population growth and has an identified need for 16,800 additional homes, 695,000sqm of office floor space and c30,000sqm of retail floor space by 2031. To meet these huge pressures, the Council's objective is to create the conditions for sustainable growth that delivers opportunities and benefits for our residents and businesses. This objective is reflected by both Holborn and Tottenham Court Road being identified as growth areas within the Camden Local Plan.

Holborn is identified in Camden's Local Plan as a key growth area and is expected to make a substantial contribution towards meeting the borough's identified needs, including a minimum of 200 new homes and 2000 additional jobs by 2031. Holborn could exceed these figures if the area's potential is realised through the measures outlined in this document.

The Local Plan aspirations for the Holborn area include:

- A mix of land uses, with offices and housing as the predominant uses in development schemes
- Appropriate retail, food, drink and entertainment and service uses in the area's Central London Frontage, taking opportunities to introduce ground floor town centre uses where the continuity of the frontage is currently broken
- Improvements to the street environment, in particular the pedestrian environment to and around Holborn Underground station
- Improved linkages and connections with the City of London, the Tottenham Court Road growth area and other neighbouring areas making walking and 'way-finding' easier and the provision of improved cycling facilities, particularly for visitors
- Working with partners including TfL to relieve congestion at Holborn Underground station
- Appropriate contributions to open space, community facilities, regeneration initiatives and employment and training schemes
- High quality, sustainable design that respects its surroundings and conserves and enhances the area's heritage assets and wider historic environment; and improving community safety
- Address open space deficiencies

### THE CAMDEN PLAN

The Council has worked together with communities to create a new borough-wide vision for Camden for 2025 and the Camden Plan sets out how the Council will help achieve these ambitions. We want to make sure that development and investment in the Holborn delivers on Camden Plan objectives to benefit our communities.

Some of the key ambitions of the Plan include affordable housing, making Camden a great place to do business and encouraging walking, cycling of public transport.

### Camden's 2025 borough-wide vision - key drivers for Holborn

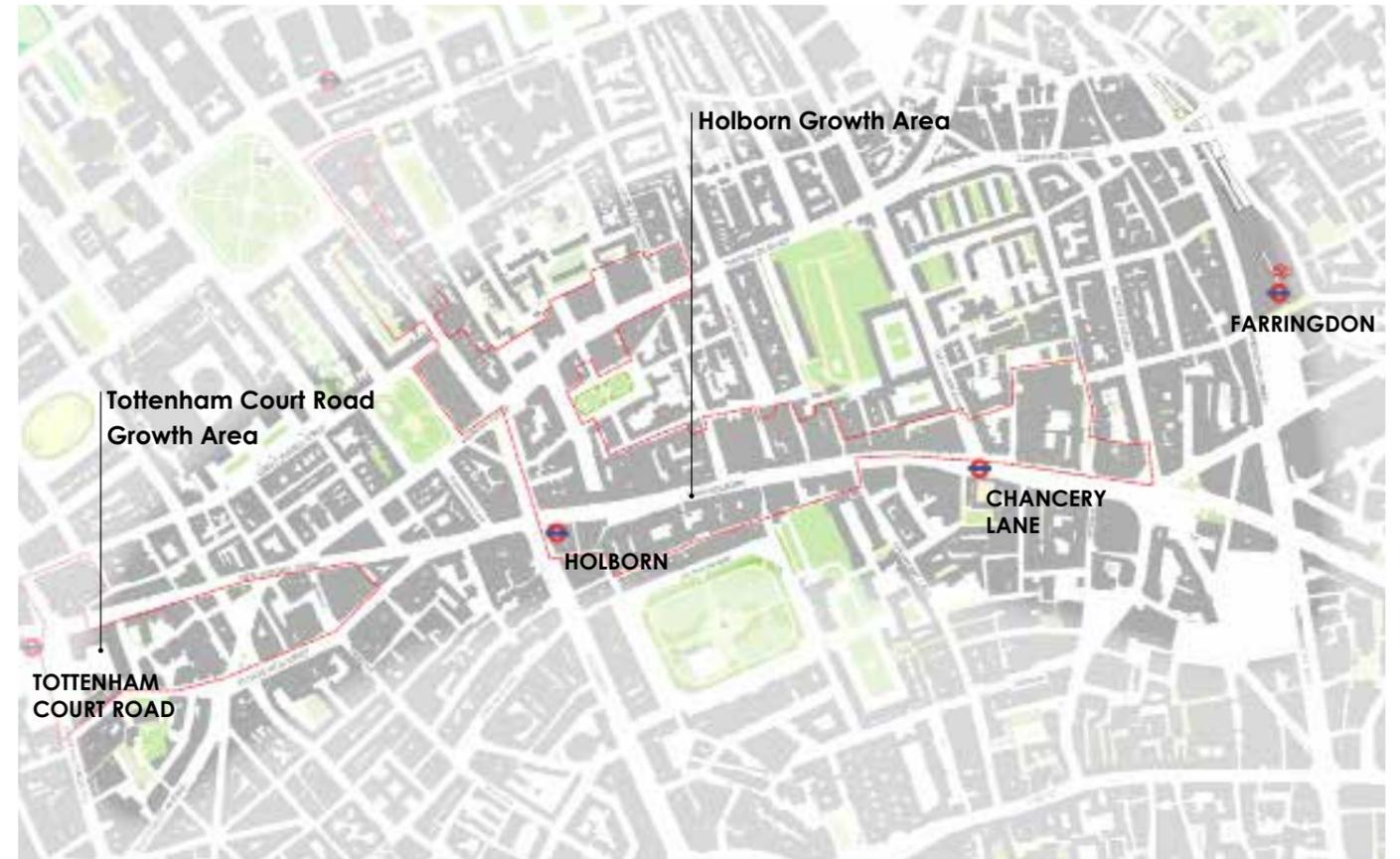
"We need to make Camden the best place in London to do business, with the infrastructure that business needs to grow... Businesses and their employees should be part of our community."

"People feel a deep sense of pride walking around Camden and want to preserve the identity of the borough, creating streets and places that are welcoming and accessible to everyone."

"Building and development in the borough should contribute to making Camden open, accessible and attractive for everyone."

"No one in Camden should experience poor health as a result of the air they breathe... Walking, cycling and public transport will be the best way to get around the borough."

"Together we want to make Camden a better borough – a place where everyone has a chance to succeed, where nobody gets left behind, and where everybody has a voice."



Holborn Vision and Urban Strategy area of focus

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## AN OPPORTUNITY AT THE HEART OF CENTRAL LONDON

Holborn is experiencing a time of significant change. The West End Project and Crossrail will bring additional transport capacity that could support the expansion of the economy and transform the areas to the east and west. Whilst to the north the new district at King's Cross Central, the formation of the Knowledge Quarter, and the HS2 station at Euston are collectively bringing a significant amount of investment and change.

Holborn is walking distance from the commercial and financial district of the City of London and the theatres and shopping attractions of the West End, Covent Garden and the British Museum. The east of the area is characterised by London's primary legal district with its historic Inns of Court and world renowned jewellery quarter of Hatton Garden. Holborn and its wider area also hosts some of the world's leading academic and research institutions including the London School of Economics, University College London and Kings College.

Holborn has attracted significant development in recent years. The Central St. Giles development, designed by award winning architect Renzo Piano, includes over 400,000sqft of office along with retail, residential and an outdoor public piazza. Also currently under development is the Post Building, a bold development creating significant grade A office space and retail.

More change is still to come with key future development sites such as the former University of the Arts building, opposite Red Lion Square, and Selkirk House. These, and a range of other sites, have the potential to deliver new homes (including affordable homes), attract new economic activity, jobs and retail and other uses. It is important therefore to ensure that these important sites continue to deliver the Council's priority uses and deliver new housing instead of a recent development pressure for hotels.

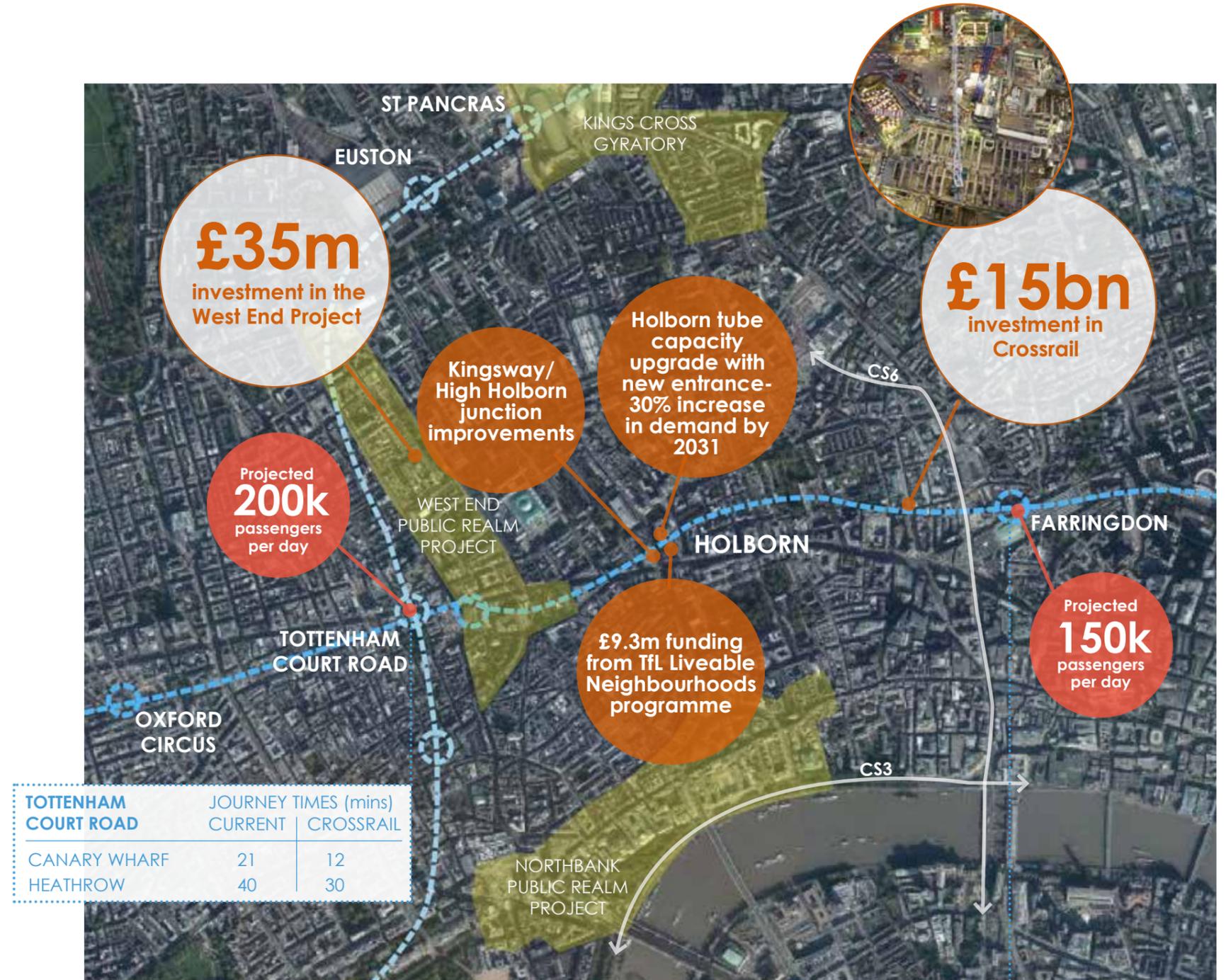
Development will also provide the opportunity to upgrade the quality of Holborn's streets and spaces that bring so much character to the area. TfL, for instance, have recently announced a multi-million pound investment to improve the public realm in the Holborn area as part of the Liveable Neighbourhoods Programme.

London Underground are planning investment in to Holborn Tube Station and a new station entrance at Procter Street which will deliver a significant capacity upgrade.

Holborn is central to this area of investment and change and there is a fantastic one-off opportunity for its wider transformation to support growth and deliver benefits for its communities.

### KEY OPPORTUNITIES

- Advantageous central London location.
- Major transport investments, including new Elizabeth Line Stations at Tottenham Court Road and Farringdon and more planned including a major tube station capacity upgrade at Holborn.
- Significant recent development and more planned that could bring additional economic growth and add to the rich variety and environment.



Major recent investment in transport and public realm projects to accommodate future growth

TOTTENHAM COURT ROAD	JOURNEY TIMES (mins)	
	CURRENT	CROSSRAIL
CANARY WHARF	21	12
HEATHROW	40	30

FARRINGDON	JOURNEY TIMES (mins)	
	CURRENT	CROSSRAIL
CANARY WHARF	25	8
BOND STREET	18	4

# HOLBORN TODAY

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## A PLACE TO LIVE, WORK AND VISIT

Holborn is home to a diverse residential community, thriving businesses both large and small, and world renowned cultural and educational institutions. Historically, Holborn has been characterised by a thriving legal industry, which still exists in the to the east of the area today, as well as the specialist Hatton Garden jewellery quarter.

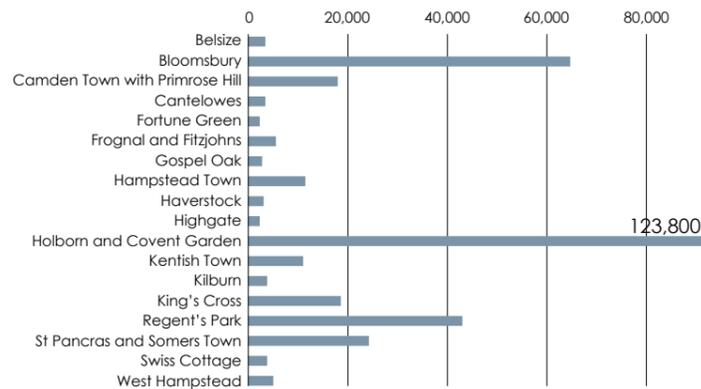
A number of world-class higher education facilities are located within and around Holborn. So much so that 1 in 13 higher education jobs in England are located in the corridor between King's Cross and Waterloo. Institutions such as Kings College London, the Courtauld Institute of Art, University College London and the London School of Economics have all contributed to this established academic character.

The British Museum continues to lead the country in annual tourist visitor numbers. The area also includes a wealth of visitor and tourist attractions including the rich mix of Covent Garden and the West End.

The area is also home to a residential population. However, whilst Holborn has a thriving economy, there are indications that local residents may not be benefitting from this success as much as they could be.



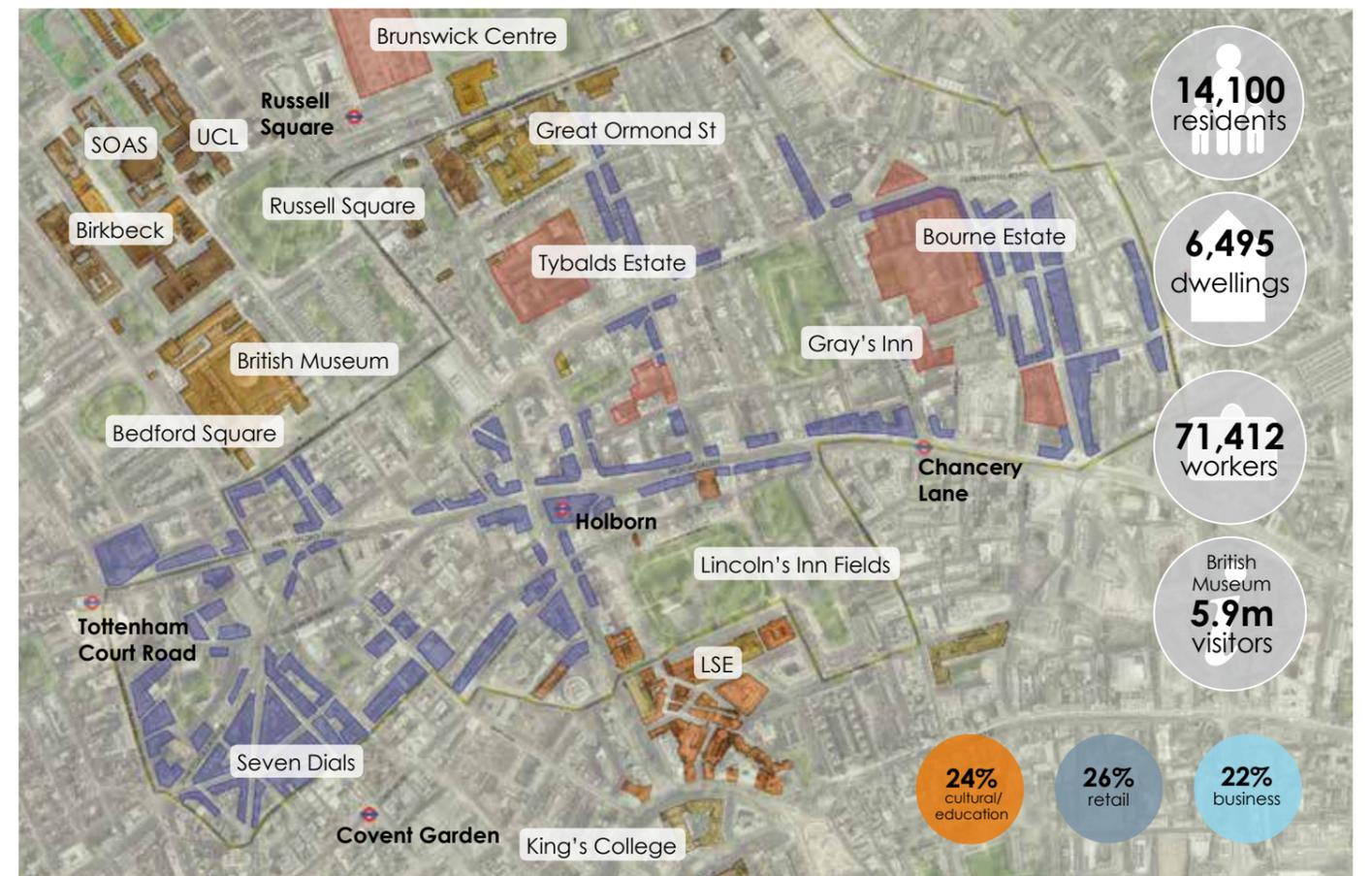
LSE is one of a number of world class educational institutions in the area.



### No of jobs by ward (2015)

Holborn has nearly double the amount of jobs in the area than the next closest ward, Bloomsbury, and more jobs than the combined total of 15 of the borough's other wards.

Despite the ward having the highest number of jobs than any other, Holborn has the 8th highest number of unemployment claimants.



### A diverse mix of uses

- Cultural/education/health uses
  - Residential estates
  - Indicative retail clusters and town centre uses
- (\*Statistics for Holborn & Covent Garden Ward)

### KEY TAKEAWAYS

- A mixed community with residents alongside a major commercial destination, large established cultural, higher education and health institutions and internationally renowned visitor attractions. Harnessing this rich mix is key.
- Thriving commercial environment that is diversifying including growth in tech sector, high demand for commercial space and shift towards high quality and flexible office space.
- Holborn and Covent Garden has high levels of deprivation despite this economic success indicating barriers to growth benefiting local communities.



Holborn and Covent Garden ward ranks 11th amongst Camden wards in terms of household income, whilst it has the 6th highest proportion of those that socially rent their homes.



The British Museum was the most visited attraction in Britain with 5.9m visitors in 2017. This is amongst a wealth of other visitor attractions in the area.



Holborn's historic thriving employment industries have historically been attributed to the higher education and legal industries.

## 123,800 people work in Holborn and Covent Garden ward which is more than 17 other London Boroughs' total employment

There has been a significant shift in Holborn's economic picture resulting in a new type of employment profile emerging. The economic downturn triggered a number of businesses to leave the area through to 2011. Since the upturn in the economy, new types of business have started to locate within Holborn.

Holborn's economy has shifted with a rising number of jobs in IT, media and other creative sectors since 2009. Businesses such as Media Com, Mindshare and ITV attest to this. This has coincided with micro businesses (typically employing between 1 and 9 employees), accommodated by office floorspace providers such as WeWork, experiencing a surge in the take up of office floorspace. Since 2012 this has correlated with both vacancy rates going down and the asking rental price for office floorspace reaching their highest ever levels.

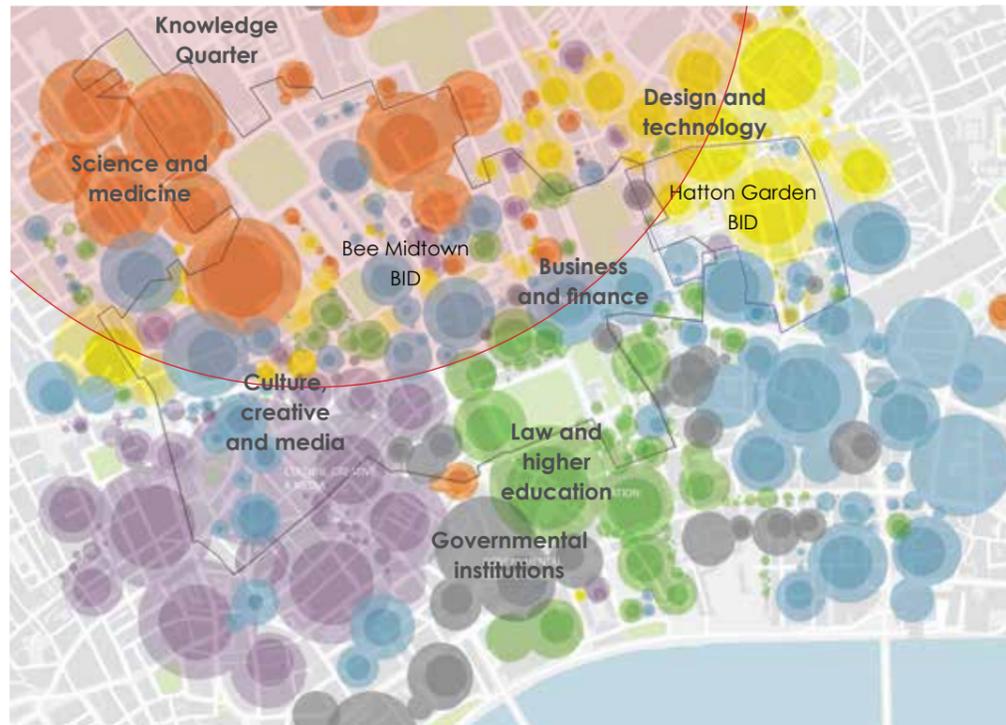
At the same time, the change in the type of businesses during this period appears to have triggered a significant increase in the efficiency and density of Camden's office stock (Holborn and Covent Garden being the borough's most significant contributor). Whilst the amount of office floorspace in Camden has only risen by approximately 13%, between 2000 and 2016, the number of jobs has risen by approximately 44%. One of the biggest contributors to this change may be the increasing prevalence of co-working office floorspace providers as Holborn's economic character has shifted.

Crucially there are two active Business Improvement Districts (BIDs) in the area: BeeMidTown and Hatton Garden. The BIDs are important partners in shaping the future of the area.

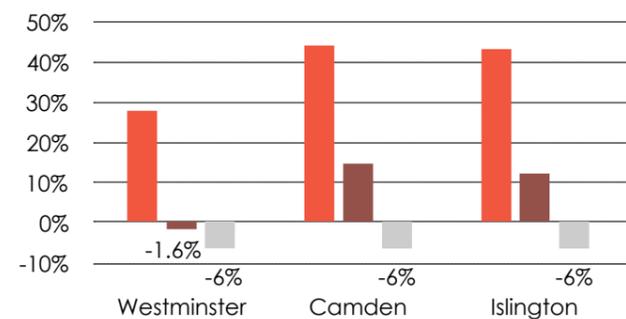


### Asking rent per square foot / Vacancy rates

The demand for commercial space has significantly risen since 2015. Asking price for rent has steadily risen year on year.



Business clusters and BID boundaries (Source: Arup)



### Retail and office development

Total % change 2000 - 2016  
Camden has seen job numbers rise three times faster than its growing office stock.

Jobs  
Office floorspace  
Retail floorspace

Source: Arup analysis (2018) based on data from the Valuation Agency Office.



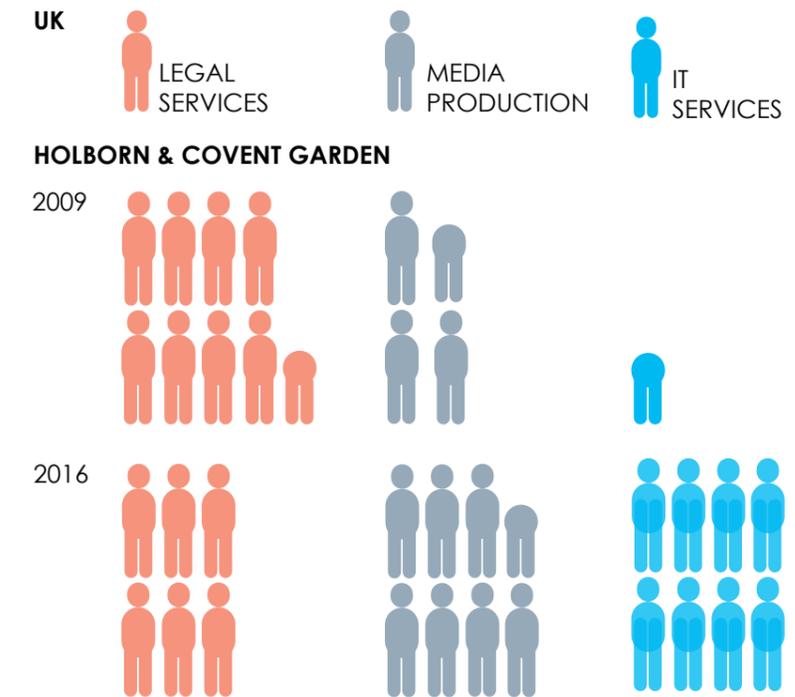
The Post Building was vacant for a number of years before its recent redevelopment for office space.



The shift in industry sectors has seen the rise of IT services and small space office providers are catering for the growing micro business market

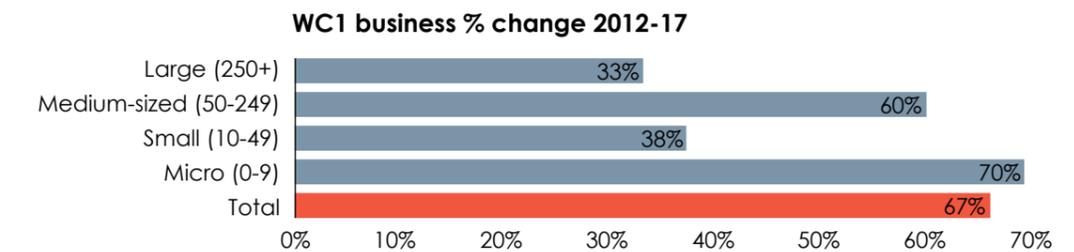


WeWork have recently leased all six floors of Holborn's 1 Waterhouse Square



In comparison to the national average, Holborn & Covent Garden has seen a change in certain business cluster concentrations, particularly legal, media and IT.

(Source: Business Register and Employment Survey)



## CHARACTER AND HERITAGE

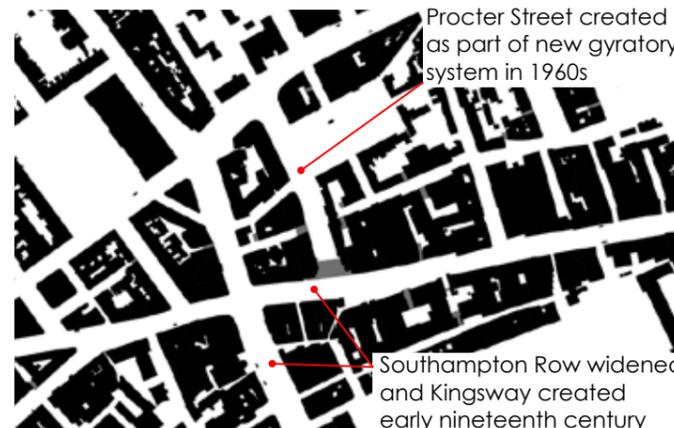
Holborn's origins extend back to when the Roman Road led westward from 'Londinium' crossing the valley of the River Fleet at today's Holborn viaduct, along what is now High Holborn. It is an area shaped by a long established pattern of main urban thoroughfares linking London's east and west. Holborn suffered extensive damage in the Second World War. The Procter Street gyratory was created on the bomb-devastated ruins of Red Lion Square in 1968 and Parton Street, one of the distinctive pattern of diagonal streets leading out of the square was eradicated with the associated new development.

The wider Holborn area continues to be characterised by a historic environment of remarkable richness and high quality as recognised by the exceptionally high number of statutory listed buildings and conservation areas. The areas omitted from heritage asset designation largely correspond with WWII bomb damage and post war re-development. Occasional instances of piecemeal modern development of poor quality have eroded the area's historic character and sense of identity.

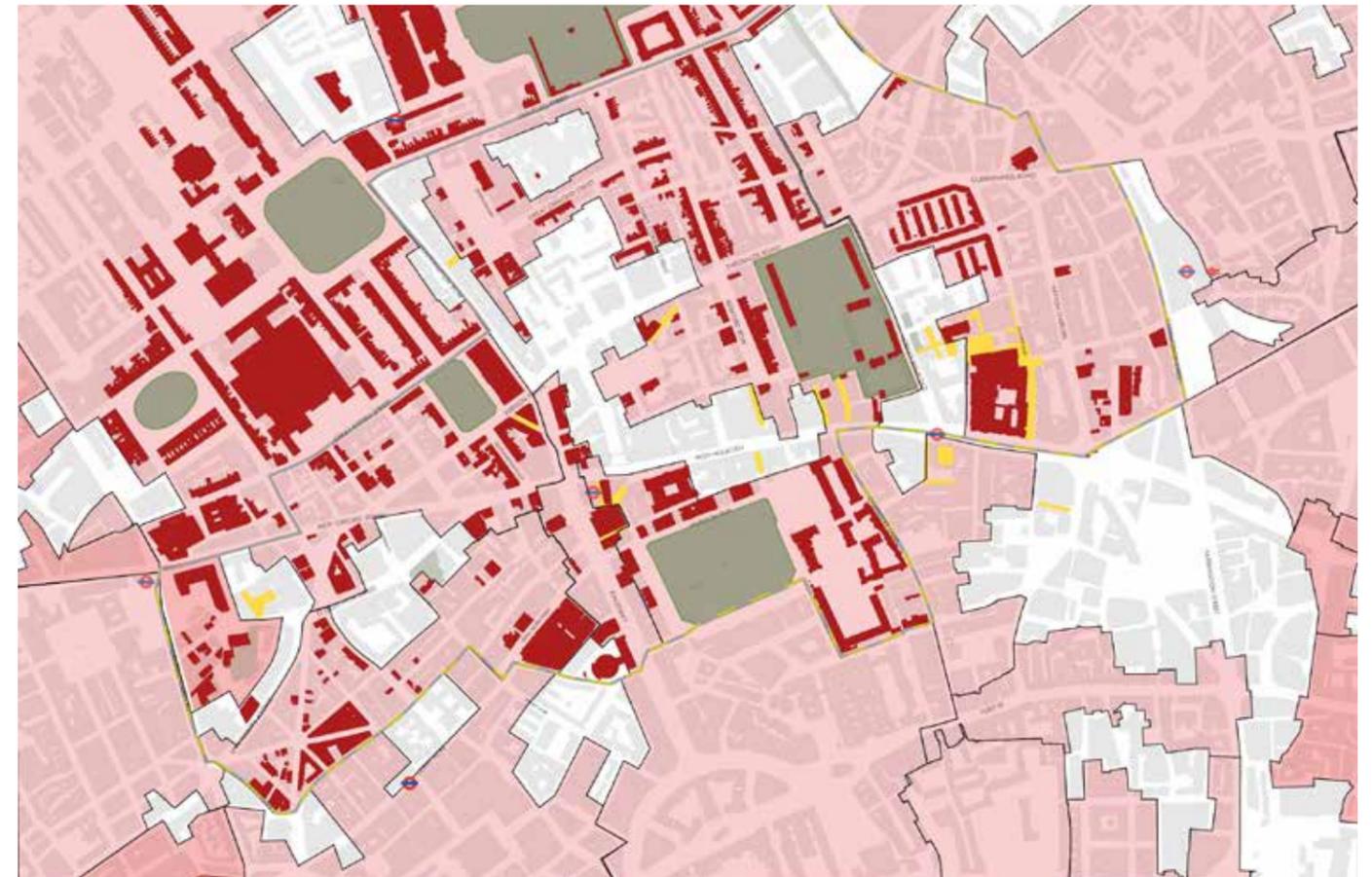
Other important features of the inherited environment in Holborn are the historic garden squares and the network of passages, chambers and courtyards. These features provide intimately scaled, characterful spaces and an escape from the heavily trafficked streets. Whilst they are attractive destinations in their own right, there may be scope for improvement.



**OS 1st edition published 1878**  
Consistent building lines and clearly defined routes



**Current development pattern shows fragmentation**  
New roads and widening of existing ones in the Edwardian era began a process of the severance of the area into enclaves and dominance of the road vehicle.



**Heritage assets**

- Conservation Areas
- Listed buildings (showing LB Camden only)
- Registered parks and gardens
- Courtyards and passages

### KEY TAKEAWAYS

- Holborn is a historic place with some of London's most important and notable listed buildings and conservation areas.
- Characterful networks of streets, lanes, passages and historic garden squares, some of which could benefit from improvement.
- A number of distinct character areas surrounding Holborn exemplified by its diverse mix of land uses
- Some of the more modern buildings have unsuccessfully related to Holborn's rich architectural and historic surroundings.



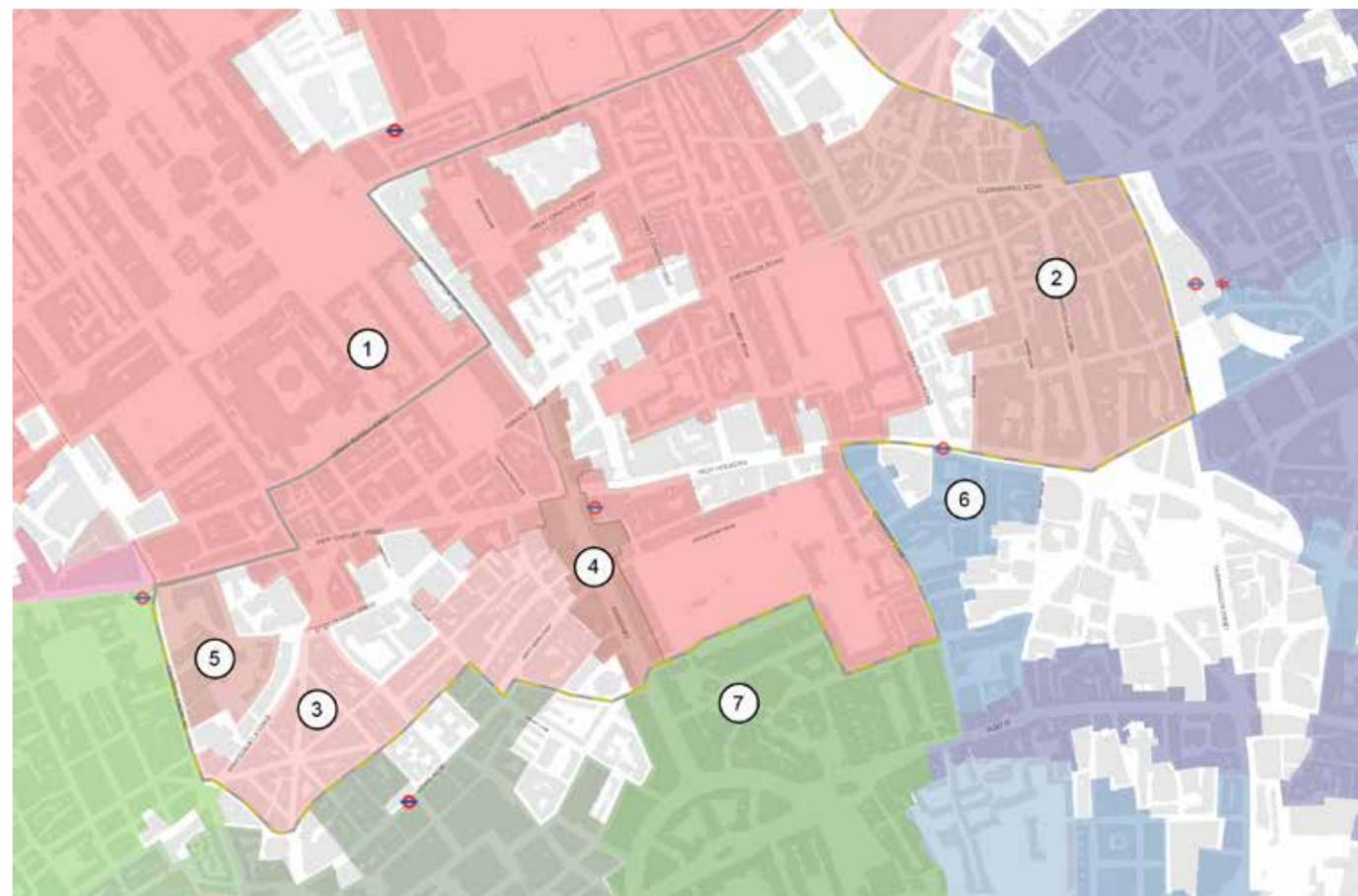
High Holborn, 1900



Staple Inn, High Holborn



Holborn WWII bomb damage



**Conservation Areas**

- 1 Bloomsbury
- 2 Hatton Garden
- 3 Seven Dials
- 4 Kingsway
- 5 Denmark Street
- 6 Chancery Lane (City of London)
- 7 Strand (Westminster City Council)

- Camden Conservation Areas
- City of London Conservation Areas
- Westminster Conservation Areas



Denmark Street Conservation Area sees seven centuries of history expressed in the street layout, the legacy of buildings, open spaces and mix of uses.



Bloomsbury represents a period of London's early expansion northwards, dating from around 1660, which continued through the Georgian and Regency periods to around 1840.



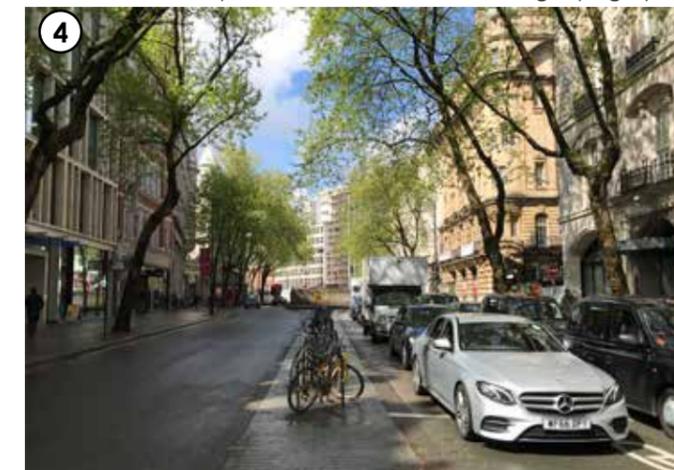
Seven Dials' unique character sees vibrant economic activity combined with the conservation of built heritage, creating a place that is important to Camden and to London.



Chancery Lane has significant historic associations with the legal profession, with origins as a centre for medieval legal administration, around buildings such as Staple Inn (above).



The historic character derives from its robustly detailed buildings of the late 19th-mid 20th centuries, combined with an intricate street pattern overlaid on undulating topography.



Kingsway Conservation Area is characterised by a complete example of large scale Edwardian architecture.



Within the Strand Conservation Area there are areas of distinct character; the two main routes of the Strand and the Victoria Embankment holding the area together.

## MOVEMENT AND CONNECTIVITY

The dominance of traffic is the most negative feature of the Holborn area. The busy one-way system makes the area feel dominated by vehicular movement and causes conflict between vehicles, pedestrians and cyclists. Movement and connections for pedestrians are impaired by multi-lane congested roads, staggered crossings, guard-railing at junctions and the effects of noise and air pollution.

This conflict is, in part, created by the high number of public transport options which gives Holborn the highest possible score for Public Transport Accessibility Levels (PTAL).

With approximately 100,000 people using Holborn tube station on a typical weekday (56m passengers a year), there is a high demand for pedestrian movement and many parts of the local pedestrian network are overcrowded at peak commuter times. Inevitably the most congested area of the footway is around the station entrance. Congestion is a consequence of the limited pavement space further compounded by poor legibility to onward destinations, street furniture, clutter and rubbish.

There have been a high number of collisions resulting in cyclist casualties in the area so addressing the issue of the safety of pedestrians and cyclists is a priority. Whilst the Council is already investing in improved pedestrian and cyclist infrastructure, there is now a fantastic opportunity for further investment in the network, building on the funding that has recently been committed by TfL.

On top of this opportunity for investment, due to the congestion and competition for space in the area, the cumulative impact of construction is an issue in the area.



High number of traffic accidents/casualties



### Pedestrian comfort levels around Holborn Station

- Uncomfortable during peak hours
- Recommended minimum levels during peak hours
- Comfortable during peak hours

(Source: LDA Design, Holborn Public Realm report, August 2015)



Overcrowding and congestion within the station and on surrounding pavements at peak times



### Primary movement corridors

(Source: Strava, Global Heatmap)

### KEY TAKEAWAYS

- Highly accessible area with excellent public transport links but difficult to navigate with poor pedestrian permeability.
- Poor public realm with overcrowded pavements, street clutter, inactive frontages and vehicle-dominated streets creating a strong sense of discomfort for pedestrians.
- Poor air quality resulting from the traffic-dominated environment.
- Safety must be a top priority to prevent traffic accidents and vehicles/cyclists conflict.
- Capacity upgrade at Holborn underground station essential
- Opportunity for wider change through the committed investment from TfL's Liveable Neighbourhoods programme.



Traffic dominated environment with high levels of air pollution



Roads form major barriers to pedestrian movement and offer a poor environment for cycling

## SUSTAINABILITY AND OPEN SPACE

According to the GLA, the cost of poor air quality to the city's economy is £3.7 billion. As a result, the improvement of air quality is a priority for all local authorities. There are a number of contributing factors within Holborn & Covent Garden that influence this area's air quality, such as the dominance of vehicle traffic, but there are also a number of opportunities for the area to take advantage of.

Holborn now falls within the new Ultra Low Emission Zone (ULEZ) (April 2019) which presents an opportunity to improve air quality in the area.

Holborn features a number of historic London squares that are a place of respite for residents, workers and visitors alike. However, public access to open space in the ward is low in comparison to other wards throughout the borough. Whilst the area to the west is within reach of public open space, there is a lack of publicly accessible open space towards the east of the area where a number of areas are restricted to private use.

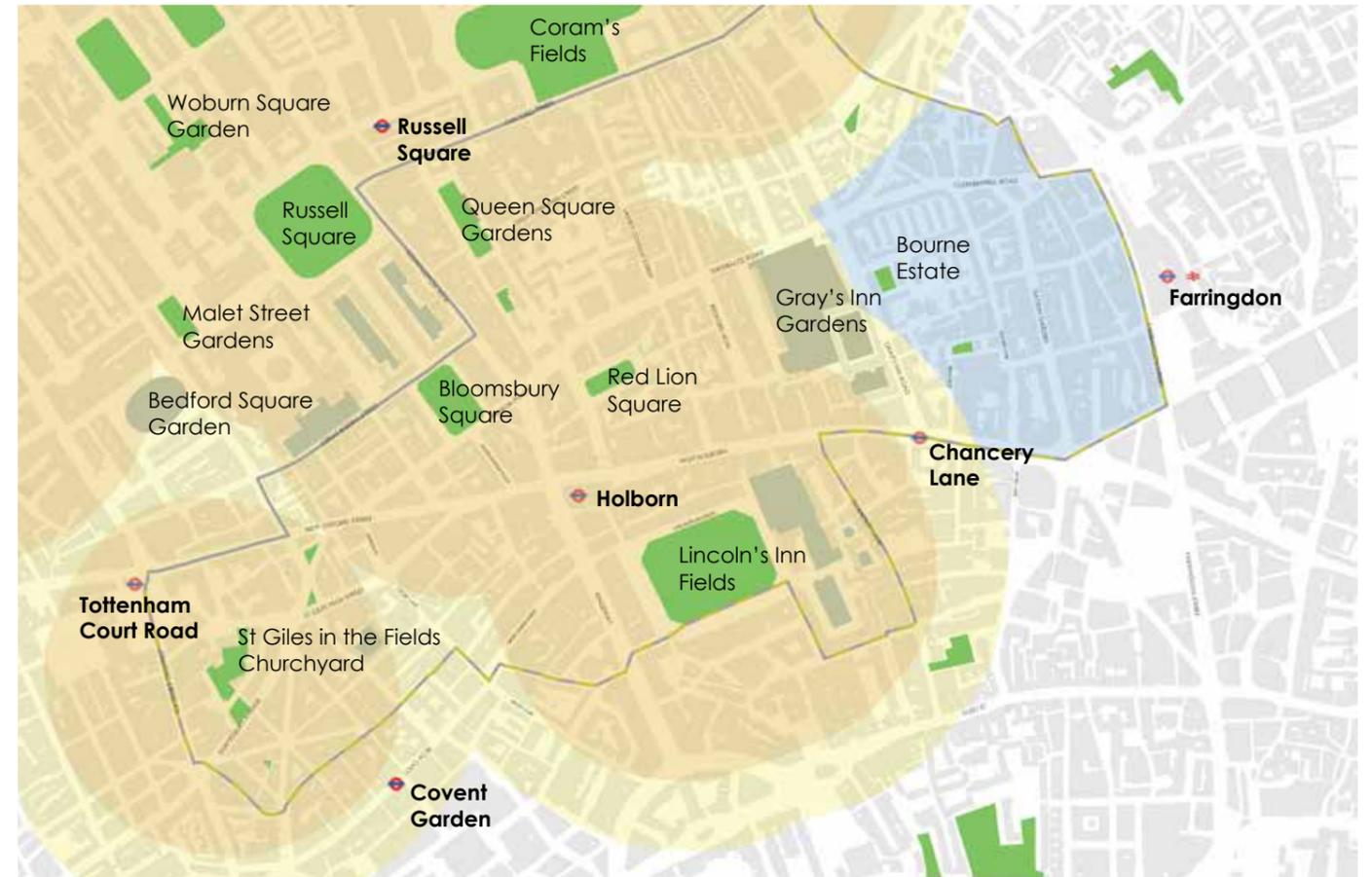
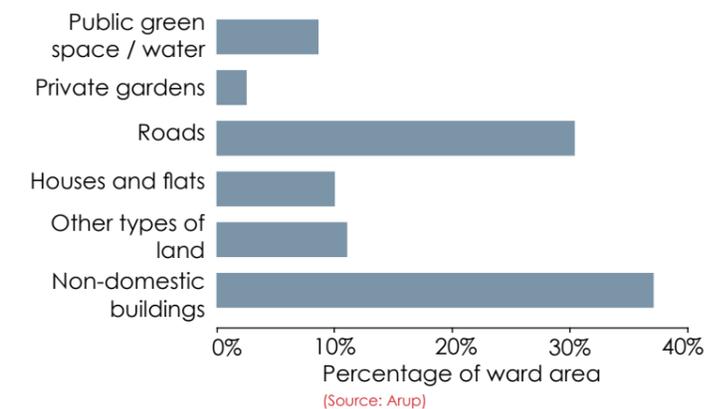
The access to nature throughout Holborn is also very low. Areas of Deficiency are defined as built-up areas more than one kilometre actual walking distance from an accessible Metropolitan or Borough Site of Importance for Nature Conservation (SINC). As a result, only 2% of homes in the Holborn & Covent Garden ward have good access to nature. The lowest of any other ward. This against a Camden average of 71% and a London average of 74%.



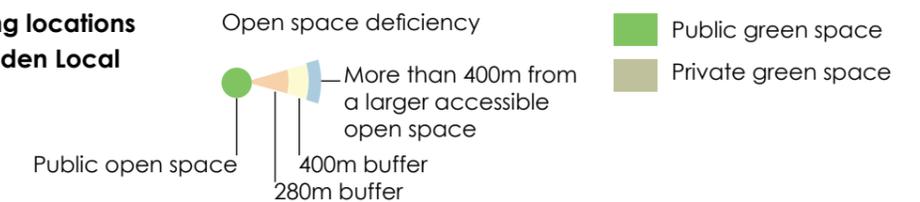
**Air Quality (NO2)**

The whole of London is designated as an Air Quality Management Area. The plan above does however show some particularly polluted points within Holborn.

**Proportion of land coverage in Holborn**



**Public and private green spaces, showing locations deficient in access to open space (Camden Local Plan, 2017)**



### KEY TAKEAWAYS

- Shortage of open space, despite featuring some of London's finest squares and very low access to nature for residents.
- Very poor air quality
- Significant proportion of the ward is covered by road (30%). The highest in the borough and significantly beyond the London average.



Garden squares form the majority of green space in the area and are well-used by residents, workers and visitors



Some improvements are underway in public spaces in the area, such as at Red Lion Square



But there are under used areas of public open space that could benefit from investment

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## SUMMARY

### SUMMARY OF THE PHYSICAL CHALLENGES



Overcrowding and congestion within the station and on surrounding pavements at peak times



Unnecessary street clutter and public realm generally low in quality



Traffic dominated environment with high levels of air pollution



Roads form major barriers to pedestrian movement and offer a poor environment for cycling



High number of traffic accidents/casualties



Inactive frontages and a lack of permeability



Poor legibility due to bridges and severance caused by roads



Poor quality piecemeal development leading to erosion of historic character and identity

*Holborn will build on its strengths as a gateway for business in the capital that is open to all whilst creating a more vibrant and well-connected neighbourhood in the heart of Central London. A rejuvenated public realm will create places of social, cultural and economic activity to harness the benefits of the area's world-class institutions and rich heritage. The area will be a safe place to walk and cycle that connects to key surrounding destinations. Its new high quality public realm will be complimented by new, high quality development, homes and transport infrastructure. Holborn will be at the forefront of the Mayor's ambitious clean air targets to lead the way in delivering sustainable growth for future generations.*

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## OBJECTIVES



### *A leading centre for living, business and cultural activity*

- Create a genuinely mixed-use place, balancing development pressures against priorities such as housing and office space
- Enhance the vibrancy and diversity of the area by promoting cultural activity and uses to allow for the area to be used at all times of the day
- Create a place where businesses and institutions want to locate, stay and grow, creating jobs and opportunities
- Deliver the maximum viable amount of housing with a significant proportion of affordable housing
- Balance the needs of the visitor economy without compromising other priority uses for the area



### *Celebrating Holborn's diverse identity and distinctiveness*

- Celebrate Holborn's varied identity where distinct parts of the city collide and interact, creating a place that brings its historic past to life
- Encourage the highest quality architecture that complements Holborn's rich character and context
- Ensure development is sensitive to Holborn's rich heritage assets and historic form
- Encourage the use of Holborn's historic garden squares by all members of the community
- Connect and activate historic lanes and passages connecting the hidden parts of Holborn



### *World-class public realm and a transport network that supports active travel*

- Create a new arrival experience and gateway to the area through the delivery of a new tube station entrance and the removal of the gyratory
- Transform the public realm to make the area inviting and shift the priority to pedestrians and cyclists
- Improve connections to surrounding areas to make Holborn an integrated part of the borough to all users
- Provide a high quality public realm balancing the needs of residents, workers and visitors alike



### *A green and sustainable place that delivers for its communities*

- Ensure that development contributes towards improving Holborn's air quality
- Enhance the biodiversity and ecology of this dense urban area through the conservation and enhancement of the area's network of green spaces
- Maximise the opportunities for green roofs and open space on site
- Minimise construction impacts through effective planning, management and engagement
- Maximise the opportunities for pop-up parks during construction

# URBAN STRATEGY

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## URBAN STRATEGY

This section sets out the urban strategy for Holborn. It takes a closer look at the three key areas setting out the opportunities and providing guidance.

### AREA-BASED TRANSFORMATIONS:

- Museum Quarter**  
Building on the process of investment and change already underway with high quality development and public realm, that supports Holborn's role as a key destination. Improving links the British Museum, Covent Garden and the West End.
- Holborn Gateway**  
A new arrival experience for Holborn with transformation of the public realm. Removal of the gyratory, a new tube entrance and capacity upgrade to Holborn Station and key development opportunities.
- Holborn to the City**  
High quality contemporary development in a rich historic context that adds to Holborn's diverse offer and connects Holborn to Hatton Garden and the City.

### KEY TO STREET-BASED TRANSFORMATIONS:

- High Holborn and New Oxford Street**  
Reduce High Holborn to two lane, two-way throughout and New Oxford Street to one lane eastbound with segregated cycle lanes in either direction. Widen, declutter and repave pavements in high quality materials and introduce raised crossings at key intersections and a diagonal crossing at Holborn station.
- Kingsway and Southampton Row**  
Widen pavements and extend the formal boulevard feel northwards with new tree planting. Junction improvements including new raised crossing at Great Queen Street to improve link to Covent Garden.
- Theobalds Road**  
Increase greening by reducing carriageway width to introduce opportunities for tree planting and pocket parks where space allows. Stepped cycle lanes and raised pedestrian crossings.



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## MUSEUM QUARTER

The construction of Crossrail at Tottenham Court Road has already triggered significant investment in redevelopment in the St Giles area. The transformation of Princes Circus as part of the Council's £35 million West End Project is the first phase of transforming the public realm to the east of St Giles along with other developments nearing completion such as Centre Point and Denmark Street.

Renzo Piano's Central St Giles mixed use development was built at a cost of £450m and completed in May 2010. More recently a group of prominent office buildings located slightly further to the east - Commonwealth House at No.1 New Oxford Street, 10 Bloomsbury Way and the Post Building at 21-23 New Oxford Street - have all been refurbished and extended to provide Grade A office and retail space.

We want to support and expand this ongoing process of renewal and continue investment eastwards, including the streets and public spaces around these key redevelopment sites.

Many people, especially tourists, are discouraged from walking between Covent Garden and the British Museum because the pedestrian routes through the area are not inviting or clearly legible. Routes are impeded by fast-moving traffic and complicated pedestrian crossings and public spaces are fragmented and unappealing both for visitors and for people who live and work in the area.

The British Museum is the UK's top visitor attraction. The area around the museum has a vital role in supporting the visitor experience with its specialist shops, cafés, historic setting and public realm. A key aspect of preserving the unique identity of this quarter is to resist the loss of a concentration of small specialist shops characteristic of the area to A3 (food and drink) uses.

We will work with the British Museum to explore the potential for closure to through traffic on Great Russell Street and improved quality of streetscape on the connecting streets to south.

In sites with greater development potential, such as Selkirk House, we will support the introduction of ground floor uses that support more lively and active streets drawing on the area's proximity to Covent Garden and Theatreland. By concentrating provision of these uses south of New Oxford Street a new role and focus for the Museum Street south area will be defined.

### KEY ACTIONS

- Continue the public realm enhancements underway through the West End Project through the Holborn area.
- Encourage redevelopment of the Selkirk House site in a manner that makes the maximum possible contribution to delivering the vision and objectives for Holborn.
- Work with partners to explore opportunities for public realm and way finding projects to support the areas residents and visitors, including the area around the British Museum and connections to Covent Garden.



The Post Building



Commonwealth House



10 Bloomsbury Way



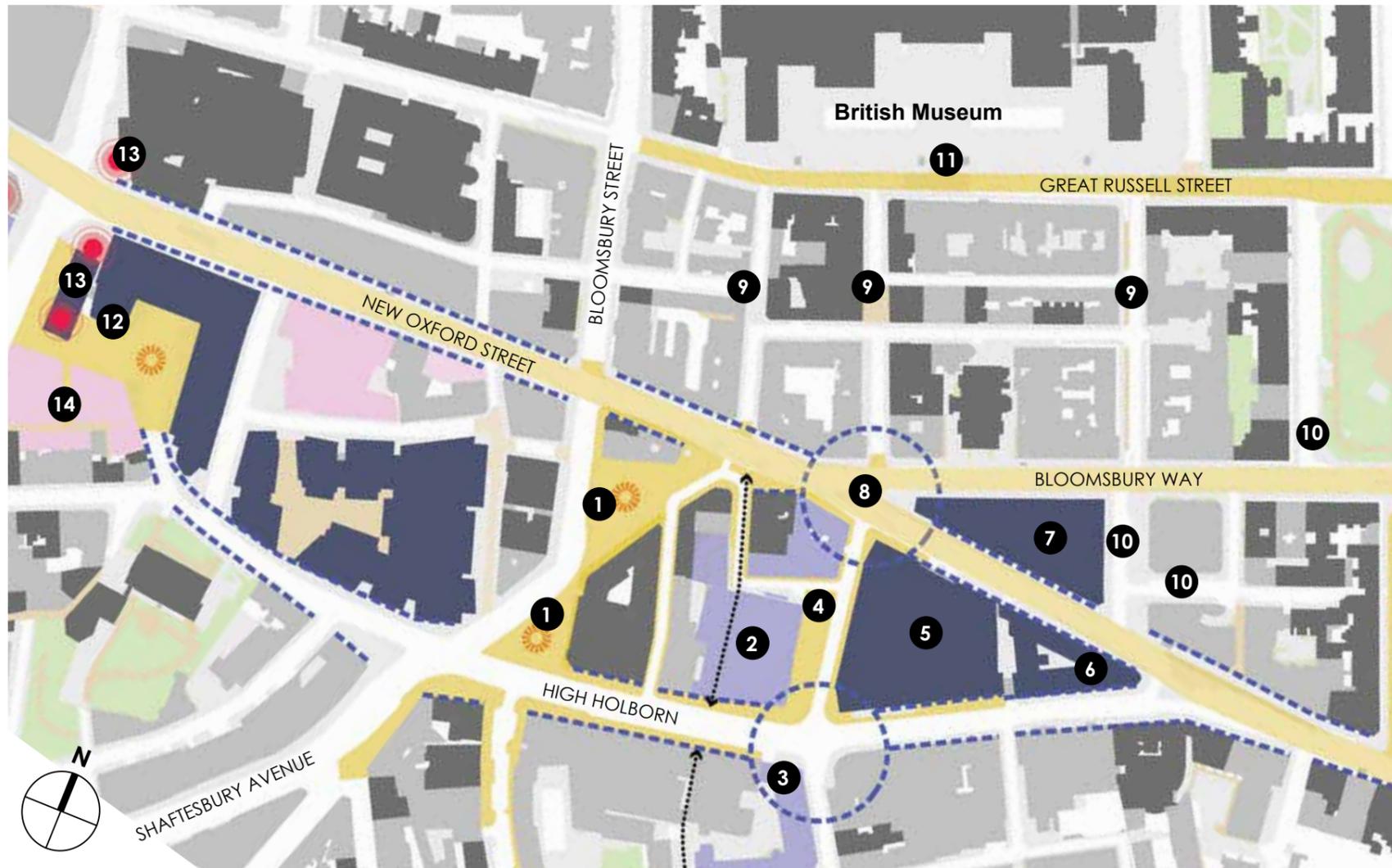
Proposals for Prince's Circus, LDA for LB Camden 2018



Proposals for Great Russell Street, LDA for LB Camden 2015



Centrepoint and St Giles Square



**KEY**

- Recently completed redevelopment
- Planning permission granted
- Potential future development opportunity
- Listed building
- New public realm or enhancement of existing public realm
- New public space
- Station entrance
- New pedestrian routes
- Public realm opportunities:**
- High Holborn and New Oxford Street
- Potential opportunity for pedestrian and public realm environments to be enhanced.

**KEY PROJECTS**

- 1 Princes Circus**  
Removal of traffic from sections of Bloomsbury Street and Shaftesbury Avenue to create a larger, traffic-free public square, with widened pavements, new pedestrian crossings, safer cycle routes and new planting. The listed drinking fountain is to be restored and relocated.
- 2 Selkirk House and associated property on West Central Street and Museum Street**  
Potential redevelopment with active frontages, increased residential population, and through route on axis with Coptic Street with future potential to connect to Covent Garden.
- 3 Potential future redevelopment opportunity**  
Long term aspiration to activate key gateway into Covent Garden.
- 4 Museum Street south**  
Open for cyclists only. New pocket plaza and incidental seating.
- 5 21-23 New Oxford Street (The Post Building)**  
A recent redevelopment providing high quality mixed-use retail, office and residential uses.
- 6 Commonwealth House, No.1 New Oxford Street**
- 7 10 Bloomsbury Way**
- 8 New Oxford Street/ Bloomsbury Way Junction**  
Removal of gyratory to allow re-allocation of road space with widened pavements and super-crossings; Bloomsbury Way bus and cycle only; and Museum Street closed to through traffic. Pedestrian priority raised crossings to all side streets leading onto Bloomsbury Way.
- 9 Streets to south of Great Russell Street**  
Pavements re-paved with high quality materials and roads top-dressed to infer special character. New pocket plazas created where streets are closed.
- 10 Partial road closures**  
Southern Bury Place, Barter Street and Bloomsbury Square
- 11 Great Russell Street**  
Explore potential for closure to through traffic outside of the British Museum to provide a new pedestrian arrival experience. High quality materials in keeping with historic setting.
- 12 Centrepoint and St Giles Square**
- 13 Tottenham Court Road station entrances**  
Access to Northern Line, Central Line and Elizabeth Line (Crossrail) from 2020
- 14 Denmark Street**

# DRAFT

## HOLBORN GATEWAY

'Holborn Gateway' is where we anticipate the most significant change. Its current identity is heavily influenced by the presence of the underground station, the congested roads of the gyratory and the predominantly commercial office land use.

Camden's aspiration to remove the gyratory would shift the priority towards pedestrians, cyclists and public transport. There is an immediate need to relieve pressure on overcrowded crossings and footways to sustain the area's appeal and ongoing growth. Funding has recently been secured through TfL's Liveable Neighbourhoods programme for significant investment in the public realm. The feasibility of this work will start soon and will be part of a separate consultation process.

TfL and LU also plan to introduce much needed capacity upgrades at Holborn Station and a new entrance at Procter Street. This is a vital project for the area to address overcrowding and delays. The project should be supported by area-wide public realm improvement to create a new and improved arrival experience at Holborn and to facilitate effective pedestrian dispersal from the station.

Current proposals show a new entrance located within widened pavement on Procter Street's west side. There may be opportunities to work with local landowners to explore integrated design solutions for the new station entrance, including the office bridge at 110 High Holborn. Camden will support TfL/LU and landowners in exploring design solutions for the area.

The secured investment with TfL, together with match-funding, gives a real opportunity to deliver the transport and public realm investment in tandem with key development sites in the area. A prominent mixed-use development of this scale could create a destination that raises the profile and enhances the identity and vitality of the area as a whole.

This scale of potential transformation offers the chance to rethink the role and character of Procter Street/Drake Street and to restore the historic setting of Red Lion Square. Any redevelopment should achieve a high standard of contemporary design that responds to, and enhances, Holborn's special character.



### Liveable Neighbourhoods programme

Indicative sketch Museum Street

Camden council was successful in its bid to Transport for London's (TfL) Liveable Neighbourhoods programme for up to £9.48m funding to improve the environment for pedestrians and cyclists in the Holborn area, as well as creating an enhanced public realm and access to public transport.

A first phase of feasibility will be starting soon and will be subject to its own round of public consultation later in the year.



### Holborn safety scheme

View of Southampton Row/Kingsway/High Holborn junction (top).

LDA proposal for LB Camden 2015 (below). This includes the pavement widening and new diagonal 'super crossing' that are currently being implemented as part of the Holborn safety scheme.



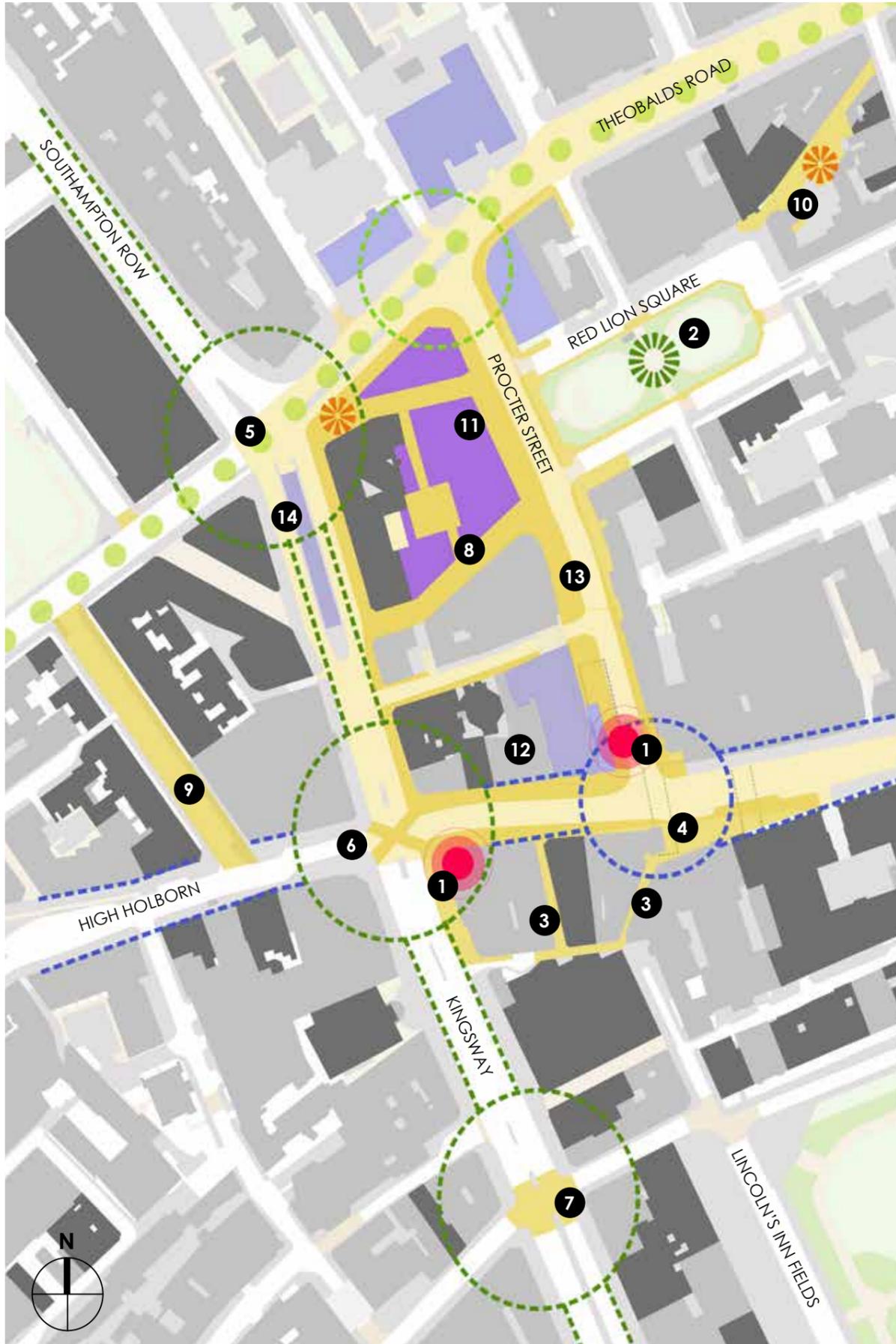
### London Underground capacity upgrade

Indicative sketch of proposed new station entrance on Procter Street. In this view from High Holborn the entrance is just visible beneath the air rights bridge.

Source: London Underground 2017 consultation exhibition boards

### KEY ACTIONS

- Remove the gyratory to create the much needed extra capacity for active travel, improved air quality and provide an important catalyst for enhanced public realm.
- The new tube entrance at Procter Street can create a new arrival space and identity for Holborn. The Council, LU, TfL and landowners/developers should work together to maximise the public realm benefits.
- Bring the University of the Arts site back into use with the opportunity for a mixed use cultural anchor and contribution to an improved public realm.



## KEY PROJECTS

- 1 New station entrance and upgrade to existing station**
- 2 Enhancement of Red Lion Square**  
Increased planting and lawn space; Kiosk; Water feature; Play amenities; Thinning of existing trees Review bus stands and bins and propose improvements
- 3 Little Turnstile, New Turnstile and Gate Street**  
New active frontage; Resurfacing using high quality paving; Lighting strategy
- 4 Enhanced public space**  
Resurfacing using high quality paving, additional seating and lighting
- 5 2018 Holborn safety scheme Vernon Place/Southampton Row junction**  
Banned left turn, extension of bus lanes.
- 6 Southampton Row/Kingsway/High Holborn junction**  
Removal of clutter including relocation of kiosks; Widened footways; New diagonal 'super crossing'
- 7 New raised crossing to Great Queen Street junction** To improve link to Covent Garden

- 8 Streetscape improvements to Fisher Street**
- 9 Pedestrianisation of Southampton Place** with potential for new pocket plaza
- 10 Enhancement to Lamb's Conduit Passage**

*Potential Development sites and site allocations*

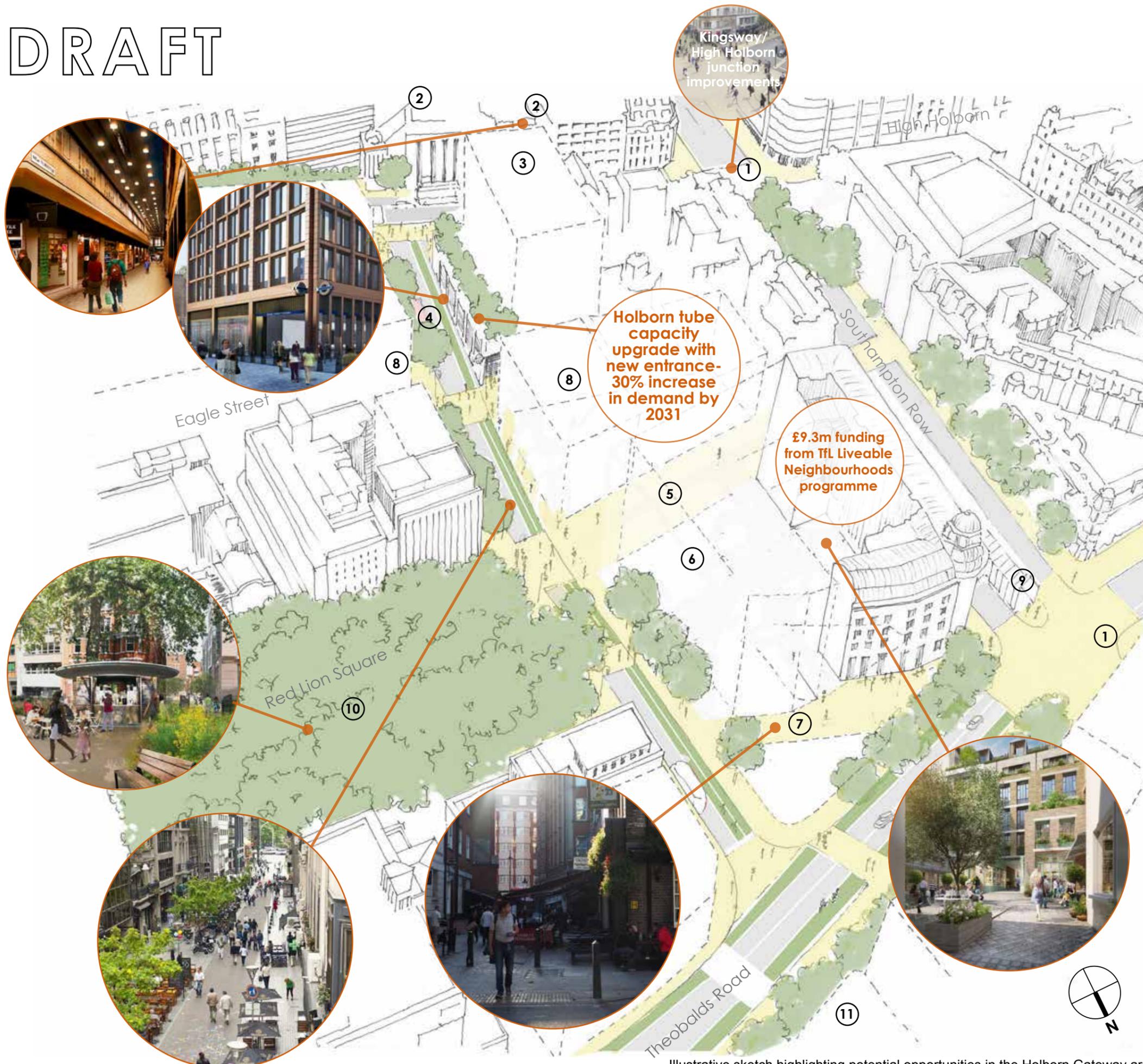
- 11 1-4 Red Lion Square**  
Reinstate Orange Street and use redevelopment opportunity to enhance the setting of Red Lion Square and contribute to revitalised public realm on Procter Street. Mixed use policy applies requiring housing provision.
- 12 110 High Holborn**  
Investigate opportunities that integrate the new station entrance and enhance the public realm.
- 13 Procter Street**  
Opportunity to reinvent its function and character following narrowing of the carriageway and removal of general traffic
- 14 Re-purposing of the tram tunnel**

## KEY

-  Site allocated for redevelopment
-  Potential future development opportunity
-  Listed building
-  New public realm or enhancement of existing public realm
-  Enhancement of existing green space
-  New public space
-  Station entrance

## Public realm opportunities:

-  **Theobalds Road**  
New trees and planting where space allows, raised crossing at intersection with Drake Street
-  **Kingsway and Southampton Row**  
Widened pavements, trees extended northwards, junction improvements as part of 2018 Holborn Safety scheme.
-  **High Holborn and New Oxford Street**  
Widened pavements, high quality paving and street furniture de-cluttered with raised crossings at key intersections



Kingsway/  
High Holborn  
junction  
improvements

Holborn tube  
capacity  
upgrade with  
new entrance-  
30% increase  
in demand by  
2031

£9.3m funding  
from TfL Liveable  
Neighbourhoods  
programme

- ① The Holborn safety scheme is currently being implemented. The future ambition is to further enhance the public realm, wayfinding and pedestrian dispersal around the existing station entrance.
- ② Improvements to the passageways of New Turnstile, Little Turnstile and Gate Street with active uses, lighting and paving.
- ③ Investigate opportunities to integrate the new tube entrance in to existing or redeveloped buildings. This could include exploration of the potential for removal of the bridge building and creation of a landmark and associated with the station entrance.
- ④ New public realm surrounding the new station entrance will be of high design quality and support wayfinding.
- ⑤ Explore public realm improvements to Fisher Street
- ⑥ Bring the University of the Arts site back into use with the opportunity for a mixed use cultural anchor ensuring its contribution to transforming the area's public realm. It presents an opportunity to re-establish the west side of Red Lion Square and introduce a mix of uses in line with its cultural past.
- ⑦ The reinstatement of the historic diagonal route from Drake Street to Theobalds Road is expected as part of the redevelopment of 1-4 Red Lion Square. This will improve permeability and must seek to deliver new public space and an enlivened public realm with active ground floor uses that respects its historic context.
- ⑧ Introduce ground floor uses that support more lively and active streets as part of any potential redevelopment opportunities.
- ⑨ Re-purposing of the tram tunnels when released from Crossrail and LU upgrade construction sites.
- ⑩ Enhancement of Red Lion Square and its setting in tandem with restoration of its west side and its narrow diagonal approaches.
- ⑪ A cluster of potential development sites on Theobald's Road should set a new higher benchmark for architectural quality and introduce active ground floor frontages, improved street tree planting and generous public realm.

Illustrative sketch highlighting potential opportunities in the Holborn Gateway area

# DRAFT

## HOLBORN TO THE CITY

The spine of this area is an important ancient thoroughfare formed of narrow plots that have been developed individually and organically over time. As a result, the street has a very different character to the more formally planned streets of Bloomsbury to the north and the grand Victorian and Edwardian boulevard projects to the west at Kingsway and New Oxford Street.

The Hatton Garden area is distinguished by its important cluster of jewellery manufacture and trading. The Council seeks to preserve and enhance its special character and to secure and protect a stock of premises available for small jewellery workshops and related light industry. It is also home to an increasingly successful food market on Leather Lane serving a growing number of local workers and visitors. In the Chancery Lane area to the south the long history of legal and commercial uses have the strongest influence on the area's identity.

This eastern part of Holborn's has long faced development pressure due to its location at the edge of the City of London making it an attractive location for large business headquarters. This has intensified with the construction of the new Crossrail station at nearby Farringdon. Where modern development has not been sympathetic to the scale and materiality of the historic buildings that are the foundation of the street's character, its identity and sense of place is undermined. New development presents an opportunity to reverse this trend.

The arrival of Crossrail at Farringdon requires a renewed focus on wayfinding and legibility in the Hatton Garden area. Making the area easier to navigate, investing in public space and prioritising the pedestrian and cyclist experience will improve liveability for residents, visitors and workers alike, and support the highly distinctive local economy.



### Leather Lane south

Leather Lane hosts a successful food market for local businesses and visitors. There are opportunities to provide better quality space for outdoor dining through a series of public realm improvements.



Brooke's Market existing (top) and illustrative proposal (above), LDA for LB Camden 2015

### Brooke's Market

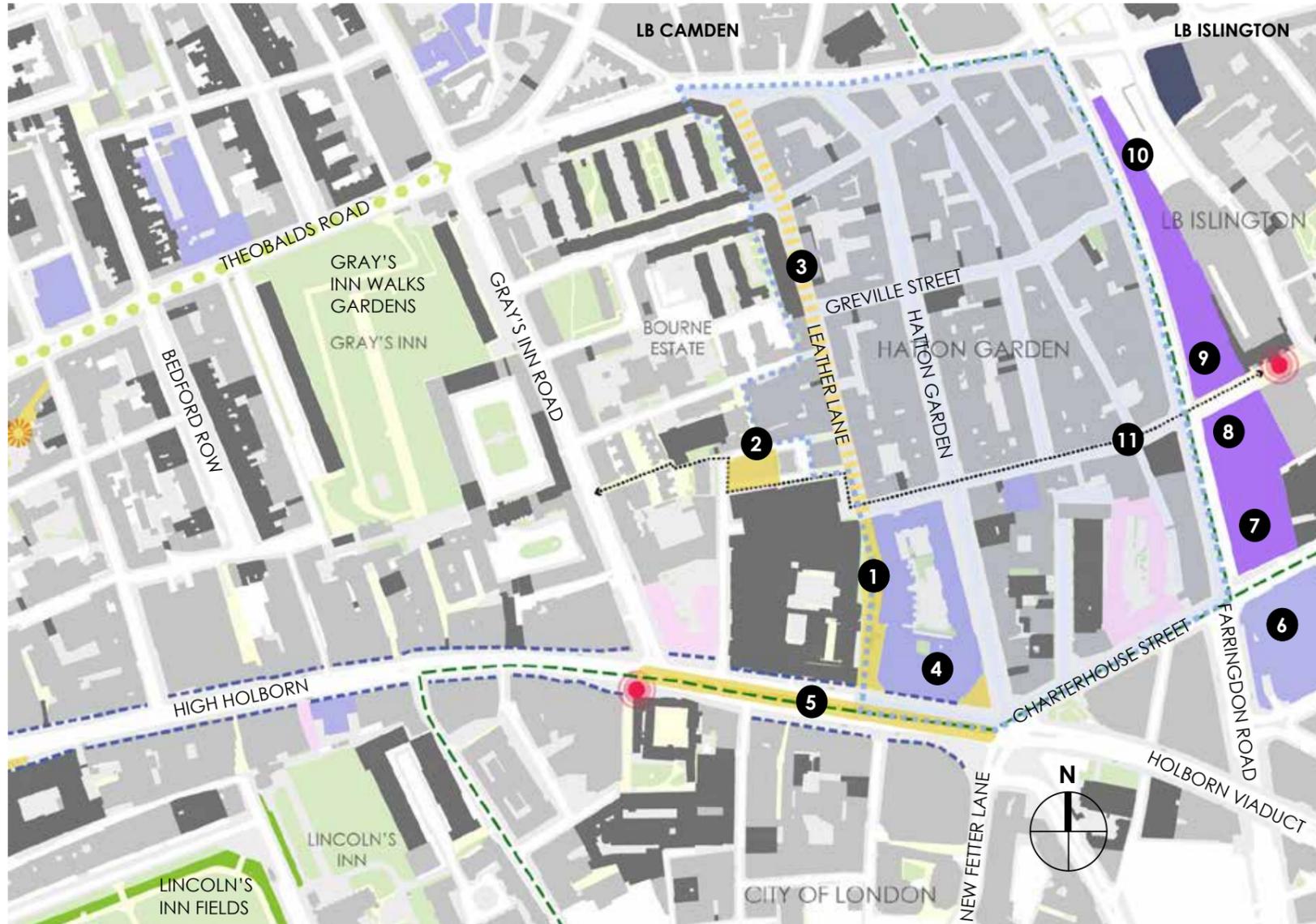
Brooke's Market is an existing public square located to the west of Leather Lane on an important pedestrian route linking Farringdon station with Holborn via Greville Street. It offers much scope for improvement as a valued public space.

The square is dominated by parked cars on all sides that create a barrier to pedestrian movement and there is generally a cluttered and low quality public realm. The beautiful mature trees are a tremendous asset to the space and the area although overshadow the space.

The illustrative LDA proposal outlines a simple re-design that exploits the existing qualities of the space but introduces high quality paving, a pruning of the tree canopy, rationalisation of car parking and bin storage and de-cluttering.

### KEY ACTIONS

- Encourage new development of high quality modern design that is sensitive to context to reverse the process of erosion of historic character and identity
- Address issue of open space deprivation by creating new improved public space at Brooke's Market
- Improve quality of public realm, including de-cluttering and provision of seating to support the ongoing success of the Leather Lane food market



## KEY PROJECTS

- 1 Leather Lane South**  
Resurface using high quality paving, de-clutter by removing planters and rationalising seating and other street furniture to provide a better quality space for outdoor dining
  - 2 Brooke's market**  
Redesign to exploit the existing qualities of the space i.e. mature plane trees and surrounding architecture, high quality paving, rationalised car parking and bin storage.
  - 3 Leather Lane**  
Interventions to support the ongoing success of the food stalls
  - 4 120 Holborn**  
Explore potential to activate the gateway to Hatton Garden and improve surrounding public realms.
  - 5 Holborn Market**  
Explore opportunities for potential future public realm enhancement or new green infrastructure in the central median strip
- The following projects are also included in the urban strategy, although it is acknowledged that these lie in LB Islington:
- 6 Museum of London at West Smithfield**  
Re-use of historic building in a planned expansion of the museum
  - 7 Caxton House, 2 Farringdon Road**
  - 8 Cardinal Tower, Crossrail over-site development**
  - 9 Farringdon Place, 20 Farringdon Road**
  - 10 Lincoln Place, 50 Farringdon Road**
  - 11** Public realm improvements to support the onward movement of pedestrians from Farringdon to Holborn via Greville Street.

### KEY

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #f08080; margin-right: 5px;"></span> Planning permission granted</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #8000ff; margin-right: 5px;"></span> Site allocated for redevelopment</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #6a5acd; margin-right: 5px;"></span> Potential future development opportunity</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #404040; margin-right: 5px;"></span> Listed building</li> <li><span style="display: inline-block; width: 15px; height: 15px; background-color: #ffd700; margin-right: 5px;"></span> New public realm or enhancement of existing public realm</li> <li><span style="display: inline-block; width: 15px; height: 15px; border: 1px dashed blue; margin-right: 5px;"></span> Designated Hatton Garden Area</li> </ul> | <p><b>Public realm opportunities:</b></p> <ul style="list-style-type: none"> <li><span style="display: inline-block; width: 15px; border-bottom: 1px dashed blue; margin-right: 5px;"></span> <b>High Holborn</b><br/>Widened pavements, high quality paving and street furniture de-cluttered with raised crossings at key intersections</li> <li><span style="display: inline-block; width: 15px; border-bottom: 1px dashed green; margin-right: 5px;"></span> <b>Theobalds Road</b><br/>New trees and planting where space allows</li> <li><span style="display: inline-block; width: 15px; border-bottom: 1px dashed green; margin-right: 5px;"></span> <b>Borough boundary</b></li> </ul> |
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The following guidance applies to proposed development within the area of focus covered by the Holborn Vision and Urban Strategy (see page 4).

### High quality contemporary design

New buildings should achieve the highest standards of contemporary design whilst acknowledging the prevailing scale, mass, form and rhythm created by the historic pattern of development

### A fine grain

Development should restore or maintain a fine grained street, resisting plot amalgamation

### Draw on historic context

Development should reflect the materiality, detailing, texture and colour of the historic context

### Consider views

Development proposals should consider the effect on strategic, local and townscape views

### Activate ground floors

Development should prioritise ground floor retail uses over office lobbies on designated frontages and other appropriate locations and smaller units are preferred.

### Celebrate heritage

Heritage assets should be maintained as the foundation of the street's character

### Preserve historic character

Prevailing building heights should be maintained to preserve the strong sense of enclosure to High Holborn without overwhelming the narrow side streets, passages and alleyways

### AWARD WINNING DESIGN IN HOLBORN

These case studies are examples of recent projects in the wider Holborn area that achieve a high standard of contemporary design that respond to, and are an enhancement of, Holborn's special character.



Photo Credit: © Matthew Lloyd Architects

#### The Bourne Estate, Portpool Lane, EC1N

Matthew Lloyd Architects LLP for London Borough of Camden

A major regeneration of the Grade II listed Bourne Estate was undertaken in 2016/2017 to provide 75 new flats in a range of tenures, a new community/TRA hall, and improved public realm and landscaping around the existing buildings. New entrance arches are designed in the spirit of the Edwardian estate and access to the new flats centres around a contemporary interpretation of the original open air balconies. Careful detailing is inspired by the inherent qualities of the existing.

Limited and under-used open space is maximized by creating private and shared access balconies, spaces of different character, settings for different types of activity, including residents' gardening. Reduced parking and treatment of external space as shared surfaces allows safer informal play. The location of the new multi use games & play areas allow for good natural surveillance. The community centre in its new position benefits from both a street presence and direct access onto the newly landscaped courtyard.

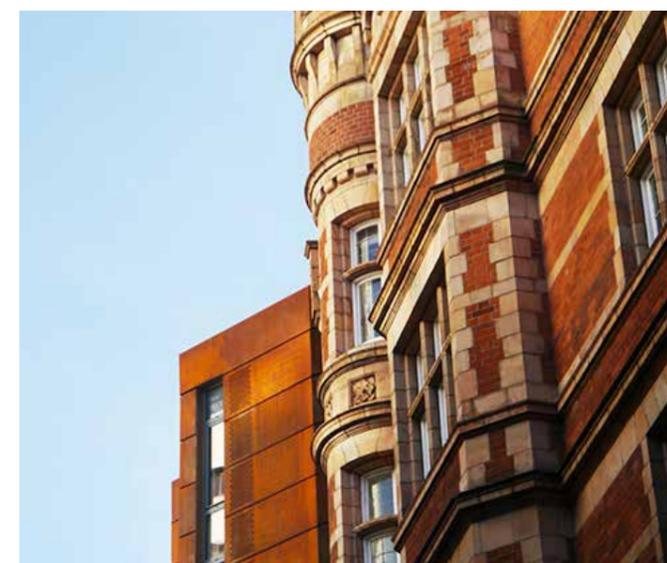


Photo Credit: © Peter Cook

#### Shaftesbury Theatre fly tower extension

Bennetts Associates

The angular weathering steel-clad extension above the Grade II listed Shaftesbury Theatres' roofline provides the only visible evidence of a £5m upgrade to the stage. The project allows the theatre to accommodate the ever-increasing demands of large-scale musical theatre, and to continue to welcome audiences from all over the world to the West End.

The design acknowledges that the building is viewed from surrounding tall buildings, as well as along narrow streets and picks up on the grain, texture and colour of the adjacent Edwardian mansion blocks.

# DELIVERY

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Photo Credit: Wynne-Williams Associates Ltd  
**St-Giles-in-the-Fields Churchyard Renovation Project**  
 South Churchyard - new playground

The churchyard is maintained as a public park by Camden Council. Section 106 monies and the Mayor of London's Pocket Parks Fund funded the renovation in 2014.

## DELIVERY MECHANISMS

In the context of reduced government funding Camden Council and its partners must look to find innovative ways of delivering the ambitions set out in the Vision and Urban Strategy.

All developments and investments, large and small will be expected to play their part in delivery. In combination these have the potential to be transformational. Through the Vision and Urban Strategy the Council is seeking to work with partners, developers and the community to coordinate regeneration and investment towards the shared goals.

## UNLOCKING HOLBORN GATEWAY

There is a once in a century opportunity to transform the Holborn Gateway, which is the result of a number of different investment streams coming together at the same time. The Council's ambition is to remove the gyratory, and have now secured funding from TfL by way of contributing to the aim of increasing the proportion of people walking, cycling and taking public transport to 80% by 2041, and cut the damaging impact of air pollution in the capital. LU are planning the Holborn tube capacity upgrade and new entrance and there is significant development potential in the immediate area. Considering the development opportunities, there is a limited time window in which these elements can be coordinated to support each other, so to realise the full potential of Holborn the time to act is now.

## TfL/MAYORAL FUNDING

The Council is working with key partners such as TfL to deliver the vital next stage of transformation in the Holborn Area to build on the opportunity presented by the new tube entrance upgrades and the work as part of the Liveable Neighbourhoods Programme. This includes plans for the potential removal of the gyratory on Procter Street, new bus and cycle lanes, significant public realm improvements and enhancement to green travel and improved air quality.

Given the level of current investment and potential development activity in the area, there are a range of possibilities for providing match funding to unlock the transformation.

## DEVELOPMENT SITES

There are a number of potential development sites in the area that will play a direct role in delivery. All development sites, large and small will be expected to play a proportional role in delivering on the vision and objectives. This will be through direct delivery on-site and through financial contributions into the transport and public realm infrastructure.

## COMMUNITY INFRASTRUCTURE LEVY (CIL) AND SECTION 106 CONTRIBUTIONS

Community Infrastructure Levy and Section 106 Contributions will be sought from qualifying developments in accordance with the Local Plan and the National Planning Policy Framework.

The Council is in the process of exploring how these funding streams can be utilised to deliver on the priorities outlined in the Vision and Urban Strategy. Local CIL is a potential source of funds and we will work with ward members and local communities to establish priorities. There is expected to be a particular focus on unlocking transport and public realm infrastructure and enhancement in the local area.

## WORKING WITH THE BUSINESS COMMUNITY

The diverse business community of Holborn and Hatton Garden are represented by two BIDs: Bee Midtown and the Hatton Garden BID. The BIDs and the business community are key partners in delivering this vision.

## OTHER FUNDING SOURCES

The Council will continue to work with its partners to explore alternative and additional sources of investment. The Mayor wants London to be the first National Park City, with a target of making more than half the city's area green by 2025. To help do this he has created the Greener City Fund which includes a number of projects offering grants up to £1.5 million. The Council will facilitate its partners in applying for these grants and will take an active role in design and implementation.

## CONSULTATION AND ENGAGEMENT

Continued engagement with local residents and community groups will be essential to the delivery of the vision.

## CONSTRUCTION MANAGEMENT

Construction management is a key issue for Holborn. With a high level of development activity at multiple sites and construction traffic, sometimes in proximity to residential areas. Developers will be expected to provide and implement thorough construction management plans that take account of cumulative impacts generated by other nearby construction sites.

