

HOLBORN VISION AND URBAN STRATEGY

INTRODUCTION

Camden Council's Regeneration and Place Team have prepared a draft Vision and Urban Strategy for Holborn to help coordinate development and investment in the area of focus shown below.

We are running a public consultation on the draft Vision and Urban Strategy until 3 July 2019. The following boards provide a summary of the document.

WHAT IS THE VISION AND URBAN STRATEGY?

The Vision and Urban Strategy will not directly deliver development, but will guide proposed development 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). The document will therefore have material weight in determining planning applications within the area.

We are seeking to work with our partners - including local residents, the business community, including the BeeMidTown & Hatton Garden Business Improvement Districts, landowners, developers and others - to achieve our collective ambitions for the area.

The Holborn Vision and Urban Strategy is available online at: www.camden.gov.uk/holbornvision

AREA OF FOCUS



HAVE YOUR SAY

This is the main opportunity to give us your views on draft Vision and Urban Strategy and we want your input to help us shape the future of this area.

Following the consultation, we will analyse the responses. The feedback will help inform the further development of the document. A consultation report summarising the responses will also be prepared.

It is planned that a final Holborn Vision and Urban Strategy will be adopted as an SPD later in the year.

Please read on for a summary of the draft framework and fill out our consultation questionnaire.



Come along to our drop-in sessions

Come along and talk to members of the Regeneration and Place Team at one of our drop in sessions at:

Holborn Library 32-38 Theobalds Rd, WC1X 8PA

- Tuesday 11 June, 1pm to 4pm
- Thursday 20 June, 5pm to 8pm

The consultation boards will be on display at the library for the duration of the consultation period.



Fill in our online questionnaire

The engagement material and questionnaire can be viewed and completed online by visiting:

www.camden.gov.uk/holbornvision



Have a question?

Email: regenerationandplace@camden.gov.uk
Or call: 020 7974 4703

TIMESCALES



OPPORTUNITY

AN OPPORTUNITY AT THE HEART OF CENTRAL LONDON

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.

As a consequence, Holborn has attracted much development in recent years. Central St. Giles, designed by award winning architect Renzo Piano, includes over 400,000sqft of office along with retail, residential and an outdoor public piazza. The Post Building is a bold new office development.

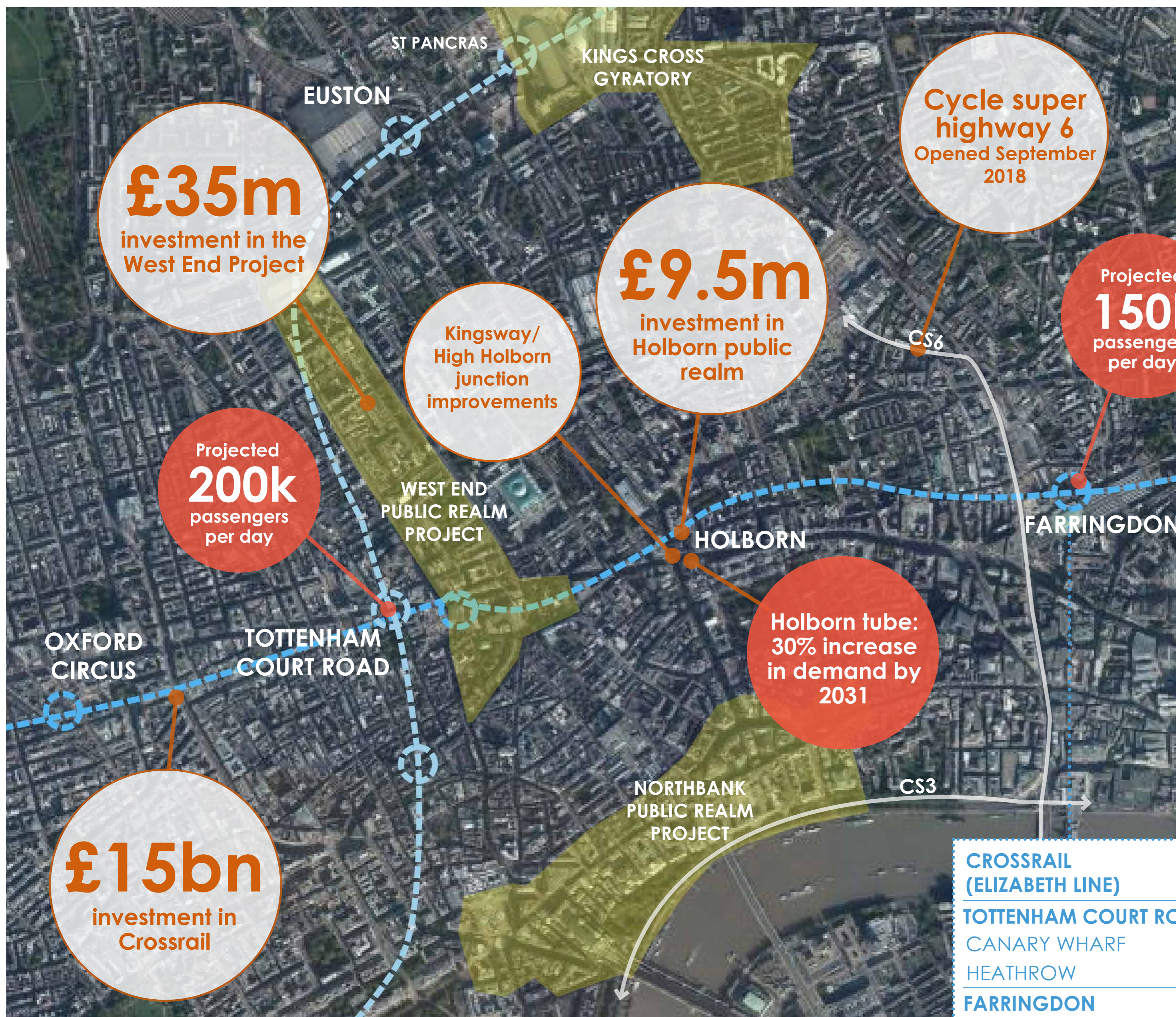
Crossrail and the West End Project will bring additional transport capacity that could support the expansion of the economy and transform the areas to the east and west. To the north the new district at King's Cross Central, the Knowledge Quarter, and HS2 at Euston are also bringing investment and change.

Future development sites offer the opportunity to deliver new homes, attract new jobs and economic activity, retail and 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 also planning investment in to Holborn Tube Station and a new station entrance at Procter Street which will deliver a significant capacity upgrade.

There is a fantastic one-off opportunity for the wider transformation of Holborn to support this growth and deliver benefits for its communities.



Recent developments



CROSSRAIL (ELIZABETH LINE)	JOURNEY TIMES (mins)	
	CURRENT	FUTURE
TOTTENHAM COURT ROAD		
CANARY WHARF	21	12
HEATHROW	40	30
FARRINGDON		
CANARY WHARF	25	8
BOND STREET	18	4

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

LIVEABLE NEIGHBOURHOODS FUND

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.

This project will seek to remove the gyratory, reduce severance, improve the public realm and introduce protected cycle lanes. Plans will be developed to improve the setting for the British Museum, enhance the pedestrian environment around Holborn station and introduce a freight reduction scheme.

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



Indicative sketch showing potential improvements to Museum Street

KEY OPPORTUNITIES

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

HOLBORN TODAY

WHAT MAKES HOLBORN THE PLACE IT IS TODAY?



A PLACE TO LIVE, WORK AND VISIT

KEY TAKEAWAYS

- A mixed community: homes and residents alongside large established cultural, education and health institutions, a major commercial destination, internationally renowned visitor attractions, London's historic legal district and Hatton Garden jewellery quarter.
- A thriving commercial environment that is diversifying - including growth in the tech sector, a high demand for commercial space and a shift towards high quality and flexible office space.
- Holborn and Covent Garden has high levels of deprivation despite this economic success indicating there are barriers to the growth that could benefit local communities.



Amongst a wealth of visitor attractions in the area, the British Museum was the most visited attraction in Britain with 5.9m visitors in 2017



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



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



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



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



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

CHARACTER AND HERITAGE

KEY TAKEAWAYS

- Holborn is a historic place with some of London's most important and notable listed buildings and conservation areas.
- There are characterful networks of streets, lanes, passages and historic garden squares, some of which could benefit from improvement.
- There are 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.



The historic character of Hatton Garden derives from its robustly detailed buildings and an intricate street pattern overlaid on undulating topography



Bloomsbury represents a period of London's early expansion northwards, dating from around 1660, and continued through to around 1840



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



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



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



Chancery Lane has historic associations with the law, with origins as a centre for medieval legal administration, around buildings such as Staple Inn

MOVEMENT, PUBLIC REALM AND SUSTAINABILITY

KEY TAKEAWAYS

- Highly accessible 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.
- Shortage of open space and very low access to nature for residents, despite featuring some of London's finest squares.
- Safety must be a top priority to prevent traffic accidents and vehicle/cyclist conflict.
- Capacity upgrade at Holborn underground station essential.
- Opportunity for wider change through the committed investment from TfL's Liveable Neighbourhoods programme.



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



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



Traffic dominated environment with high levels of air pollution



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

VISION

A DRAFT VISION FOR HOLBORN

Do you agree with the vision and objectives? Tell us about your priorities for the area...



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.

OBJECTIVES



A leading centre for living, business and cultural activity



Celebrating Holborn's diverse identity and distinctiveness



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



A green and sustainable place that delivers for its communities

- 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 other 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

- 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

- 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

- 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

KEY AREAS



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

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.

URBAN STRATEGY

MUSEUM QUARTER: IMPROVING LINKS TO THIS KEY DESTINATION

KEY ACTIONS

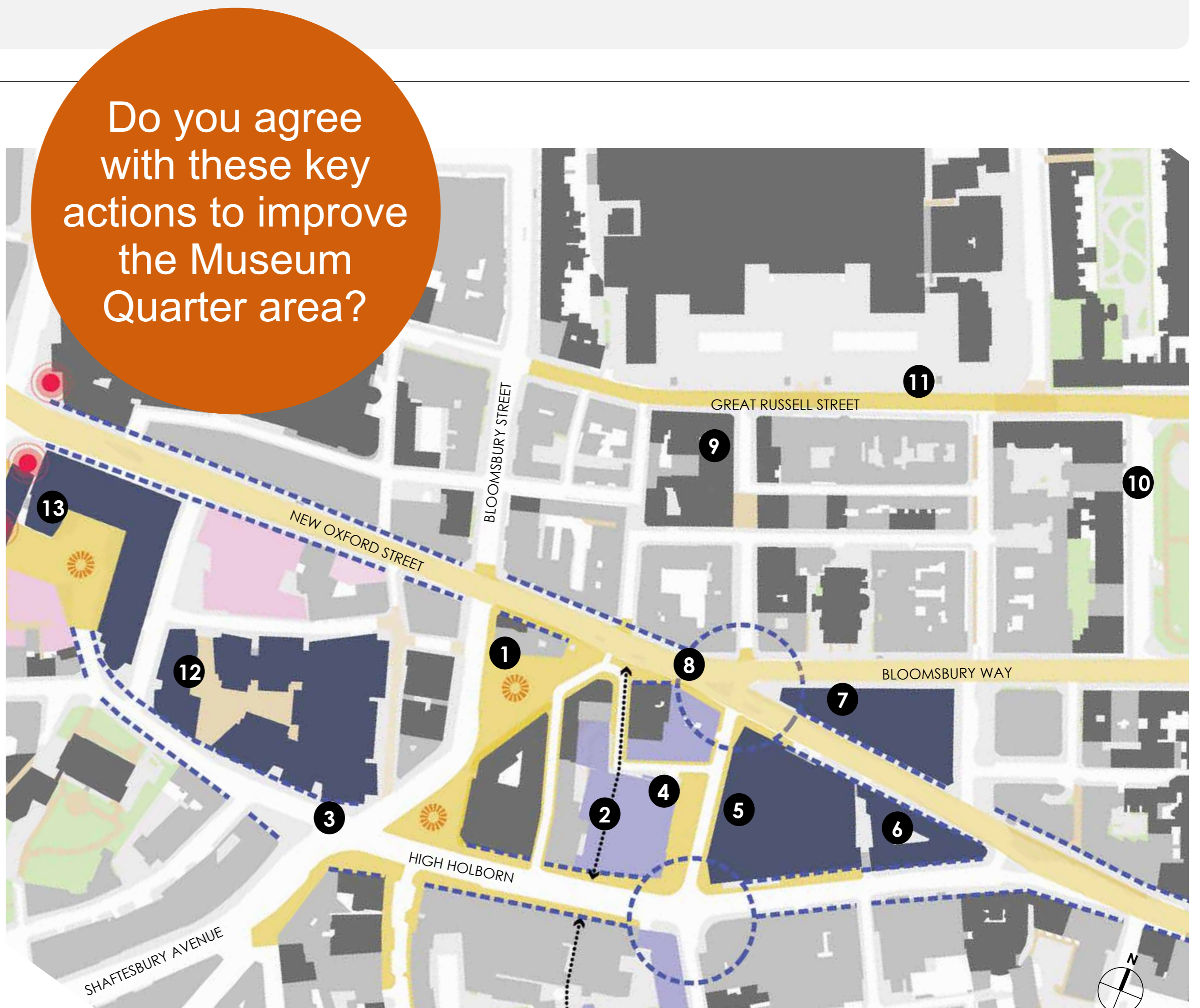
Encourage redevelopment of the Selkirk House site in a way that makes the best contribution towards realising the vision and objectives for Holborn

Continue the public realm enhancements underway through the West End Project through the Holborn area.

Explore opportunities for new public realm and wayfinding projects to improve the experience for residents and visitors

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, West Central Street/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, 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, super-crossings, Bloomsbury Way bus/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
- Recently completed redevelopment
 - Planning permission granted
 - Potential future development opportunity
 - Listed building
 - Enhancement to public realm
 - New public space
 - New pedestrian routes
 - Station entrances
 - High Holborn and New Oxford Street**
Widened pavements, high quality paving and street furniture de-cluttered with raised crossings at key intersections, including all side streets leading onto Bloomsbury Way

PUBLIC REALM OPPORTUNITIES



Proposals for Great Russell Street (11), LDA for LB Camden 2015



Opportunities to improve the public realm around the British Museum



Proposals for Princes Circus (1), LDA for LB Camden 2018



Indicative image showing potential improvements to Museum St including new planting, seating and resurfacing. LB Camden, Liveable Neighbourhoods bid

RECENT DEVELOPMENT



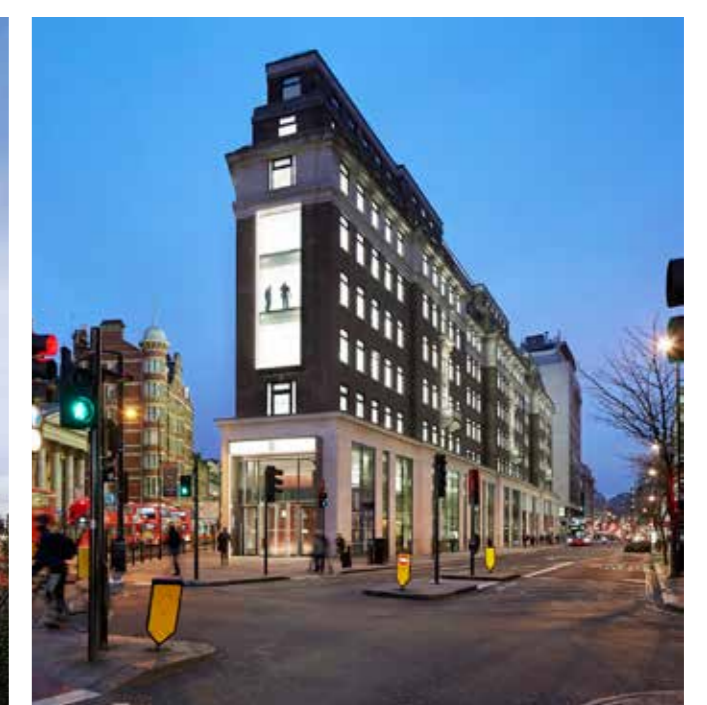
St Giles Square (12)



The Post Building (5)



Commonwealth House (6)



10 Bloomsbury Way (7)

URBAN STRATEGY

HOLBORN GATEWAY: A NEW ARRIVAL EXPERIENCE FOR HOLBORN

KEY ACTIONS

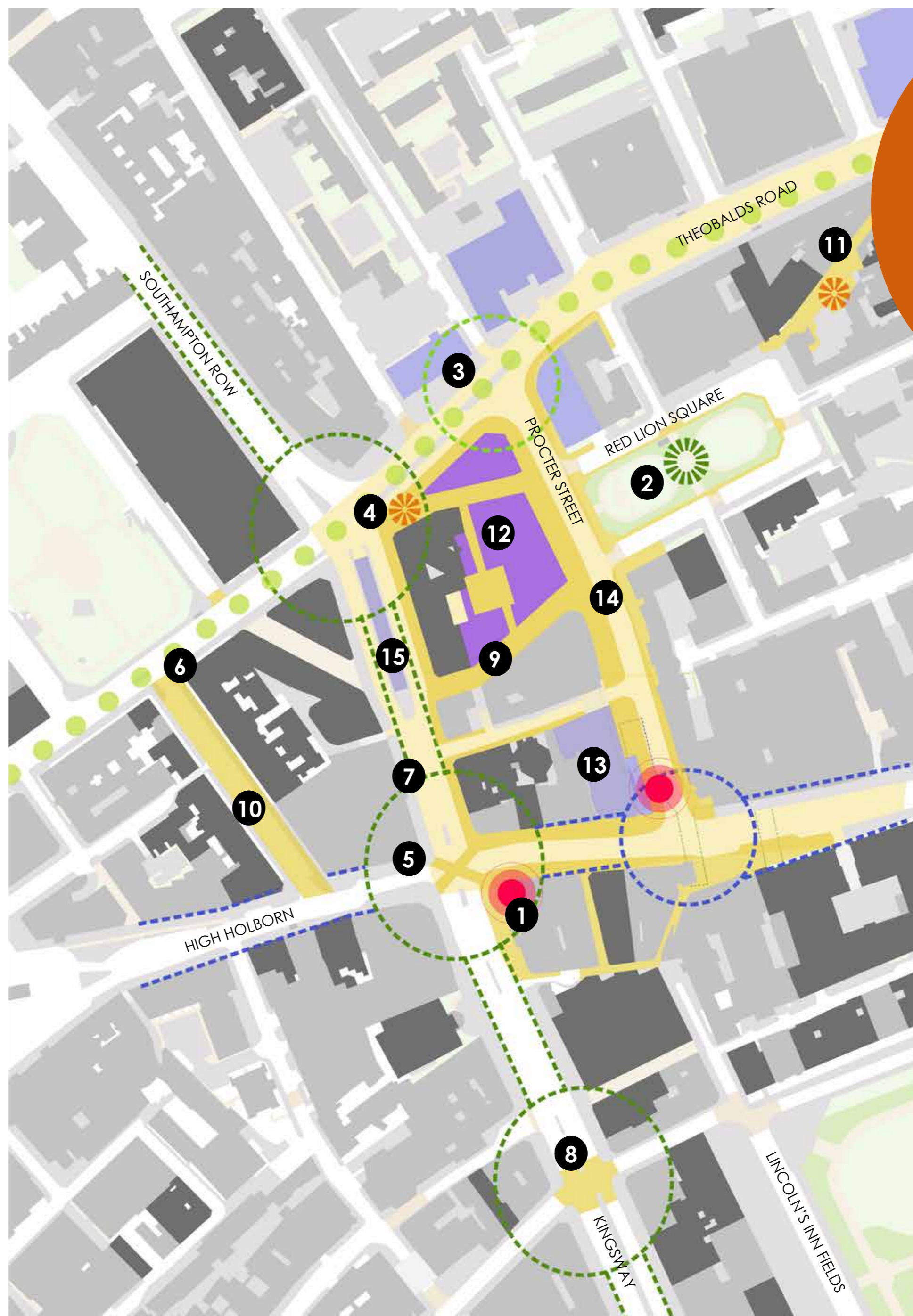
Remove the gyratory to improve air quality and provide an important catalyst for enhanced public realm creating extra capacity for active travel

Work with partners to create a new arrival space and identity for Holborn through provision of a new tube entrance at Procter Street and public realm improvements

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 station upgrade**
- 2 **Enhancement of Red Lion Square**
Increased planting and lawn space; kiosk; water feature; play amenities; tree pruning; 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**
- 6 **Vernon Place/Southampton Row junction**
Banned left turn, extension of bus lanes.
- 7 **Southampton Row/Kingsway/High Holborn junction**
Removal of clutter including relocation of kiosks; Widened footways; New diagonal 'super crossing'
- 8 **New raised crossing to Great Queen Street junction**
To improve link to Covent Garden
- 9 **Pedestrianisation of Fisher Street**
- 10 **Pedestrianisation of Southampton Place**
with potential for new pocket plaza
- 11 **Enhancement to Lamb's Conduit Passage**
Potential Development sites and site allocations
- 12 **1-4 Red Lion Square**
Reinstate Orange Street as part of site redevelopment; enhance setting of Red Lion Square; new housing provision
- 13 **110 High Holborn**
Investigate opportunities that integrate the new station entrance and enhance the public realm.
- 14 **Procter Street**
Opportunity to reinvent its function and character through the narrowing of the carriageway and removal of general traffic
- 15 **Re-purposing of the tram tunnel**



Do you have any other suggestions for the future of the Holborn Gateway?

- 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

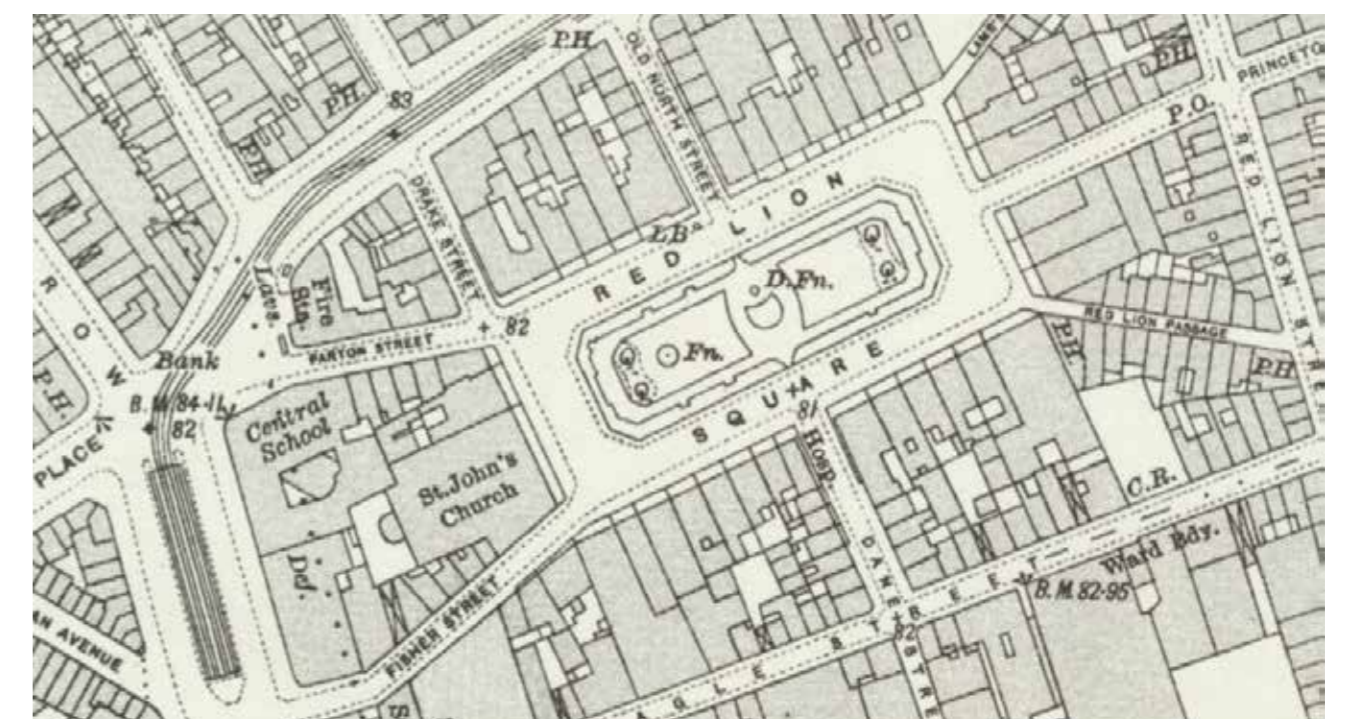
OPPORTUNITIES FOR CHANGE



View of Southampton Row/Kingsway/High Holborn junction



Indicative sketch of proposed new station entrance on Procter Street. Source: London Underground 2017 consultation exhibition boards



Historic map showing urban grain around Red Lion Square. New development should take the opportunity to improve the setting of the square.



Pavement widening and new diagonal 'super crossing' currently being implemented as part of the Holborn safety scheme



Opportunity to widen pavements and remove gyratory around Procter Street



This figure ground plan shows that the distinctive pattern of streets around Red Lion Square has been eradicated

URBAN STRATEGY

HOLBORN TO THE CITY: HIGH QUALITY CONTEMPORARY DEVELOPMENT IN A RICH HISTORIC CONTEXT

KEY ACTIONS

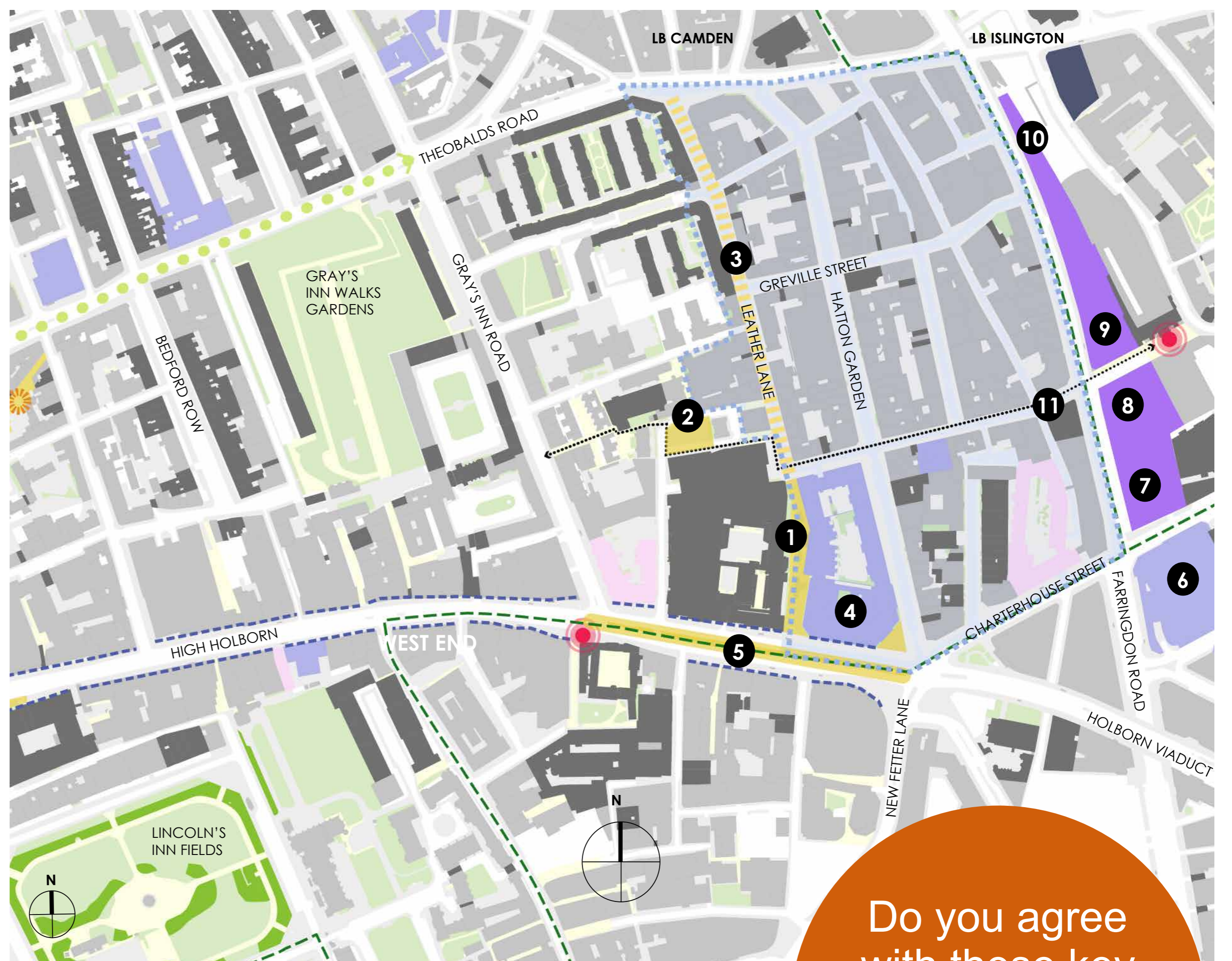
Encourage new development of high quality modern design that is sensitive to context to reverse the process of erosion of historic character and identity

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 ie. 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 High Holborn**
Explore potential to activate the gateway to Hatton Garden and improve surrounding public realm
- 5 Holborn Market**
Explore opportunities for potential future public realm enhancement or new green infrastructure in the central median strip
- 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.



- Planning permission granted
 - Site allocated for redevelopment
 - Potential future development opportunity
 - Listed building
 - New public realm or enhancement of existing public realm
 - Station entrance
 - Designated Hatton Garden Area
 - Borough boundary
- Public realm opportunities:
- High Holborn**
Widened pavements, high quality paving and street furniture de-cluttered with raised crossings at key intersections
 - Theobalds Road**
New trees and planting where space allows

Do you agree with these key actions to improve the Holborn to the City area?

PUBLIC REALM OPPORTUNITIES



Brooke's Market as it is today



Leather Lane south. There are opportunities to de-clutter this space and provide better quality space for outdoor dining



Opportunities to enhance the southern gateway to Hatton Garden and improve the public realm around 120 High Holborn



Brooke's Market illustrative proposal showing better use of the central square and improved paving materials, LDA for LB Camden 2015



Leather Lane as it exists today



Opportunities to enhance the southern gateway to Leather Lane and improve the public realm

DELIVERY

UNLOCKING HOLBORN

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 common goals.

How can we work with communities, organisations, landowners and businesses to achieve the vision for Holborn?

CONSULTATION & ENGAGEMENT

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

WORKING WITH THE BUSINESS COMMUNITY

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

BEE MIDTOWN

HATTON GARDEN BID

DELIVERING THE VISION

FUNDING SOURCES

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.

DEVELOPMENT SITES

There are a number of potential development sites in the area. All sites will be expected to play a proportional role in delivering the vision.

CONSTRUCTION MANAGEMENT

Construction management is a key issue. Developers will be expected to provide and implement thorough construction management plans that take account of cumulative impacts generated by other nearby construction sites.

CIL/ SECTION 106 CONTRIBUTIONS

The Council is exploring how these funding streams can be utilised to deliver the key projects 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.

OTHER FUNDING SOURCES

The Council will continue to work with partners to explore additional sources of investment. For example the Mayor has created the Greener City Fund which includes a number of projects offering grants up to £1.5m. The Council will work with partners to apply for these grants and will take an active role in design and implementation.

TfL /MAYORAL FUNDING

The Council is working with key partners such as TfL to deliver the next stage of transformation in the Holborn area to build on the opportunity presented by new tube entrances and the Liveable Neighbourhoods Programme.