

# Alfred Place

## Public Realm Proposals

## Introduction

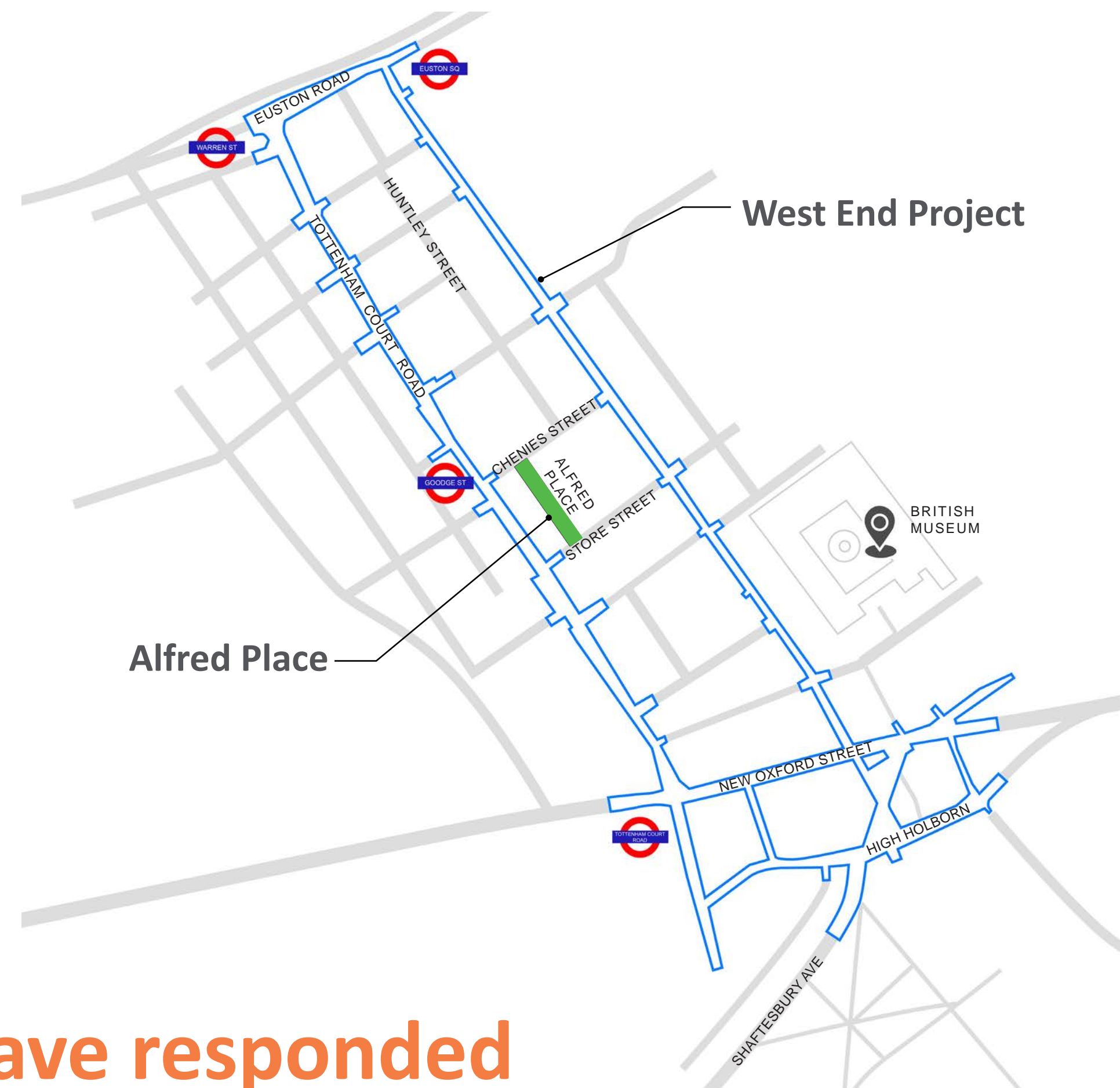
The West End Project is Camden Council's £35 million scheme to deliver exciting improvements to the heart of Camden's busy West End. Major changes underway include Tottenham Court Road and Gower Street/Bloomsbury Street becoming two-way to traffic. This will reduce congestion and air pollution, speed up bus routes and make cycling safer.

One of the most significant transformations is the creation of new and regenerated public and green spaces. This includes Alfred Place, a radical project that will transform a road into a new public park for the West End. The project will create an outstanding, high quality and multi-functional green space for residents and visitors. It will provide diverse and colourful planting, lounging lawns, seating and the opportunity for play.

Camden Council has consulted with residents, businesses and local interest groups to create concept ideas and understand local issues. The following designs have been developed from these ideas following further technical studies and survey work.

For more information or to comment on the proposals please email us at [westendproject@camden.gov.uk](mailto:westendproject@camden.gov.uk), get in touch via LinkedIn, Twitter or Facebook or call our 24 hour telephone number: 0845 3308 743. Deadline for feedback is 31st August 2018. There is also a project information drop in available at The Building Centre 26 Store St, Fitzrovia, London WC1E 7BT – for the latest opening times see our website: [www.camden.gov.uk/westendproject](http://www.camden.gov.uk/westendproject)

To deliver the West End Project we are working in phases to keep disruption to a minimum. Construction of the park at Alfred Place is expected to start in winter 2019.



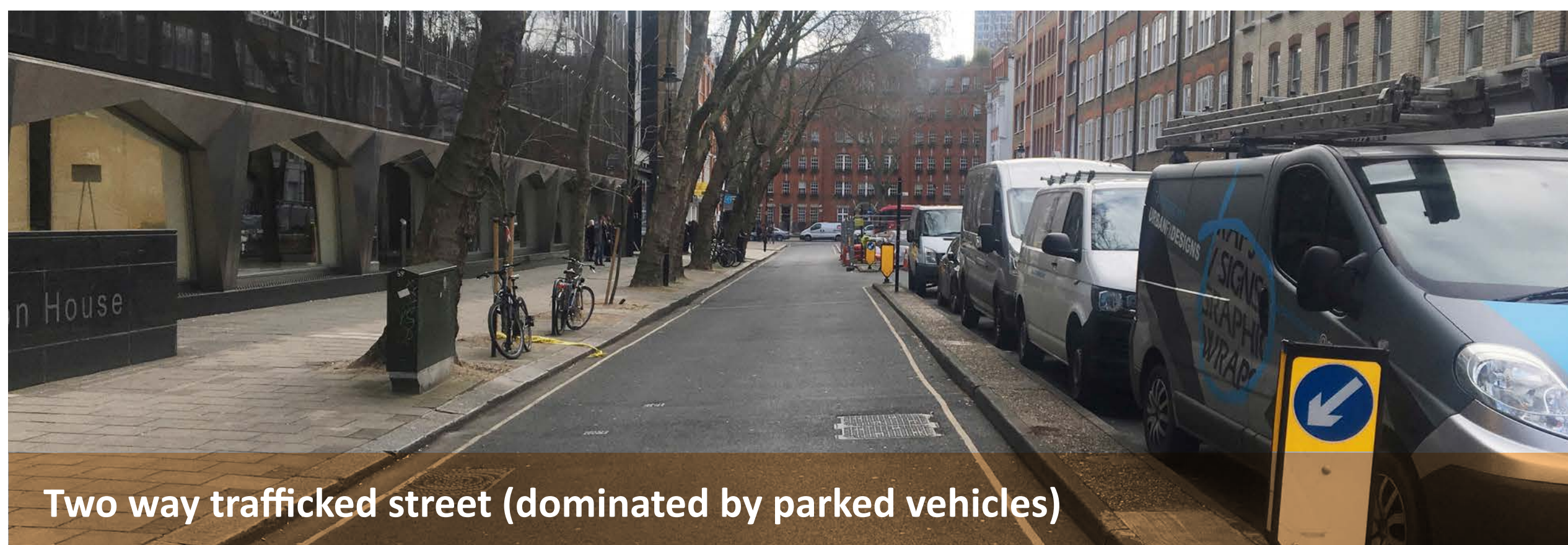
## What you told us?

- The space has the opportunity to provide an area of **tranquillity and escape** in this hectic area of the city.
- The wider area has limited green spaces, therefore **distinctive planting and lawns** should be an important component of the new space.
- The existing space provides no opportunities to **stop and dwell**.
- The existing mature **trees should be retained**.
- The new space should provide opportunities for **children's play**.
- The space should feel safe and **discourage anti-social behaviour**.
- The design needs to consider links with South Crescent, including the **opportunity for shared events**.
- The space needs to be **well-maintained long-term**.
- **Servicing access to the buildings needs to be maintained**.

## How we have responded

- To create an **outstanding, high quality and multi-functional green space with a distinctive identity**.
- To create the feeling of a **'green oasis'**, providing an antidote to the surrounding area.
- To respond to the needs of users in the immediate vicinity, including shoppers, office and retail workers and community.
- To **retain the existing trees** whilst promoting high levels of natural light and responding to sunny spots.
- To create a **playable landscape** where furniture, features, edges etc. are multi-functional, promoting play but also performing other roles, such as seating, protection from traffic etc.
- To create a **safe place for children to play**; resolve issues relating to proximity to the service access, eliminate hidden areas and allow sight of the different play areas.
- To adhere to secure by design principles to create a **space that people feel safe in** and that discourages antisocial behaviour (such as ensuring clear sight-lines and frequent access points).
- To create a space that is **used all year-round**, not just in the summer months.
- To adopt a coherent material, furniture and planting palette that supports identity whilst considering comfort, robustness, buildability, sustainable drainage and long term maintenance.

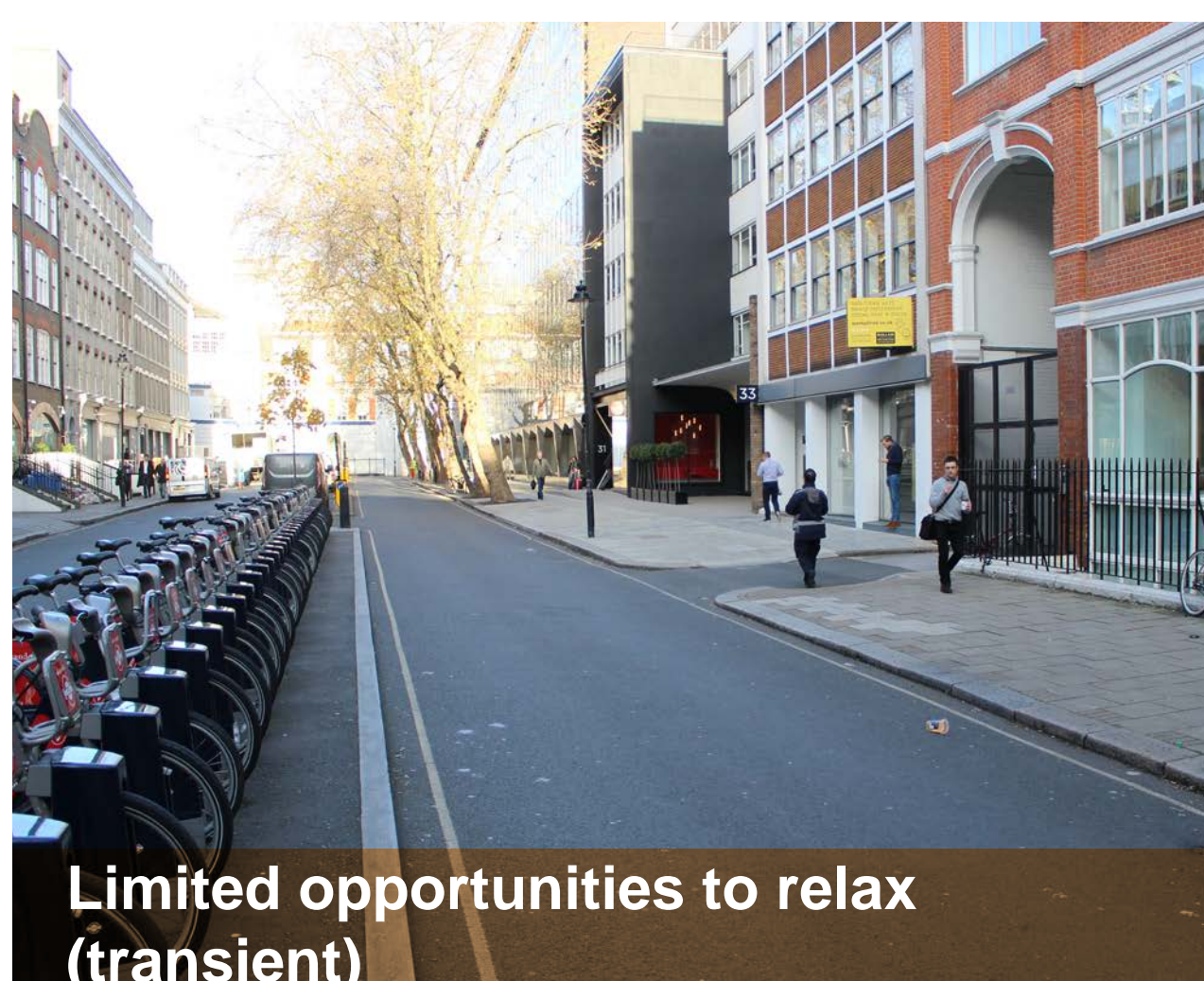
## Existing space



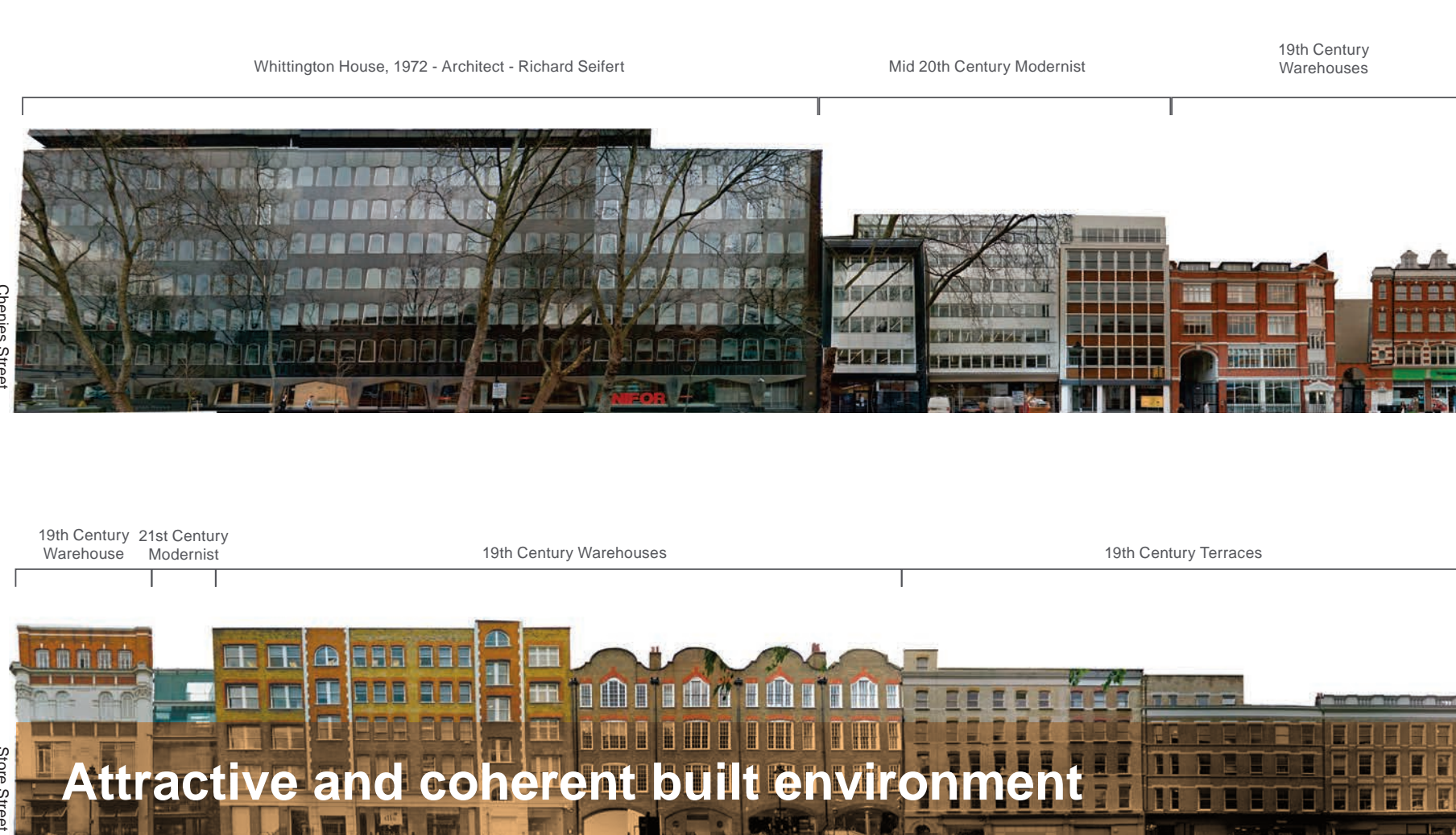
Two way trafficked street (dominated by parked vehicles)



A 'hard' environment (utilitarian in character)



Limited opportunities to relax (transient)



Attractive and coherent built environment



Distinctive mature trees



## The Vision

A ROAD BECOMES A BEAUTIFUL NEW PARK FOR THE CITY

AN OASIS OF CALM AND WELL-BEING

A PLACE TO MEANDER AND PAUSE

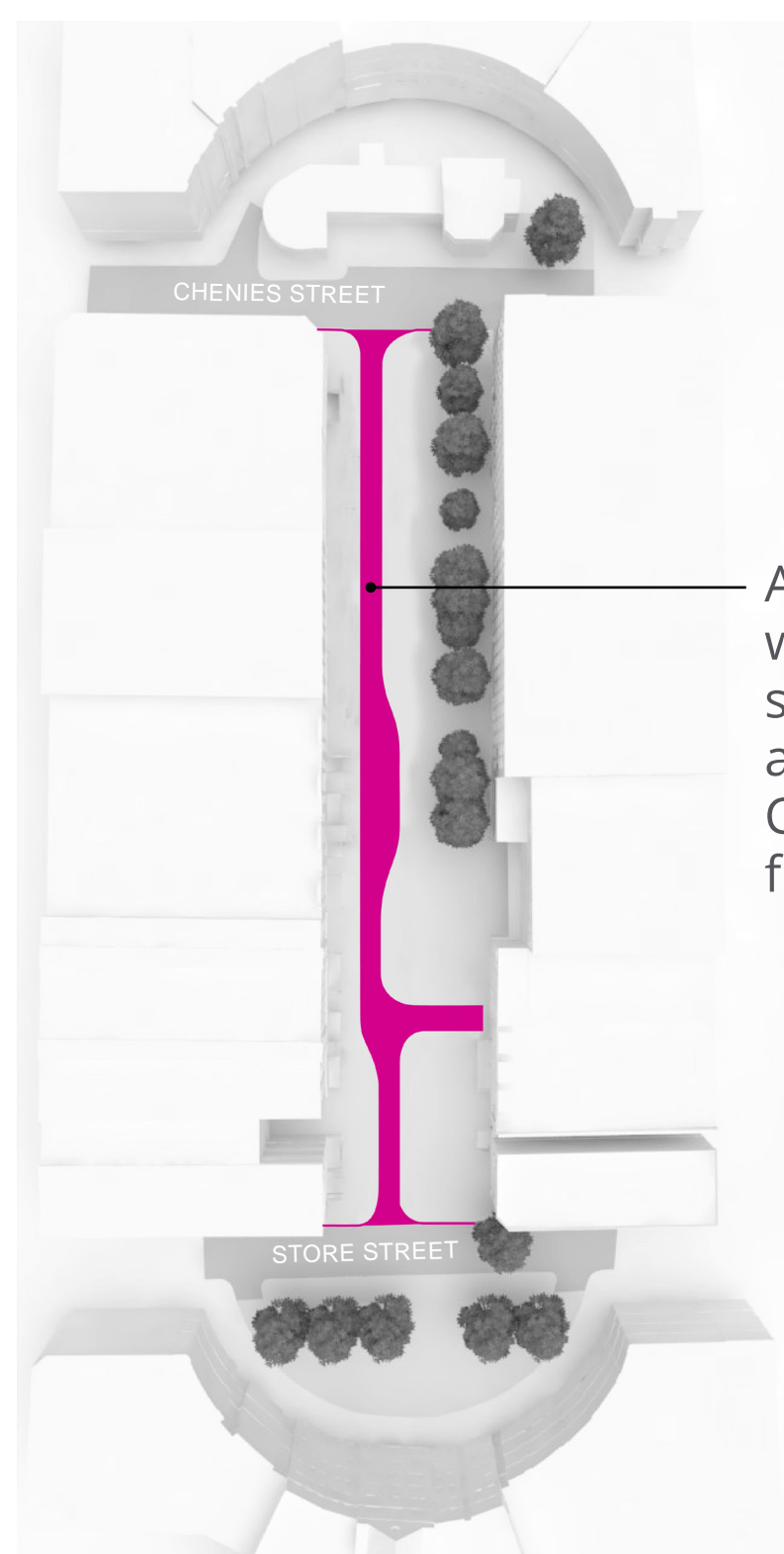
BIODIVERSE - FULL OF FLOWERS, BIRDS, BEES + BUTTERFLIES

A SERIES OF INTER-CONNECTED OUTDOOR ROOMS

A PLACE FOR SOCIALISING, EVENTS & PLAY

## Key Principles

Access for servicing



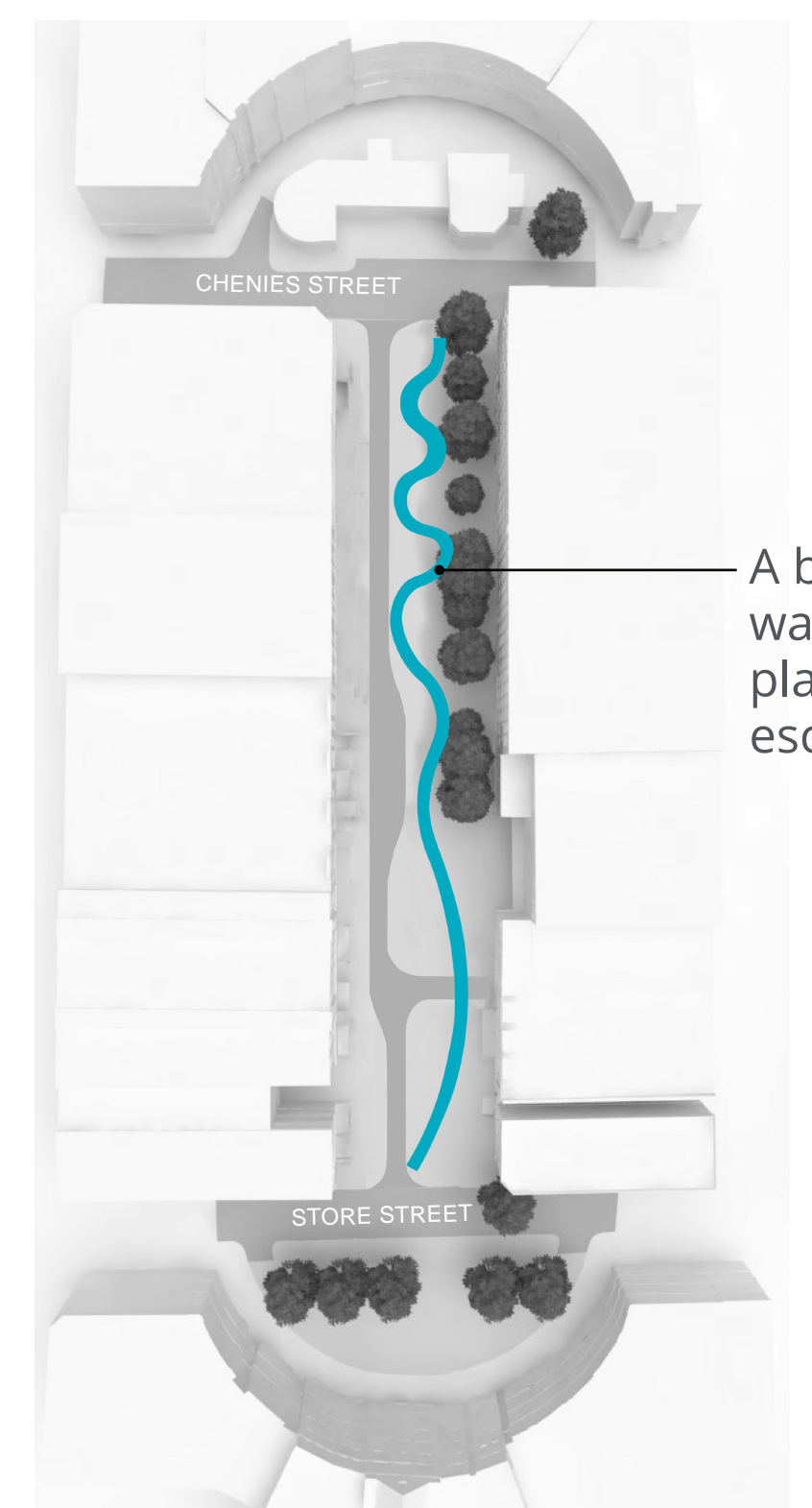
A new one way route for servicing and access only. Creating a space for a park

Retained trees



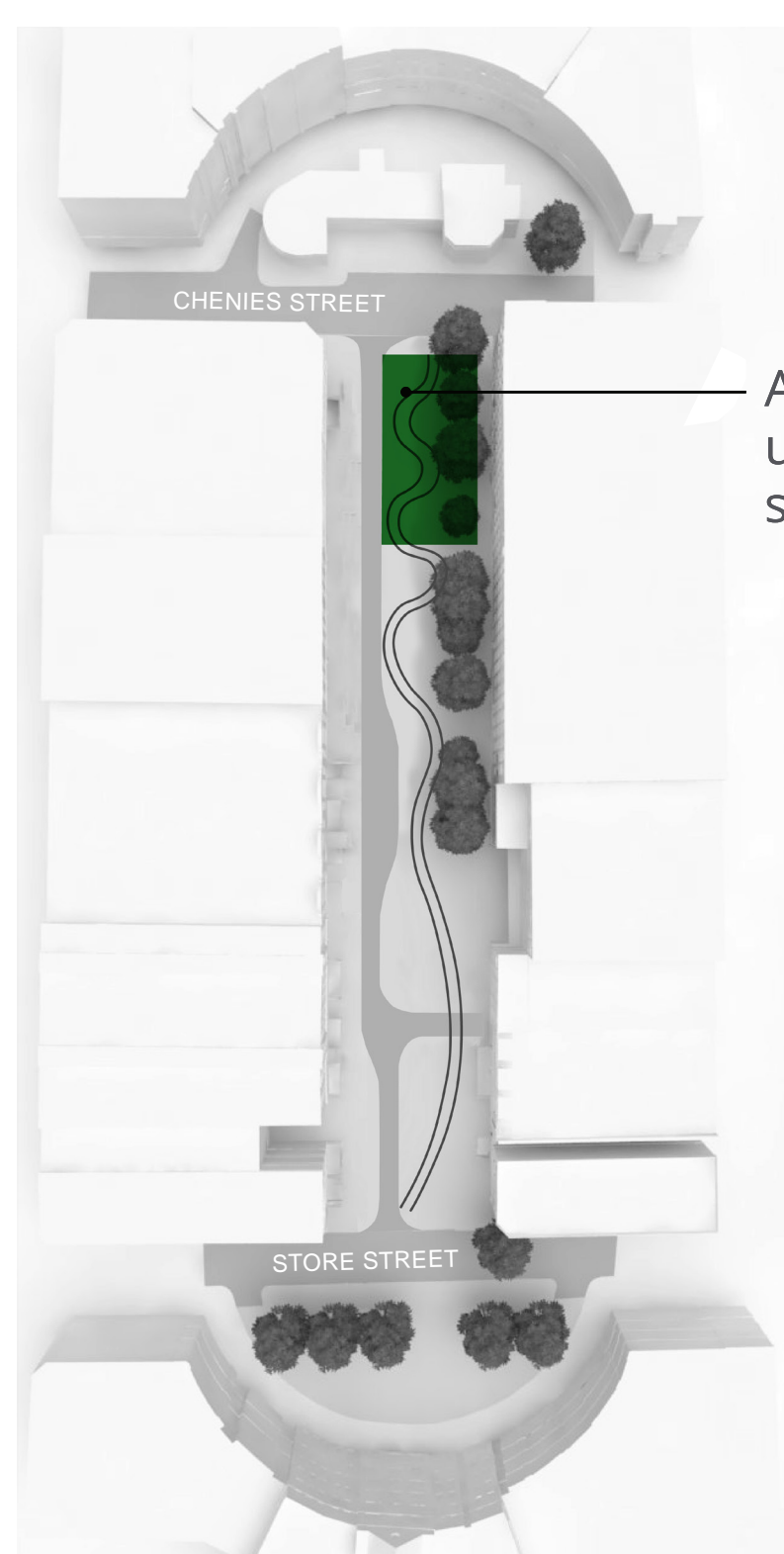
Existing trees are retained

A meandering path



A beautiful walk and place to escape

A series of outdoor rooms:  
The 'Woodland Walk'



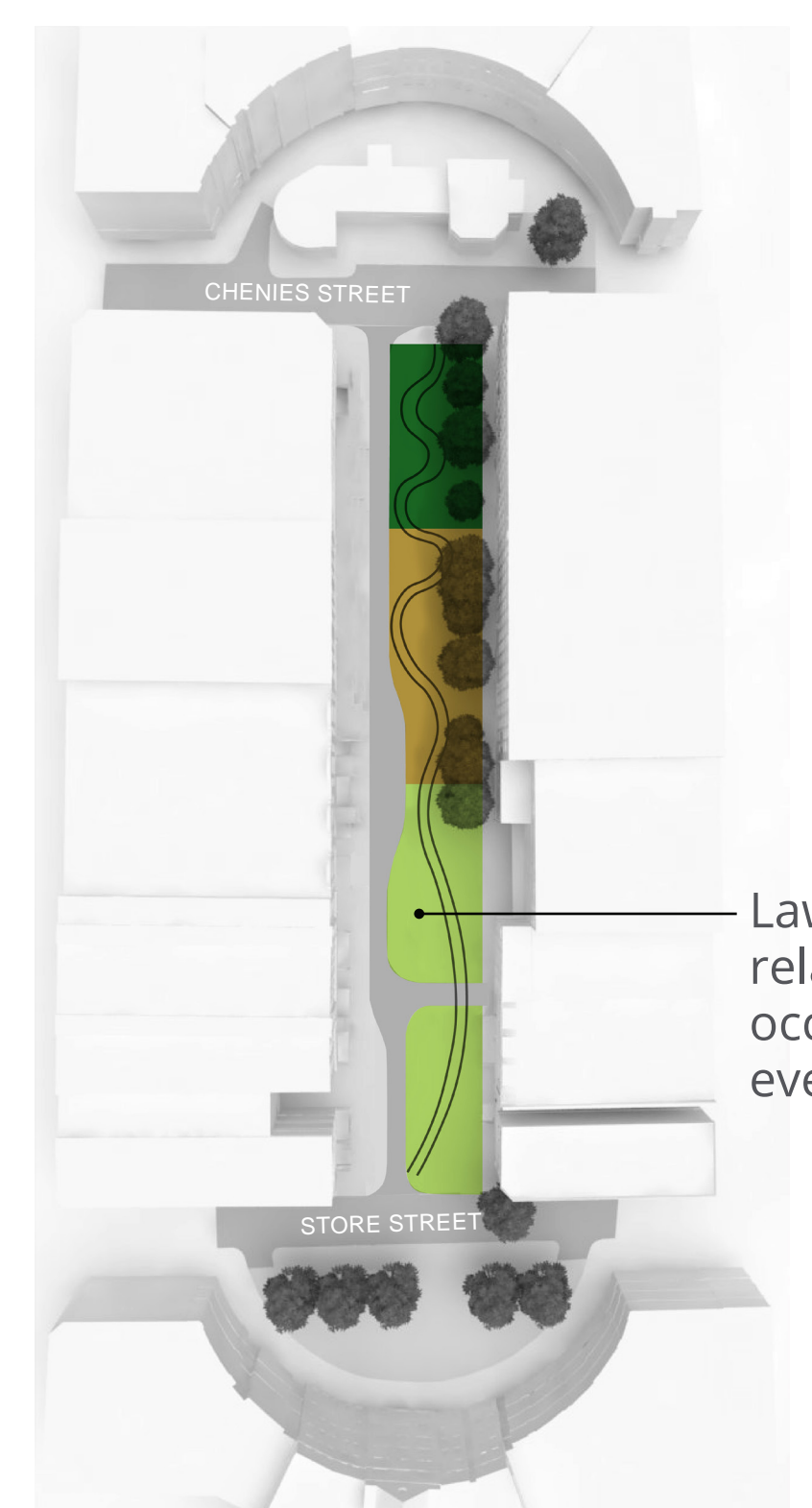
A winding walk under dappled shade

A series of outdoor rooms:  
The 'Play Glades'



A sequence of play spaces

A series of outdoor rooms:  
The 'Lounging Lawns'



Lawns for relaxing and occasional events



### Proposed Plan



- 01 Meandering path and long sculpted seat
- 02 Play spaces (for juniors+)
- 03 Potential refreshment kiosk location
- 04 Access and delivery route
- 05 Loading bay
- 06 Lounging lawns (flexible events space)
- 07 Stepping stones
- 08 Scattered individual seats
- 09 Meadow gardens and flowering shrubs
- 10 Cycle stands
- 11 Existing trees retained
- 12 Potential improvements to the War Memorial's setting