

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, reducing congestion and air pollution, speeding up bus journeys and providing new and safer provisions for cyclists.

One of the most significant transformations is the creation of new and regenerated public and green spaces, including Whitfield Gardens, an existing space lying at the heart of the area. The project will revive this cherished green space, providing a safe and attractive garden for residents and visitors, new opportunities for seating and occasional events, high quality materials and the restoration of the Fitzrovia Mural.

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, 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

To deliver the West End Project we are working in phases to keep disruption to a minimum. Regeneration of Whitfield Gardens is expected to be completed by Spring 2019.



What you told us?

- The existing **mature trees and plants** are **precious** in this busy urban environment and should be retained.
- **Anti-social issues** need **addressing**, including the use of planting beds as a lavatory, street drinking, rubbish and rats.
- The gardens are popular with local residents, workers and shoppers and should provide **more opportunities for seating**, including benches with tables for the local street food market.
- The space should continue to allow people to **move through easily**.
- **The space is not accessible**.
- Any new **planting** should be **more colourful** and attract wildlife.
- The existing hard space could have **more events**.
- The Fitzrovia mural and war memorial are important to the history of the area and need **restoration**.
- The regenerated space should use **high quality materials**.

How we have responded

- To create **a safe and attractive public space** that celebrates the different characteristics of Whitfield Gardens, as **'urban square' and 'urban garden'**.
- To adhere to 'secure by design' principles to **create a space where people feel safe** and where anti-social behaviour is discouraged.
- To support the dual function of the space, **as a place both to relax and move through easily**.
- To provide **a range of seating** that is attractive and comfortable.
- To provide a coherent identity that responds to local character and is interpreted through an appropriate palette of **high quality furniture, materials and planting**.
- To include **planting that is attractive, biodiverse and easy to maintain**.
- To **ensure flexibility** to allow the square to host appropriate events.
- To **restore the existing Fitzrovia Mural and War Memorial**.
- To introduce new lighting that creates **a safe and attractive night-time environment**.
- To provide graded routes and level access to achieve **an inclusive space**.

Existing space



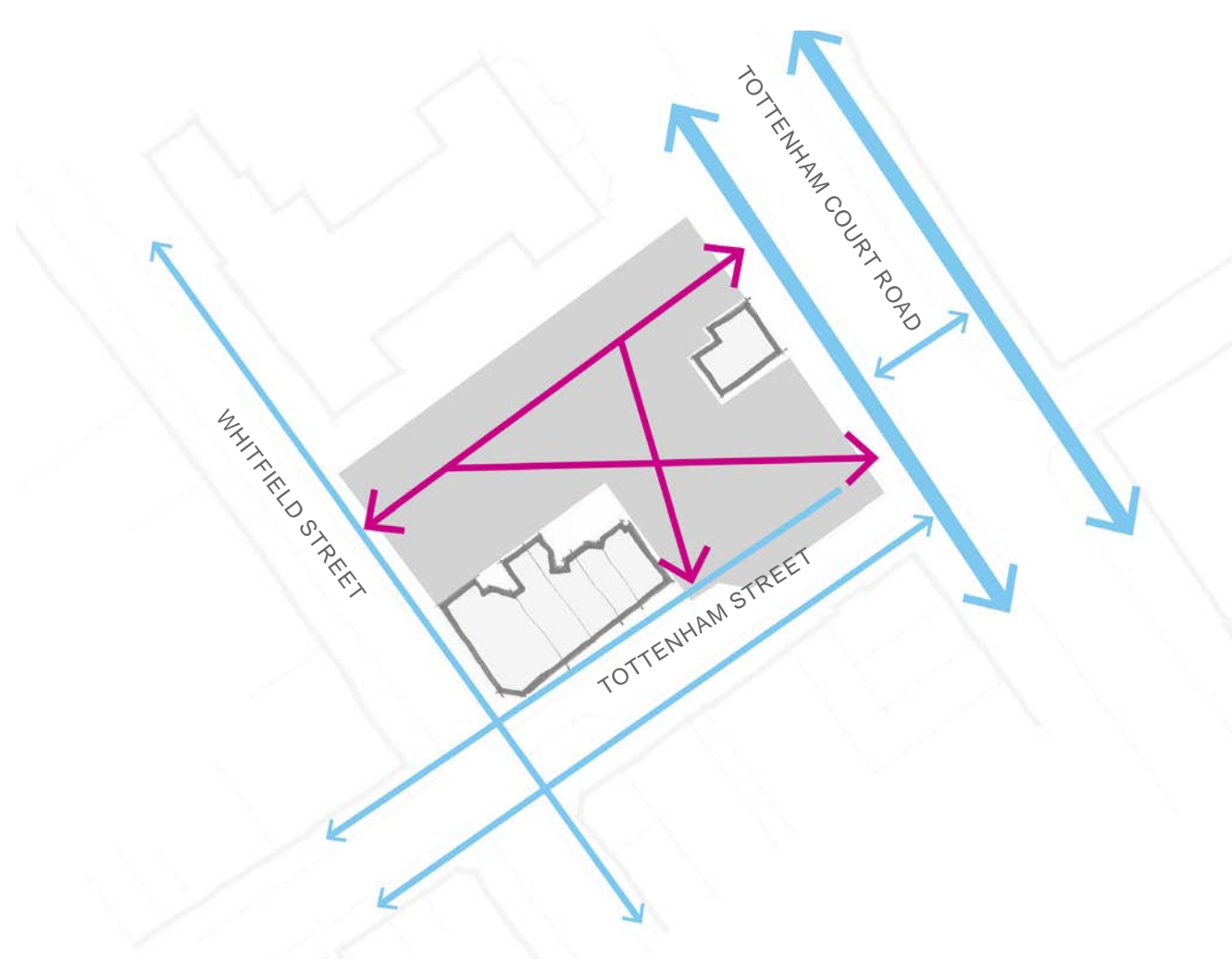
The Vision

REVIVING A CHERISHED GARDEN

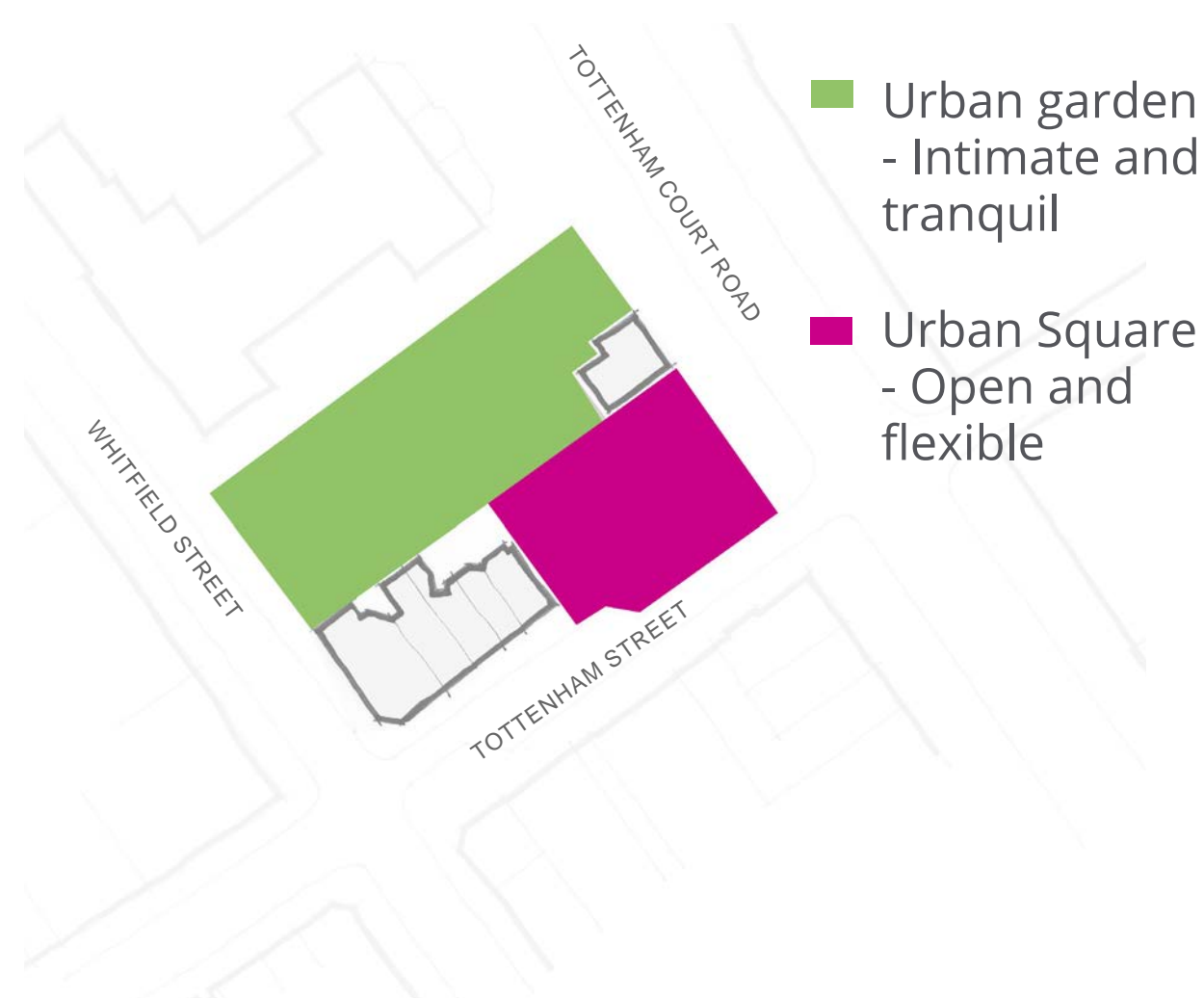
TWO SPACES IN ONE - SAFE - GREEN - SOCIABLE - HIGH QUALITY - A PLACE FOR EVERYONE

Key Principles

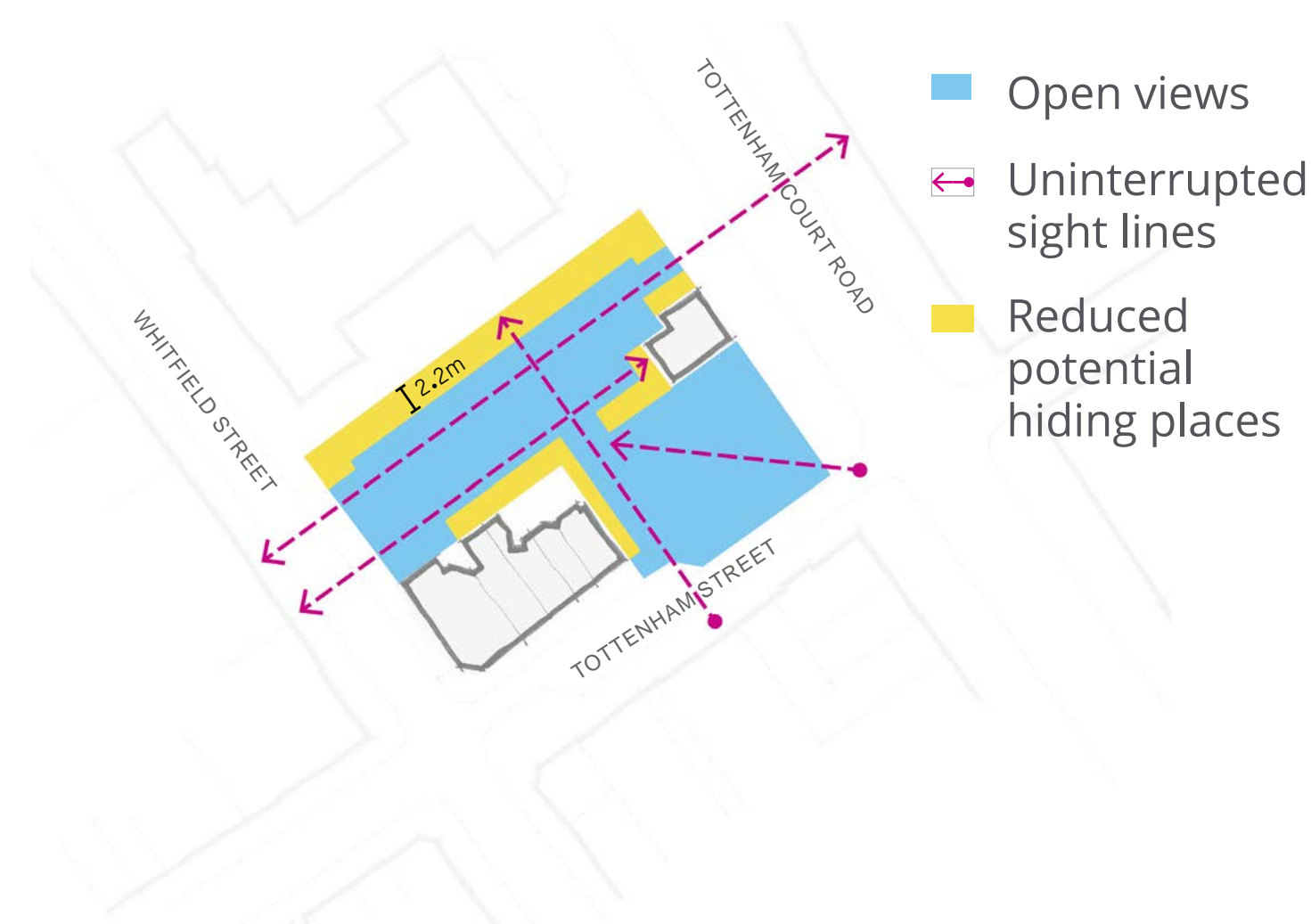
Respond to key pedestrian routes



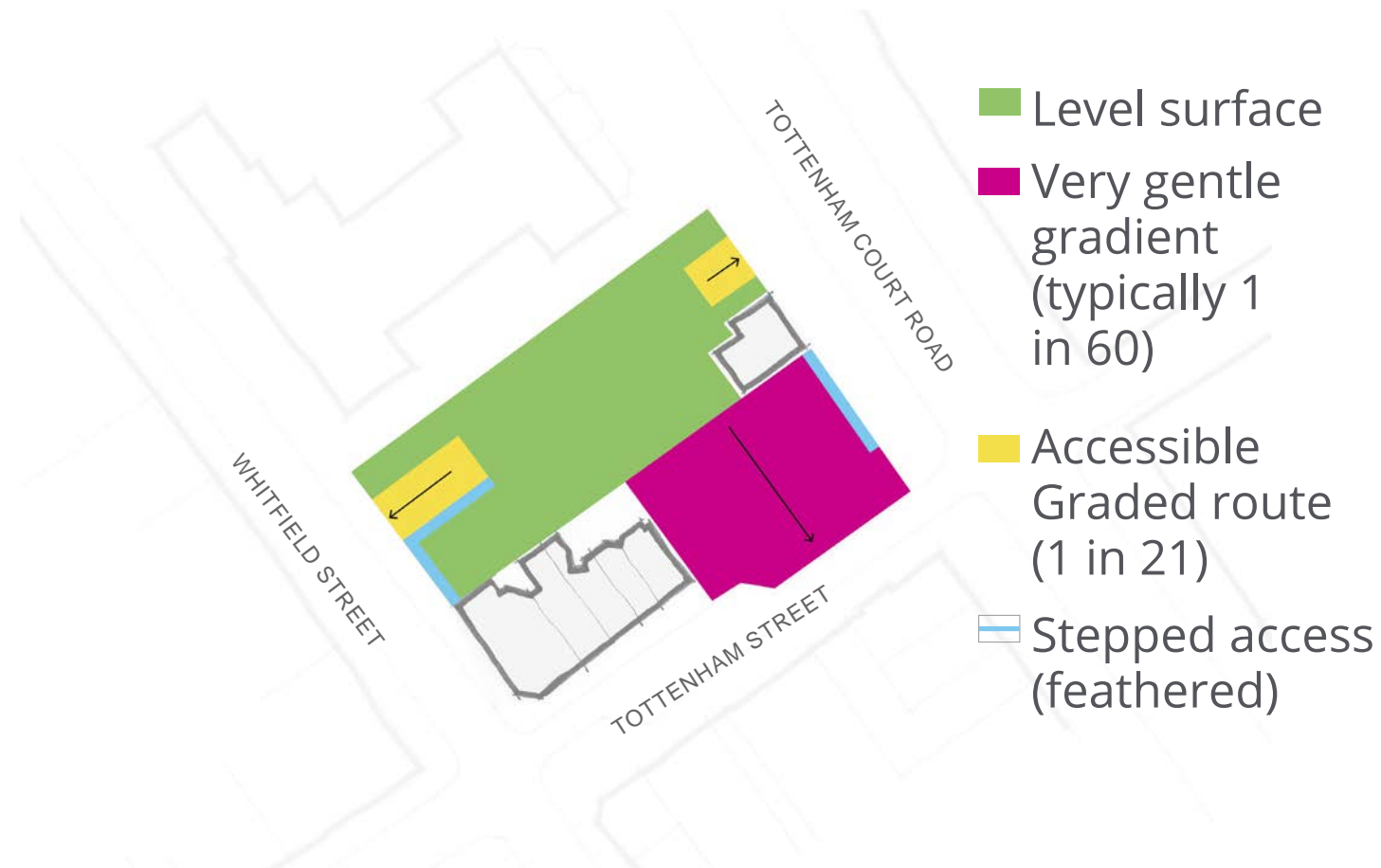
Two complementary spaces with clear roles and functions



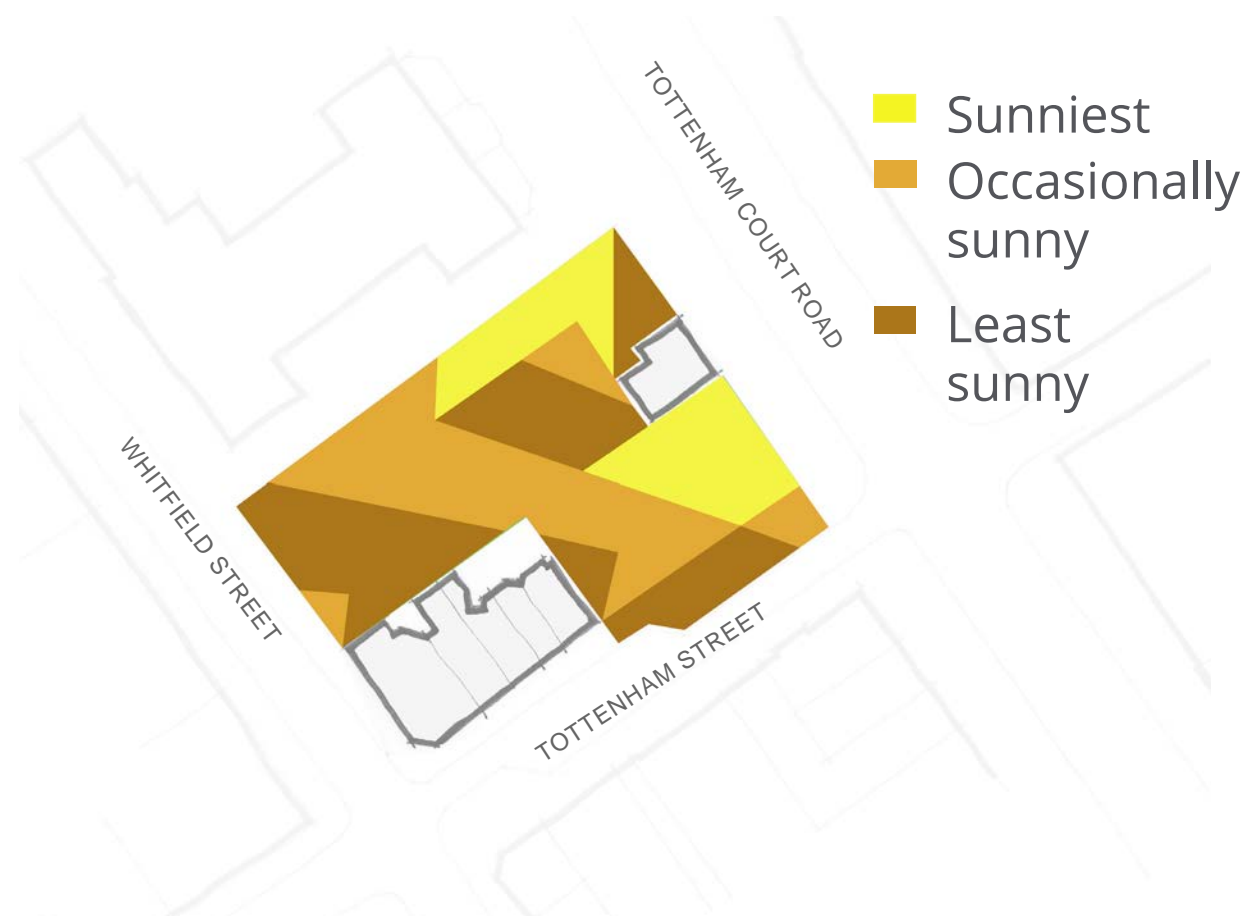
Create a safe place



Provide an accessible place



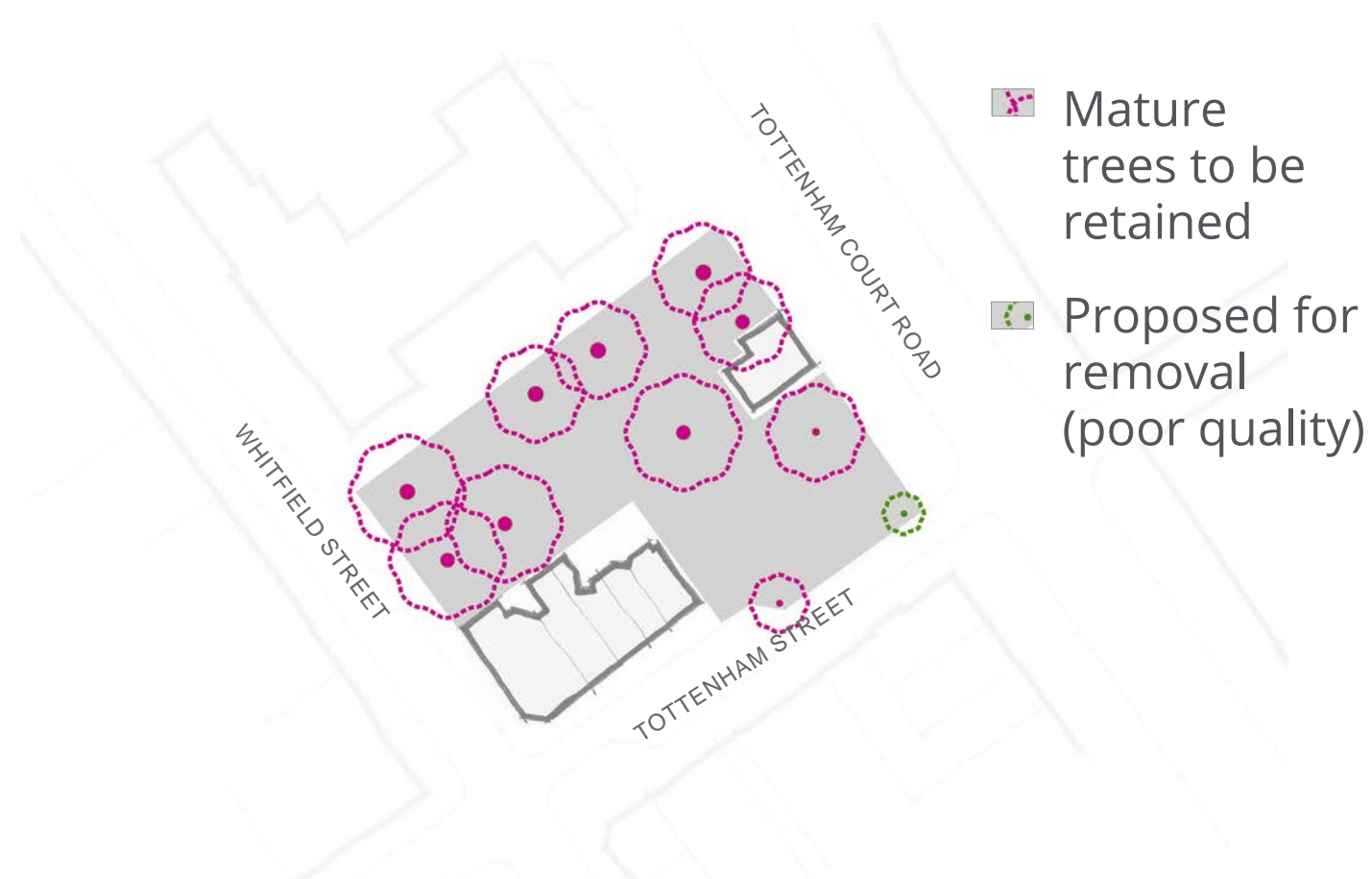
Respond to the sun



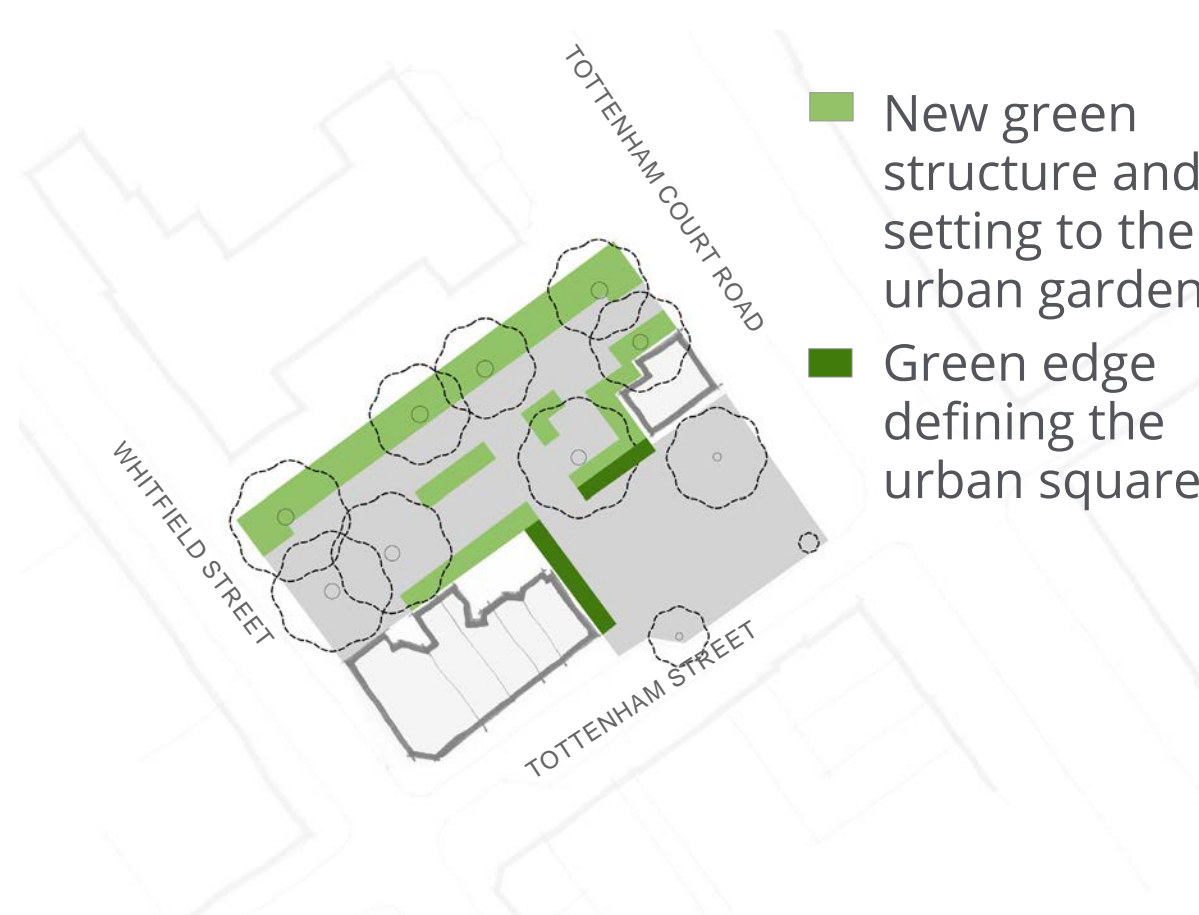
Create opportunities for al fresco dining



Retain mature trees



Create a strong green identity



Promote a sociable place



Proposed Plan



- 01

'Urban Square'
Buff granite mix paving setts
(to infer a warm and relaxing character)
- 02

'Urban Garden'
Resin bonded surface finish
(to distinguish two spaces)
- 03

Raised planting and seating
areas
- 04

Existing trees retained
- 05

War memorial sensitively
restored and retained in place
- 06

Screen to proposed bin store
- 07

Screen to existing substation
- 08



Communal dining tables + seating
- 09

Fully accessible graded route
from Tottenham Court Road
and Whitfield Street
- 10

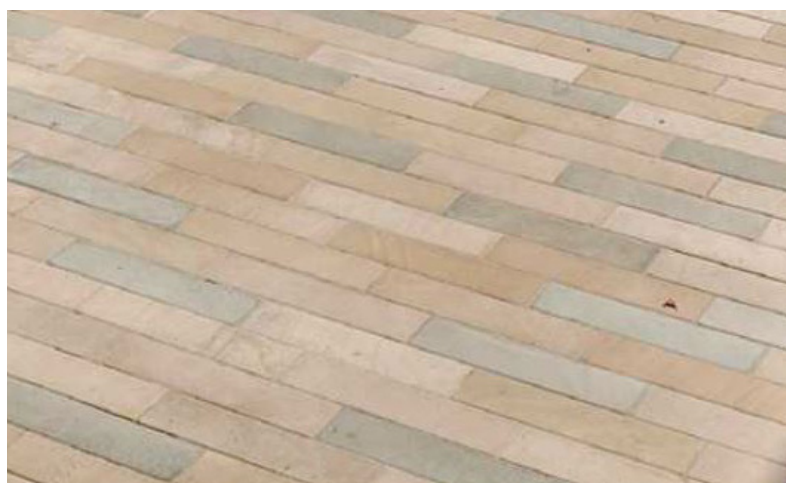
New feature railings
- 11

Feathered steps
- 12

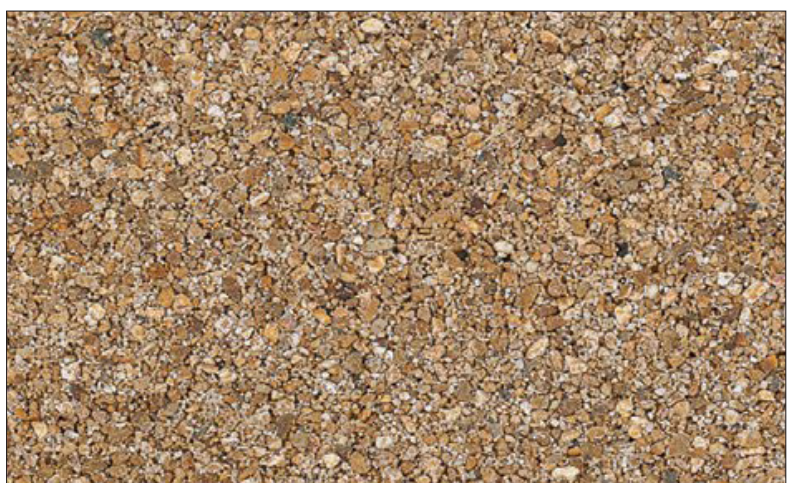
Fitzrovia mural sensitively
restored
- 13

Scattered seats (movable for
event scenarios)
-  Light columns
-  Litter bins

Proposed Materials



Buff coloured granite setts to the 'Urban Square' to give a more civic identity and durable for anticipated events.



Resin bonded surface dressing to the 'Urban Garden' to give a more informal identity and distinguish two spaces



Silver grey granite feathered steps to provide an open and welcoming entrance.



Steel studs and strips applied to warn of hazards (such as steps)



Dark grey powder coated steel upstand to planting areas.