

The West End Project




Masterplan Strategy



Existing Condition



Rail Infrastructure

An aerial night-time photograph of a city street. In the center, a large construction site is visible, featuring a complex steel framework for a building. Several cranes are positioned around the site, and the area is illuminated by construction lights. The surrounding city buildings are lit up, and a road with traffic is visible on the right side of the image.

28 minutes to Heathrow

Daily number of passengers using Tottenham Court Road Station will rise from 87,000 now to 306,000 by 2026. During the weekday evening peak 38,000 people an hour will enter and leave the station.

Arup study 2014

Masterplan Strategy



Masterplan Strategy



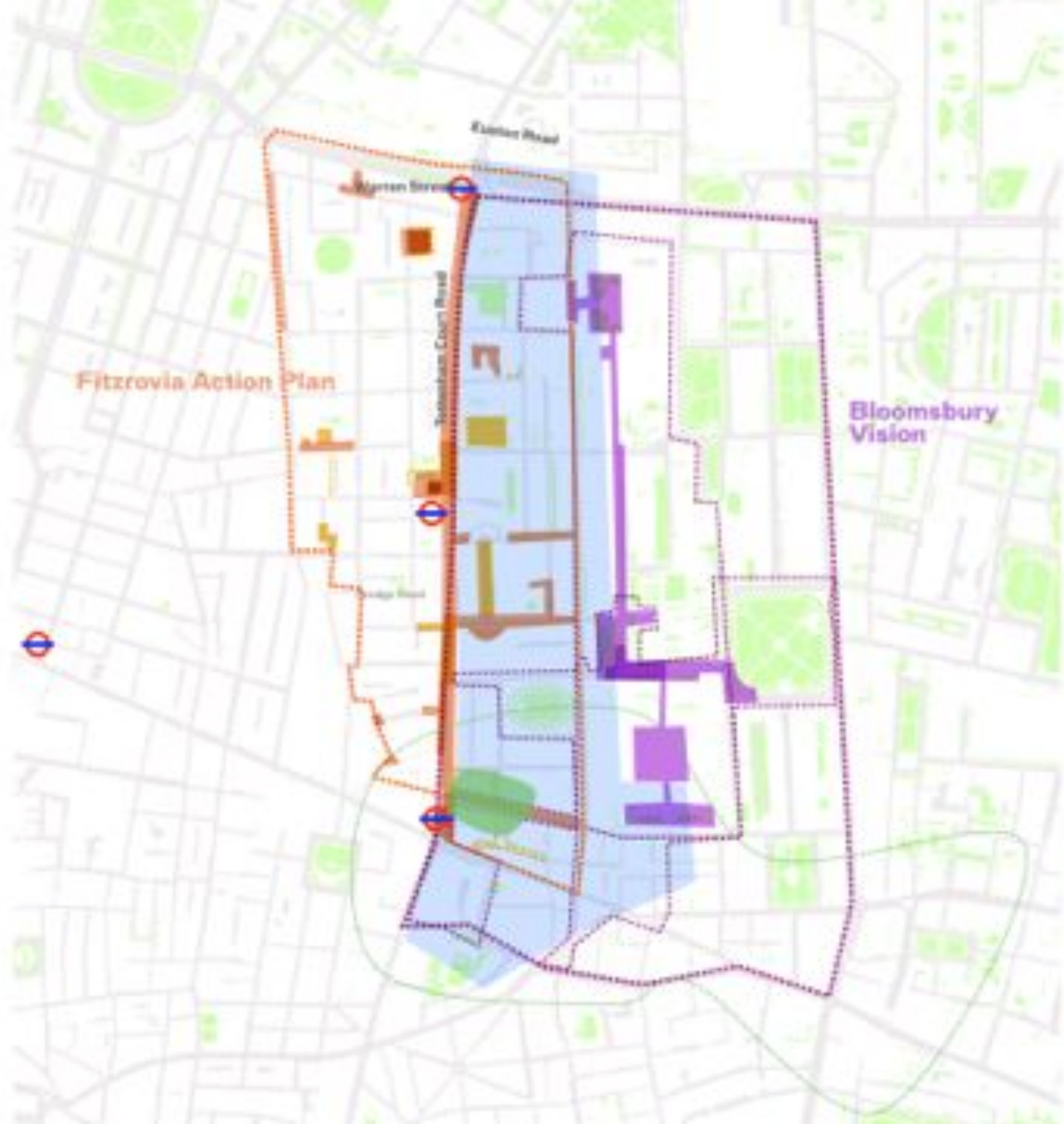
Public Spaces



Visions

-  St Giles to Holborn Place Plan
-  Bloomsbury vision Improvement to public realm
-  FAAP Improvement to public realm
-  Active street frontage to be provided
-  New public spaces
-  Improvements to existing public spaces

DSDHA



Use and Character Areas

- A1 Shops
- A2 Financial and Professional Services
- A3 Restaurants and Cafes
- A4 Drinking Establishments
- B1 Business
- C1 Hotels
- C2 Residential Institutions
- C3 Dwellinghouses
- C4 Houses in Multiple Occupation
- D1 Non-Residential Institutions
- D2 Assembly and Leisure

DSDHA



History

St Giles Excavation LAARIC, Museum of London

'The remains of a horse skeleton and stone tools. A cobbled surface... terraments... brick cess pits, cobbled surfaces and cellar walls... vaulted cellars... crushed brick and mortar floor and dumps of ash and clinker... brick-lined cesspits, cobbled surfaces and cellar walls'



100 Journeys



**"I live in Brighton,
I take 4 modes of
transport a day.**

I love working here, especially when I look out the window in a meeting and see people on the balcony opposite in their dressing gowns."



"I really love Charlotte Street, but it changes so much, it changes a lot, too much. You never know how long a shop is going to stay around."



"We're down here for one of his auditions. He has one every couple of weeks - **He's in loads of Sainsburys adverts. Now we're off back to Euston"**



"Did you see **I am terribly old fashioned.** I went to the theatre to buy some tickets and they asked me the name of my grandmothers dog."



"I travel from Reading to High Holborn everyday, am **on my way to the British Museum for lunch, I go there everyday!"**



"She came down from Hull yesterday and I came from Surrey today. We are off to lunch and then she is catching the train to Birmingham this evening."

100 Journeys Map



Residents



Students



Explorers



Patients



Workers



Retail



DSDHA

Masterplan Strategy



Public Spaces



Princes Circus

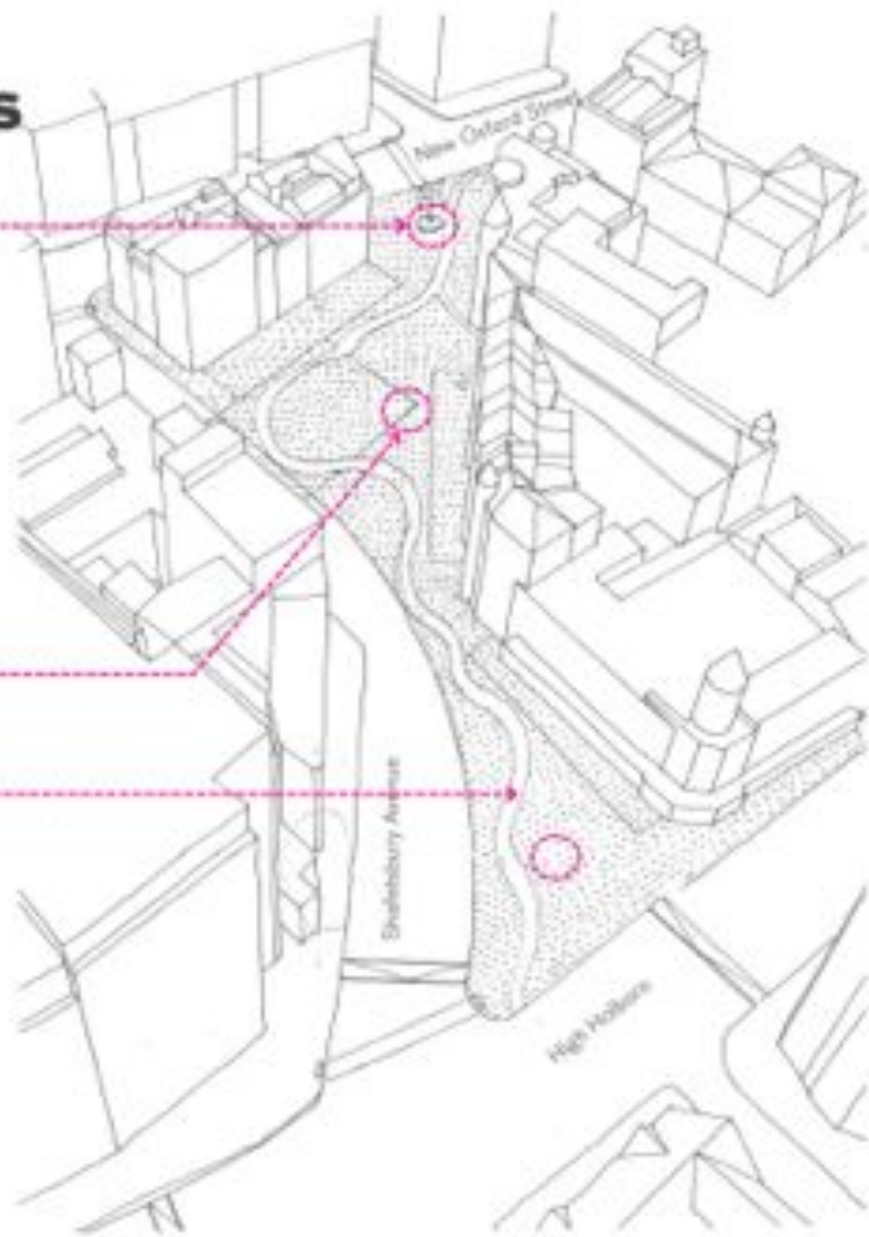
Contemporary drinking fountain close to New Oxford Street



Series of plinths with historical artefacts and models as part of historical walk



DSDHA



St Giles Excavation LAARC, Museum of London

The remains of a horse skeleton and stake holes ...tenements... brick cess pits, cobbled surfaces... vaulted cellars... crushed brick and mortar floor and dumps of ash and clinker...

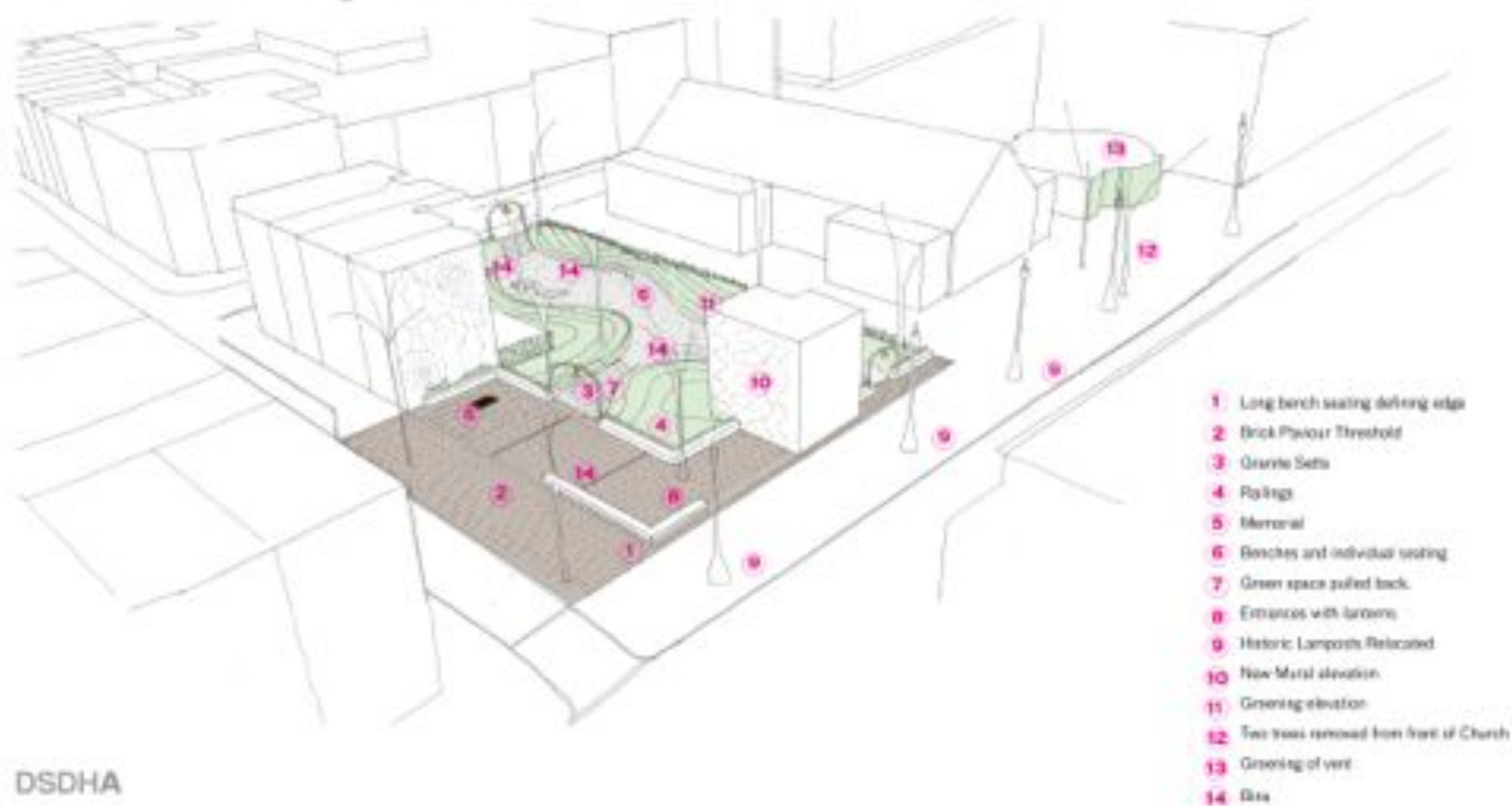
Princes Circus



Public Spaces



Whitfield Gardens Global City, Community Garden



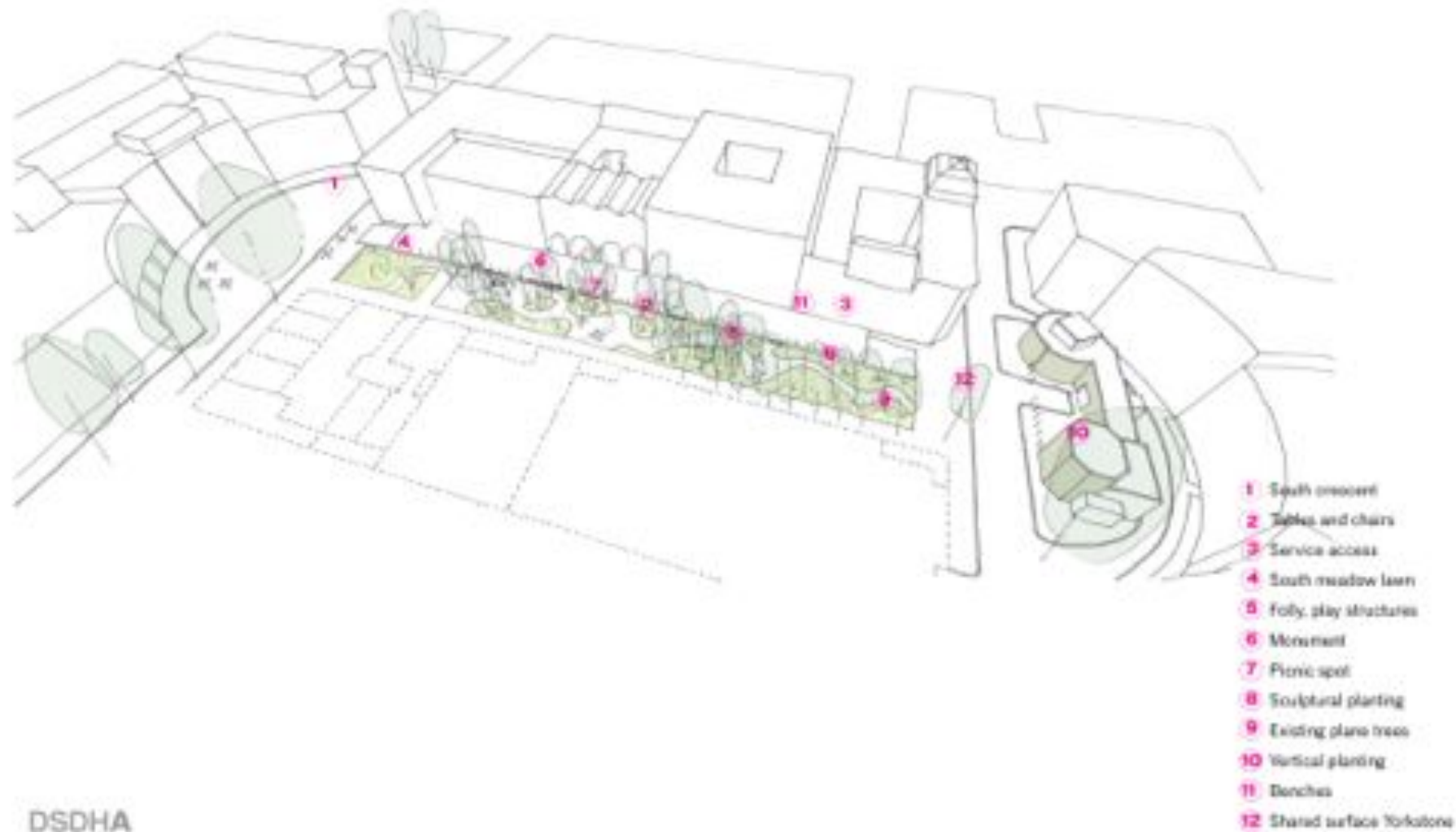
Whitfield Gardens



Public Spaces



Alfred Place Supernature



Alfred Place



