

Holborn Vision

Policy and Performance Committee
8 April 2024

Why do we need a Holborn Vision?

Draft Holborn Vision

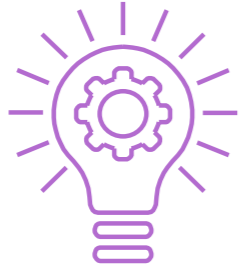
- To provide supplementary planning guidance (SPD) in relation to the Growth Areas at Tottenham Court Road and Holborn
- To provide a framework to guide development and investment in the area
- To promote and support the Holborn Liveable Neighbourhood project

Key changes since 2019

- Respond to the 2019 consultation feedback
- The opening of the new Elizabeth Line stations at Tottenham Court Road and Farringdon
- Post pandemic context
- Increased focus on climate resilience, and health and wellbeing
- Character area approach
- Holborn Liveable Neighbourhood



Objectives



HV1 - A place of innovation that continues to foster business and commerce



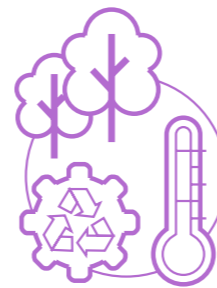
HV2 - A genuinely mixed-use neighbourhood that brings together workers, residents, and visitors



HV3 - A place where the existing residential communities are strengthened and enhanced



HV4 - A place connected by excellent public realm where everyone feels safe and encourages walking and cycling



HV5 - A climate resilient place that is able to adapt and thrive and ready to face the future

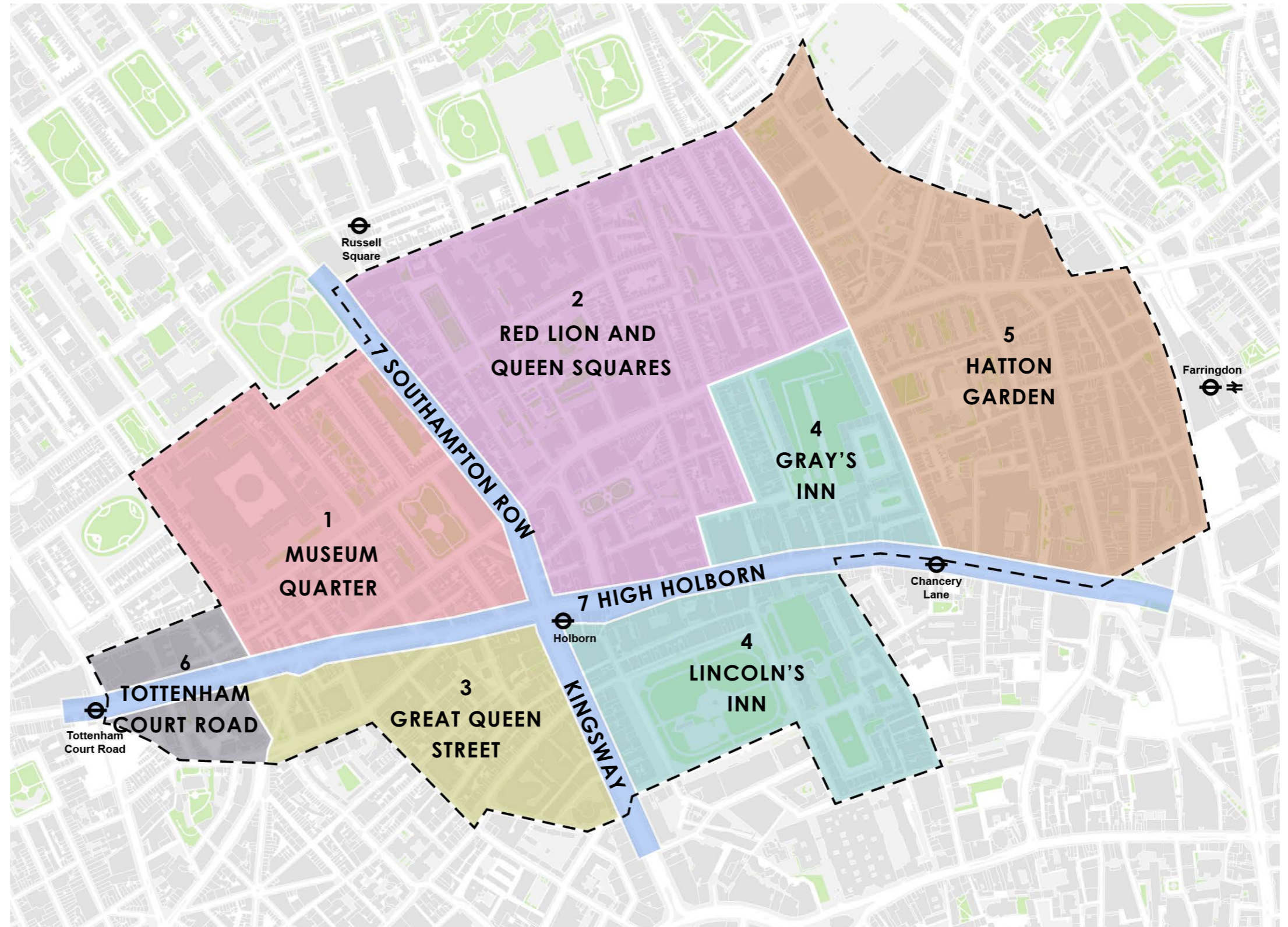


HV6 - A place where the distinctive character areas of Holborn are celebrated and enriched

Character areas

Holborn is a mix of diverse neighbourhoods. By looking at these in more detail we can guide development that responds to local character and ensures high quality buildings and spaces and make Holborn a better place for people to live, work and visit into the future.

- 1 | Museum Quarter
- 2 | Red Lion and Queen Squares
- 3 | Great Queen Street
- 4 | Lincoln's Inn and Gray's Inn
- 5 | Hatton Garden
- 6 | Tottenham Court Road
- 7 | High Holborn, Southampton Row/Kingsway



Areas based guidance

1. Museum Quarter

- **Business and Commerce (HV1):** Focus on delivering high-quality office spaces, supporting active ground floor uses, and providing affordable workspace to benefit the local community.
- **Mixed-Use Development (HV2):** Encourage a diverse range of uses to create vibrant retail frontages and support activities that complement the area's character.
- **Supporting Residential Communities (HV3):** Protect existing residents' amenities and consider changing redundant office spaces to residential use. Explore opportunities to improve public access to Montague Gardens.
- **Public Realm (HV4):** Enhance wayfinding, prioritize pedestrianization and greening of key streets, and explore potential street closures to create a more pedestrian-friendly environment and improve the connection to nearby gardens.
- **Climate Resilience (HV5):** Support sustainable urban drainage systems (SuDS) and other flood risk mitigation measures, particularly relevant for streets with higher flood risk like Great Russell Street.



Areas based guidance

2. Red Lion and Queen Squares

- **Business and Commerce (HV1):** Encourage improvements to offices along Theobalds Road, emphasizing environmental sustainability and active ground floor uses. Any expansion should include housing, affordable housing, and affordable workspace.
- **Mixed-Use Development (HV2):** Support the provision of affordable workspace to benefit local communities. Enhance Lamb's Conduit Street with food and beverage options while considering resident and business needs. Also, support mixed-use approaches for the Holborn Library site.
- **Supporting Residential Communities (HV3):** Promote developments that provide more homes, especially affordable ones, and support changing redundant offices to residential use. Improve routes between residential estates and main streets.
- **Public Realm (HV4):** Enhance Theobalds Road for public transport and cycling, improve pedestrian and cycle connections, repair historic high streets, maximize use of space on Red Lion Street, create new pedestrian routes, and improve access to public squares.
- **Climate Resilience (HV5):** Investigate flood mitigation measures, explore greening opportunities, introduce flood mitigation measures in public spaces, and secure contributions to improve climate resilience.
- **Character Area (HV6):** Consider historic character in new developments, particularly regarding office spaces on Theobalds Road, and assess the impact of additional building heights on Red Lion Square's character.



Areas based guidance

3. Great Queen Street

- **Business and Commerce (HV1):** Utilise the development opportunity at Selkirk House to provide Grade A office space and affordable workspace.
- **Mixed-Use Development (HV2):** Ensure mixed-use development at Selkirk House activates ground floor uses, including retail options at Museum Street, New Oxford Street, and West Central Street.
- **Supporting Residential Communities (HV3):** Support the needs of the existing residential community including in Parker Street. Develop Selkirk House to include new housing, including affordable homes.
- **Public Realm (HV4):** Collaborate with Westminster to enhance Great Queen Street Square as a greener space for relaxation and socializing. Explore pedestrian enhancements along Drury Lane and provide a new route connecting New Oxford Street to High Holborn via West Central Street.
- **Climate Resilience (HV5):** Introduce flood mitigation measures in Parker Street, Wild Street, and Keeley Street to create cleaner alternative routes and enhance resilience against flooding.
- **Character Area (HV6):** Developments outside of the Conservation Area should contribute to the area's character through active frontage, mixed-use, and high-quality contemporary architecture that respects the surrounding historic context.



Areas based guidance

4. Lincoln's Inn and Gray's Inn

- **Business and Commerce (HV1):** Support the legal quarter by collaborating with legal chambers to adapt to changing work patterns, ensuring the area continues to function effectively.
- **Public Realm (HV4):** Enhancements include improving wayfinding to Lincoln Inns Fields to better connect the largest area of public open space, upgrading historic alleyways like New Turnstile and Gate Street for more attractive routes to Lincoln's Inn, and working with landowners to improve access to private open spaces such as Gray's Inn fields and Lincoln's Inn Gardens and encouraging access to green spaces for residents, especially those living to the east like the Bourne estate residents.
- **Climate Resilience (HV5):** Strategies include considering the removal of unnecessary car parking in favour of green infrastructure and implementing measures to mitigate flood risks from surface water, particularly at the southern end of Gray's Inn Road.



Areas based guidance

5. Hatton Garden

- **Business and Commerce (HV1):** Support additional office space, especially affordable workspace, in ways that protect and enhance the Conservation Area's character. Encourage new office developments near the Farringdon Elizabeth Line station. Protect and promote jewellery quarter uses, particularly affordable workspaces. Improve Leather Lane functionality, including storage and food preparation areas, and encourage local participation in market activities.
- **Supporting Residential Communities (HV3):** Support energy efficiency improvements in Camden's housing stock, including at Brooks Court.
- **Public Realm (HV4):** Enhance Hatton Garden's public realm to sustain the jewellery quarter's functioning. Improve Leather Lane and its market through public realm enhancements. Enhance the Clerkenwell Road gateway to Leather Lane. Improve west-east access for Bourne Estate and Cavendish Mansions residents. Enhance Brookes Market as a green oasis for relaxation. Improve wayfinding through Waterhouse Square and consider the impact of building extensions on Brookes Market open space.
- **Climate Resilience (HV5):** Support measures addressing flood risk from surface water, particularly along Hatton Garden and toward Farringdon.
- **Character Area (HV6):** Support office refurbishment, retrofit, and extensions that align with the area's historic character while providing affordable workspace and homes.



Areas based guidance

6. Tottenham Court Road

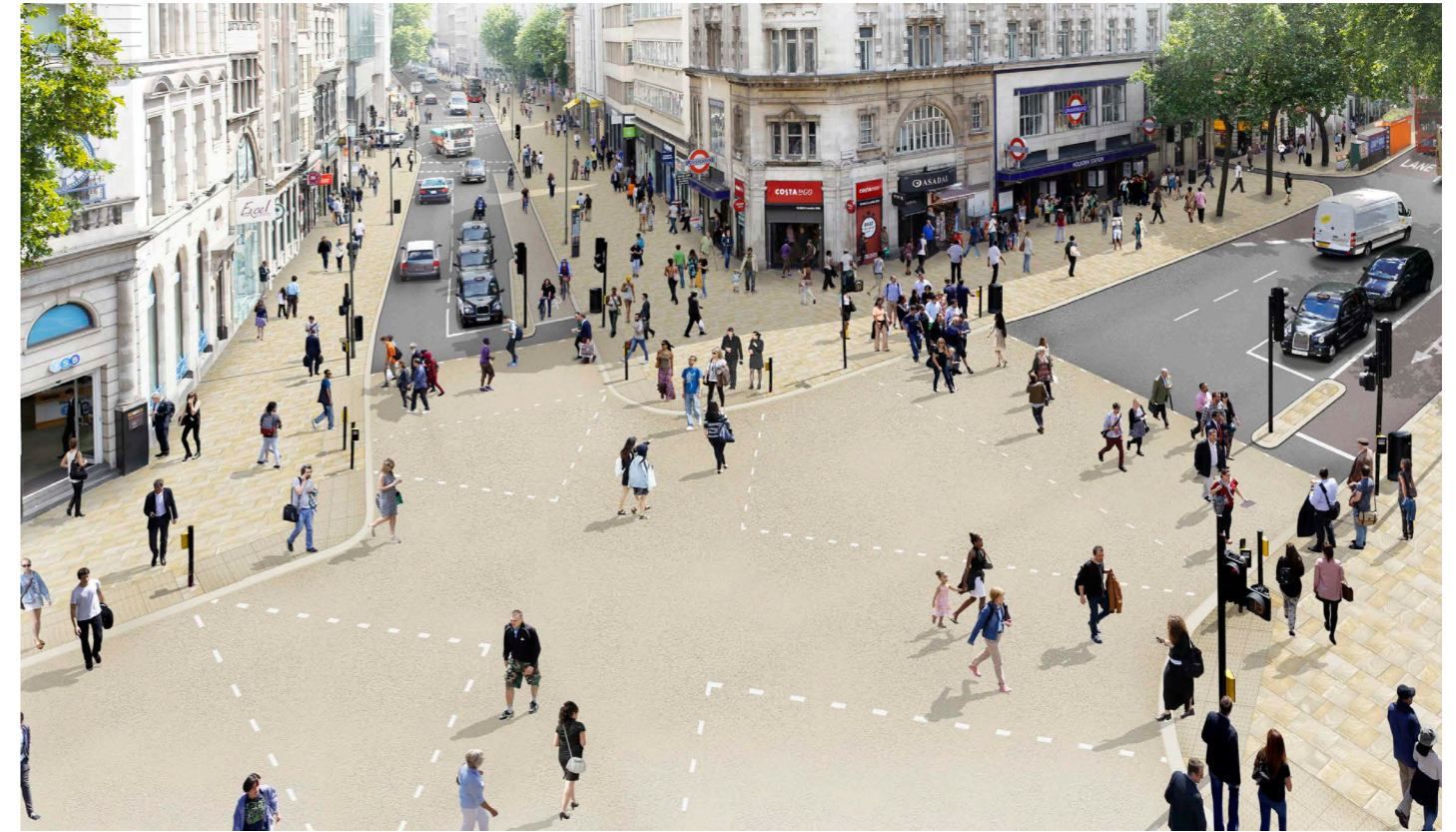
- **Business and Commerce (HV1):** support the development of high-quality office spaces that contribute to the CAZ's functionality. Efforts will be made to increase affordable workspace availability, either directly on-site or through contributions to specified nearby areas like Hatton Garden, and Red Lion and Queen Street.
- **Mixed-Use (HV2):** There's an emphasis on enhancing the cultural offerings of the area, leveraging and expanding upon what is already available to promote growth.
- **Public Realm (HV4):** The strategy includes fostering inclusivity and diversity in public spaces, particularly in Central St Giles, and seeking opportunities for improvements in public areas such as Bainbridge Street.
- **Character Area (HV6):** Protect and enhance the historic fabric and character of specific areas, with a focus on Denmark Street, ensuring that development respects and preserves the area's unique heritage.



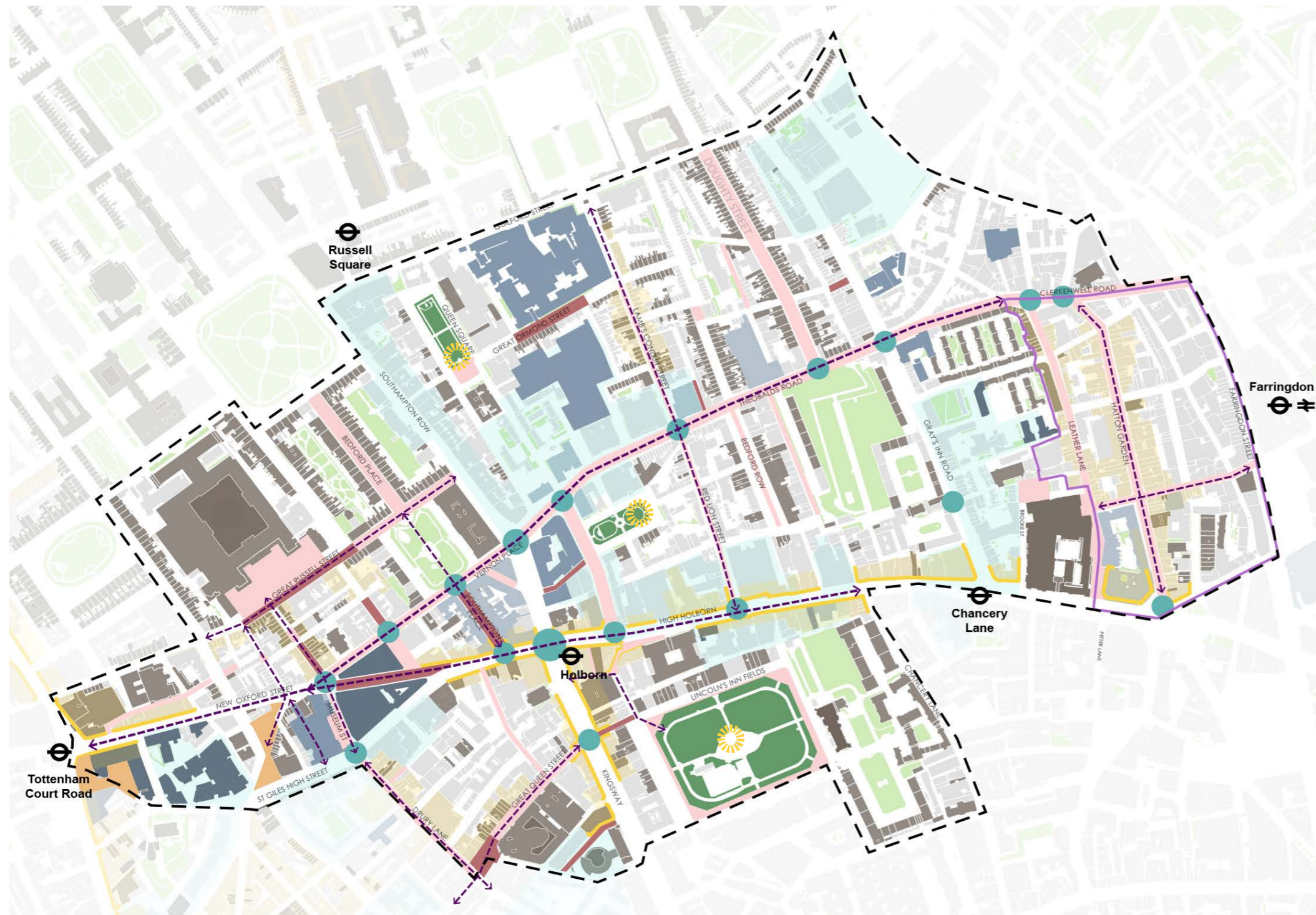
Areas based guidance

7. High Holborn, Southampton Row/ Kingsway

- **Business and Commerce (HV1):** Support the retail functioning of the area along High Holborn and Kingsway and enhance the public realm to improve the pedestrian experience. Expand the offer to encourage a broader customer base .
- **Mixed-Use (HV2):** Protect the retail frontages from change of use and outside of this support the active ground floor uses to encourage an increase in footfall
- **Public Realm (HV4):** Tackle the predominance of traffic by improving wayfinding and remove street clutter particularly around Holborn tube station. Support the pedestrianisation of New Oxford Street
- **Climate Resilience (HV5):** Explore opportunities to introduce climate mitigation measures that also improve the pedestrian experience.



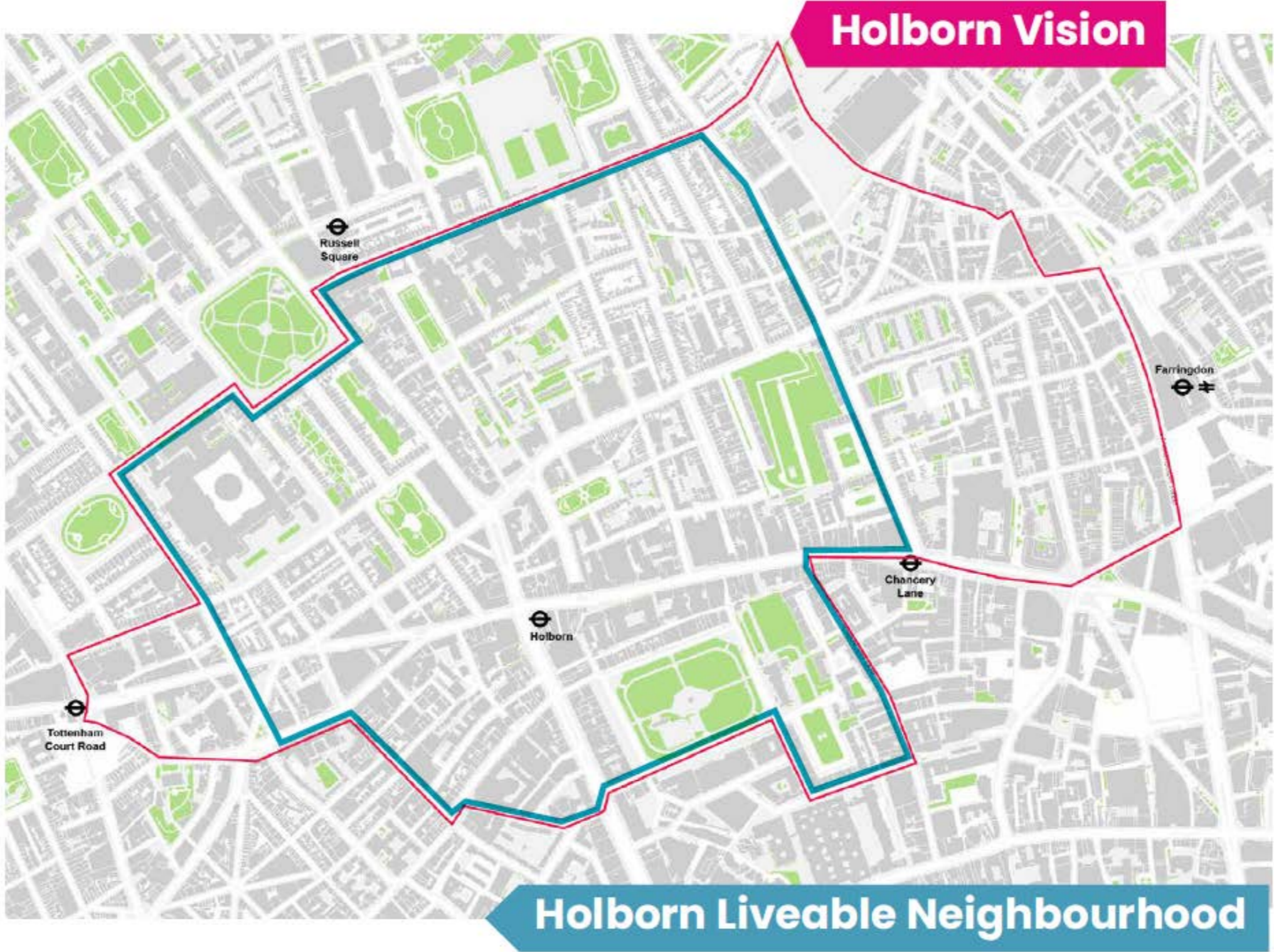
Areas based guidance



KEY

- Recently completed redevelopment
- Development with planning permission
- Potential future development opportunity
- Recently completed public realm
- New public realm or enhancement of existing public realm
- Potential street closure with public realm improvements
- Enhancement of existing green space
- New/enhanced pedestrian routes
- Improved pedestrian crossing/junction
- Listed building
- Local centre / retail frontage
- Primary frontage
- Area not in Conservation Area
- Designated Hatton Garden Area
- Holborn Vision boundary

Holborn Liveable Neighbourhood



Holborn Liveable Neighbourhood

Holborn 'the missing link'

- Major transport hubs/interchange
- Business, retail and hospitality
- GOSH, British Museum
- Local residents

Key drivers for the project:

- Safety (Holborn Gyratory)
- Enable active, sustainable travel
- Tackle poor air quality
- Bus journey times
- Climate and biodiversity action

Supporting wider strategies: Holborn Vision, Bloomsbury Green Corridor, etc



**HOLBORN
LIVEABLE
NEIGHBOURHOOD**



Consultation programme

TIMELINE

- Holborn Vision consultation ran for 6 weeks (February-March)
- HLN consultation also ended in March

HOW HAVE WE BEEN ENGAGING?

Exhibition and drop-ins at Holborn Library

Commonplace website

Joined-up consultation events with HLN:

- Street pop-ups
- Focus group workshops
- 4-day physical exhibition



Commonplace website

Questions for each section of the Holborn Vision

- 'Do you agree with the vision and objectives?'
- 'Do you agree with the character area approach?'
- Do you agree with the guidance for each character area?'
- Is there any other improvement you would like to see?'

The screenshot shows a web interface for public consultation. At the top, it says 'HAVE YOUR SAY' and '3 proposals'. Below this are three proposal cards:

- Vision statement and Objectives:** Includes a photo of a building, a blue 'Active' tag, a description of the vision's aims, and a 'Have your say' button with 19 comments.
- Character Areas:** Includes a map of Holborn, a blue 'Active' tag, a description of character areas, and a 'Have your say' button with 12 comments.
- Priorities for Delivery:** Includes a photo of a street scene, a blue 'Active' tag, a description of delivery priorities, and a 'Have your say' button with 7 comments.

Below the proposals is a section titled 'EXPLORE CHARACTER AREAS' featuring a large map of the City of London. The map highlights several areas in different colors: a blue area in the center (Holborn), a pink area to the east (Fitzrovia), and an orange area to the south (Covent Garden). A text box below the map explains that hovering over the map will show a pop-up with more information or a comment option.

At the bottom, there is a section titled 'CHARACTER AREAS' with '7 proposals' and three small photos of street scenes.

Exhibition and drop-ins at Holborn Library

- Exhibition at Holborn Library for the duration of the consultation (until 1st April)
- 2 drop-in sessions
- Physical questionnaires and consultation materials available



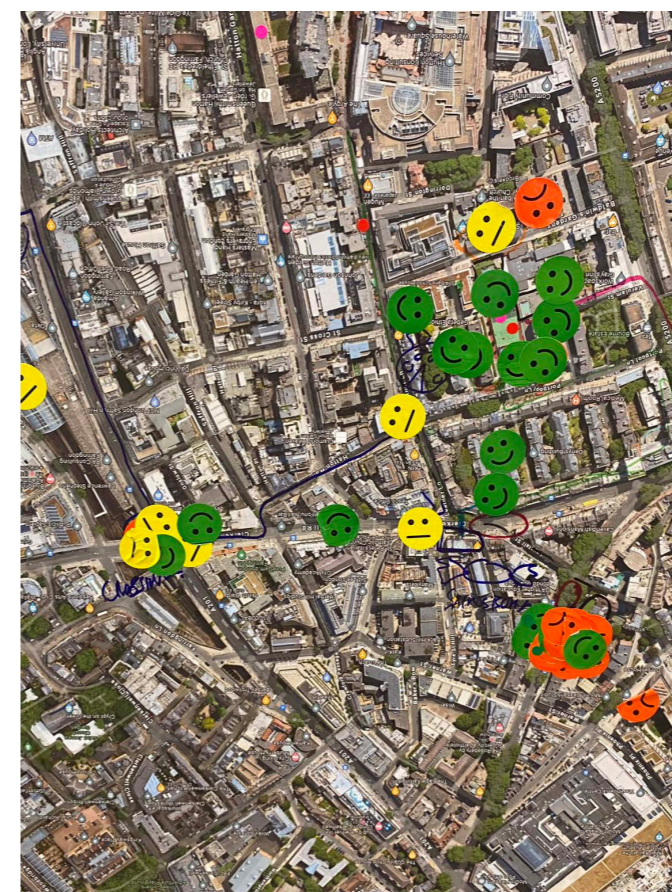
Street pop-ups

- 19/2 Lambs Conduit
- 20/2 Leather Lane Market
- 21/2 Holborn Station
- 23/2 Great Russell Street



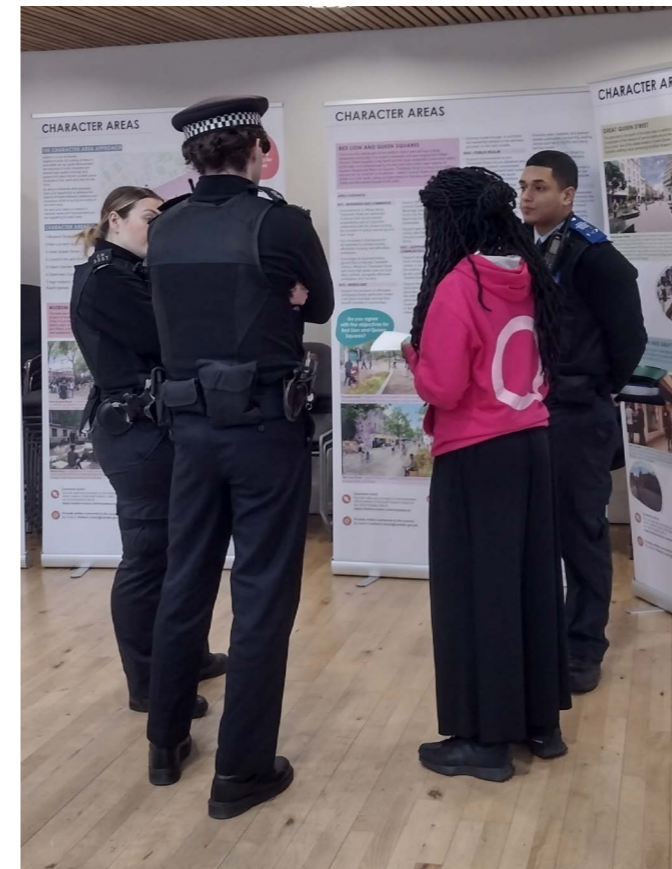
Focus group workshops

- 5 & 6/3 STEAM - Bourne and Tybalds Estates
- 12/3 HCA Community workshop
- 26/2 Under 5's workshop
- 12/3 CDA Business focus workshop
- 14/3 Women's night walk



4-day physical exhibition

- 13/3 Holborn Town Hall 13/3
 - 14 & 16/3 Covent Garden Dragon Hall Trust
 - 15/3 Holborn Library
- Exhibition days focus groups: parents, RNIB/
Carers. cyclists, police



Participants at events

Total Number of Participants: circa 793

Street Pop-ups

19/2	Lambs Conduit:	150
20/2	Holborn Station:	120
21/2	Leather Lane Market:	130
23/2	Great Russel Street:	125

TOTAL STREET ENGAGEMENT: 525

Exhibition Days

13/3	Town Hall (invite only):	18
14/3	Dragon Hall:	65 (80)
15/3	Holborn Library:	84 (100)
16/3	Dragon Hall:	55 (70)

TOTAL EXHIBIT ENGAGEMENT: 222 (268)
 (x)- includes number of children

Participants at events

Total Number of Participants: circa 793

Focus Groups/Piggy backing

14/2	Tybalds Estate Day	
5+6/3	STEAM Workshops:	15
26/2	Under 5's workshop:	10
12/3	CDA Property workshop:	7
6/3	HCA Community workshop:	7

Exhibition Days Focus Groups

14/3	Parents:	6
14/3	RNIB/Carers:	3
15/3	Cyclists:	4
16/3	Police:	3

TOTAL STREET ENGAGEMENT: 39

TOTAL EXHIBIT ENGAGEMENT: 16

Next steps

