

# West End Projects: Creating a greener, cleaner, safer London

The pressure for change to public space in London's West End is intense. Crossrail, HS2, and the ongoing intensification of the city make the need to improve the environment for both pedestrians and cyclists, and to tackle air quality issues, pressing.

Camden Council has an extraordinary ambition to create a hectare of new or reimagined public space in one of the busiest, most heavily contested parts of London, at the same time addressing transport and traffic management issues with better provision for cyclists. The council commissioned LDA Design to shift the balance from cars to people, making streets cleaner, greener and safer, and improving connections to key attractions.

At Princes Circus a section of Shaftsbury Avenue will make way for a lively public square. Alfred Place will become the first new park in this area in 25 years. Cherished local pocket park, Whitfield Gardens, will be transformed for the local community. Each design speaks of its place. Communal dining, rainwater gardens and an events space define Whitfield Gardens. Princes Circus improves connections between Covent Garden and the British Museum: its new 'woodland glade' celebrates London's plane tree. Lounging lawns and a meandering sculptural seat will make Alfred Place a great new lunchtime spot.



**Client**  
London Borough of Camden

**Location**  
Fitzrovia/Bloomsbury, London

**Partners**  
DSDHA, Norman Rourke Prime

**Services Used**  
Landscape Architecture

**Area**  
0.8 ha

**Schedule**  
2017 - Ongoing

- <sup>1</sup> Whitfield Gardens
- <sup>2</sup> Alfred Place
- <sup>3</sup> Princes Circus



<sup>1</sup> Whitfield Gardens, with social seating and restored Fitzrovia Mural