




April 2026

A Strategy for Public Realm and Placemaking

**The
Fitzrovia
Partnership**
Business Improvement Districts

 **Camden**

 **City of
Westminster**

momentum
COMMUNITY DEVELOPMENT

**Fitzrovia:
A Place for People**

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Summary

This Area Strategy sets out a coordinated, place based approach to improving streets and spaces across Fitzrovia. It responds directly to the area's unique conditions: its fine-grained heritage, mixed residential and commercial character, high footfall, fragmented governance, and well documented shortage of green space. Through analysis of the neighbourhood's spatial structure, environmental challenges and movement patterns, the Strategy identifies opportunities to strengthen Fitzrovia's identity, improve comfort and accessibility, and support the long-term vitality of local businesses and communities.

The Strategy's Vision and Strategic Principles establish a clear direction for change. They emphasise people first streets, greener and healthier environments, inclusive and accessible public spaces, and gateways that make Fitzrovia more visible and welcoming. These principles form the basis for a focused programme of proposals structured around key arrival routes and neighbourhood destinations.

The proposals presented in this document translate the Strategy into a set of deliverable, high level interventions. Together, they create a connected network of improvements that will:

- Enhance everyday comfort and legibility.
- Increase access to greenery and play.
- Support the local economy through improved outdoor trading and increased footfall.
- Reinforce Fitzrovia's character and sense of place.
- Strengthen the district's gateways and arrival experience.
- Contribute to climate resilience through shade, planting and nature-based features.

Each proposal is designed to be developed further through feasibility work, collaborative engagement with the London Borough of Camden and the City of Westminster, and detailed design processes. This ensures that future decisions can respond to operational requirements, servicing needs, heritage considerations, climate objectives and stakeholder priorities.

The Strategy provides a long-term framework for coordinated investment in Fitzrovia's public realm. It offers a clear set of priorities, a spatial logic for where improvements will have the greatest impact, and a baseline against which opportunities, funding mechanisms and partnership arrangements can be explored. By guiding future projects in a coherent and structured way, it positions The Fitzrovia Partnership to lead positive, place-led transformation across the district in the years ahead.

Introduction

The Fitzrovia Partnership have developed a comprehensive Area Strategy for Fitzrovia, working collaboratively with Momentum Transport Consultancy. The strategy aims to identify and prioritise opportunities for improving the public realm across both Camden and Westminster, supporting a coordinated, high-quality approach to spaces and streets that would sit within a Fitzrovia Design Code in this key central London district.

This document sets out a place-first strategic framework with the aim of increasing footfall into Fitzrovia by activating key spaces including major gateways and destination streets. The detailed architectural, landscape and heritage design work will come at further stages through specialist teams.

The Fitzrovia Partnership Team



Andrew Munk - Chief Executive Officer

Andrew Munk leads the BID's strategic direction, partnerships and operations, ensuring Fitzrovia's businesses are supported and the area continues to thrive through coordinated programmes and long-term place improvements.



Marcos Gold - Director of Policy and Place

Marcos Gold oversees policy, placemaking and stakeholder engagement, shaping the BID's strategic approach to public realm, sustainability and local economic performance across Fitzrovia.



Aaron Finn - Head of Place and Programme Delivery

Aaron Finn manages delivery of public realm projects and area improvements, coordinating with businesses and partners to implement high-quality, impactful schemes throughout Fitzrovia.

The Fitzrovia Partnership's Role

The Fitzrovia Partnership (TFP) is the Business Improvement District (BID) for Fitzrovia, established to represent, support and invest on behalf of local businesses. Operating across both the London Borough of Camden (LBC) and Westminster City Council (WCC), the highway authorities for Fitzrovia, the BID provides a coordinated voice for the area shown below and works across borough boundaries to address issues that individual landowners or occupiers cannot resolve alone.

The BID is responsible for shaping and delivering programmes that improve the public realm, support economic vitality and enhance the everyday experience of Fitzrovia for businesses, workers, residents and visitors. Its role includes convening stakeholders, commissioning research and design work, securing funding, and working in partnership with local authorities, landowners and transport bodies to turn strategic ideas into deliverable projects.

To date, The Fitzrovia Partnership has led co-ordinated placemaking initiatives, commissioned strategic studies, delivered public realm improvements, and acted as a broker between public and private interests. This Area Strategy builds on that track record, providing a clear framework through which the BID can prioritise investment, align partners and move projects from concept through feasibility, consultation and delivery.

Crucially, the BID is positioned not as a planning authority, but as a delivery-focused organisation that can test ideas, unlock partnerships and steward long-term improvements. Through this role, The Fitzrovia Partnership can deliver visible early wins, guide larger transformation projects, and ensure that future public realm investment across Fitzrovia is coherent, high quality and locally responsive.

Fitzrovia Partnership Area



Area Context and Analysis

Fitzrovia is a complex and richly layered urban neighbourhood located at the heart of central London. Its compact, walkable street network, heritage character and diversity of activities define Fitzrovia as both a local neighbourhood and a key part of the West End.

Historic Urban Form and Spatial Structure

Fitzrovia's built environment is rooted in its eighteenth century origins, with a Georgian grid laid out by the Cavendish-Harley estate forming the backbone of much of the area's structure. Terraces of three to five storeys, mews, mansion blocks and later infill developments create a fine-grained and varied streetscape.

Conservation areas cover a large proportion of the neighbourhood, and the Fitzrovia West Neighbourhood Plan (2021)¹ identifies over 60 listed buildings, emphasising the sensitivity of the local townscape and the need for high-quality, contextually appropriate public realm interventions.

The area's heritage and scale generate a distinctive street character, from narrow historic lanes and intimate mews to more commercial east-west corridors such as Mortimer Street and New Cavendish Street.

These conditions present opportunities for placemaking but also meaningful constraints when considering alterations, accessibility improvements or major reconfiguration of streets.

Land Use and Character

Fitzrovia is defined by its diverse and coexisting uses. A dense residential community sits alongside global corporate headquarters, SMEs, creative industries, hospitality venues, cultural institutions, clinics and academic buildings. This mix, noted repeatedly in the Neighbourhood Plan, contributes to the identity of Fitzrovia as an urban village and underpins its social and economic resilience.

The southern portion of the area supports more intensive commercial and hospitality activity, particularly around Oxford Street, while the northern and western streets retain a quieter residential character.

The neighbourhood's central location within the Central Activities Zone (CAZ) brings ongoing commercial pressure, resulting in the redevelopment of older stock and a shift from small units to larger office floorplates.

Movement and Connectivity

Fitzrovia has excellent access to public transport, with proximity to key Underground and Elizabeth line stations. The neighbourhood's fine grain makes it inherently walkable, though movement is often compromised by narrow pavements, heavy servicing activity and congestion.

The Neighbourhood Plan highlights the area as a through-route for vehicular traffic, generating air quality and safety concerns. This movement burden is expected to grow, with Transport for London forecasting significant increases in footfall linked to Tottenham Court Road and Bond Street stations.

At street level, the distribution of footfall is uneven: corridors such as Tottenham Court Road, Oxford Street and Charlotte Street attract significant pedestrian flows, while side streets serve local residential and servicing functions. People visiting these major corridors can often be unaware of Fitzrovia due to limited wayfinding and gateway activation. This variation informs opportunities for greening, activation and the redistribution of space away from vehicles and towards people.



Green Space, Public Realm and Environmental Quality

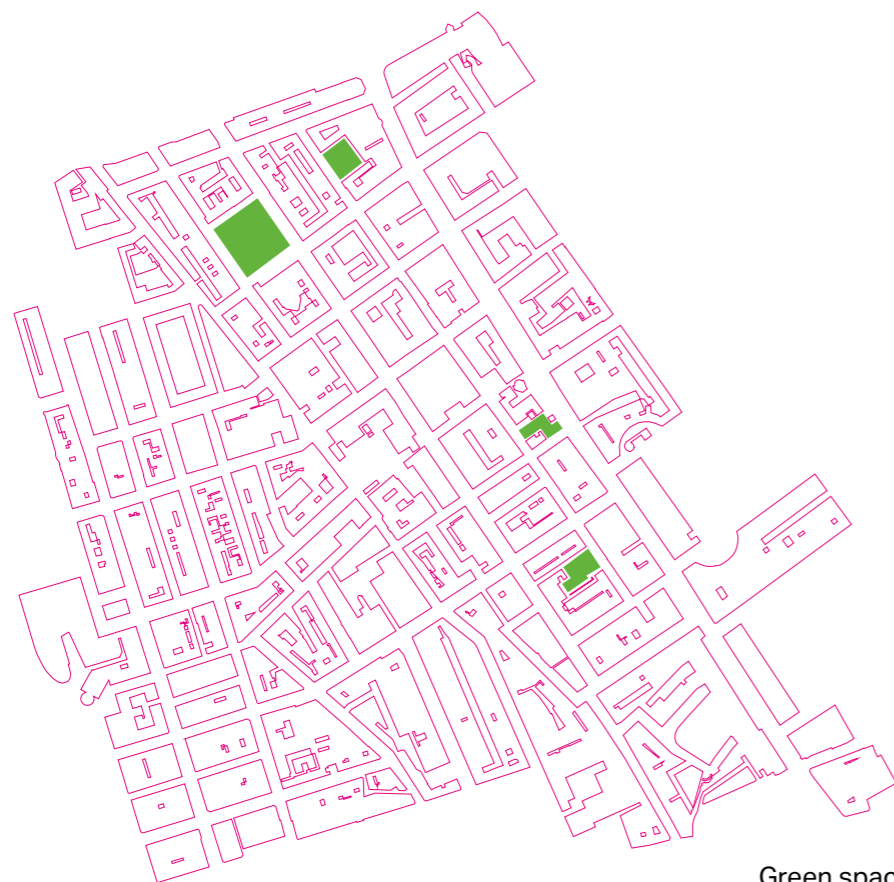
Publicly accessible open space in Fitzrovia is extremely limited, with only 0.7m² of accessible open space per person², which is well below the Camden-wide figure of 28.28m² per person and Westminster-wide figure of 24.5m² per person. The Neighbourhood Plan identifies the area as significantly deficient in green and open space, with only small pockets at Fitzroy Place, Rathbone Square and occasional street-level planting offering relief. The area does not currently meet London Plan accessibility standards for local parks or play space.

Tree cover is increasing, with the W1W Tree Planting Initiative planting 1000 trees across Marylebone and Fitzrovia

between 2009 and 2022⁴, but remains constrained by narrow pavements and underground utilities. The lack of greenery exacerbates environmental pressures such as heat retention and air pollution.

Fitzrovia experiences high levels of nitrogen dioxide and particulate pollution¹, influenced by servicing, delivery operations and vehicle movements on boundary roads.

These environmental issues strongly shape the priorities for public realm intervention, highlighting the need for climate resilience, shading, habitat creation, sustainable drainage and improved air quality.



Green space in Fitzrovia

Socio-demographic Characteristics

Fitzrovia has a mixed residential community that includes long-term residents, private renters, students, and social housing tenants. Social infrastructure is limited, with community facilities dispersed and sports, health and leisure amenities largely located outside the neighbourhood.

These conditions reinforce the value of high-quality public spaces that support health, social interaction and local identity.



Policy Context

This Area Strategy is grounded in the shared policy direction of Camden, Westminster and local plans: create safer, cleaner, greener streets that prioritise walking, wheeling and cycling, reduce traffic impacts, and strengthen Fitzrovia's character and climate resilience. The interventions that follow translate this agenda into a practical, deliverable programme for the area.

Fitzrovia West Neighbourhood Plan (2021)

The Fitzrovia West Neighbourhood Plan supports a streetscape that promotes walking and cycling, protects residential amenity and manages servicing and through-traffic effectively. It endorses a "super-grid" approach that restricts unnecessary vehicle access on smaller streets while retaining essential servicing, alongside consolidation and low-emission delivery methods. The Plan also promotes green infrastructure, including sustainable drainage systems, rain gardens and living walls, and seeks development that enhances local character and environmental performance. These policies establish strong local backing for pedestrian-priority streets, managed servicing and integrated greening.

Fitzrovia Area Action Plan (2014)

The Fitzrovia Area Action Plan identifies long-standing challenges in the area, including a significant deficiency in public open space, high traffic levels and constrained pedestrian

environments. It highlights the need to manage traffic while increasing and enhancing space for pedestrians, improving environmental quality and making more effective use of highway space through widened footways, street trees, seating and decluttering. These themes provide an established local context for interventions that rebalance space towards people and improve the quality and usability of the public realm.

Camden Transport Strategy (2019-2041)

The Camden Transport Strategy establishes a clear commitment to transforming streets and places to enable a significant increase in walking and cycling, reduce motor traffic dominance and improve safety for all users. It positions sustainable, active and healthy travel at the heart of the borough's approach, linking street design to public health, air quality and climate objectives. The Strategy supports area-wide interventions that reallocate road space, prioritise active travel, and deliver high quality public realm improvements in partnership with local stakeholders.

Camden Climate Action Plan (2020-2025)

Camden's Climate Action Plan recognises that achieving net zero requires fundamental changes to public spaces and travel behaviour. It calls for streets that are safer, less polluted and more people-friendly, with reduced private car use and expanded provision for walking and cycling. The Plan also emphasises increasing green space and biodiversity within the borough. Together, these objectives support the integration of movement, greening and climate resilience within the design and management of Fitzrovia's streets and spaces.

Camden Clean Air Action Plan (2023-2026)

Camden's Clean Air Action Plan frames air pollution as a critical public health issue and commits the borough to meeting World Health Organization air quality guidelines. It promotes ambitious, evidence-led action to reduce emissions at source, lower exposure and address health inequalities, while working collaboratively with businesses, communities and partners. The Plan reinforces the importance of reducing traffic emissions, promoting cleaner travel choices and embedding air quality improvements within wider public realm and transport interventions.

Camden Local Plan (2017)

The Camden Local Plan supports continued growth in Central London, including the Tottenham Court Road and Holborn growth areas that directly influence Fitzrovia. It promotes a balanced mix of uses, including housing, affordable housing, offices, community facilities and retail, alongside major improvements to the public realm, walking and cycling connections, and reduced traffic dominance. The Plan also places strong emphasis on protecting amenity, conserving heritage assets and addressing open space deficiency, while recognising Fitzrovia and south-west Bloomsbury as a specialist shopping area and Tottenham Court Road / Charing Cross Road / New Oxford Street as a key Central London frontage.

Westminster Sustainable Transport Strategy (2026-2036)

Westminster's Sustainable Transport Strategy places road danger reduction at the forefront of its approach and commits to reducing motor traffic and vehicle dominance across the city. It supports reallocating road space to prioritise walking, wheeling and cycling, creating pedestrian zones where appropriate and delivering schemes through trial and permanent measures. The Strategy establishes a clear expectation that high-footfall areas should provide safe, comfortable and legible environments that encourage sustainable travel and support economic vitality.

Westminster Air Quality Action Plan (2025-2030)

The Westminster Air Quality Action Plan sets out an ambition to deliver a cleaner, healthier city in line with World Health Organization air quality guidelines. It focuses on reducing emissions from transport, construction and commercial activity, targeting areas of highest exposure and supporting vulnerable groups. The Plan emphasises partnership working, monitoring and evidence-based delivery, reinforcing the need for coordinated street-based interventions that reduce emissions and improve environmental quality.

Westminster City Plan (2019-2041)

Westminster's City Plan identifies the West End Retail and Leisure Special Policy Area and Tottenham Court Road Opportunity Area as key locations for commercial-led growth, with intensified mixed-use development, new jobs, some new housing, enhanced public realm and better public transport infrastructure. For the Westminster part of Fitzrovia, the Plan supports the continued evolution of the CAZ and town centres while protecting residential character where streets remain predominantly residential. It also gives strong policy weight to sustainable transport, air quality, green infrastructure, heritage, and public realm improvements.

Westminster Sustainable City Charter (2023)

The Sustainable City Charter provides a complementary, non-statutory framework for improving the environmental performance of Westminster's commercial and institutional buildings. The charter promotes collaboration between owners, occupiers and managers to reduce waste, encourage sustainable travel and support consolidated deliveries. It also encourages green leases, annual progress reporting and shared learning across participating organisations, helping to align local investment and building management with wider net zero, air quality and climate resilience objectives.

Challenges and Constraints

This section sets out the key challenges and constraints that will influence the delivery of the Area Strategy. While the proposals aim to create safer, cleaner and more accessible streets, their implementation must respond to the practical realities of a dense urban environment, including servicing and loading needs, parking pressures, traffic management, and ongoing maintenance. Understanding these factors ensures that interventions are both deliverable and responsive to the needs of residents, businesses and street users, supporting a balanced and effective approach to change.

Access and Servicing

Fitzrovia's dense urban form and mix of residential, commercial and healthcare uses generate significant servicing and delivery demands. Streets must continue to accommodate loading activity, refuse collection and emergency vehicle access, often within constrained environments.

Proposals will need to carefully balance the reallocation of space with the retention of essential access, including the provision of appropriately located loading bays and consideration of timed servicing. Maintaining clear and reliable routes for emergency services will remain a critical requirement in the design and operation of all interventions.

Parking and Displacement Impacts

Changes to street layouts and the reallocation of carriageway space may impact existing parking provision.

The pedestrianisation of Oxford Street, being implemented from summer 2026, is also expected to influence parking demand and kerbside use in adjacent areas.

Proposals will need to consider how parking is managed across the wider area, including opportunities to rationalise provision, prioritise accessible parking, and support short-stay or servicing needs where appropriate. A coordinated approach will help to minimise impacts while supporting broader objectives to reduce car dependency.

Maintenance and Long-Term Management

Enhancements to the public realm, including new planting, seating and surface treatments, will introduce ongoing maintenance requirements. Ensuring that materials and design approaches are robust, durable and appropriate for a high-use urban environment will be essential to maintain quality over time.

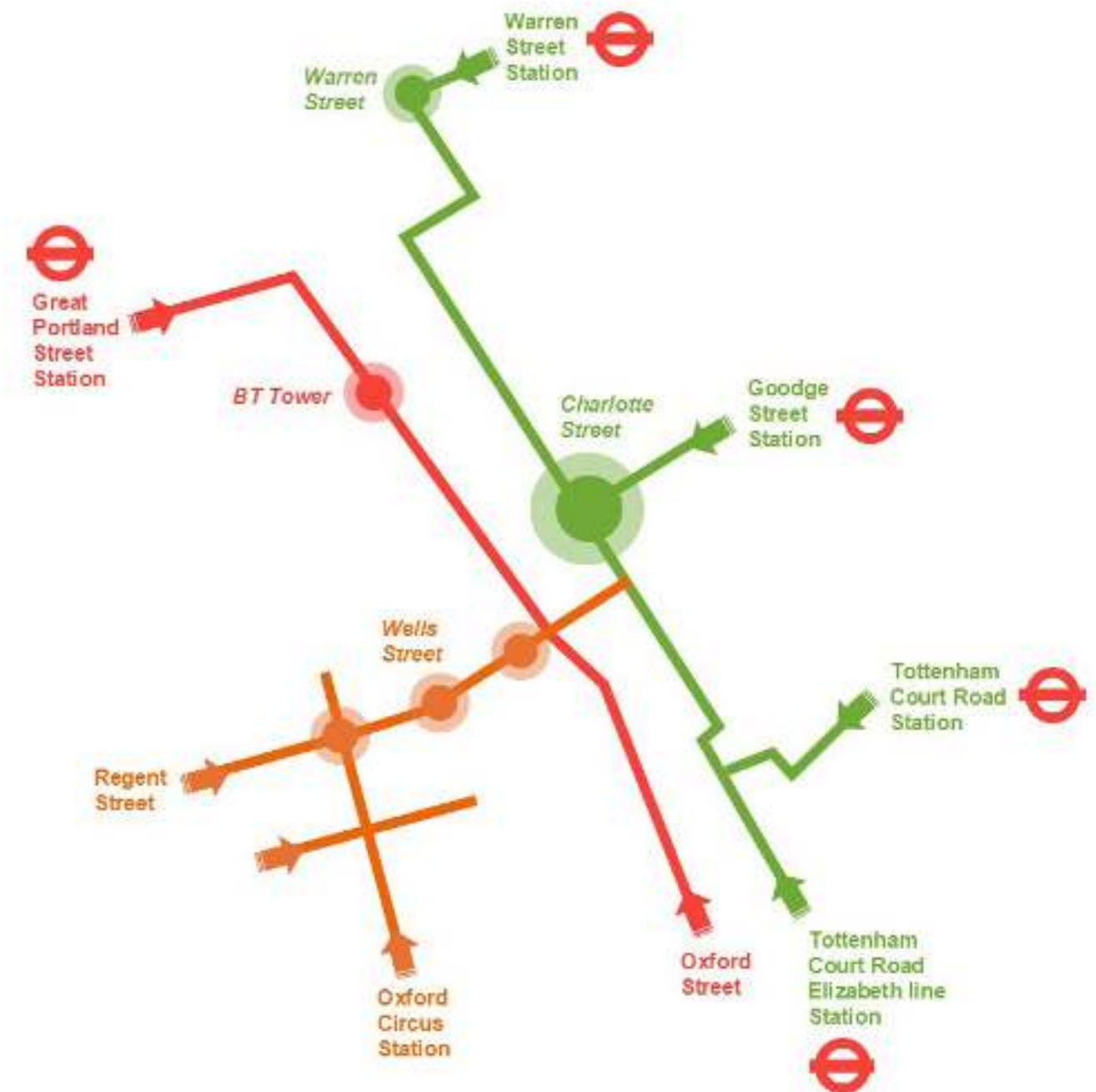
Responsibilities for maintenance and funding will need to be clearly defined, alongside arrangements for managing street clutter, cleaning and the upkeep of green infrastructure. Long-term stewardship will play a key role in securing the lasting benefits of the proposed interventions.

Vision

For Fitzrovia to become a more **visible, welcoming and coherent** district, defined by **greener** streets, clearer identity and a public realm that **prioritises people**. The vision is to draw more people into the area, support a thriving local economy, and create streets and spaces that reflect Fitzrovia's distinctive character and sense of community.

To achieve this, the Strategy applies a place-based spatial approach that strengthens key arrival routes, improves gateways and enhances the connections that lead people into the heart of Fitzrovia.

The figure below illustrates the primary arrival routes and placemaking connections that underpin this approach. These routes form the structural framework for delivering change and guiding investment across the neighbourhood.



A Place-based Approach to Strengthening Arrival Routes

Fitzrovia is shaped by a network of key places - its stations, gateways, commercial streets and neighbourhood centres.

These places determine how people approach, navigate and understand the district.

The Strategy begins by examining how people currently enter Fitzrovia from major gateways such as Tottenham Court Road, Goadge Street, Warren Street, Great Portland Street and Oxford Circus, as well as from key surrounding streets including Regent Street, Oxford Street and Euston Road.

Despite being surrounded by some of London's busiest destinations, Fitzrovia is a hidden gem to be discovered.

Wayfinding cues are limited, connections can lack clarity, and the transition from boundary streets into the neighbourhood is not always intuitive.

As a result, people may pass the district without being drawn into its central streets and destinations.

To address this, the Strategy prioritises interventions along the key arrival routes that link Fitzrovia's major gateways to its defining places. Enhancing these routes will:

- Guide people naturally from busy edges into the neighbourhood.
- Improve visibility and strengthen Fitzrovia's identity.
- Support local businesses by increasing footfall and dwell time.
- Create a more coherent and legible experience for residents, workers and visitors

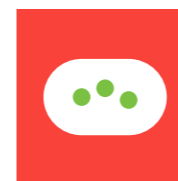
This place-based approach ensures that investment is concentrated where it will have the greatest impact on awareness, accessibility and the daily life of the area.

What the Vision Seeks to Achieve



A Coherent Fitzrovia Identity

A unified design language and clearer signage that reinforce Fitzrovia as a recognisable, distinct destination within the West End.



People-first Streets

Rebalancing space to prioritise walking, cycling and social activity while improving comfort, safety and accessibility.



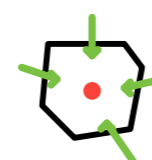
A Greener, Healthier Neighbourhood

Create a network of green streets and spaces that use nature-based solutions to contribute to a climate resilient neighbourhood



Spaces that Support Local Life and Business

High-quality public realm and outdoor settings that increase footfall, extend dwell time and help independent businesses thrive.



A Welcoming and Legible District

Stronger gateways, clearer routes, and improved visibility of Fitzrovia's destinations to encourage exploration and repeat visits.

A Phased and Deliverable Vision

The vision will be delivered through a structured programme of:

- Quick Wins - identity, planting, wayfinding and small-scale interventions.
- Enhancements - gateway improvements and people-first streets.
- Transformations - flagship projects such as new plazas, pedestrian-priority routes and linear parks.

This phased approach ensures early visible improvements while establishing the foundations for long-term, high-quality change.

Strategic Principles

The strategic principles set out the core values and priorities that guide all public realm interventions across Fitzrovia. They translate the Vision into a practical framework for decision-making, ensuring that every scheme strengthens identity, improves experience, and delivers meaningful benefits for residents, workers and visitors. These principles also provide the basis for assessing deliverability, prioritising investment and shaping the design of future projects.

Together, they ensure that improvements across the district are coordinated, high-quality and reflective of Fitzrovia's unique character.

Reinforce a Coherent Fitzrovia Identity

Create a clear and recognisable sense of place through a unified visual language. Materials, furniture, planting, signage and lighting should contribute to a coherent identity while remaining sensitive to Fitzrovia's heritage and granular townscape. Interventions should make it immediately apparent when someone has arrived in Fitzrovia.

Deliver a Greener, Healthier Urban Environment

Embed greening and resilience into every intervention. Planting, trees, pocket parks, rain gardens and sustainable drainage should be integrated across the district to improve air quality, reduce overheating, enhance biodiversity and create softer, more attractive streets. These measures should respond to Fitzrovia's severe open space deficiency.

Prioritise People and Improve Everyday Comfort

Rebalance street space to support walking, cycling, dwelling and social activity. Streets and spaces should feel comfortable, safe and welcoming, with more room for people to move, sit and spend time. Designs should reduce reliance on vehicles, calm traffic where appropriate and minimise clutter.

Strengthen Gateways and Arrival Routes

Focus investment along the key arrival routes identified in the place-based framework. Improvements should make it easier to understand Fitzrovia, drawing people naturally from busy boundary streets and stations into the area's core destinations. Gateways should be legible, confident and welcoming.

Support Local Life and a Vibrant District Economy

Public realm projects should directly enhance the conditions for the area's businesses, cultural organisations and hospitality venues. Spaces that allow outdoor seating, encourage dwell time, and improve footfall, particularly for independent and small businesses, should be prioritised. Interventions should contribute to a lively, sociable and resilient district economy.

Respect and Work with Fitzrovia's Historic Character

Interventions must respond sensitively to the area's conservation areas, listed buildings and fine-grained street pattern. Enhancements should reinforce the district's character rather than compete with it. High-quality, timeless design is essential to ensure that new interventions sit comfortably within this distinctive townscape.

Improve Legibility and Wayfinding

Fitzrovia's "hidden" quality requires clearer cues for navigation. Wayfinding should highlight key destinations, preferred routes and character areas, helping people understand how the neighbourhood connects to surrounding districts. Consistency in signage and materials reinforces identity and reduces confusion.

Create Safe, Inclusive and Accessible Streets

Public realm improvements should make Fitzrovia easier and safer to use for everyone. This includes improved crossing conditions, better lighting, wider footways and inclusive design principles that consider people of all ages and abilities.

Ensure Deliverability, Flexibility and Long-Term Value

Projects must be realistic, buildable and proportionate to the constraints of the area. Interventions should be adaptable over time, support phased delivery and offer long-term value. The principles guide the scoring of each scheme on deliverability, cost, timescale and stakeholder alignment.

Promote Collaboration and Stewardship

The success of the Strategy depends on coordinated action between The Fitzrovia Partnership, local authorities, landowners, businesses and residents. These principles encourage collaboration, shared responsibility and ongoing stewardship to ensure that interventions are maintained and continue to deliver benefits over time.

Schemes Overview

The proposed schemes in this Area Strategy translate the Vision and Strategic Principles into a coordinated proposal programme of projects across Fitzrovia. They focus on **strengthening key arrival routes, improving gateways, enhancing the public realm, and creating greener, more welcoming streets and spaces for residents, workers and visitors.**

Together, these proposed schemes form a spatially connected network of interventions that support movement, identity and everyday life in the neighbourhood.

Structure of the Schemes

Each proposal responds directly to one or more of the strategic priorities identified earlier in the Strategy: improving legibility, greening, supporting local business, increasing comfort, and creating a stronger identity for Fitzrovia. They have been grouped into a set of defined schemes, ranging from people-focused street transformations to gateway improvements, linear parks and new pocket spaces.

These schemes are intentionally concentrated along the arrival routes and key places identified in the place-based framework, ensuring that investment is targeted where it could have the greatest impact along the routes that bring people into and through the area.

A full map of the proposed schemes, and their relationship to Fitzrovia's wider street network, movement patterns and local destinations, is presented below. This should be read as an indicative framework for future opportunity rather than a fixed delivery plan. The schemes represent a set of ambitions to guide priorities and shape future investment, and they will be subject to further testing, design development, funding, consultation and approvals before any are taken forward.

Funding

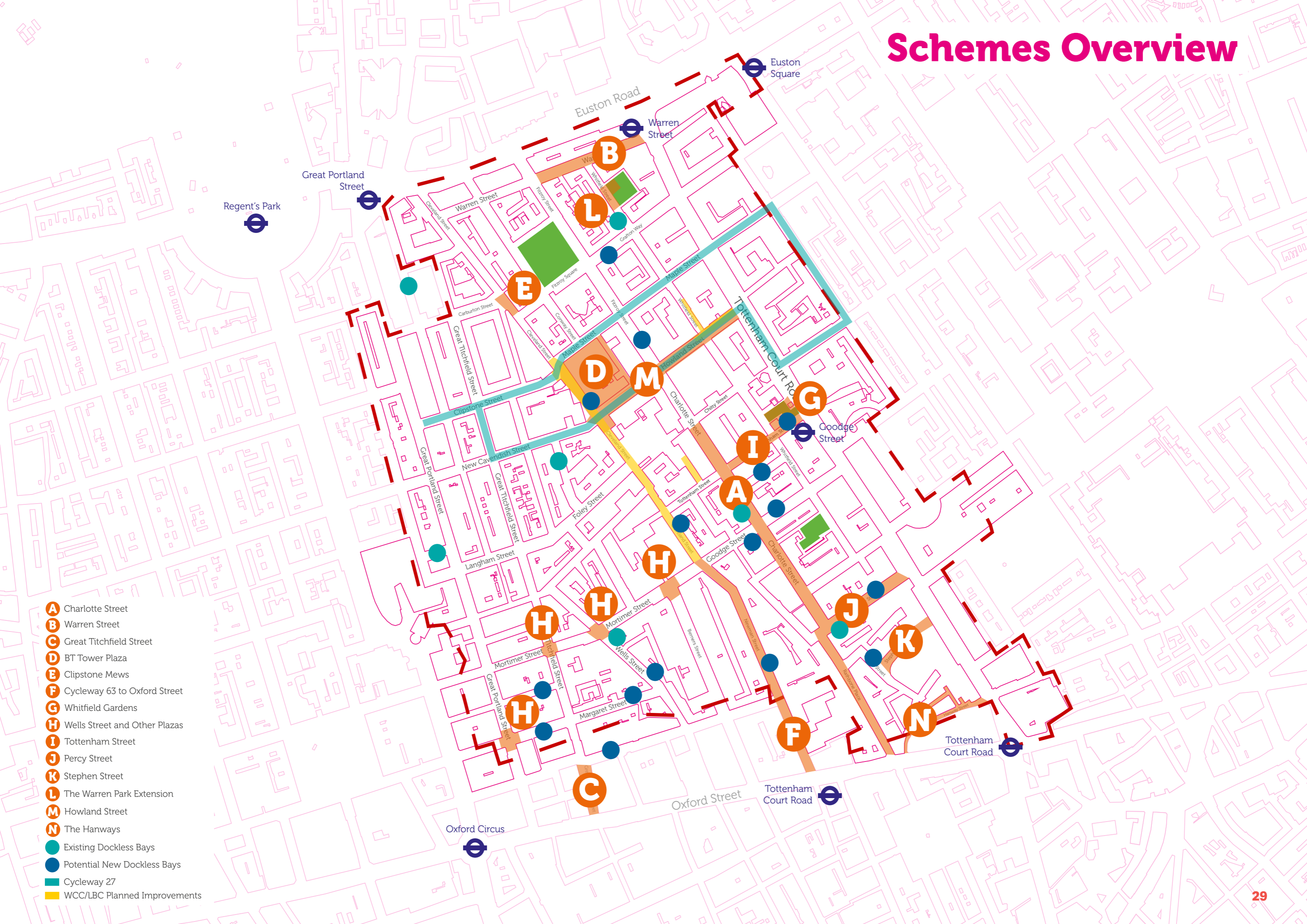
The delivery of the schemes will be supported through a combination of funding sources, reflecting the phased and collaborative nature of their implementation. This may include financial contributions secured as new developments come forward, alongside funding generated through the Fitzrovia Partnership BID.

Scoring Matrix

The schemes will be comparatively scored across estimated time and cost scales:



Schemes Overview



- A** Charlotte Street
- B** Warren Street
- C** Great Titchfield Street
- D** BT Tower Plaza
- E** Clipstone Mews
- F** Cycleway 63 to Oxford Street
- G** Whitfield Gardens
- H** Wells Street and Other Plazas
- I** Tottenham Street
- J** Percy Street
- K** Stephen Street
- L** The Warren Park Extension
- M** Howland Street
- N** The Hanways
- Existing Dockless Bays
- Potential New Dockless Bays
- ▬ Cycleway 27
- ▬ WCC/LBC Planned Improvements



Scheme Profiles

The following profiles **summarise the purpose of the intervention, the key moves involved and the specific benefits expected at each location.** They offer a consistent, at-a-glance description of what each project delivers, how it supports the wider strategy, and the considerations that will shape future design development.

Transformations

Charlotte Street



Scoring



Context

Charlotte Street is one of Fitzrovia's best known destination streets, running north to south between Warren Street and Rathbone Place. The street already benefits from parklets, outdoor dining and an active evening economy, but footways are constrained in places, there is significant competition for space between vehicles, outdoor seating and servicing, and the public realm offer is inconsistent along its length. As a key destination in an area with a documented deficit of green and public open space, Charlotte Street is not yet realising its full potential as a generous, comfortable and climate resilient place to spend time.

Indicative Scope of Intervention

- People priority from Chitty Street down to Percy Street
- A more coherent palette of nature based features such as new rain gardens and tree planting
- Rationalised street furniture, lighting and wayfinding that feel part of a coherent whole
- Space for al fresco dining for local restaurants and cafes

Benefits

-  Increases space for outdoor dining
-  Strengthens Charlotte Street's identity as a key dining destination
-  Provides a comfortable, accessible space for residents and visitors
-  Creates new opportunities for events and cultural programming
-  New greening promotes walking and reduces urban heat island effect

Next Steps

Any future stages would require close partnership between TFP, LBC, WCC and the Mayoral Development Corporation (MDC) which will take on responsibility for sections of Oxford Street and surrounding areas from January 2026, as well as local stakeholders.

Feasibility work would assess different levels of pedestrianisation and pedestrian priority, alongside biodiversity assessment, SuDS testing and long term maintenance arrangements. Detailed design and statutory consultation would be undertaken at later stages through dedicated design teams.



Charlotte Street

*For illustrative purposes only

Rathbone Place



Illustrative Example - St Christopher's Place



Scoring



Context

Rathbone Place forms a key southern approach into Fitzrovia, linking the district not only to Oxford Street but also to the Tottenham Court Road Elizabeth line station entrance, which forms part of the fourth busiest station in Great Britain¹. While the street benefits from calmer conditions than Oxford Street itself, the transition into Fitzrovia is currently subtle and easy to miss. Visitors exiting the Elizabeth line station or moving along Oxford Street receive few visual cues that a distinct district lies just moments away. As a result, significant footfall passes nearby without being naturally guided into Fitzrovia.

Indicative Scope of Intervention

- Pedestrian-priority space from Oxford Street up to Charlotte Street
- Coordinated lighting, wayfinding signage and identity markers signifying entry into Fitzrovia
- New greening such as planters, trees or rain garden installation
- An enhanced relationship between Rathbone Place and adjacent streets to create a coherent and inviting southern gateway

Benefits

- | | | | |
|---|---|---|---|
|  | Invites new visitors in from Oxford Street |  | New greening promotes walking and reduces urban heat island effect |
|  | Provides a calmer, less vehicle-dominated street for residents and visitors |  | Strengthens legibility and wayfinding from Tottenham Court Road station |

Next Steps

Any future stages would require close partnership between TFP, LBC, WCC and the MDC as well as local stakeholders.

Feasibility work would consider servicing needs, operational requirements, greening opportunities and maintenance implications. The gateway concept would be refined through stakeholder engagement and alignment with Westminster's public realm guidance. Detailed design, statutory consultation and phased delivery planning would follow in later stages.



Rathbone Place

*For illustrative purposes only

Warren Street



Scoring



Context

Warren Street forms a key link between Warren Street station and Fitzroy Street, connecting Fitzrovia's northern neighbourhoods to its central activity areas and framing a cluster of small independent cafés, restaurants and shops. The western end of Warren Street already includes a small pedestrianised section that supports outdoor dining and provides a sociable, human scaled environment. However, vehicle movement, limited greening and inconsistent materials negatively impact the quality of the public realm. As a key neighbourhood gateway, Warren Street is not yet achieving its potential as a welcoming, active and distinctly Fitzrovia space.

Indicative Scope of Intervention

- Extension of existing pedestrianisation up to Whitfield Street with further pedestrian priority section from Whitfield Street to Warren Street station
- Decluttering of unnecessary street furniture and the provision of new outdoor dining and café seating
- New nature based features such as rain gardens and tree planting
- Coordinated lighting, wayfinding signage and identity markers signifying entry into Fitzrovia
- Space for small scale events and temporary activations

Benefits

- | | | | |
|---|---|---|--|
|  | Increases space for outdoor dining |  | New greening promotes walking and reduces urban heat island effect |
|  | Provides a calmer, less vehicle-dominated street for residents and visitors |  | Strengthens legibility and wayfinding from Warren Street Station |

Next Steps

Any future stages would require close partnership between TFP and LBC as well as local stakeholders.

Feasibility work would assess service access requirements, pedestrian priority options and operational constraints. Subsequent design stages would develop biodiversity assessment, SuDS opportunities and long-term maintenance arrangements. Statutory consultation and detailed design would follow as the project progresses.



Warren Street

*For illustrative purposes only

Stephen Street



Scoring



Context

Stephen Street runs westwards from Tottenham Court Road and Tottenham Court Road station entrance, forming one of the most direct routes into central Fitzrovia. It sits at the transition point between the high-intensity retail and transport environment of Tottenham Court Road and the finer grain of Fitzrovia's cafés, workplaces and residential streets. Currently, the public realm is experienced as functional rather than welcoming, with limited places to sit or pause. The transition from Tottenham Court Road is abrupt and gives little indication that a distinctive neighbourhood lies immediately beyond.

Indicative Scope of Intervention

- Create a traffic-free green link through the construction of a new linear park from Tottenham Court Road to Charlotte Street along Stephen Street
- Introduce new trees, rain gardens and SuDS as well as new areas for public seating
- Enhance lighting, wayfinding and surface treatments to reinforce the linear park identity and guide people towards Fitzrovia
- Explore opportunities for new public art or design features that express Fitzrovia's heritage and creative identity

Benefits

- | | | | |
|--|---|--|--|
| | Guides visitors on Tottenham Court Road into Fitzrovia, increasing footfall | | New greening promotes walking and reduces urban heat island effect |
| | Provides a new public park for visitors and residents in an area with little open space | | Strengthens a key gateway into Fitzrovia |

Next Steps

Any future stages would require close partnership between TFP, LBC and the MDC as well as local stakeholders.

Feasibility work would assess pavement widening opportunities, SuDS capacity, tree planting potential, servicing requirements and cycling interactions. Engagement with Camden's nature recovery, drainage and public realm teams would guide environmental design decisions. Detailed design, statutory consultation and phased delivery planning would follow in subsequent stages.

BT Tower Plaza



Illustrative Example - Strand



Scoring



Context

The BT Tower is one of London's most iconic landmarks and a defining feature of Fitzrovia's skyline. The area surrounding the Tower sits directly beside Cleveland Street, which will form the alignment of Cycleway 63, a new strategic north to south cycling corridor. Despite its landmark prominence, the streets around the BT Tower currently lack the civic quality expected of such an important place. Public access is limited, legibility is weak, and there are few reasons for people to pause, gather or orient themselves. The space provides little greenery or shade, and the surrounding footways and carriageways feel fragmented and vehicle dominated.

Indicative Scope of Intervention

- Creating a new civic space at the base of the BT Tower that provides a safe, attractive and flexible place to sit, rest, meet or orient
- New nature based features such as rain gardens and tree planting
- Pedestrianise or implement pedestrian-priority streets around the BT Tower to create a safe and healthy space for pedestrians and cyclists to navigate
- Incorporating interpretive or artistic elements celebrating the Tower's heritage, technological significance and contribution to Fitzrovia's identity
- New space for curated activities, public art or small-scale cultural programming

Benefits

- | | | | |
|---|--|---|---|
|  | A high-quality public space that encourages repeat visits to Fitzrovia |  | New greening promotes walking and reduces urban heat island effect |
|  | Provides a new civic space for residents and visitors to enjoy |  | Transforms the setting of one of London's most recognisable landmarks |

Next Steps

Any future stages would require close partnership between TFP, LBC, and relevant landowners as well as local stakeholders.

Feasibility work would explore land ownership, operational and security considerations, public access requirements, greening opportunities and integration with the Cycleway 63 corridor. Engagement with Camden's green spaces, transport and public realm teams would inform environmental and accessibility objectives. Subsequent stages would involve detailed design, consultation and the development of a sustainable stewardship strategy.

Cycleway 63 to Oxford Street



Scoring







Context

Cycleway 63 is a new north to south strategic cycling corridor currently under construction along Cleveland Street and Tottenham Court Road, due for completion in 2026. Under current plans, the route is expected to terminate at the junction of Mortimer Street and Newman Street, stopping short of Oxford Street and its major transport and commercial connections. Newman Street currently acts as a mixed traffic corridor with inconsistent cycling conditions, fragmented crossing points and high levels of vehicle dominance. For cyclists, this creates an uncomfortable and unsafe gap between the under-construction Cycleway 63 and Oxford Street. For pedestrians and local businesses, the street feels congested and noisy, with air quality affected by through-traffic and loading activity.

Indicative Scope of Intervention

- Extend Cycleway 63 down Newman Street to Oxford Street through the installation of a contraflow cycle lane and traffic calming measures
- Reallocate street space to improve safety and comfort for those walking, wheeling and cycling
- Enhance junctions along route to ensure active travel is prioritised
- Introduce planting, trees and green features where feasible
- Improve lighting, paving and wayfinding to improve corridor safety and attractiveness

Benefits

- | | | | |
|---|---|---|--|
|  | Draws new visitors into the area through new active travel provision |  | New greening promotes walking and reduces urban heat island effect |
|  | Creates a calmer, quieter and less polluted street for residents and visitors |  | Strengthens green connections between Regent's Park and Fitzrovia |

Next Steps

Any future stages would require close partnership between TFP, WCC and the MDC as well as local stakeholders.

Feasibility work would examine servicing arrangements, pedestrianisation options, planting feasibility and long-term stewardship. Engagement with Westminster's transport, nature recovery and public realm teams would inform design development. Statutory consultation and detailed design would follow in later phases.

Whitfield Gardens



Scoring

Time 
 Cost 

Context

Whitfield Gardens sits just north of Goodge Street station and forms an important eastern entry point into Fitzrovia. As one of the neighbourhood's few public open spaces, it provides a valuable place to pause, meet and spend time. The Gardens also lie along key walking routes between Tottenham Court Road, Goodge Street and Charlotte Street. Recent improvements have enhanced planting, seating and accessibility within the Gardens, but local feedback highlights opportunities to further improve comfort, lighting and the overall sense of activity and care. Importantly, Whitfield Gardens sits adjacent to the Soup Kitchen at the American International Church, a long standing and valued community service providing food, support and social connection for people experiencing hardship. The Soup Kitchen currently has no on-site toilet facilities, which can make it difficult for users to spend time in the Gardens comfortably.

Indicative Scope of Intervention

- Enhance the central space with improved seating, planting, lighting and sightlines, which will improve safety for the general public
- Work with the American International Church to introduce accessible toilet provision onsite to support those attending the local Soup Kitchen
- Explore options for new public art, such as a mural on the side of the Costa Coffee building that responds to the nearby Fitzrovia Mural
- Create opportunities for gentle programming and community activity such as performances, workshops or school collaborations

Benefits

- | | | | |
|---|---|---|---|
|  | Guides visitors arriving at Goodge Street Station into Fitzrovia, increasing footfall |  | Provides a more comfortable public green space in an area with little green space |
|  | Supports the dignity and wellbeing of those attending the Soup Kitchen |  | Creates a distinct gateway into Fitzrovia |

Next Steps

Any future stages would require close partnership between TFP, LBC and the American International Church as well as local stakeholders.

Feasibility work would examine options enhancements to lighting and planting, movement patterns and maintenance considerations. Engagement with Camden's nature recovery and green infrastructure teams would guide any biodiversity and SuDS opportunities. Later stages would include detailed design, statutory consultation and the development of a long term approach to activation and stewardship.



Whitfield Gardens

*For illustrative purposes only

The Hanways



Scoring



Context

The Hanways consists of Hanway Street and Hanway Place, which sit between Oxford Street and Tottenham Court Road, forming a distinctive network of narrow streets and yards at the eastern edge of Fitzrovia. Despite its central location and proximity to major transport interchanges, the area currently feels secondary and vehicle-dominated, with narrow footways, servicing pressures and inconsistent surface treatments limiting pedestrian comfort and legibility.

The streets have a strong sense of character and independent identity, but the quality of the public realm does not reflect their potential as a welcoming route, destination and transition point into Fitzrovia. There is an opportunity to reinforce The Hanways as a pedestrian-priority environment that retains essential servicing while significantly improving safety, accessibility and environmental quality.

Indicative Scope of Intervention

- Introduce a pedestrian-priority environment with a level or simplified surface treatment, including tactile paving features
- Review servicing arrangements, including potential timed access restrictions
- Rationalise street clutter and create a coherent, high quality material palette
- Provide small scale opportunities for greening, seating and spill-out activity where appropriate
- Enhance lighting and subtle wayfinding to strengthen identity and improve perceptions of safety

Benefits

- | | | | |
|---|--|---|--|
|  | Captures footfall from Tottenham Court Road station and Oxford Street |  | Introduces greening and climate resilience in an area with limited planting |
|  | Improves pedestrian comfort and safety in a constrained street environment |  | Strengthens the distinct identity of The Hanways as a unique part of Fitzrovia |

Next Steps

Any future stages would require close partnership between TFP, LBC, WCC, the MDC and local stakeholders, including local businesses and landowners.

Feasibility work would assess pedestrian-priority and servicing options, greening and lighting opportunities and long-term maintenance considerations. Engagement with Camden's transport and public realm teams would inform design development, followed by detailed design, statutory consultation and phased delivery planning.



The Hanways

*For illustrative purposes only

Enhancements

Tottenham Street



Scoring



Context

Tottenham Street runs east to west between Charlotte Street and Whitfield Street, forming an important local connection between Fitzrovia's main hospitality spine and Whitfield Gardens. However, its public realm is dominated by vehicle carriageway space, with limited greenery, shade or places to pause. Footways are constrained in some sections, and pedestrian comfort could be significantly improved. The street has the potential to play a more important role as a green connector between Goodge Street Station, Whitfield Gardens and Charlotte Street.

Indicative Scope of Intervention

- Create a traffic-calmed green link from Tottenham Court Road to Charlotte Street along Tottenham Street
- Introduce new trees, rain gardens and SuDS as well as new areas for public seating
- Enhance lighting, wayfinding and surface treatments to reinforce the linear park identity and guide people towards Charlotte Street and Fitzrovia
- Explore opportunities for new public art or design features that express Fitzrovia's heritage and creative identity, whilst ensuring visual coherence with enhancements at Whitfield Gardens and Charlotte Street

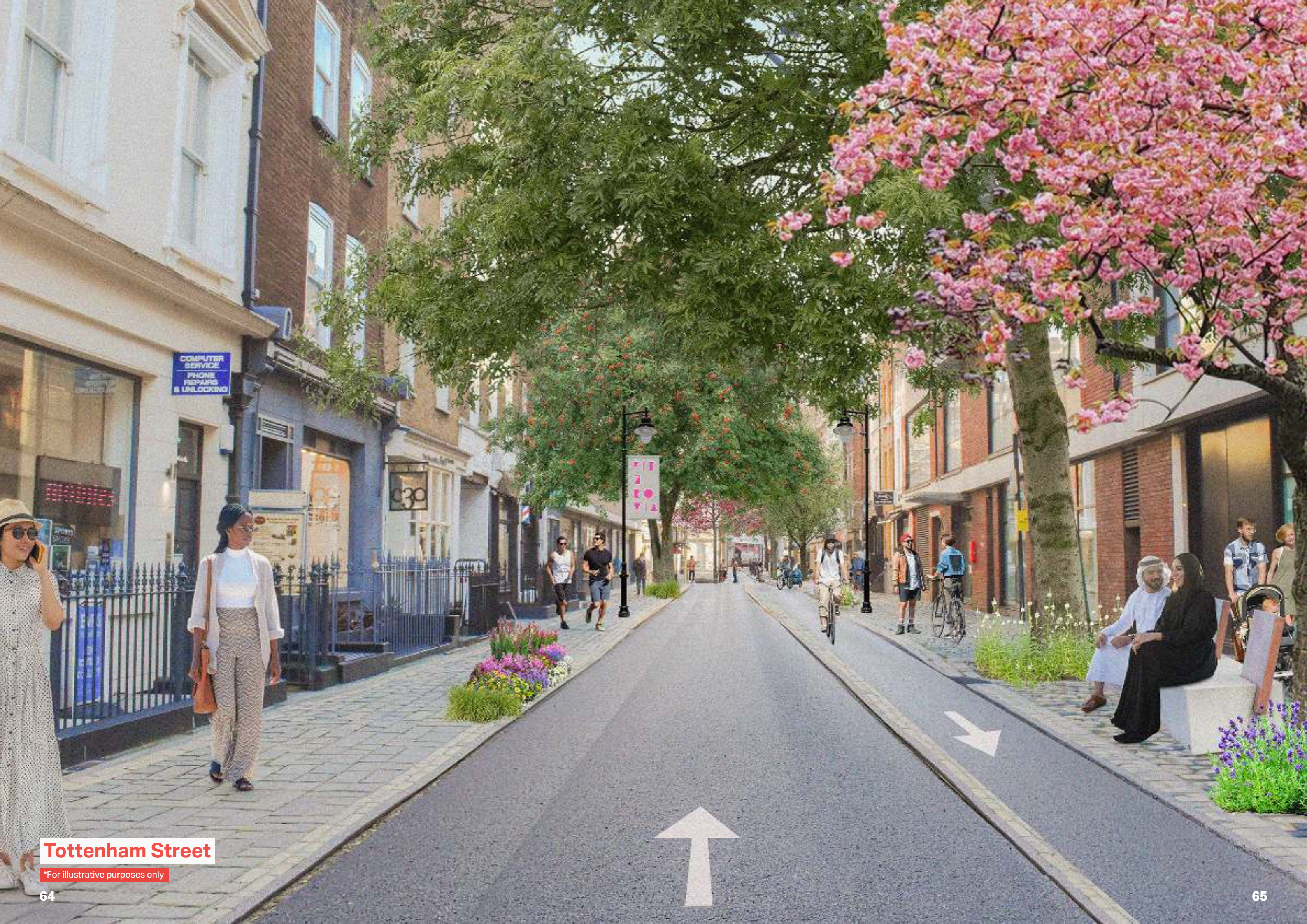
Benefits

- | | | | |
|---|---|---|---|
|  | Guides visitors arriving at Goodge Street Station into Fitzrovia, increasing footfall |  | Provides a more comfortable public green space in an area with little green space |
|  | Supports the dignity and wellbeing of those attending the Soup Kitchen |  | Creates a distinct gateway into Fitzrovia |

Next Steps

Any future stages would require close partnership between TFP and LBC as well as local stakeholders.

Feasibility work would assess servicing requirements, opportunities for greening, implications for traffic and loading, and long-term maintenance needs. Engagement with Camden's nature recovery and green infrastructure teams would guide biodiversity and SuDS considerations. Detailed design, statutory consultation and development of a phased delivery plan would follow in later stages.



COMPUTER SERVICE
PHONE REPAIRS
& UNLOCKING

Tottenham Street

*For illustrative purposes only

Howland Street



Scoring




Context

Howland Street runs east to west between Tottenham Court Road and Cleveland Street and hosts an eastbound cycle lane that forms part of the Cycleway 27 network, making it an important active travel corridor between Tottenham Court Road, Charlotte Street, the BT Tower and adjacent neighbourhoods. Whilst Camden-led improvements are already underway to make the street environment safer and better focused around pedestrians towards the street's eastern end, much of the remaining street could be further improved to enhance the experience for pedestrians and cyclists by creating a greener and healthier public realm that allows for safe active travel by design.

Indicative Scope of Intervention

- Encourage motor vehicles to move at lower speeds through the area by building out pavements and implementing continuous pavements at the junction with Charlotte Street
- The provision of road safety interventions such as new crossing points at the junction with Charlotte Street to ensure comfortable pedestrian movement across the entire junction
- Introducing new rain gardens and planting where possible

Benefits

-  Creates a safer and more welcoming environment for pedestrians and cyclists
-  New greening reduces urban heat island effect for pedestrians and cyclists
-  Improves permeability by opening up new formalised crossings

Next Steps

Any future stages would require close partnership between TFP, LBC and WCC as well as local stakeholders.

Feasibility work would assess pavement widening, new crossing arrangements, SuDS feasibility, and greening opportunities. Engagement with Camden's nature recovery and public realm teams would guide planting, drainage and maintenance strategies. Detailed design, statutory consultation and phased delivery planning would follow in later stages.



Howland Street

*For illustrative purposes only

Great Titchfield Street



Scoring



Context

The southern end of Great Titchfield Street meets Oxford Street at a pedestrianised junction that acts as one of the most important arrival points into Fitzrovia. Although the junction is already pedestrianised, it currently lacks a distinctive identity and does not clearly communicate to people that Fitzrovia sits behind it. The transition from Oxford Street is visually muted, wayfinding is limited, and many visitors pass the point without realising that Fitzrovia lies immediately beyond. The space would benefit from a more coherent public realm approach, reduced clutter, and greening to soften the environment.

Indicative Scope of Intervention

- Coordinated lighting, wayfinding signage and identity markers signifying entry into Fitzrovia from Oxford Circus
- Decluttering the pedestrianised space by rationalising cycle parking, furniture and signage, improving movement and legibility.
- Providing a flexible platform for small scale activations, public art, or curated content that reflects Fitzrovia's identity as a centre for making, design and independent enterprise.
- New nature based features such as rain gardens and tree planting

Benefits

- | | | | |
|---|--|---|--|
|  | Significantly increases awareness of Fitzrovia in a high footfall area |  | New greening promotes walking and reduces urban heat island effect |
|  | Improves comfort and accessibility |  | Strengthens legibility and wayfinding from Oxford Circus |

Next Steps

Any future stages would require close partnership between TFP, WCC and the MDC as well as local stakeholders.

Feasibility work would assess movement patterns, operational constraints and opportunities for greening. Engagement with key stakeholders would ensure alignment with emerging governance structures, Westminster's public realm guidance and clear long term maintenance arrangements. Statutory consultation and detailed design will follow in later phases as the MDC's remit and processes bed in.



FIT
ZERO
VIA

FIT
ZERO
VIA

Great Titchfield Street

*For illustrative purposes only

Clipstone Mews



Illustrative Example - Princes Circus



Scoring





Context



The space sits at the junction of Clipstone Mews and Cleveland Street, at the heart of Fitzrovia's northern residential neighbourhood. Although modest in scale, the junction benefits from a cluster of small cafés and natural footfall from people walking or cycling along Cleveland Street. At present, the junction is dominated by car manoeuvres, loading and on-street parking, with limited space for greenery, seating or social use. The cafés on Clipstone Mews generate activity, but the public realm does not support dwell time or reflect the space's potential as a calm stopping point.

Indicative Scope of Intervention

- Pedestrianising the section of street between Grafton Way and Fitzroy Mews to create a clearly defined neighbourhood square
- New nature based features such as rain gardens and tree planting
- Providing new space for outdoor seating from the cafés on Clipstone Mews, while keeping the focus on neighbourhood use rather than destination dining.
- Enhancing lighting, paving and boundary treatments to establish a calm, attractive and coherent square.

Benefits

-  Supports nearby cafés with increased space for outdoor seating
-  Provides a rare local public space in a part of Fitzrovia with limited open space

-  New greening promotes walking and reduces urban heat island effect
-  Compliments larger interventions with a new neighbourhood landmark

Next Steps

Any future stages would require close partnership between TFP, LBC, and WCC as well as local stakeholders.

Feasibility work would examine servicing arrangements, pedestrianisation options, planting feasibility and long-term stewardship. Engagement with Camden's transport, nature recovery and public realm teams would inform design development. Statutory consultation and detailed design would follow in later phases.



Clipstone Mews

*For illustrative purposes only

Wells Street Plaza



Illustrative Example - Clerkenwell Green



Scoring



Context

Wells Street Plaza is located at the junction of Wells Street and Mortimer Street, forming a key local node in southern Fitzrovia. The junction sits between Great Titchfield Street and Goodge Street and benefits from a small cluster of cafés and active ground floor uses. At present, the junction is dominated by vehicle movements, narrow footways and limited space for seating or spill out activity. While cafés already contribute to the vibrancy of the location, the surrounding streetscape lacks greenery, shade and the comfort required to encourage people to dwell. Other locations with a similar scope for improvements are also included on the location map.

Indicative Scope of Intervention

- Widen pavements where possible to create more space for pedestrians and café seating
- Introducing new planting, trees and nature-based features
- Improve crossing points at points with no pedestrian signalling or priority
- Introduce subtle wayfinding cues to strengthen connections to other key areas around Fitzrovia
- Enhance surfacing to give plaza a clear and cohesive identity

Benefits

- | | | | |
|---|--|---|--|
|  | Supports local cafés by increasing space for outdoor seating |  | New greening promotes walking and reduces urban heat island effect |
|  | Creates a new human-scale micro-plaza for residents and visitors to spend time |  | Improves crossings along a key route within Fitzrovia |

Next Steps

Any future stages would require close partnership between TFP and WCC as well as local stakeholders.

Feasibility work would examine pavement widening, traffic management, planting feasibility and operational requirements for servicing. Engagement with Westminster's public realm and highways teams would guide design development. Detailed design, statutory consultation and phased delivery planning would follow as the project progresses.

Percy Street



Illustrative Example - Red Lion Street



Scoring



Context

Percy Street connects Tottenham Court Road to Charlotte Street, forming one of the key east to west approaches into the heart of Fitzrovia. The street has a mix of cafés, small businesses and residential uses and carries steady pedestrian footfall from the station and major retail corridors.

Despite its strategic position, Percy Street feels narrow, vehicle dominated and lacking in greenery. Footways are constrained, outdoor seating is limited and the current public realm does not reflect the quality or character of Fitzrovia's interior streets.

Indicative Scope of Intervention

- Widen pavements where feasible to better accommodate pedestrian movement
- Provide more space for outdoor café and restaurant seating
- Adding trees, rain gardens and other nature-based features
- Strengthen gateway treatment and wayfinding at the junction with Tottenham Court Road

Benefits

- | | | | |
|--|---|--|--|
| | Guides visitors on Tottenham Court Road into Fitzrovia, increasing footfall | | New greening promotes walking and reduces urban heat island effect |
| | Provides more space for visitors and residents to sit and to move through | | Strengthens a key gateway into Fitzrovia |

Next Steps

Any future stages would require close partnership between TFP, LBC and the MDC as well as local stakeholders.

Feasibility work would assess pavement widening, servicing arrangements, SuDS feasibility, and greening opportunities. Engagement with Camden's nature recovery and public realm teams would guide planting, drainage and maintenance strategies. Detailed design, statutory consultation and phased delivery planning would follow in later stages.



Percy Street

*For illustrative purposes only

The Warren Park Extension



Illustrative Example - Alfred Place Gardens



Scoring

Time 
 Cost 

Context

The Warren Park Extension is located within a predominantly residential part of northern Fitzrovia, close to Warren Street Station. The existing park contains a basketball court, a small children's play area and areas of planting that provide valued local amenity. While the park offers important facilities, its footprint is limited, and the range of activities it can support is constrained by its size. The basketball court and play area could benefit from a higher quality environment and supporting features such as improved seating, shade and accessibility.

Indicative Scope of Intervention

- Extend the park boundary out onto Whitfield Street, with vehicles being rerouted around Whitfield Place
- Introduce new informal play features or youth-friendly elements that compliment existing facilities as well as new seating
- Increase greening through the construction of new rain gardens and planting of new trees
- Introduce subtle wayfinding cues that guide visitors along the park down to Charlotte Street and southern Fitzrovia from Warren Street

Benefits



Enhance a key route from Warren Street to Fitzrovia, encouraging visitors in



New greening promotes walking and reduces urban heat island effect



Provides new space for play for residents and visitors with children



Strengthens a key gateway into Fitzrovia

Next Steps

Any future stages would require close partnership between TFP and LBC as well as local stakeholders.

Feasibility work would consider options for extending the park, integrating additional play and nature-based features, and improving circulation and safety. Engagement with Camden's nature recovery and green infrastructure teams would guide biodiversity and SuDS opportunities. Detailed design, statutory consultation and phased delivery planning would follow in subsequent stages.

Quick Wins

A Distinct Identity for Fitzrovia



Context

Fitzrovia is defined by its layered history, fine-grained streets, mix of residential and commercial uses and clusters of independent cafés, cultural organisations and creative businesses. However, its identity is not always immediately legible to visitors, particularly at arrival points from Oxford Street, Tottenham Court Road and Euston Road. Street furniture, materials, lighting and wayfinding are often inconsistent, and gateways into the neighbourhood lack a clear sense of arrival.

Indicative Scope of Intervention

- Explore a Fitzrovia Design Code, which would enhance Fitzrovia's visual identity and help to build on Fitzrovia's distinct character whilst also distinguishing between distinct character areas within Fitzrovia and drawing attention to key heritage features
- A Fitzrovia Design Code could then be used to inform the design of new street furniture, wayfinding, lighting and other key public realm elements. These elements would be designed in a way that aligns seamlessly with Legible London

Benefits

-  Encourages new visitors by creating a distinct visual identity for Fitzrovia
-  Maximises the ability of gateways to bring visitors in
-  Enhances sense of place for residents and visitors by highlighting character areas

Next Steps

Any future stages would require close partnership between TFP, WCC, LBC and the MDC as well as local stakeholders.

An initial phase, planned to begin in 2026, would define character areas and test approaches with stakeholders. Engagement and co-design workshops may be undertaken to ensure the resulting framework reflects local identity and sensitivities. Subsequent stages would involve producing the Design Code, aligning borough guidance, and establishing governance and maintenance roles. The framework would then guide future design development, planning processes and implementation of public realm projects across Fitzrovia.

Time | ● ●
Cost | ●

Drawing People into Fitzrovia

Context

Fitzrovia sits between some of London's busiest districts - Oxford Street, Bloomsbury, Soho and the West End - yet its quieter streets and finer-grained character often mean that visitors walk past without realising how much the neighbourhood offers. There is limited wayfinding, storytelling or visual cues that communicate this offer to people approaching from surrounding districts. Gateways can be subtle, and the neighbourhood's pattern of side streets and mews can make it difficult for new visitors to navigate intuitively.

Indicative Scope of Intervention

- Introduce new wayfinding cues at key arrival points that can range from subtle cues such as surface patterns or small markers to larger signage, informed by the proposed Fitzrovia Design Code
- Enhance wayfinding within Fitzrovia by implementing further cues at key junctions around the neighbourhood
- Introduce storytelling elements within signage that highlight Fitzrovia's rich history and character areas

Benefits



Increases footfall into Fitzrovia by providing clear routes in and around the area



Maximises the ability of gateways to bring visitors in



Improves accessibility, particularly for new visitors

Next Steps



Any future stages would require close partnership between TFP, WCC, LBC and the MDC as well as local stakeholders.

Early stages would involve mapping key routes, identifying intervention opportunities and testing pilot projects. Co-design and stakeholder engagement would help ensure interventions reflect Fitzrovia's identity and avoid homogenisation. Later stages would develop a coordinated programme of improvements, ongoing activation and monitoring to ensure the initiative continues to support local economic, cultural and social objectives.

Time | ●
Cost | ●

Pleasant Places to Dwell



Time 
Cost 

Context

Fitzrovia's network of narrow streets, mews and local squares provides an opportunity to create a series of comfortable, sociable and welcoming places for residents, workers and visitors. While some streets already support outdoor seating and informal gathering, many parts of the neighbourhood lack sufficient places to pause, rest or enjoy the public realm. Fitzrovia's deficit in publicly accessible open space compounds these challenges, leaving few places where people can comfortably stop.

Indicative Scope of Intervention

- Introducing new seating and rest points in appropriate locations, including benches, ledges, perch seating and informal sitting opportunities that provide residents, passersby and customers with somewhere to stop and rest.
- Accompanying seating with shade and greenery through planting beds, trees, parklets, rain gardens and SuDS planters, improving comfort and microclimate.
- Creating small areas for social interaction, such as widened corners, pocket spaces or reclaimed kerbside areas.

Benefits



Supports local businesses by encouraging increased visitor dwell time



New greening promotes walking and reduces urban heat island effect



Improves accessibility and comfort for visitors and residents



Strengthens sense of place by creating distinct seating areas

Next Steps

Any future stages would require close partnership between TFP, WCC, LBC and the MDC as well as local stakeholders.

Early work should review existing parklets and temporary installations before rolling out additional ones, then identify candidate locations, test scale and appropriateness, and ensure compliance with accessibility and servicing requirements. Engagement with Camden's nature recovery, SuDS and public realm teams would guide planting and drainage opportunities. Detailed design, consultation and an adaptable implementation programme will follow, allowing improvements to be delivered in phases as opportunities arise.



Pleasant Places to Dwell

*For illustrative purposes only

Managing E-Bikes and Cargo Bikes



Time ●
Cost ●

Context

Fitzrovia's dense mix of workplaces, cafés, retail, health services and residential streets makes it a natural hub for the rapid uptake of shared e-bikes, private e-bikes and cargo-bike deliveries. These sustainable modes are essential to the area's low-carbon transport future, but without suitable infrastructure, they place pressure on already constrained footways. Across Fitzrovia, shared e-bikes frequently spill onto footways, blocking pedestrian desire lines, narrowing access for wheelchair users and people with prams, and creating cluttered or uncomfortable environments. Many streets are narrow, and the cumulative effect of overspill parking is visually and physically disruptive. Similarly, more local businesses are adopting cargo bikes for deliveries, but the area lacks dedicated space for stopping, unloading or short-stay parking.

Indicative Scope of Intervention

- Converting car parking spaces into new dockless e-bike or cargo bay bays where feasible
- Working with local landowners and businesses to explore options for new dockless cycle parking within private land

Benefits



Creates a more pleasant public realm free of clutter, encouraging return visits



Provides new infrastructure for green and active travel



Improves accessibility and comfort for visitors and residents

Next Steps

Any future stages would require close partnership between TFP, WCC, LBC, the MDC and e-bike operators as well as local stakeholders.

An indicative map of potential locations is included below, but further feasibility work would map high-demand locations, identify conflict points and consider servicing needs. Engagement with operators would help define bay design, compliance mechanisms and redistribution strategies. Detailed design, statutory consultation and phased implementation would follow, informed by monitoring and adaptive management to ensure bays remain effective and well used.

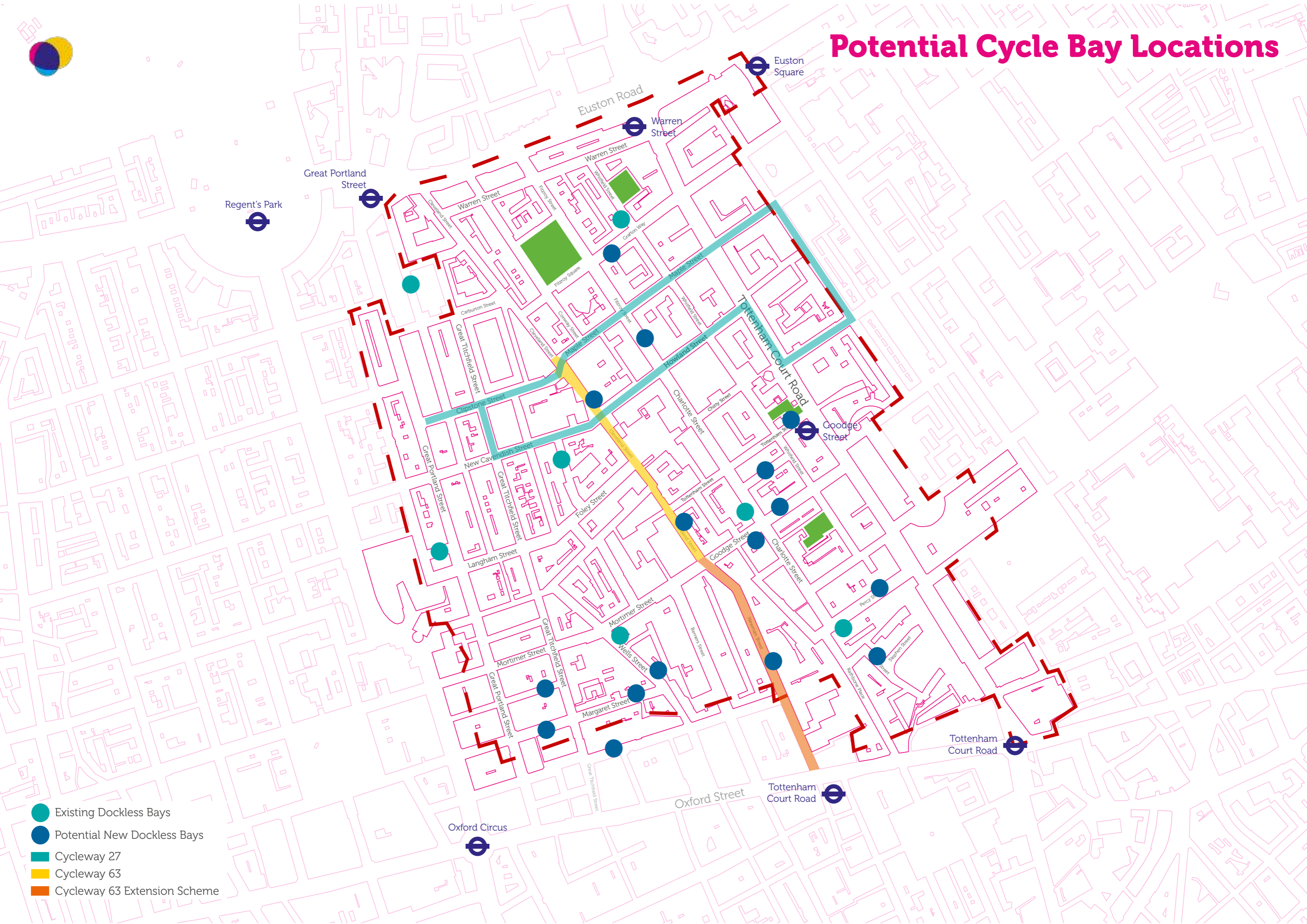


Managing E-Bikes and Cargo Bikes

*For illustrative purposes only



Potential Cycle Bay Locations



- Existing Dockless Bays
- Potential New Dockless Bays
- ▬ Cycleway 27
- ▬ Cycleway 63
- ▬ Cycleway 63 Extension Scheme

Acknowledgements

The Fitzrovia Partnership would like to extend their thanks to all those who contributed their time, insight and expertise throughout the development of this Area Strategy. The proposals and approach set out in this document have been shaped through constructive dialogue, technical input and strategic guidance from partners across Westminster, Camden and the wider Fitzrovia community.

Westminster City Council

- Nathan Vasey, Head of Economic Growth
- Veronica Pinto, Head of Place Shaping
- Siobhan Murray, BID Coordinator

London Borough of Camden

- Richard Wilson, Strategic Lead Regeneration and Place
- Sam Margolis, Head of Transport Strategy and Projects
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- Emily Gabb, Associate Director, New London Architecture
- Gill Rimmer, Senior Planner, London Borough of Camden
- Rachelle Spiteri, Associate, David Chipperfield Architects
- Andy Downey, Director, Elliott Wood

Their contributions have been invaluable in ensuring the Strategy is aligned with local ambitions, informed by expert knowledge and grounded in the realities of delivery across Fitzrovia's complex urban environment.

