

# FLEET STREET QUARTER TEERTS



November 2023  
Executive Summary

A Strategy for Placemaking & Public Realm

## Fleet Street Quarter's **ERA OF CHANGE**

# “THIS IS A REMARKABLE RENAISSANCE – THE REINVENTION AND REPOSITIONING OF THE FLEET STREET QUARTER.”

**Lady Lucy French OBE**  
CEO of the Fleet Street Quarter BID

The BID will commission a wide-ranging Public Realm Strategy to ensure we maximise the opportunities offered by the public spaces across the area. This project will be crucial in the context of the significant development pipeline, ensuring a seamless area with connected public spaces and a coherent landscape.

**FSQ BID Proposal 2021**

## FOREWORD

The Fleet Street Quarter is transforming itself – over the next 5 years it will host over 3 million sq ft of state of the art office, retail, hotel and leisure spaces - including the new Justice Quarter – as part of a £5bn pipeline. This scale of investment marks the area out as one of London’s emerging City Quarters, increasing the 80,000 employees that make it one of London’s densest employment locations by 25,000 by 2028.

The evolution builds on a rich history - from newspaper quarter, starting in 1702 (when London’s first daily newspaper The Daily Courant was published), to legal quarter, to the emerging vibrant mix of uses. These changes are driven by the exceptional character of the area, its accessibility (with the arrival of the Elizabeth Line complementing the recently expanded Thameslink connections and existing tube and river transit routes). The delivery of city-scale projects in and around Fleet Street Quarter (including the £240m Justice Quarter and Blackfriars Foreshore river park) will contribute to the growth of the area as a commercial and visitor location - adding to its c. £11billion GVA contribution (£4.2billion in tax revenues). That is why the City of London is designating Fleet Street Quarter as a Key Area of Change (alongside Blackfriars) in its City Plan 2040.

Our mission is to help build a community that is founded on quality of place – creating a public realm that draws people in and encourages them to explore; ensuring that the quality of place keeps up with the pace of change. This Public Realm Strategy is at the heart of achieving that vision. Our work with Gensler and our partners and stakeholders reveals a remarkable consensus about the future and the outstanding potential of this area. The Strategy reflects a commitment to work together and provides a route to getting things done in partnership, in a way that lasts.

The Strategy shows that our experience of movement and sense of place can – and must – be so much better to realise the potential of this area of change. The place at the base of buildings must earn the commute – realising the potential of the spaces at the heart of the area is an imperative to ensure a return to vibrant patterns of work, relaxation and reflection in the heart of the city. That means pavements that are wider, cycling facilities that are better; more

legible and recognisable places. It shows how we can achieve the places that can accommodate the demands of a growing population – of workers, visitors and families.

The Strategy is critical to delivering our mission for the area, for its attractiveness to the businesses and institutions who will thrive here, for their people and for visitors who will know why they want to be here and why they will want to return. The Strategy shows how this key area of London can live to its potential, encouraging and rewarding curiosity, exploration and discovery. It explains how, in doing so, the investments we want to make in partnership will drive the understanding of the area’s existing retail, hospitality and cultural offering (and help unlock the growth of new opportunities). At the heart of this transformation is the role of green space, daylight, nature and room for physical activity – delivering the City’s Healthy Streets Plan to create an accessible, vibrant, resilient, successful city where people can live active, healthy lives. The Strategy shows how our proposed investment in trees, plants and green spaces will achieve this.

Our Strategy sets out to match the scale and ambition of the pipeline of development and the City Plan’s aspirations with a masterplan for transforming our public realm. The Strategy blends vision with pragmatism, priorities for now and opportunities for the future, the easy and the hard. It offers the thoughtful, the deliverable, the challenging, the achievable, the controversial – the things that any place needs to adapt and thrive. These are the things that we believe will help realise the potential of this key area of change, define a new destination driving the success of the City.

With so many active partners in the area – our business, their people, developers, the Corporation of London, Transport for London and the City of London Police – this plan provides both a vision for success and framework for delivering it, through which we will work together to create a new era for the Fleet Street Quarter.

**Roy Pinnock**  
Chairman Fleet Street Quarter BID

# INTRODUCTION



## FLEET STREET - A PLACE WITH A PAST AND A DESTINATION OF THE FUTURE



Once a vibrant journalistic community of news organisations and the hub for UK's print journalism industry, the Fleet Street Quarter (FSQ) supported a successful ecosystem of related businesses, retail, and hospitality. With the departure of the print media, much change has been occurring over the past 20 years. Added to this, the pandemic has demonstrated the value and fragility of this location's ecosystem, with retail, leisure, and cultural offerings being heavily impacted by the exodus of footfall.

Fleet Street Quarter has always been an important transition space between the City of London (CoL) and the City of Westminster. At its commercial heart, Fleet Street has been one of London's most historic thoroughfares since Roman times and, together with the Strand, has served as a ceremonial procession route from St Paul's Cathedral to Buckingham Palace for many centuries. Fleet Street primarily acts as a key transport corridor for through traffic between the two boroughs, but there is significant opportunity to reimagine Fleet Street Quarter as a destination in its own right. In the wake of post-covid social and economic recovery, the key to enticing tenants back into the City is to focus on differentiators such as the public realm's quality and diversified offer. The scale of anticipated new development will create an additional 3.5 million square feet for the FSQ area, adding an extra 25,000 employees to its working population, which will put even more pressure on the already compromised public realm.

The Fleet Street Quarter Business Improvement District (BID) has set itself the ambitious goal to shape this historic location back into a thriving global destination. With the unprecedented investment in the area, this is a once-in-a-generation opportunity that calls for a joint approach to the ongoing

improvements of the streetscape and public spaces. Gensler and the Fleet Street Quarter BID have been working with Norman Rourke Pryme (NRP) and UP Projects to create this Placemaking and Public Realm Strategy, as well as in close collaboration with representatives of the City of London (CoL). The strategy leverages the extensive baseline study, surveys, and consultations that have been conducted with key stakeholders, including the CoL, Transport for London (TfL), local stakeholders and institutions, developers, occupiers, and visitors, all presented in our Stage 01 – Analysis & Survey Report.

The purpose of this document is to set out a compelling strategy for the future of FSQ's streets, spaces, and public life, promoting a business district that is inclusive, diverse, innovative, culturally vibrant, and environmentally sustainable. Building on its strategic location, its valuable historic character, and great connectivity, the objective is to establish a contemporary narrative and identity for the renowned area that aligns with the current era. We recognise that the area has a strong urban fabric with very distinct neighbourhoods, and these should be celebrated both through place-specific public realm improvements and the encouragement of cultural and commercial activities. The proposals outlined in this document seek to identify how we can build on the transformation that is already on its way, creating connections and synergies which result in a more meaningful wider impact and aid in achieving the vision. The public realm strategy requires an intrinsic understanding of the locality paired with innovative solutions, identifying opportunities for intervention and harnessing them to their maximum potential.

# KEY FINDINGS

As part of Gensler's commission, a comprehensive public realm condition and context assessment was undertaken in the first stage of the project, providing a strategic overview of key issues and opportunities in the Fleet Street Quarter area. The BID area is currently undergoing enormous transformation which is set to continue in coming years with an ambitious development pipeline, putting even more pressure and demand on the public realm in the area. An overview of the key findings can be found below. Please refer to Gensler's Stage 01 Report for further details.

### POOR QUALITY OF PUBLIC REALM

Lack of dwelling spaces, poor wayfinding, antisocial behaviour in alleyways, poor lighting leading to safety concerns.



### LACK OF GREENING & BIODIVERSITY

Lack of green space, biodiversity, and softer landscapes can have a negative impact on the environment, wellbeing, and the sustainability of the area.



### HIDDEN GEMS

The quarter has rich historical locations as destinations but this has got lost in recent years. It has become a transitional area over the years.



### GREAT ACCESSIBILITY BUT POOR INTERNAL CONNECTIVITY

Good access to the quarter itself, but lacks good internal wayfinding and connections.



### DOMINATED BY VEHICULAR TRAFFIC

Vehicular priority has continued across the quarter, leading to a lack of pedestrian and cyclist infrastructure.



### UNPRECEDENTED DEVELOPMENT PIPELINE

New developments, whilst positive, can make everyday use a challenge and disrupt the local area.



# THE VISION



## FLEET STREET - A PLACE WITH A PAST AND A DESTINATION OF THE FUTURE



The vision for the Fleet Street Quarter Public Realm Strategy is to create a vibrant and sustainable public space that celebrates the rich history and culture of the area while providing a safe and accessible environment for all users.

The strategy will focus on enhancing the pedestrian experience by prioritising walking and cycling, creating green spaces, and providing seating and other amenities for people to enjoy. The urban realm will also support the local economy by creating opportunities for events, markets, and other cultural activities that draw people to the area. Integrated public art commissions will further enhance the public realm, creating unique and enticing public spaces as well as drawing out heritage and

community narratives that contribute to a distinctive sense of place.

Additionally, the design will address environmental concerns by incorporating sustainable practices such as rainwater harvesting, green roofs, and energy-efficient lighting. The use of local materials and plants will also be prioritised to create a sense of place and community identity.

Overall, the Fleet Street Quarter Public Realm Strategy will transform the area into a welcoming and vibrant public space that reflects the area's unique history and culture while promoting sustainability, accessibility, and economic growth.

**A destination of duality. Unearthing experiences with purpose and passion for people and place. Driven by creating stories that build on our past whilst setting the stage for the next chapter in our future.**



# SITE WIDE AMBITIONS

The Placemaking and Public Realm Strategy presents a robust framework towards achieving the wider vision for the Fleet Street Quarter. It sets out the broader site wide ambitions that have informed the public realm proposals at every step of the process. How and where these aspirations could be implemented has been outlined in the subsequent section.



## ENRICH THE CONNECTIONS

Enhanced transportation infrastructure, pedestrian-friendly design, cycling provisions, multi-modal integration, and universal accessibility create a cohesive urban experience, where individuals can easily move around, access amenities, and connect with each other. These efforts contribute to the overall livability and sustainability of Fleet Street as a thriving urban destination.



## NURTURE PUBLIC REALM

As Fleet Street undergoes revitalisation, one key focus area is the improvement of its public realm—the shared spaces where people come together to interact, relax, and experience the city. Enhancing the public realm in Fleet Street aims to create a vibrant, welcoming, safe and inclusive environment that caters to the diverse needs of residents, workers, and visitors alike.



## ENHANCE BIODIVERSITY

Because it has hardscaped public realm, Fleet Street lacks soft scape and biodiversity. There is a growing recognition of the importance of biodiversity and its positive impact on the environment, human well-being, and the overall livability of cities. Integrating biodiversity into urban design is a crucial step towards creating sustainable and resilient urban spaces that coexist harmoniously with nature.



## DRIVE ACTIVITY

By fostering a diverse range of activities, events, and experiences, Fleet Street will aim to create a lively and dynamic environment that attracts residents, workers, and visitors, making it a bustling hub of energy and excitement.



# SITE WIDE AMBITIONS

## Introduction

\* KPI's for the next 10 years



### ENRICH THE CONNECTIONS

KPI: 3,000 sqm increase in additional pedestrian space

KPI: 75% Reduction in service & delivery motor vehicles

KPI: 100% increase in safe cycling routes

KPI: 50% Reduction in designated pay as you go on-street parking on pedestrian priority streets through relocation or removal.



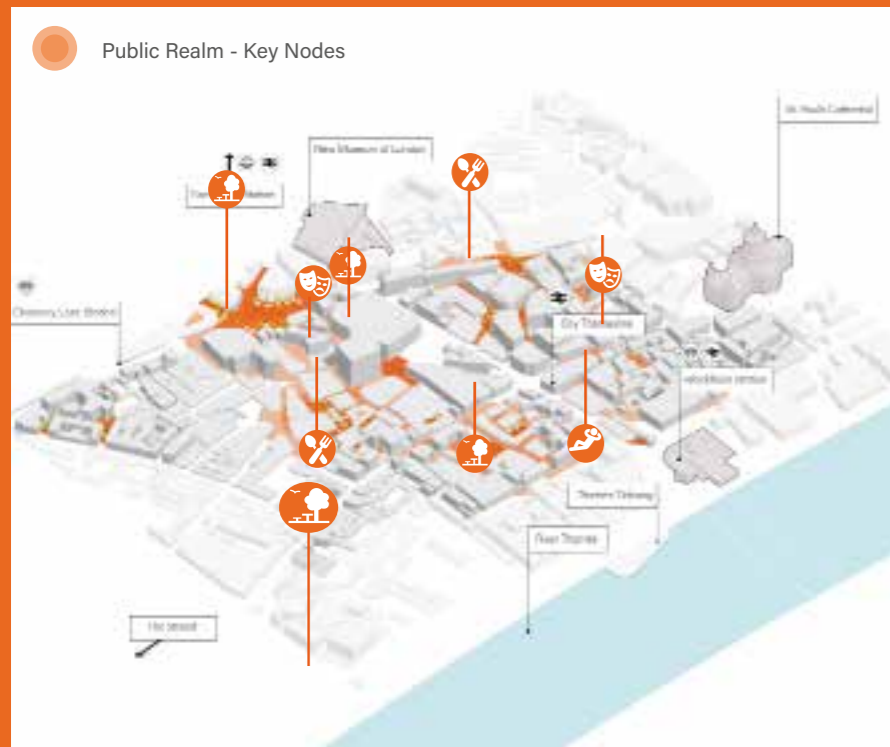
### ENHANCE BIODIVERSITY

KPI: 50% increase in ground floor planting

KPI: 25% tree count increase

KPI: 25% reduction in nitrogen dioxide (NO2) and traffic noise levels

KPI: 100% increase in plant, insect and bird species.



### NURTURE PUBLIC REALM

KPI: 75% increase in seating

KPI: All alleyways lighting to be enhanced to improve perception of safety and attractiveness

KPI: 25% increase of public realm usage in hours per day (evenings and weekends)

KPI: 15 new art, play and cultural installations.



### DRIVE ACTIVITY

KPI: 50% more workers coming back to the office

KPI: 50% increase in ground floor commercial offer

KPI: 100% Increase in events & programming

KPI: 50% increase in footfall to historic and cultural destinations.

# SITE WIDE KIT-OF-PARTS

## Derived from Site wide Ambitions

The site-wide ambitions set out in the document earlier are further broken down into achievable public realm opportunities. This creates a set of kit of parts that can be used to plan and further design the public realm of Fleet Street Quarter.

### Enrich the Connections

-  Improve cycling infrastructure
-  Enhance pedestrian on-street experience
-  Enhance wayfinding
-  Create inclusive accessibility
-  Reduce vehicular movement

### Nurture Public Realm

-  Improve seating opportunities
-  Enhance lighting
-  Improve inclusive accessibility
-  Enhance functionality & experience of courtyards
-  Create opportunities for play

### Enhance Biodiversity

-  Create innovative sustainable measures
-  Create green corridors with tree lined avenues
-  Support the presence of a biodiverse environment
-  Create SuDs/rain garden where possible
-  Provide opportunities for urban farming

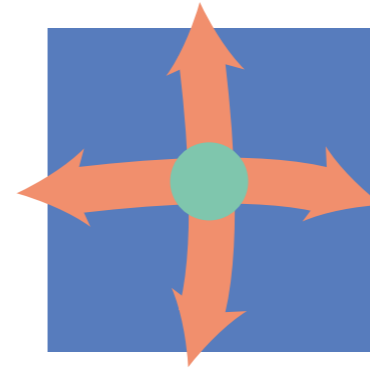
### Drive Activity

-  Create opportunities for arts/culture
-  Create identity through integrated activity
-  Instill a diverse range of programs to plazas
-  Improve entertainment & commercial offer
-  Leverage technology to connect with the community

# PRINCIPLES OVERVIEW

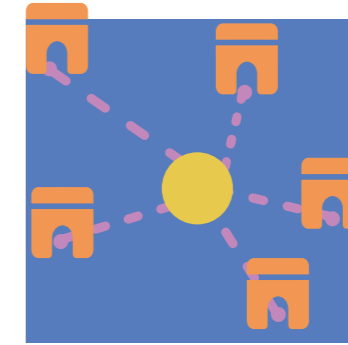
## Guiding the Interventions on Site

The following section takes a more pragmatic look at site-specific interventions and initiatives that are proposed to achieve this public realm vision. These are based on the following five framework principles that have informed the intervention selection and in turn, were derived from our baseline analysis and engagement process.



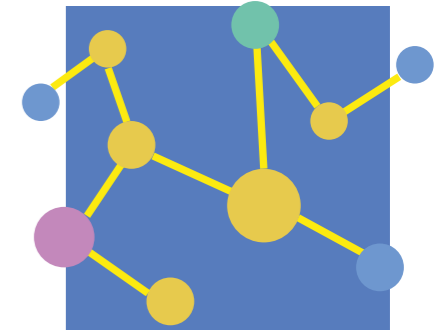
**THE CROSSROADS**

The quarter acts as one of the main crossroads between Westminster and the City, not only in the modern day but also historically. This principle focuses on creating vibrant and engaging public spaces that serve as meeting points for different people, activities, and modes of transportation to activate and enrich these crossroads.



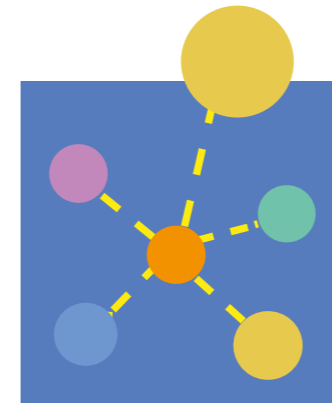
**RIVER THAMES**

There are several types of thresholds that act as an entry point to the quarter, such as St. Paul's being a cultural threshold, Blackfriars being a threshold to the Thames river etc. This principle aims to create a welcoming and memorable experience for the visitor.



**THE SQUARES/COURTYARDS**

Fleet Street Quarter holds a multifaceted fabric of courts, churchyards, alleyways and plazas. By creating a network of interconnected plazas, this principle seeks to promote social interaction, community engagement and more inspiring spatial experiences.



**THE LINKS**

The promise of quick connections within the City and beyond - from the Elizabeth Line to City Thameslink stations - is a big opportunity for the quarter. By enriching this connection, FSQ can promote alternative experiential routes, drive footfall deeper into the quarter and allow for better access to the quarter's hidden history.



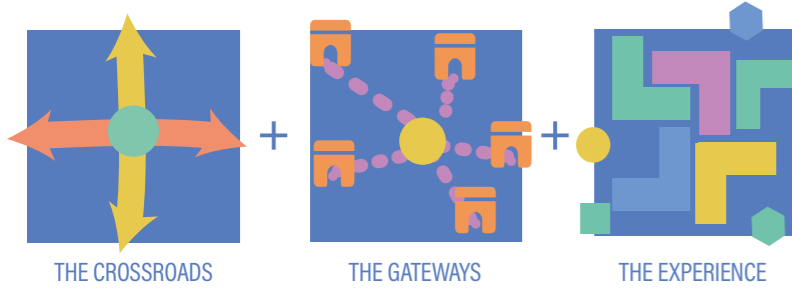
**THE EXPERIENCE**

Fleet Street Quarter has an amalgamation of historic and modern urban fabric. This principle is about recognising and celebrating the unique cultural and social identities of the quarter. It involves designing urban spaces that reflect and celebrate the diversity of the community, creating a sense of place and belonging for all users.

# MAJOR INTERVENTIONS

## Introduction

Here, the major interventions and their routes are introduced conceptually on the adjacent diagram. There are two layers of interventions: Primary and Secondary Routes, which propose an order to the narrative.



## Primary Routes

### I. Historic Ceremonial Route

The historic ceremonial route runs across Fleet Street and Ludgate Hill in the quarter. It traces important historic, political and cultural landmarks in it's wake such as the Temple Bar, entrance to Temple church, Ludgate and St. Paul's Cathedral. To reminisce and evoke the memory of these landmarks and the historic Fleet Street itself, it has three important nodes of proposals.

- 1- Ludgate Circus
- 2- Temple Bar
- 3- Ludgate

### II. Channel of the River Fleet

Historically, the open River Fleet flowed along the Farringdon Road and New Bridge Street into the Thames. Today, deep underground reined in by the Victorian aqueducts, the Fleet is an unseen myth. To memorialise the River of Ink, three important nodes along with their routes have been identified.

- 1- Holborn Viaduct
- 2- Ludgate Circus
- 3- Blackfriars

## Secondary Routes

The secondary routes run along High Holborn cutting through Holborn Circus and to the far end of Old Bailey on the north, as well as along Victoria embankment on the south. There are important nodes identified along these routes such as Holborn Circus and the Old Bailey pocket park.



# HISTORIC CEREMONIAL ROUTE

## Future Interventions

Fleet Street Quarter has always been an important transition space between the City of London (CoL) and the City of Westminster. At its commercial heart, Fleet Street is one of London's most historic thoroughfares since Roman times and has served as a ceremonial procession route from St Paul's Cathedral to Buckingham Palace for many centuries. Fleet Street also has a long history of being the country's centre of the legal profession and functioned for a long time as the heart of publishing.

The historic ceremonial route runs along Fleet Street and Ludgate Hill in the quarter. It traces important historic, political, and cultural landmarks in its wake such as the Temple Bar, entrance to Temple church, Ludgate and St. Paul's Cathedral.

To reminisce and evoke the memory of these landmarks, the historic Fleet Street itself, and the point where it crossed the River Fleet at Ludgate Circus, it has three important nodes of proposals.

- 1- Temple Bar Gateway
- 2- Ludgate Circus
- 3- St Paul's Gateway

Celebrating the historic landmarks and traces along the ceremonial route requires connecting the major street to the alleyways and courts. Several interventions have been identified to commemorate and bring alive the past of this important historic ceremonial route.



- H1** Temple Bar Gateway
- H2** Fleet Lanes
- H3** Fleet Street
- H4** Ludgate Circus
- H5** City Thameslink Station Forecourt
- H6** St Paul's Gateway



# FLEET STREET

## Before & After

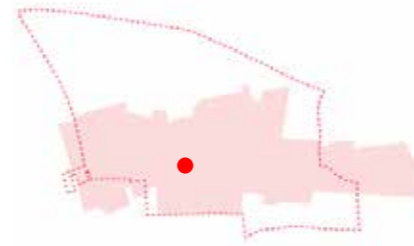
**H2 H3** Fleet Street and access to Fleet Lanes

The Public Realm Strategy for Fleet Street encompasses a long-term aspiration to limit vehicular access. This allows for an improved pedestrian experience with widening of pavements and introducing tree planting, greening and seating. Further interventions would improve connections to Fleet Lanes, and improve lighting and shopfronts, all in celebration of the historic and varied architecture that rises above ground level.

Before



After



# LUDGATE CIRCUS PROPOSAL

## Before & After

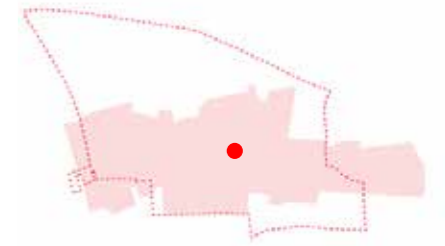
**H4 H5** Ludgate Circus and City Thameslink Station Forecourt

Taking reference from its history, Ludgate Circus will be positioned as the new destination at the crossroads of Fleet Street / Ludgate Hill and Farringdon Road / New Bridge Street, creating a memorable experience for all visitors coming to the area.

Before



After



# CHANNEL OF THE FLEET RIVER

## Future Interventions

Historically, the open Fleet River flowed along Farringdon Road and New Bridge Street into the Thames. Today, deep underground reined in by the Victorian aqueducts, the Fleet River is an unseen myth. Despite the many adaptations undergone by the city, and the changes enforced on the river itself, the water has never stopped rushing and flowing, quietly and unseen, beneath the feet of Londoners. To memorialise the 'River Fleet', three important nodes along with their routes have been identified.

- 1- Holborn Viaduct
- 2- Ludgate Circus
- 3- Blackfriars

Celebrating the natural features that have shaped the characteristics of the area, the river will be unearthed in moments of memorialisation, bringing the lost river alive from Holborn Viaduct to Blackfriars through art installations, historic interpretation, water and landscape features.



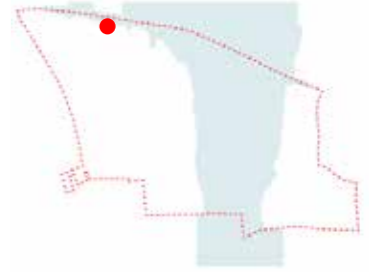
- R1** Holborn Circus
- R2** Holborn Viaduct
- R3** Farringdon St
- R4** Ludgate Circus
- R5** New Bridge St
- R6** Blackfriars Gateway

# HOLBORN FOREST PROPOSAL

## Before & After

### **R1** Holborn Circus

With Farringdon Station as a regional transport hub and the Museum of London as a new key visitor destination, Holborn Circus will see considerable increase in footfall of varied users that need to be catered for. Providing facilities that will serve these different user groups will transform Holborn Circus into a green urban forest that can function as a destination in its own right.



Before



After



# BLACKFRIARS PROPOSAL

Before & After

## R6 Blackfriars Gateway

Blackfriars Station functions as a regional transport hub and arrival gateway to the Fleet Street Quarter. Improvements to the Blackfriar Pub open space and the connected network of alleyways and pocket parks will improve the overall pedestrian experience.

The Public Realm Strategy for Fleet Street encompasses a long-term aspiration to limit vehicular access. This allows for an improved pedestrian experience with widening of pavements and introducing tree planting, greening and seating. Further interventions would improve connections to Fleet Lanes, and improve lighting and shopfronts, all in celebration of the historic and varied architecture that rises above ground level.

After



Before



# HOLBORN VIADUCT PROPOSAL

Before & After

## R2 Holborn Viaduct

Celebrating the historic significance of the Holborn and Fleet Valley, the intervention at Holborn Viaduct proposes to memorialise the river with light and sound installations in its undercroft reflecting the flow of the river. Parking relocation allows for widening of footway and introduction of outdoor seating with greening for the existing businesses.

After



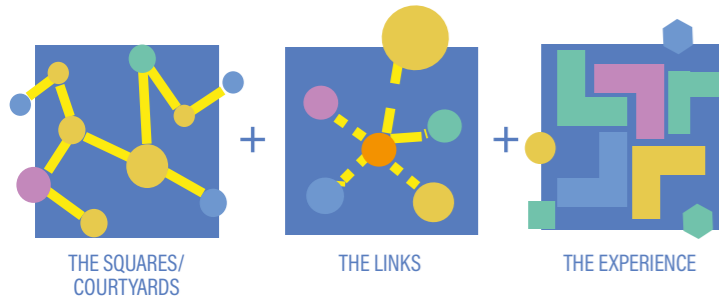
Before



# QUADRANT INTERVENTIONS

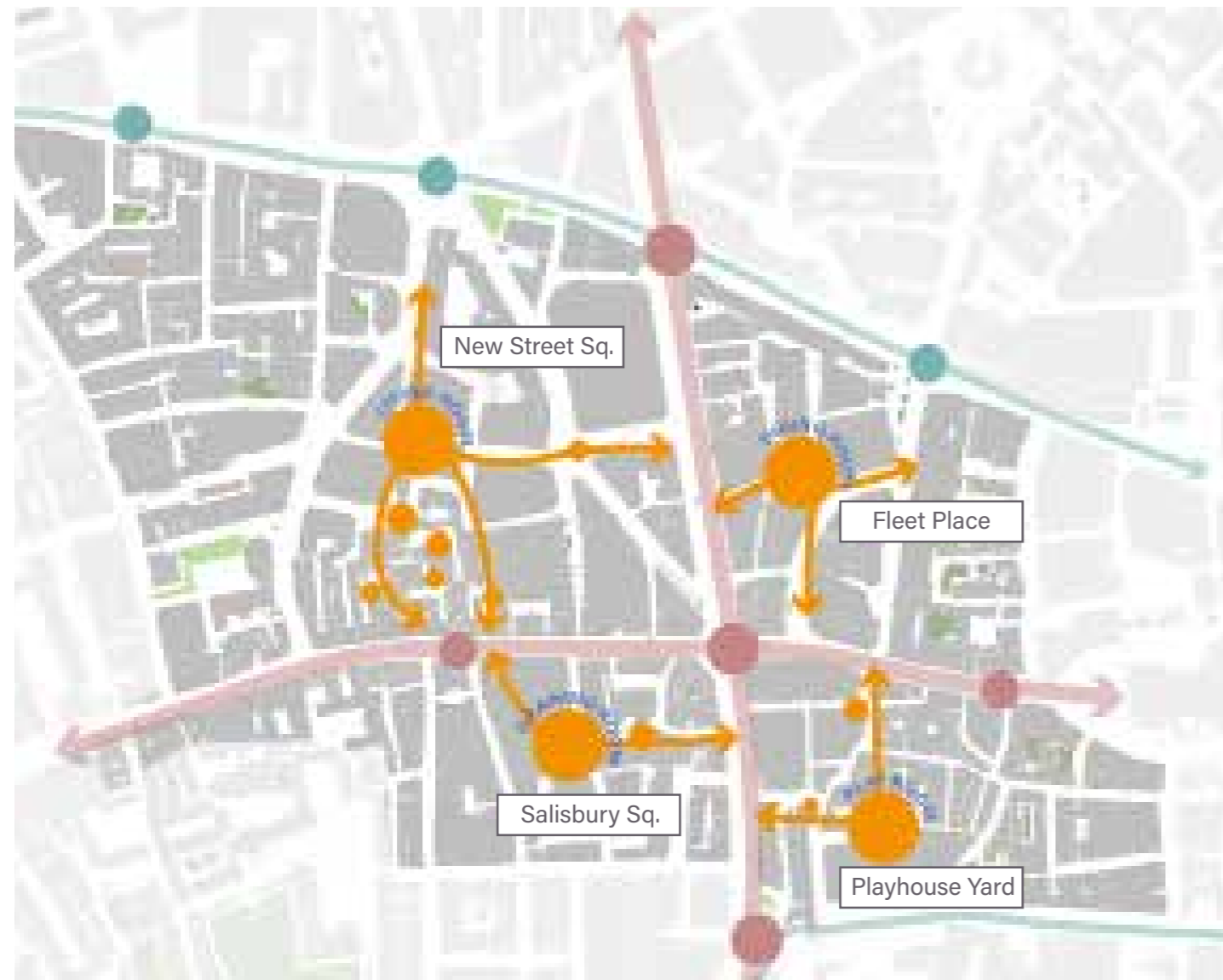
## Introduction

Here, the quadrant interventions and their routes are introduced conceptually. An overarching concept of 'Rooms and Galleries' is applied to all the interventions within the quadrants. Three Design Principles as presented in the Purpose chapter are incorporated into the quadrant interventions as shown below.



## Outdoor Rooms and Galleries

Imagine a series of outdoor rooms and galleries that connect the entire quarter to create a holistic linked experience of one home. The rooms each serve a purpose, taking inspiration from history and the present, such as a dining room, living room, playroom etc. that allow for the visitors to explore them with ease. The galleries act as passages connecting those different rooms, 'in between spaces' with their own character and function featuring exhibition spaces or providing dwelling and dining spaces. This concept is used to join the various courts and plazas of the quarter with each one having a specialised function, such as the Fleet Place acting as the Dining Room, Salisbury Square as the Drawing Room, New Street Square as the Living Room, Playhouse Yard as the Playroom etc.



# THE ROOMS & GALLERIES

## History

Each quadrant in FSQ has a unique characteristic and a story to tell. The Fleet Lanes quadrant has Dr. Johnson's House, watering holes and venues that literary figures such as the likes of Charles Dickens, Mark Twain and G.K Chesterton frequented. The quadrant with Old Bailey has a story of a civic space that stood for protection of the people. The quadrant with St. Bride's Church has a religious narrative and as a medieval church, St. Bride's was a hub of community activity, bringing the people of London together.

With the first printing press set up in its churchyard, there began an enduring relationship between St. Bride's and the world of print. The quadrant with Playhouse Yard has a Shakespearean existence with his former house being down the street and Playhouse Yard itself formerly housing a Playhouse that he performed at. In this way, these small courts and alleyways start forming a series of "rooms" and connecting "galleries" that have their own function and unfold to reveal a narrative.

- Fleet Lanes**  
 Historic intimate streets evocative of literary figures such as Dr Johnson, Charles Dickens etc.
- Ye Olde Cheshire Cheese**  
 A pub existed on this site since the 1538, and this pub was rebuilt after the fire in 1666. The pub is known for its literary associations, with its regular patrons having included Charles Dickens, G.K. Chesterton and Mark Twain.
- Old Bailey**  
 The Central Criminal Court of England and Wales, commonly referred to as the Old Bailey after the street on which it stands on.
- Temple**  
 It is one of the main legal districts in London and a notable centre for English law, historically and in the present day.
- St Bride's Church**  
 Historic church designed by Christopher Wren.
- Playhouse Yard**  
 A modern street sign and a fragment of an ancient stone wall are the only lasting reminders of a building that once housed one of three London theaters where Shakespeare trod the boards.

# THE ROOMS & GALLERIES

## A6 Gough Square

As the forecourt to Dr Johnson's House, Gough Square plays a key role in celebrating and showcasing Dr Johnson's achievements and carrying them through to the outdoors. It provides a tranquil environment with plenty of seating opportunities and additional greening.

Before



After



## C2 Bride Lane

Historically accessing a vibrant network of alleyways and lanes that supported the printing community, Bride Lane is re-ignited through a program of activities in conjunction with the adjacent institutions that put it back on the map.



## D3 Playhouse Yard

The name Playhouse Yard and a fragment of an ancient stone wall are the only lasting reminders of a building that once housed one of the three theaters where Shakespeare trod the boards. Celebrating its heritage, the playhouse stage is reimagined, allowing for temporary performances or inviting people to rest and take their break.



# PLAN OF WORK

## Introduction

The reinvention of Fleet Street Quarter over the next 10 years, in line with our vision, will be guided by a robust plan of work. It is a working document and is designed to serve as a roadmap for the development of the public realm. From the beginning of the study, Fleet Street Quarter BID wanted to identify key catalyst projects for highly visible major public realm improvements that would signal the BID's serious engagement with this issue. The consultant team has worked closely with the Fleet Street BID team, Fleet Street Steering Group, the Developers Property Group, the City of London, and other stakeholders to establish the 34 priority projects.

By responding to the unique requirements of the different neighbourhoods across the site, the strategy will deliver benefits that the local community values.

By identifying a clear set of 'fixes' and 'flexes' and encouraging open and ongoing collaboration with strategic partners, the strategy will ensure that maximum benefits are achieved, using catalytic projects and strategic focus projects to kick-start the transformation of Fleet Street Quarter and alter the perception of the area. Identified focus projects for the next 2-3 years will provide a springboard for the wider transformation and establish the level of ambition for action, inspiring long-term success.

Each identified project will need a detailed design and be subject to stakeholder engagement, consultation and agreement with the City of London before it can be implemented.

### IMPACT

- e.g. Projects that improve the connections at/to Fleet Street Quarter or enhance a wider area.
- e.g. Projects that will single-handedly change people's perceptions about Fleet Street Quarter.
- e.g. Major projects that have influence in the city scale and attract many new visitors.

### TIMESCALE

- Short-term** projects could be defined and pursued immediately and have a suitable scale, simplicity and stakeholder interest that make them possible within one or two years.
- Medium-term** projects may have a longer lead time, and they are generally connected to other adjacent developments and require approval from various parties.
- Long-term** projects require a series of analyses, testing, designing, consulting and approvals. Despite this, these projects may be progressed through their earlier stages in order to establish feasibility but wider delivery may require more complex studies.

### COST

- e.g. up to £2 Million - Smaller interventions and the most straightforward projects to achieve with certain amount of collaboration
- e.g. 2£- 5£ Million - Medium scale interventions projects which include upgrading existing spaces, potentially deliverable with section 106 contributions
- e.g. over £5 Million - projects that require road and major streetscape and only deliverable with public / government funding







### COMPLEXITY

- e.g. the most straightforward projects to achieve. Planning permission and further consultation with CoL and/or other stakeholders are required.
- e.g. projects require consultations with multiple parties. Changes will require more detailed consultation with CoL, TfL, Historic England, etc. Complex ownership issues and minor traffic/ public footway changes might also affect the projects.
- e.g. projects that will affect a wider strategic traffic network and infrastructure.







# PLAN OF WORK

## Site Plan







### Intervention Categories

Major Interventions	Historic Ceremonial Route	
	Channel of the Fleet River	
Quadrant Interventions	New Street Square Quadrant	
	Fleet Place Quadrant	
	Salisbury Square Quadrant	
	Playhouse Yard	










### Historic Ceremonial Route

-  H1 Temple Bar Gateway
-  H2 Fleet Lanes
-  H3 Fleet Street
-  H4 Ludgate Circus
-  H5 City Thameslink Station
-  H6 St Paul's Gateway




### Channel of Fleet River

-  R1 Holborn Forest
-  R2 Holborn Viaduct
-  R3 Holborn Viaduct
-  R4 Ludgate Circus
-  R5 New Bridge Street
-  R6 Blackfriars Gateway






### New Street Square Quadrant

-  A1 New Street Square
-  A2 Chancery Lane
-  A3 Bream's Buildings
-  A4 Furnival St / Norwich St
-  A5 Fetter Lane & New Fetter Lane
-  A6 Gough Square
-  A7 Chancery Lane Station
-  A8 Shoe Lane
-  A9 Hatton Garden/Greville Street

### Fleet Place Quadrant

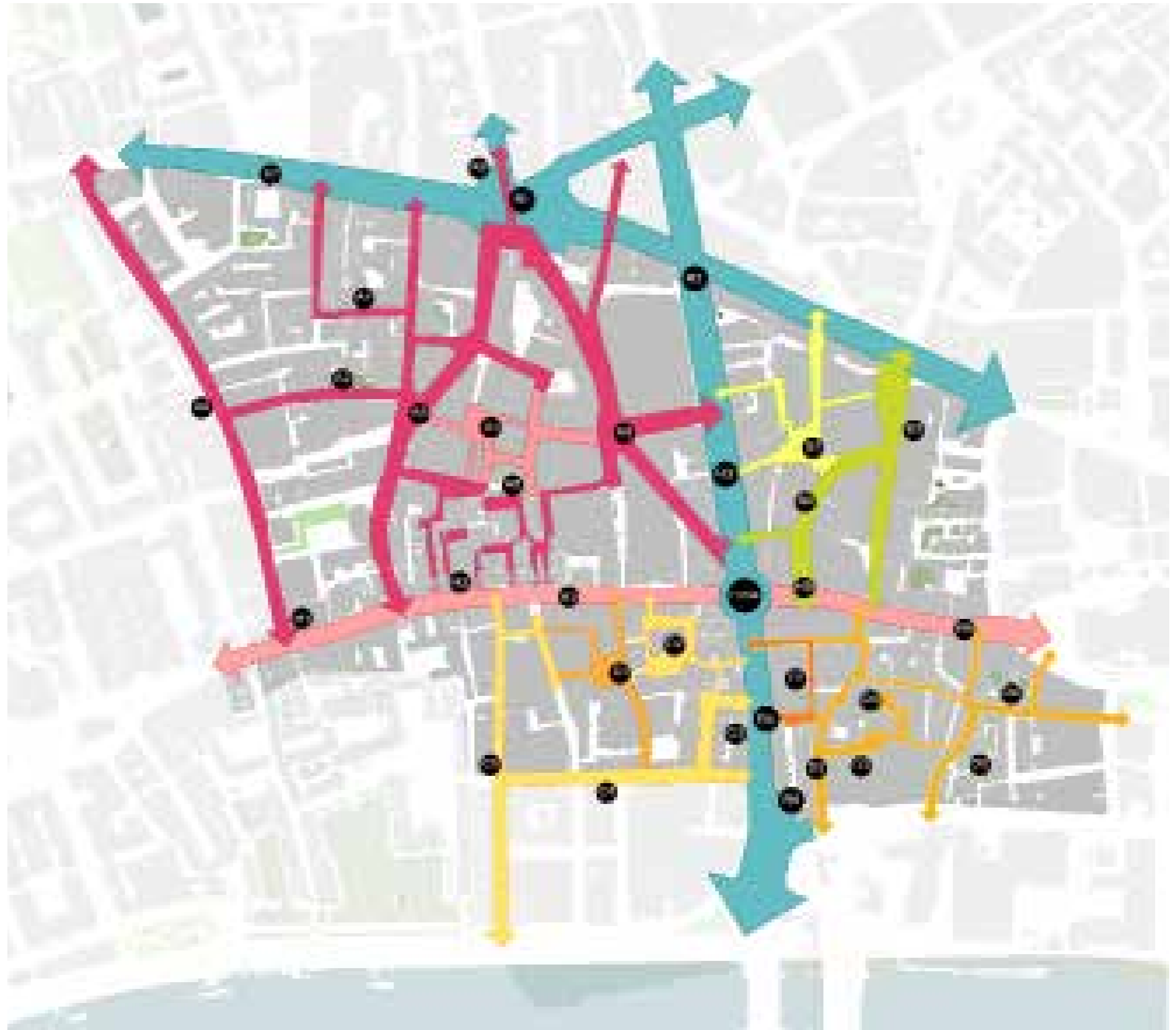
-  B1 Fleet Place & surrounding lanes
-  B2 Limeburner Lane
-  B3 Old Bailey

### Salisbury Square Quadrant

-  C1 Salisbury Square & surrounding lanes
-  C2 St Bride's Church and Passage
-  C3 Bridewell Place
-  C4 Tudor Street
-  C5 Bouverie Street

### Playhouse Yard Quadrant

-  D1 Pilgrim St, Waithman St and Apothecary St
-  D2 Blackfriars Lane
-  D3 Playhouse Yard & Church Yards
-  D4 Ludgate Broadway Pocket Park
-  D5 St Andrews's Hill
-  D6 Carter Lane / Creed Lane



# FOCUS PROJECTS

## Plan of Work

Identifying Focus Projects in a public realm strategy involves careful consideration of the community's needs, the area's characteristics, and the overall goals of the public realm strategy. The below projects have been identified as Focus Projects after careful consideration and collaborative iteration.

### H1 Temple Bar Gateway

Leveraging the historical significance of the original Temple Bar site as the entrance to the City of London, and enhance the western entry point to the quarter with a memorable and informative experience. Streamline and enhance the materials used in public spaces, and investigate options for incorporating seating and green spaces to create a more inviting environment.

### H2 Fleet Lanes

Connect the Lanes to Fleet Street, improving clarity and ease of access between various courts and plazas. Upgrade the materials in the lanes, clearly demarcate entry points for better orientation, and install art pieces and lighting to enhance foot traffic and make the routes within the quarter more visually appealing.

### H3 Fleet Street

Expand the pedestrian space by eliminating the eastbound bus lane and limiting vehicle access (excluding buses, bicycles, taxis, and authorised vehicles). This adjustment will create room for street trees, greenery, and seating areas. Prioritise buses, enhance links to Fleet Lanes, improve lighting, and upgrade storefronts. All these efforts are aimed at honoring the diverse historical architecture above ground level.

### H4 Ludgate Circus

Transform Ludgate Circus into a vibrant destination, ensuring a memorable experience for all visitors. Enlarge pedestrian pathways, implement diagonal crossings, remove railings, and add seating and planters around the area. Initial improvements to the junction can generate momentum for the overall project.

### R1 Holborn Forest

Holborn Circus is poised for a significant rise in foot traffic, encompassing diverse user needs. To address this, harmonise the disjointed public spaces along this vital northern gateway. Implement a planting strategy reminiscent of a lush forest, unifying the area seamlessly. Achieve this vision through a comprehensive approach that involves coordinated efforts across boroughs.

### R2 Holborn Viaduct

Craft an engaging atmosphere beneath the viaduct, highlighting the essence of the Fleet River's flow. Incorporate historical markers in public spaces, enabling a deeper connection with the area's heritage. By relocating parking spaces, expand pedestrian pathways and introduce outdoor seating.

### R6 Blackfriars Gateway

Elevate with additional planting and water features to continue the theme of the Fleet River's flow. Combined with art and light installations around the railway walls and bridges, this is uplifting the arrival experience and draw visitors into the quarter to discover more.

### A2 Chancery Lane

Exploit the reduced traffic flow resulting from the current motor vehicle restrictions (except taxis) to expand pedestrian walkways. Utilise this opportunity to establish temporary parklets adorned with seating and planters.

### A6 Gough Square

Reclaim the courtyard's streetscape by reconfiguring servicing arrangements and incorporating more trees, greenery, and seating. Install historic markers, signs, and wayfinding elements, extending the outdoor representation of the rich historical and cultural assets in the vicinity.

### C1 St Bride's Church and Passage

Enhance the material quality and landscaping in St Bride's Churchyard and Passage. Incorporate additional greenery and create purposeful seating spaces. Explore the possibility of temporary food and beverage offerings to enhance the area's vibrancy. Revitalise Bride Lane as a crucial segment of the historic route within the quarter.

### D3 Playhouse Yard & Church Yards

Restrict vehicular access to Playhouse Yard to convert it into a charming pocket park, complete with urban performance spaces and seating arrangements. Enhance the landscaping of church yards, incorporating lush greenery and purposeful seating. Explore the option of temporary activations.



# CONCLUSION & NEXT STEPS

## Introduction

Reinventing the vision for Fleet Street Quarter to attract more local businesses to the area while creating an attractive and sustainable community for local residents and workers over the next 10 years is only possible with buy in from all parties involved. Improvements to a district of such scale and influence can only be realised with strong leadership and vision, true engagement, public and private sector partnership, and firm commitments to delivery.

The Fleet Street Quarter BID has already started the process of uniting those efforts of our partners, stakeholder and communities to position the district as an exemplar city-centre destination. Identifying the focus projects provides a clear focal point for everyone where the initial effort will be allocated, aiding the discussion and conversations going forward. Further investigation into costing, viability, and testing of design ideas will be required to develop those initial ideas and strategies, accompanied by a stringent review and consultation process. This report should be used to facilitate those discussion, build a consensus on the development of the Fleet Street Quarter, and guide the commissioning of individual projects and spatial upgrades in the area. It should also be used to aid discussion with stakeholders and other parties that are involved in the management and improvement of the public realm in and around the Fleet Street area.

It is important that the Fleet Street Quarter BID is harnessing the momentum and enthusiasm created through the preparation of this document. Following the adoption of the Placemaking & Public realm Strategy by the Fleet Street Quarter BID, the ideas presented will require substantial further work and, going forward, we are suggesting the following next steps in terms of stakeholder engagement, technical and design development, and funding mechanisms:

## Stakeholder Engagement



- Supporting the strategy and vision with a communications plan using multi-media outputs
- Setting up focus groups to champion focus projects to report into the main public realm group
- Continuing discussion with City of London and TfL so it can further feed into their policy work for open spaces and streetscape, including the CoL's Healthy Streets Plan
- Identifying local partners for collaboration on community and activation projects

## Design and Technical Development



- Commissioning of design competitions, such as for the gateway memorials or the Holborn Viaduct, in coordination with stakeholders and local authorities to ensure that identified interventions are taken forward
- Creating comprehensive arts/ cultural strategy for the entire Fleet Street Quarter area, building on our strategy and existing cultural plans
- Ensuring that upcoming developments are recognising the wider public realm vision and integrating them in their spatial improvements

## Funding Mechanisms



- Undertaking costing exercise, and commissioning identified design and technical studies for the priority projects
- Once costed, establishing a funding strategy for each of the interventions, including maintenance costs, to enable prioritisation in line with timescales
- Working with private and public sectors to identify funding sources for proposed interventions

We would like to thank everyone who contributed to this study, especially the developers for their insight and images, the City of London Corporation for their advice, our project steering group and other stakeholders and contributors whose knowledge has been invaluable in developing the strategy.



