

STRAND ALDWYCH PROPOSALS

SHARE YOUR VIEWS ON DRAFT DESIGN CONCEPTS
FOR THE STRAND ALDWYCH AREA



OPEN 30 JANUARY TO 13 MARCH 2019

**STRAND
ALDWYCH**

STRANDALDWYCH.ORG



City of Westminster

HAVE YOUR SAY

As an historic gateway to the West End, Westminster City Council wants to improve the public spaces in the iconic Strand Aldwych area in order to deliver the vision for a new creative and learning quarter for London. We have set aside £28m of funds to do so.

Home to some of the capital's most famous cultural and academic institutions, it is also a major leisure destination in its own right with landmark theatres, hotels and other attractions. It is also a significant employment centre for Westminster.

But the future success of the area is at risk due to poor visitor experience and difficulty in moving through the district. That's why the council has worked with local organisations to develop some fresh ideas for the Strand Aldwych. These concept designs have come together following a great deal of discussion with local groups and we now want to get as much feedback as possible. This is an important part of our ongoing dialogue with those who know best – those who live, work, visit or are based in the area.

We will use this feedback to review and improve our designs, and complete the technical work needed to inform a further consultation on updated proposals planned for late 2019.

Nothing is set in stone at this stage; we look forward to having constructive discussions as to how we can deliver a world-class scheme that benefits Westminster and London for many years to come. Have your say and help us deliver improvements that we can all be truly proud of.



CLLR
RICHARD BEDDOE

Cabinet Member for
Place Shaping
& Planning

THE CHALLENGES

The Strand Aldwych area is home to an amazing number of cultural, educational and creative institutions, businesses as well as nearby residential neighbourhoods. However, the opportunities to create a world-class destination face significant challenges.

- **Poor public realm:** the quality of the current public spaces isn't good enough and doesn't encourage people to spend time in this iconic location
- **Traffic congestion:** the level of congestion increases journey times, reduces pedestrian safety, creates pollution and undermines productivity, business competitiveness and the long-term attractiveness of the area
- **Poor air quality:** the Aldwych and the Strand have a record of poor air quality
- **Security:** the area is both highly crowded and contains popular attractions, which means the security of the area must be managed carefully
- **Lack of commercial space for growth:** the West End is one of the busiest parts of the UK and the lack of commercial space is an issue

OUR OBJECTIVES

The Strand Aldwych project has the following six objectives to address these challenges:

1. **Better movement of traffic** – improving journey times and safety for many routes by removing the gyratory, having two way traffic in Aldwych and removing it from part of the Strand
2. **Improve the public realm** – creating an attractive public space on the Strand and a better pedestrian experience on Aldwych
3. **Improve links for walking and cycling** – providing better connections to the surrounding area and improving safety for the 14 million people who visit each year
4. **Improve air quality** – addressing air quality across the whole project area, reducing traffic in some areas, mitigating the effects of traffic in other areas and working with partners to influence, lobby and explore opportunities for positive change
5. **Support culture, education and innovation** – creating opportunities to showcase the area's wealth of cultural and educational talent and encouraging opportunities for collaboration
6. **Support the area's economy** – enhancing its vibrancy, productivity and creativity by celebrating its unique character

2 DRAFT DESIGN CONCEPTS

The design concept for Strand Aldwych has been informed by intensive discussions with a wide variety of local organisations. It proposes a vibrant area, fulfilling the inspirational creative and learning potential of this unique district.

We now want to hear from as many people as possible about our ideas as part of our ongoing dialogue. We will use the feedback to inform a consultation on detailed designs later in 2019.



- 1 Raised lawn
- 2 Planted area
- 3 Activity zone
- 4 Flexible open space
- 5 New crossings
- 6 Improved links
- 7 Pedestrian and cycle zone
- 8 Safety measures
- 9 Pocket square
- 10 Improved pedestrian crossing

DRAFT DESIGN CONCEPTS



VIEW ALONG STRAND LOOKING WEST



VIEW ALONG ALDWYCH LOOKING EAST



VIEW ALONG STRAND LOOKING EAST



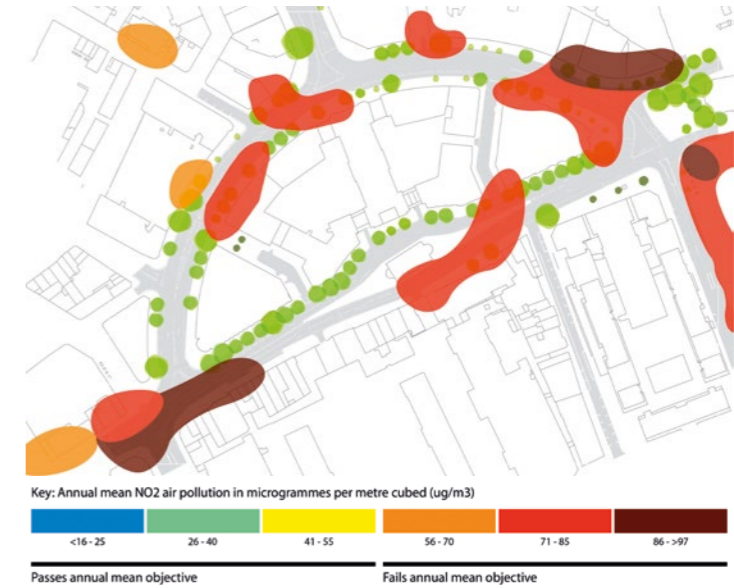
VIEW ALONG ALDWYCH LOOKING WEST

AIR QUALITY

Poor air quality in the area is detrimental to its future potential

The Aldwych and the Strand have a record of poor air quality. Traffic is a major contributory factor, which adds to the poor experience and reduces the time people want to spend in the area.

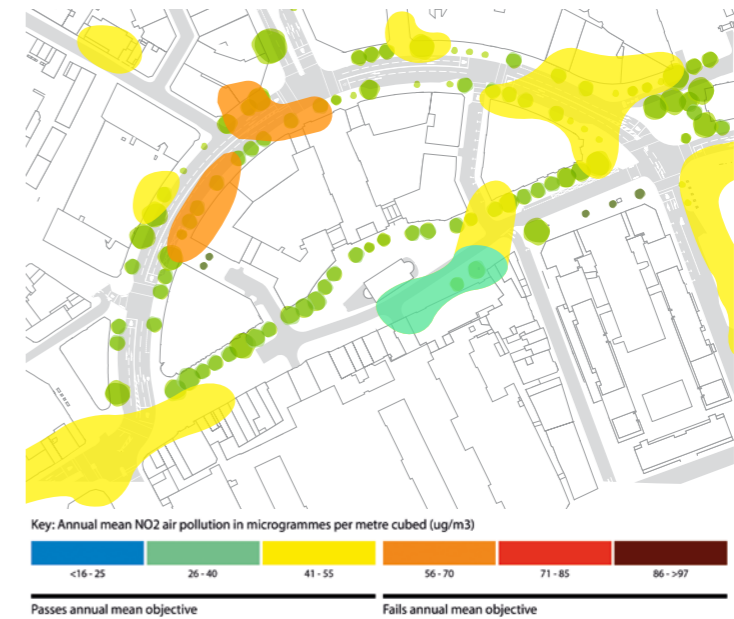
This image shows the results of an air quality model based on a traffic study from 2017.



Improve air quality

Air quality will be addressed across the whole project area, with this new scheme. In some areas traffic will be reduced and in other areas the effects of traffic will be mitigated. An air quality assessment of the concept proposals has highlighted areas for improvement, as shown on the plan. Working with our partners will also be key in addressing air quality to influence, lobby and explore opportunities for positive change.

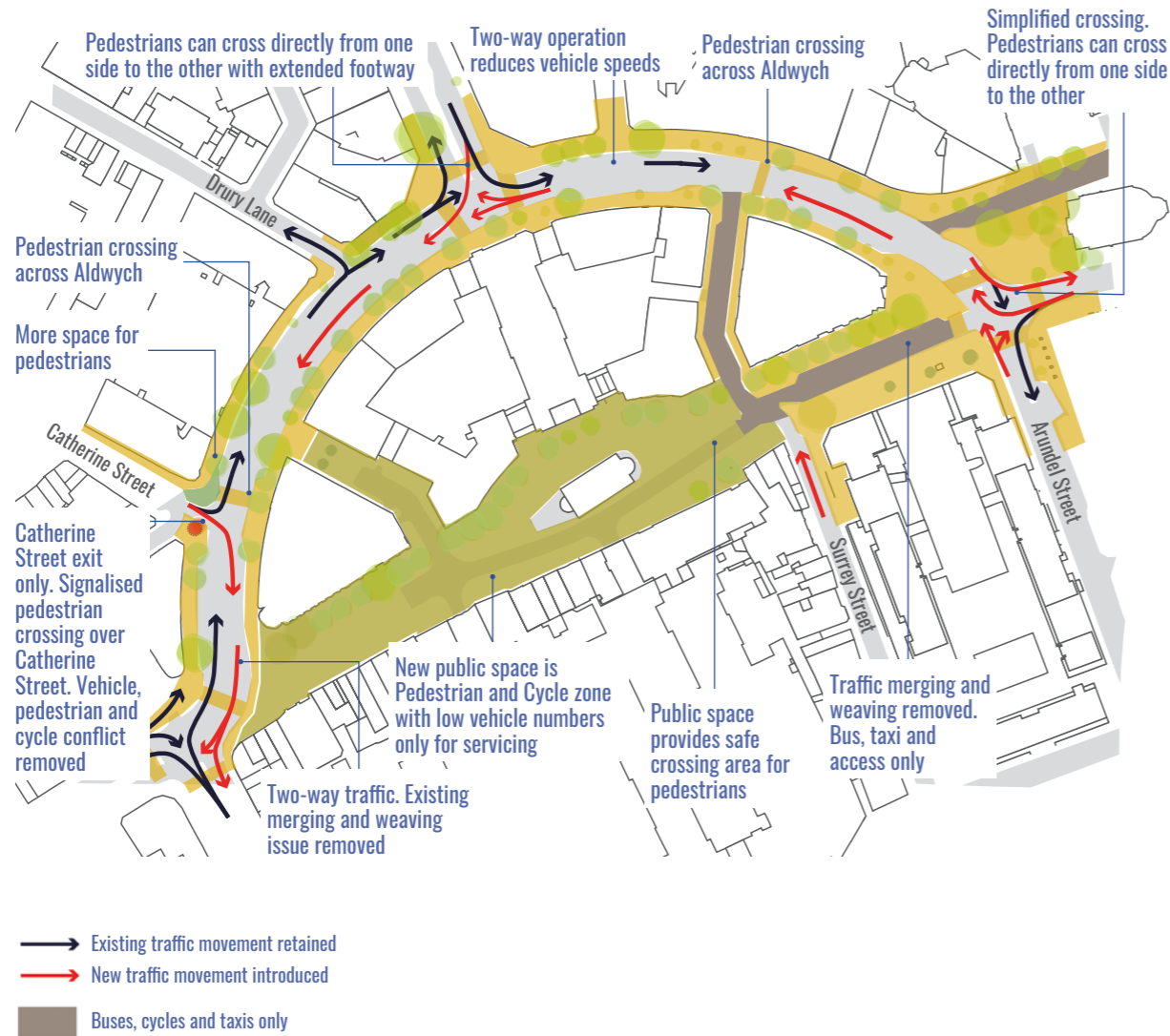
This image shows the results of an air quality model of the proposed scheme in 2021, should it be delivered.



4 TRAFFIC MOVEMENT

TRAFFIC MOVEMENT

This diagram illustrates the basis for how traffic, pedestrians and cyclists could move around the area if the ideas are implemented.



GET INVOLVED

We want to know what everyone thinks of our draft design concepts for the Strand Aldwych area. We are keen to hear from all residents, students, businesses, venues, organisations and community groups with a stake in its future. There are several ways you can give your feedback:

- tell us your views online at strandaldwych.org
- email your comments to strandaldwych@westminster.gov.uk
- come to one of our consultation events, talk directly to our team and share your ideas

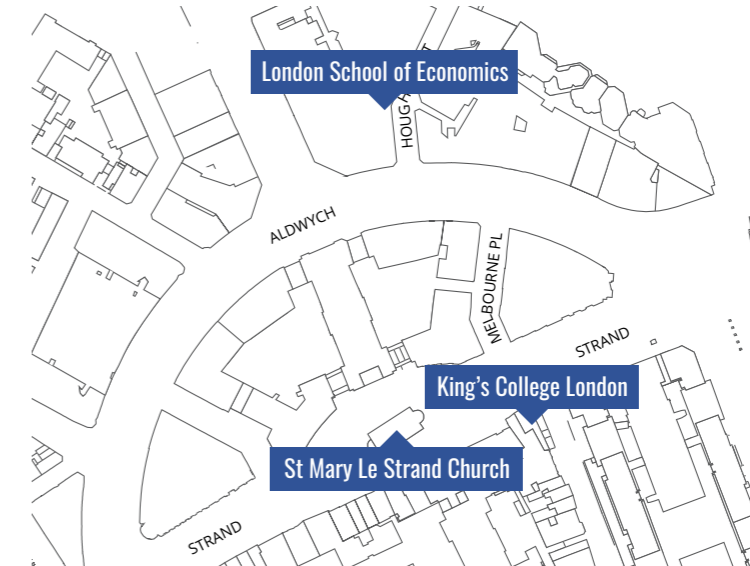
DATE	TIME	LOCATION
Thursday 7 February	12pm–2pm	London School of Economics, 2 Houghton Street, London WC2A 2AD
Saturday 9 February	11am–3pm	St. Mary le Strand Church, Strand, London WC2R 1ES
Tuesday 12 February	12pm–2pm	King's College London, 171 Strand, London WC2R 1EP
Monday 18 February	4pm–8pm	London School of Economics, 2 Houghton Street, London WC2A 2AD
Tuesday 26 February	4pm–8pm	King's College London, 171 Strand, London WC2R 1EP
Thursday 7 March	12pm–3pm	St. Mary le Strand Church, Strand, London WC2R 1ES

Throughout the consultation, the proposals can also be found online at strandaldwych.org and on display at **King's College London** (171 Strand).

NEXT STEPS

Following the consultation, all the feedback we receive will be analysed. We will use this feedback to help develop more detailed designs. We will produce final draft designs for further consultation in late 2019 before work begins.

Subject to the results of the consultations and decisions taken by the council, work could start in 2020. Updates on the project will be provided at strandaldwych.org



5 GET INVOLVED

9 KEY STATISTICS

CIRCA
14 MILLION
VISITORS EACH YEAR



400
BUSINESSES,
EMPLOYING
20,200
PEOPLE



3
INTERNATIONALLY
RENOWNED UNIVERSITIES/
HIGHER EDUCATION
INSTITUTIONS, ATTENDED
BY MORE THAN



20
ARTS
ORGANISATIONS



100+
CREATIVE
BUSINESSES
AND OVER

300
ARTISTS
AND
MAKERS



5
THEATRES
AT THE
HEART OF
WEST END



2
HIGH COMMISSIONS
FOR AUSTRALIA
AND INDIA



3
5 STAR
LUXURY
HOTELS



2
CHURCHES



43,000
STUDENTS
FROM OVER



148
COUNTRIES,
SPEAKING
OVER



100
DIFFERENT LANGUAGES



VISIT STRANDALDWYCH.ORG FOR MORE INFORMATION