

# Alfred Place: From busy road to park, cars to wildflowers

The West End Project is Camden Council's £35 million scheme to deliver exciting improvements to central London's public realm.

Major changes underway include making Tottenham Court Road and Gower Street/Bloomsbury Street two-way to traffic. This will reduce congestion and air pollution, speed up bus routes and make cycling safer.

One of the most significant transformations is the creation of new and regenerated public and green spaces. This includes Alfred Place, a radical project that will transform a road into a new public park, a green oasis lined with wildflowers and places for play.

A meandering path lined with seating creates the perfect lunchtime spot in an area chronically short of shared open spaces. Lounging lawns, and diverse and colourful planting add delight.

This exciting design draws on feedback from extensive consultation with local residents, businesses and interest groups.



**Client**  
The London Borough of Camden

**Location**  
Camden, London

**Partners**  
DSDHA (Vision and Strategy),  
Norman Rourke Prime

**Services**  
Landscape Architecture

**Area**  
0.4ha

<sup>1</sup> Alfred Place



1-2 Alfred Place, central London