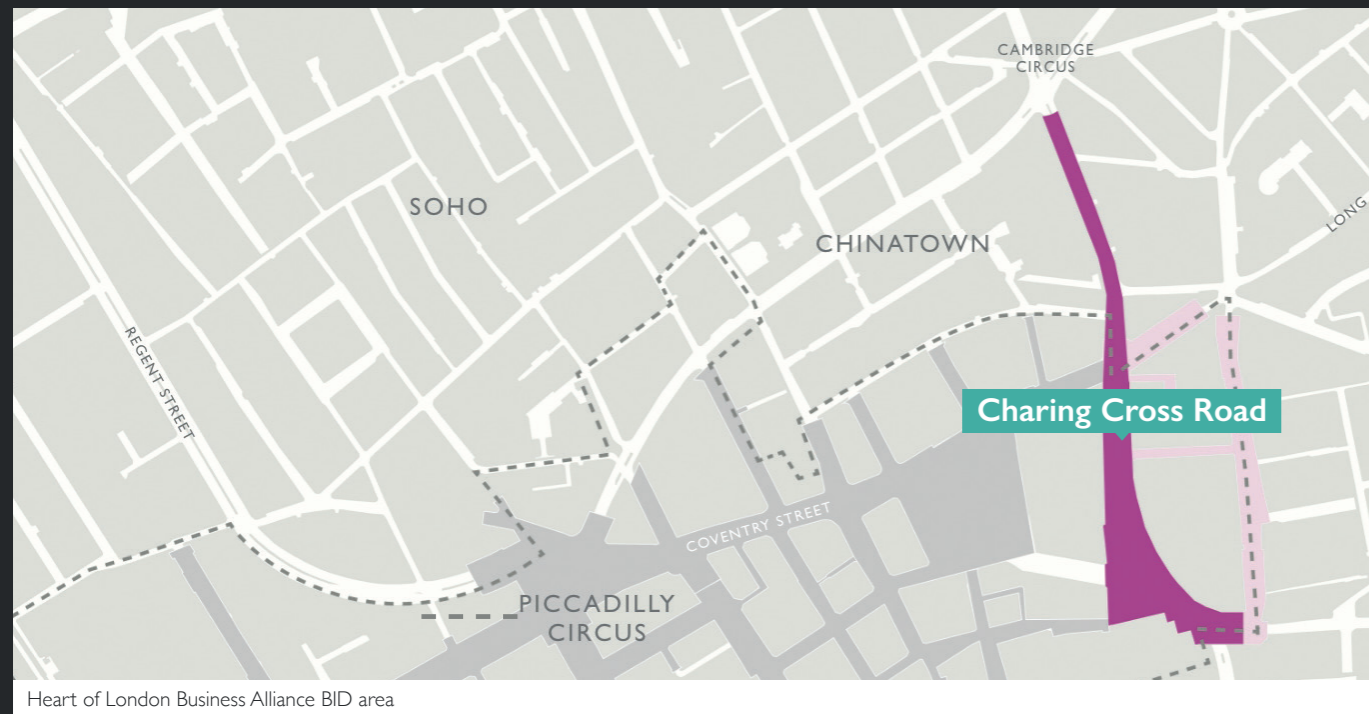


Charing Cross Road

Charing Cross Road is an important thoroughfare and destination in the West End, home for many years to leading theatres and world-class galleries, as well as independent bookshops and specialist antiquarian stores.

It has great potential to become a safer cycling and walking route and place to visit in the Heart of London's West End.

This can be achieved by working in partnership to transform this street so it is a healthy and sustainable place for residents, pedestrians, cyclists and public transport passengers.



“The vibrancy and longevity of Charing Cross Road and the surrounding area is dependent on continual investment in, and protection of the public realm, to maintain it as a culturally interesting destination.”

Ros Lawler,
Chief Operating Officer,
National Portrait Gallery

VISION FOR CHARING CROSS ROAD

WEST END 2027

Vision for Charing Cross Road

Find out more

We want to build a public and private partnership to improve Charing Cross Road for all.

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Heart of
LONDON
Business Alliance

WEST END 2027

Investing in Charing Cross Road

Heart of London Business Alliance is championing transformational cycling, walking, bus and public realm schemes in the heart of London.

Our vision is to reshape the West End by delivering healthy streets and places.

Investing in the Charing Cross Road area will:

- Make a strong contribution to supporting sustainable and healthy travel
- Create a safer road, with fewer collisions
- Improve air quality for residents, visitors and workers in the area
- Create a new public space and garden, with trees and greening
- Create space for pedestrians, making it a more inclusive and easily accessible street
- Improve bus journey times and a make it a safer route for cyclists
- Create a beautiful boulevard and place to live, work or visit



Healthy Streets Scheme Impact

Benefits of the Charing Cross Road scheme for the local neighbourhood:

20%

Reduction in collisions

16%

Improvement in bus journey times

Business Case for Investment

Research carried out by ARUP shows investment in the Charing Cross Road area's streets and public realm could deliver:

145%

Increase in Gross Value Added (GVA)

800

New jobs created by 2040

The business case for Charing Cross Road indicates the highest benefit-cost ratio of any recent and proposed sustainable transport and public realm scheme in the West End.

12.4:1

Business case benefit-cost ratio for Charing Cross Road

Cleaning Up Charing Cross Road

Today's Charing Cross Road is no longer fit for purpose, and with the Elizabeth Line welcoming an extra 170,000 passengers a day, it does not safely serve the needs of the residents, visitors or employees in the area.

The plans for Charing Cross Road will see it become a tree-lined boulevard with widened footways, an additional all-green phase diagonal crossing, safer routes for cyclists and a new public space next to the National Portrait Gallery.

Bus Priority

Charing Cross Road will be redesigned to improve bus journey time and reliability by an average of 16%.

Road Safety

There will be safer places for pedestrians to cross, encouraging exploration of the area, increasing the safety for residents and visitors. An all-green phase diagonal crossing will create much needed space and comfort for pedestrians, which is estimated to reduce collisions by at least 20%.

New Public Space and Garden

The project will create a new garden at the National Portrait Gallery northern façade entrance. A small stretch of Irving Street will be closed to allow the creation of this new space which will contribute to attracting tourists.

Crime Reduction

There will be improved sight lines and better lighting, in addition to animating places and creating more active frontages, which will help to reduce crime rates.

Greening

Through widening footways, there will be space to create a tree-lined boulevard, which will contribute to the West End becoming more climate resilient.



Air Quality

Charing Cross Road has over 150 homes and their residents are impacted by exposure to poor air quality.

It has one of central London's worst air quality records and subsequently has been declared by the Mayor of London as an 'Air Quality Focus Area'.

Better traffic management and improved loading bays, supporting more cycling and walking and reducing travel times will contribute to improving local air quality.

Zero Carbon

Attractive cycling, walking and bus routes encourage more people to travel sustainably, thereby contributing to the reduction of carbon emissions.

Charing Cross Road as a Destination

Charing Cross Road is world renowned for its specialist, independent bookshops and antiquarian retailers. Improved access and creating a better place will increase dwell times, restoring Charing Cross Road's status as a key destination in London's West End.

"We at Soho Housing share the same core objectives to make the centre of London the best possible environment for people to live and work, and to improving a much-loved London location."

Barbara Brownlee,
Chief Executive,
Soho Housing Association



Improvements throughout Charing Cross Road

1. Widen footways
2. Create new public space and garden
3. Plant trees and shrubbery
4. More space for pedestrians
5. Safer routes and junctions for pedestrians and cyclists
6. Better bus journey times
7. Improved air quality

*Numbered locations are indicative only