



ST GILES CIRCUS LONDON, UK

St Giles Circus (also known as Denmark Place) is a large mixed-use development/refurbishment site within the Central London area. The project constitutes an iconic building arrangement organised around a public space. The key strengths of the site are:

- Its highly accessible Central London location, close to Tottenham Court Road Underground Station.
- Denmark Street, which has become renowned as a home of the UK popular music industry.
- The rich and diverse collection of listed buildings.

Initial feedback from London Borough of Camden on the proposed masterplan indicated that the circulation arrangements for the site are a key concern, particularly given the close proximity of the Southern entrance/exit of the Tottenham Court Road Underground Station. Tottenham Court Road will be a Crossrail station in 2016 as well as

continuing to serve the Northern and Central Lines.

BuroHappold's Smart Space team has been appointed to assist the design team by mitigating the council's concerns and to inform the design process.

Circulation and pedestrian flow input is an integral part of the design process, particularly in a heavily populated area with multiple connections and diverse user requirements. The objective of the pedestrian movement analysis is to:

- Identify 'eyeball' expectations to determine likely (advertisement) revenue
- Use network modelling and currently available data to understand:
 - Existing level of congestion (capacity assessment)
 - Impact of the proposed development

- Support design development to minimise impact of the project on surrounding crowd movements, addressing the concerns of the local council.

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