



Greening the BID

Introduction

inmidtown represents the interests of 560 businesses in Holborn, Bloomsbury and St Giles.

Our brief as a BID is to enhance the commercial viability of the area and help it realise its full economic potential.

Outline

Green infrastructure audit was undertaken to assess the following:

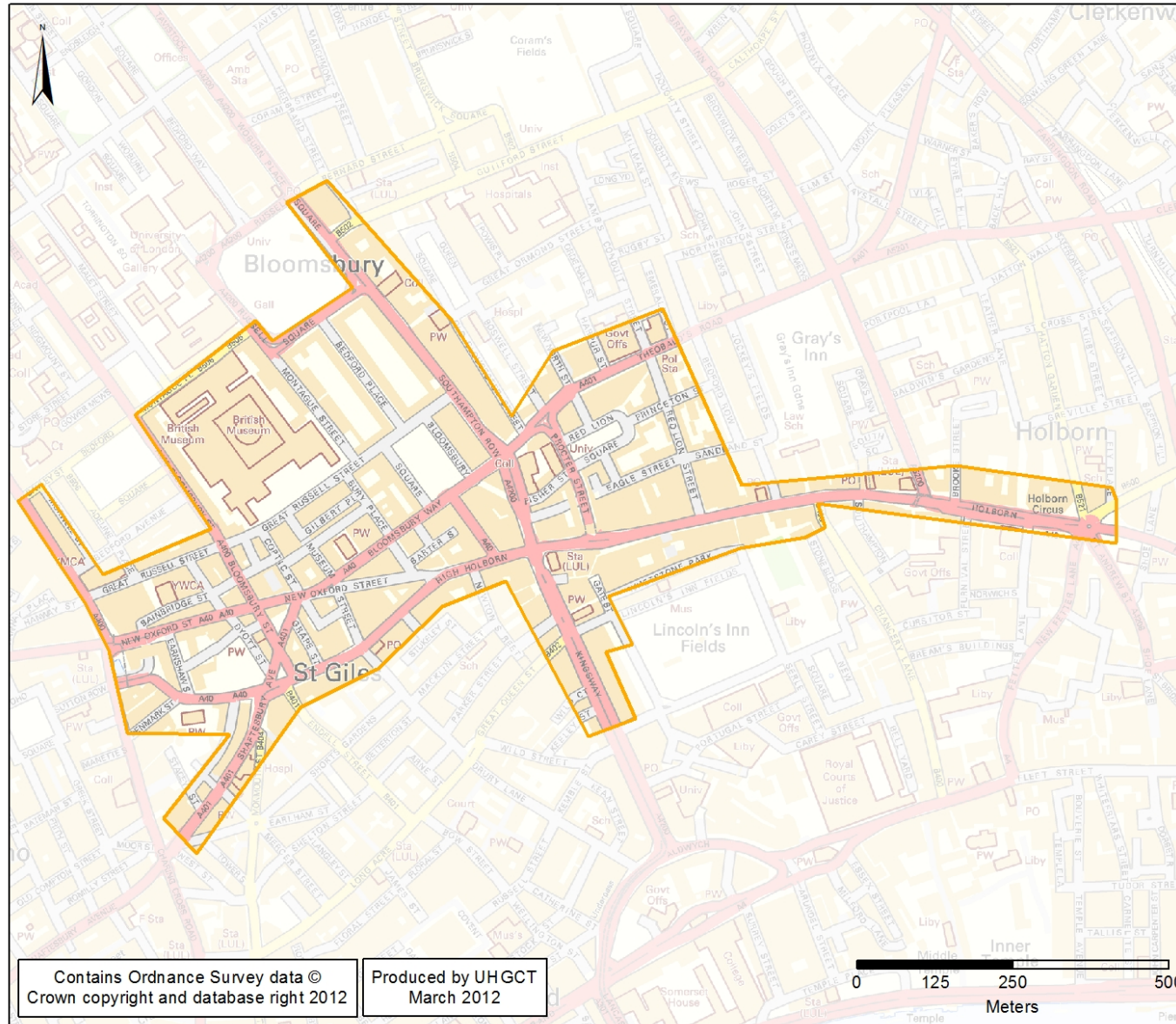
- Existing Green Infrastructure
- Current Data Sources
- Ground GI opportunities
- Green Roofs opportunities

Approach

Five key elements will make up the final report:

- Desk-based study
- Ground truthing of GI data
- GIS analysis
- Recommendations
- BID Building classification

The BID



inmidtown BID area

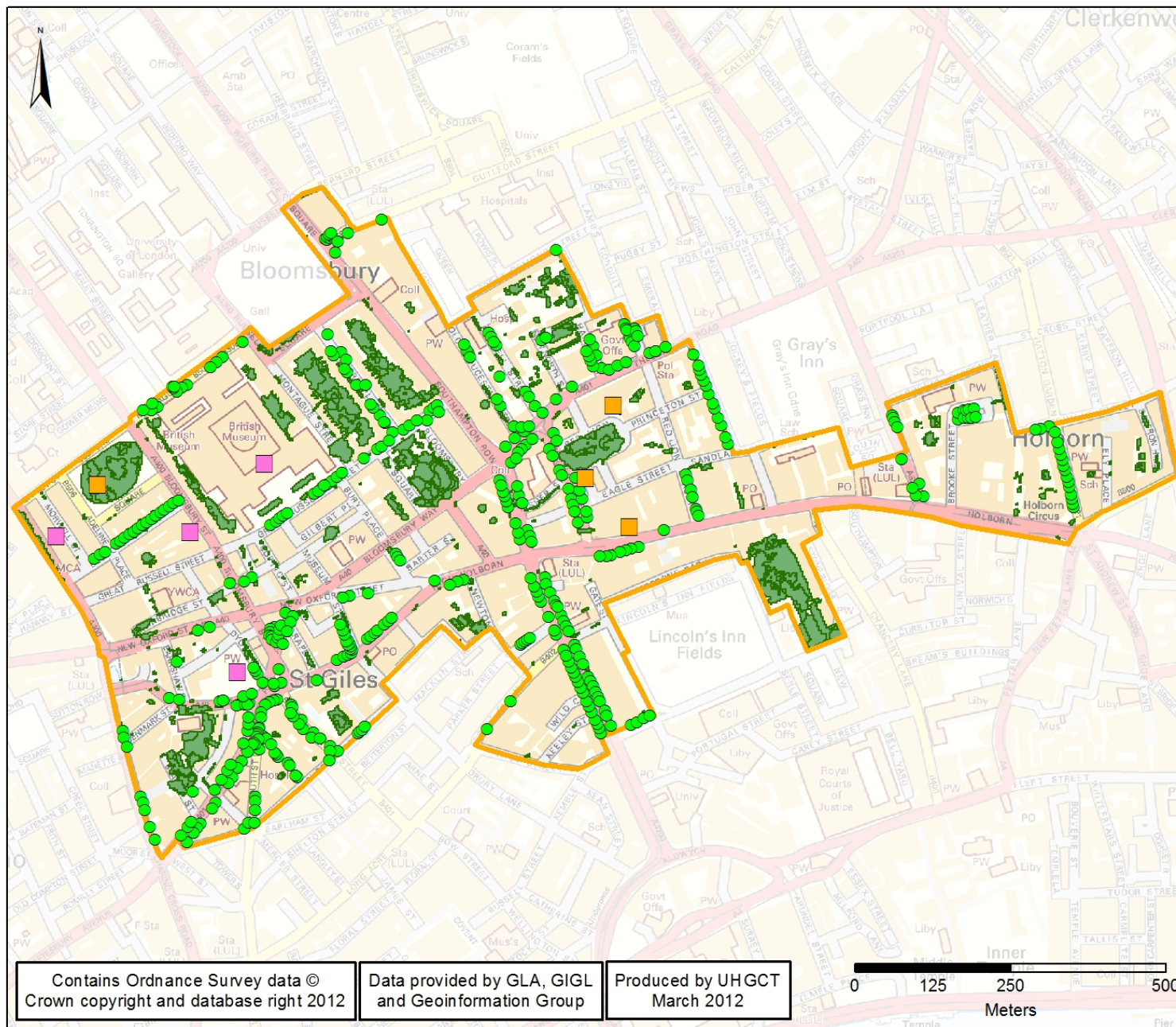
Legend

— inmidtown BID area

Green Infrastructure Benefits

- Increased access to open space and contact with nature.
- Adaptation to the impacts of climate change.
- Sustainable travel connections and promotion of cycling and walking.
- Healthier living.
- Sustainable food growing.
- Enhanced destinations and streetscenes supporting the visitor economy and commercial footfall
- Promotion of green skills and sustainable approaches to design, management and maintenance.

*Source GLA



inmidtown BID area Green Infrastructure (GIGL/GLA data)

Legend

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- Camden Street Trees
- Other Vegetation
- Bee Hives**
- Existing
- Planned

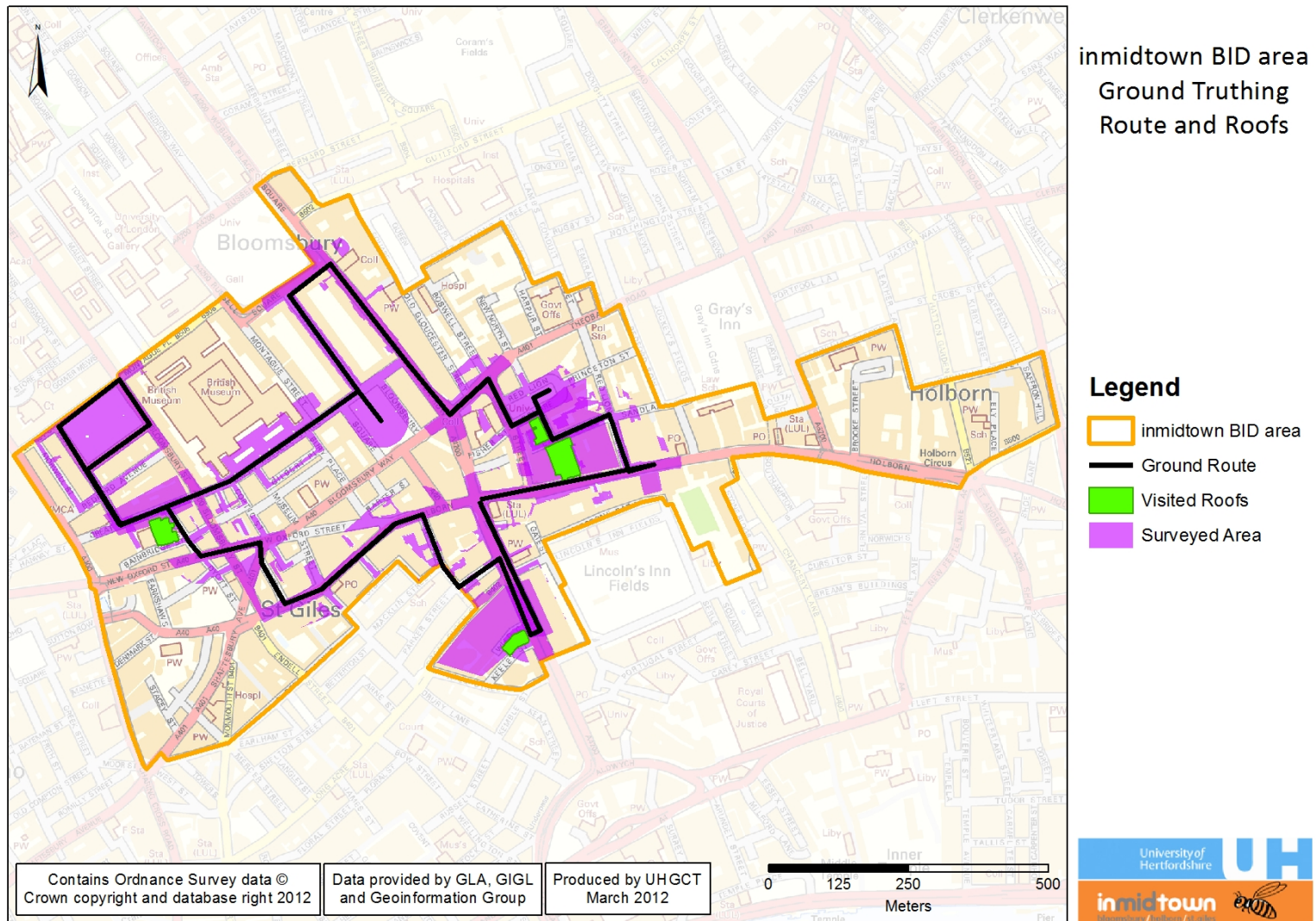
Why Green Roofs?

- Limited available space on ground
- Huge opportunity
- Benefits to the area
 - Improves GI
 - Improves green coverage
 - Creates green corridors
- Benefits to the building
 - Economic
 - Aesthetic
 - Multi-use

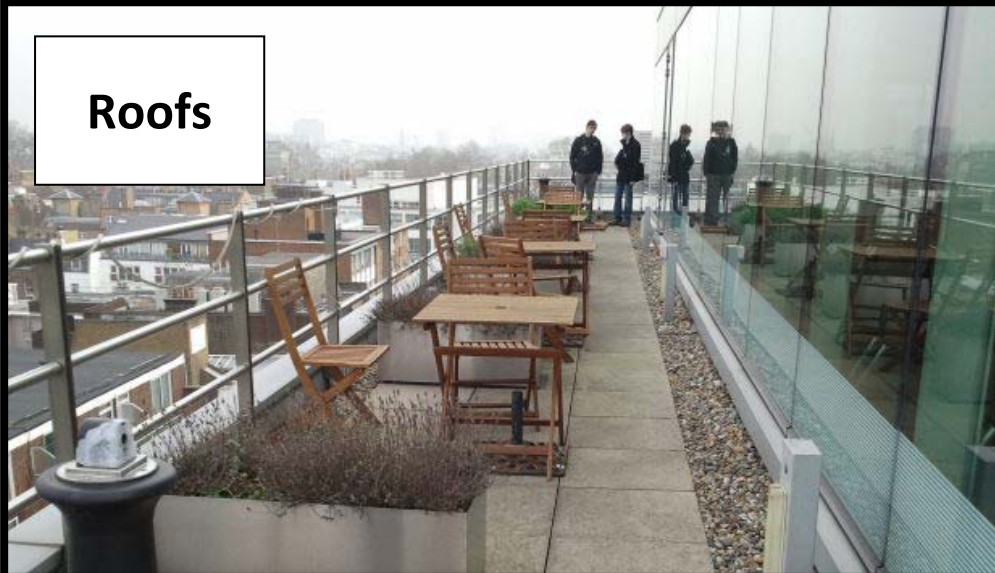
Important Factors

- Structural capacity of roof
- Security and ease of access
- Sunlight / Aspect
- Identify passive areas
- Vary species
- Place green roofs to support green corridors
- Plant/Ventilation equipment

Ground Truthing



Roofs



Hives



Trees



Recommendations

Enhance Existing GI

- Improve street tree pits and covering
- Increase green elements on existing roofs

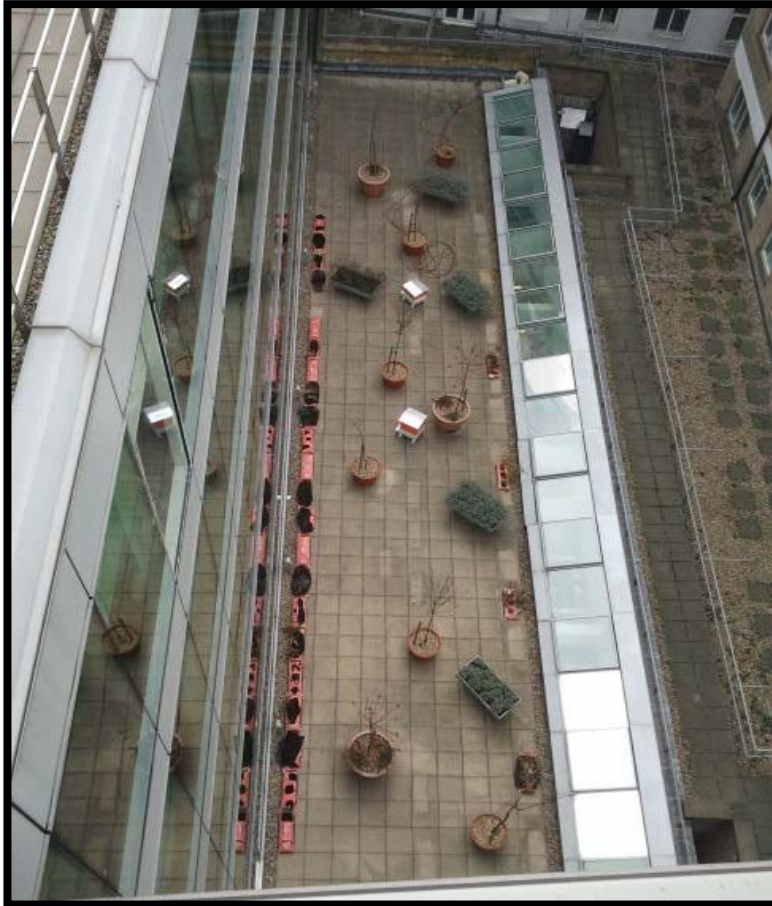
Create new GI (green roofs)

- Engage in green roof programme using BID building classification recommendations.

Existing Street Trees



Existing Green Roofs



- Existing green roofs are limited in their green coverage.
- Building operators could be encouraged to add planters or to place complete green roofs instead of paving.

BID Building Classification

Four factors were combined to produce an overall index of opportunity for a green roof.

- Flatness
- Flat Area
- Complexity
- Aspect

These factors can be emphasised to respond to changes in a proposed rollout or approach to identifying and creating green roofs.

Ranking Indices

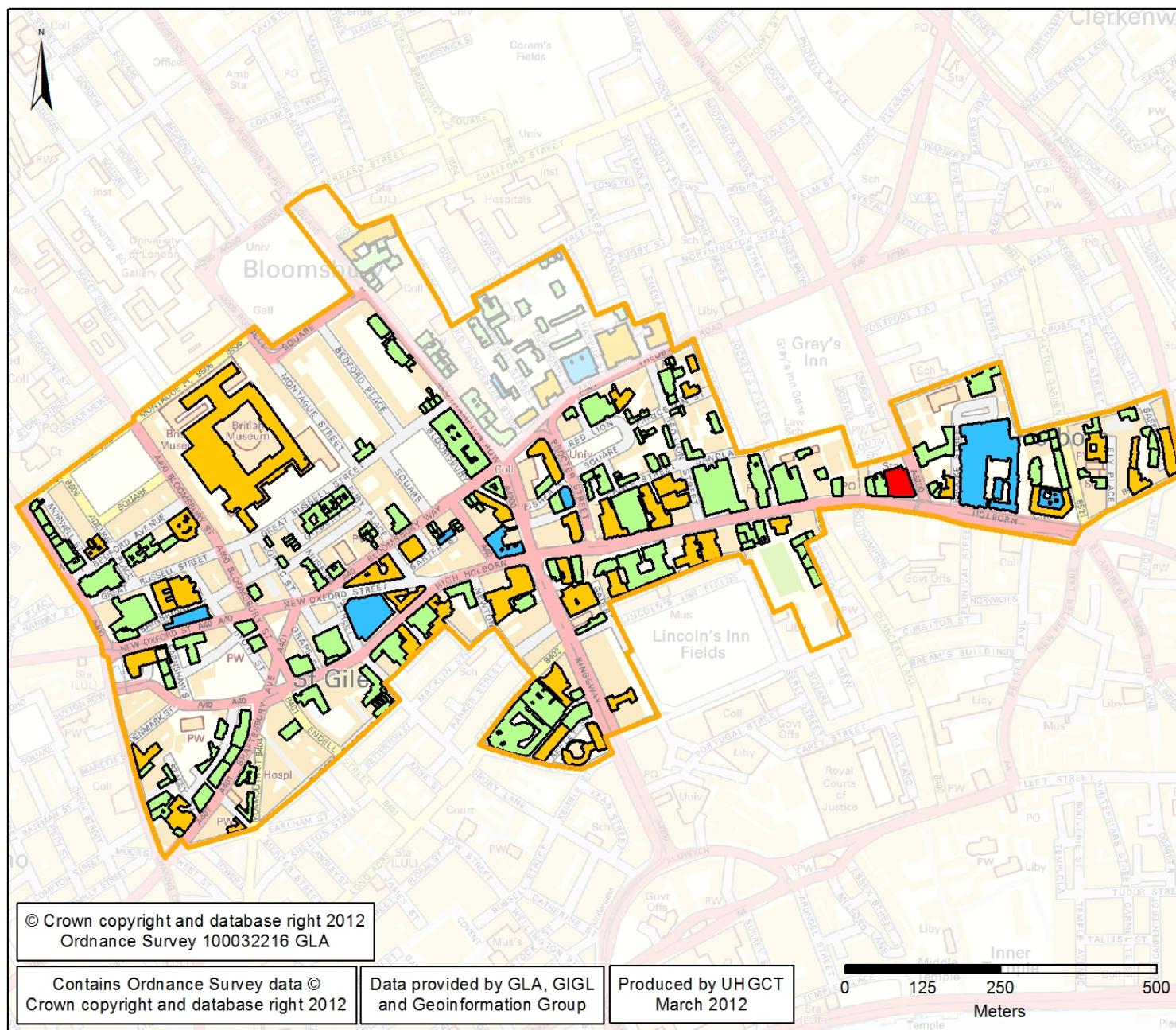
Two indices were created from the data:

Normal Index: emphasises large roofs

Higher Flat % + Larger Area + Less Complex + Better Aspect = Normal Index

Quick Win Index: emphasises small roofs

Higher Flat % + Smaller Area + Less Complex + Better Aspect = Quick Win Index



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Potential Roofs

All Areas

Normal Index

Legend

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Roof Potential

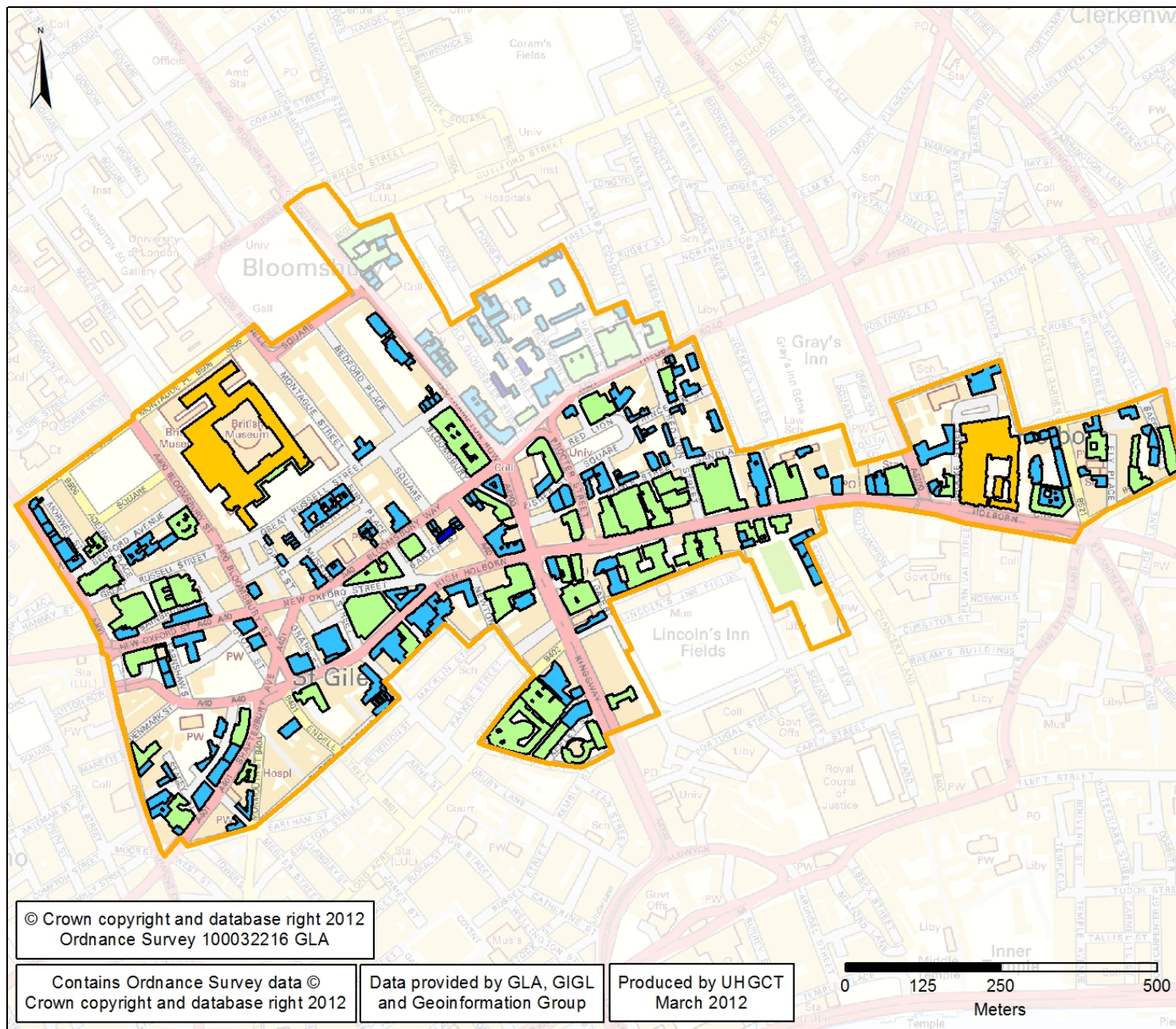
0 - 1

1 - 2

2 - 3

3 - 4

4 - 5



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Potential Roofs

All Areas

Quick Win Index

Legend

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Roof Potential

0 - 1

1 - 2

2 - 3

3 - 4

4 - 5

Analysis Results

Total BID Surface Area (m ²)	909202
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Vegetation 'Canopy' (m ²)	146275	16.1%
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Existing Green Roofs (m ²)	2542	0.3%
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All Potential Roofs (m ²)	209214	23.0%
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25% of Potential Roofs (m ²)	52303.5	5.8%
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Top 20 Normal Index Roofs (m ²)	26397	2.9%
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Top 20 Quick Win Index Roofs (m ²)	3367	0.4%
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Additional Work

Going forward several key steps will need to be taken when using the BID building classification recommendations.

- Surveys and consultations
- Design and delivery
- Maintenance and monitoring