



HEART OF LONDON

PLACESHAPING STRATEGY



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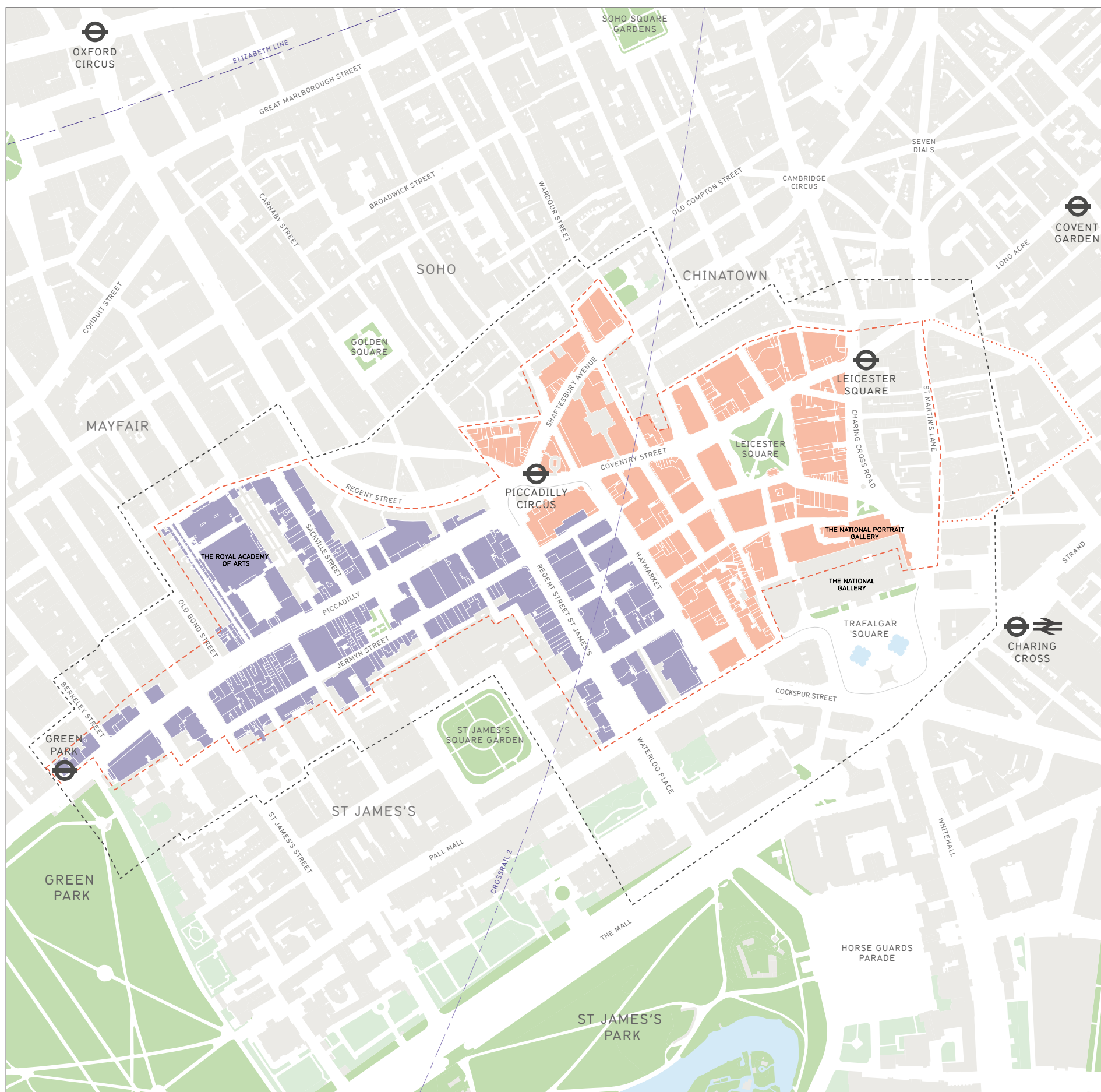
EXECUTIVE SUMMARY

Forming a major part of London's West End, from Green Park to the borders of Covent Garden, the Heart of London area is rich with history and life. Over centuries, the area's streets, public spaces and dramatic vistas have played a central role in the making of London as a global city. They have, in turn, come to represent the city in popular imagination. Significant development and change, both within the area, and in expectations of and demands on our cities mean the Heart of London area must and will continue to evolve. Many projects with potential to affect the Heart of London area in the near future are already underway. The imminent arrival of the Elizabeth line along with significant projected increases in footfall in the West End, large-scale transformations of key areas such as Westminster City Council's proposals for the Oxford Street District, and the construction of several large hotels at the centre of the Heart of London area offer some examples. Still more are in the pipeline.

Although the area's evolution creates an opportunity to build on existing successes, the pace of change across the area's key sectors also increases pressure on attributes that make the area unique. In response to the opportunities and challenges within this context, this Placeshaping Strategy has been prepared by Publica for the Heart of London Business Alliance. It establishes how change can take place within the area in ways which ensure its heritage value is retained and strengthened. It began with a detailed survey to assess the current use and design of public realm and related strategic issues. With this fine grain understanding it proposes an integrated, ambitious plan for improvement that builds on the area's distinctive qualities and features as assets to be celebrated and enhanced.

Among all the characteristics of the Heart of London area, spectacle in the public realm is perhaps most significant. As a key quality of the area it is present in the lights, flags, and shopfront displays, the famous historic townscape views, and the rich array of architectural styles. A long and colourful history has resulted in a district of dramatically contrasting characters and uses unusually close to one another. All these conditions, together, generate the urban drama and excitement integral to the experience of a global city centre, and unique to the Heart of London area in particular.

There is intense demand for urban destinations like the Heart of London area to deliver unique experiences for all visitors and successful intensification, with a more curatorial approach to spectacle, requires sensitivity to a variety of contrasting needs. Amenity and wellbeing of residents and other user groups must be key considerations. The Placeshaping Strategy emphasises, therefore, the critical role of public realm and public life. It demonstrates how an integrated approach, capitalising on the area's unique assets, could be key in realising sustainable growth and change. The recent launch of the related document, 'The Economic Case for Investment in the West End' (2019), prepared by Arup for the Heart of London Business Alliance, also supports this case.



The Heart of London area is located in the City of Westminster and spans the neighbourhoods of Piccadilly, Leicester Square and St James's. It incorporates two major public spaces of international renown – Piccadilly Circus and Leicester Square – and several iconic streets.

The project area boundary was defined based on the property locations of Heart of London Business Alliance members in 2018, including an extension beyond the BID area to the east of Charing Cross Road. The survey area boundary for the first stage of work was offset around the project area perimeter by approximately one to two city blocks to provide additional context. It took in connections to Covent Garden, Mayfair, Whitehall, Soho and a larger portion of St James's.

It is proposed to extend the Heart of London Business Alliance boundary to the St Martin's Lane area in 2020.

HEART OF LONDON AREA

- Project area boundary
- - Survey area boundary
- Proposed extension to the Heart of London area boundary, 2020

- Heart of London: Piccadilly and St James's, 2018
- Heart of London: Leicester Square and Piccadilly Circus, 2018

- Buildings
- Public green space
- Private green space
- Water

INTRODUCTION

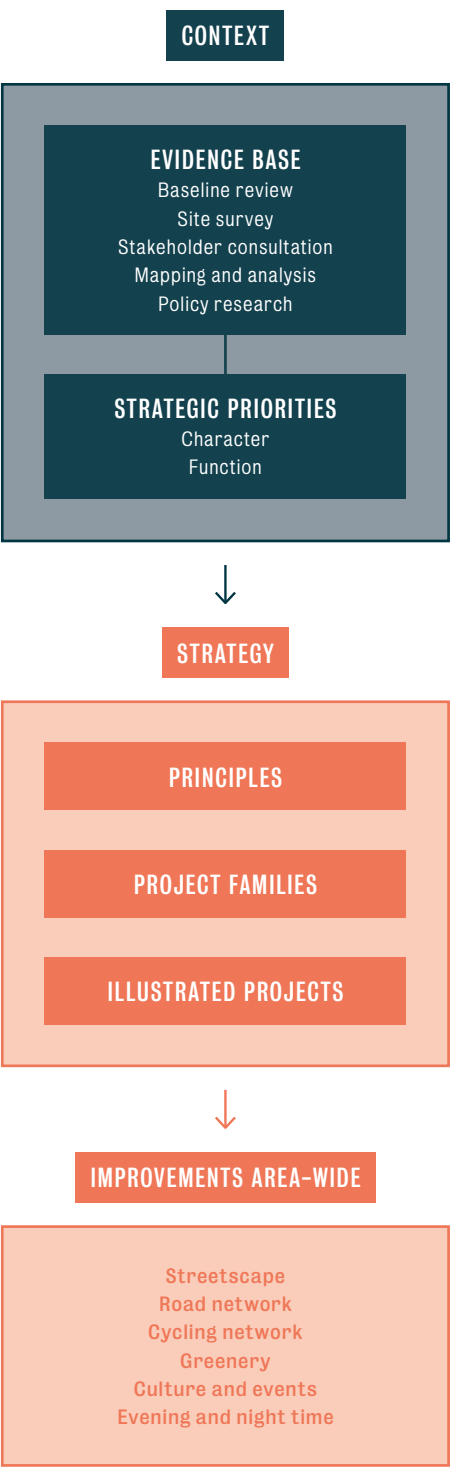
This Placeshaping Strategy provides a unified plan for the public realm and guidance for further improvements to streets and spaces across the Heart of London area. Publica was commissioned by the Heart of London Business Alliance in March 2018. The commission began with a comprehensive public realm survey to establish an evidence base of fieldwork, research and analysis to support the development of the strategy. Through detailed study of this complex and dynamic context, the evidence base includes on-site surveys and data collection, mapping and analysis, photography, filming, stakeholder consultation and policy research. This is compiled in a separate document, the Heart of London Area Survey, but its key findings are summarised in the first section of this document.

This document has three sections: in addition to the key findings which emerged from the area survey (see above), it comprises the strategy itself and a series of maps which illustrate the area-wide improvements this implies.

The strategy forms the core of the document. Building on the key findings, it defines eight strategic principles for the future of the public realm in this area. These principles address a range of themes, including the celebration and enhancement of spectacle; the contrasts between character areas; movement, connectivity and wayfinding; and the importance of providing a diverse mix of uses and public spaces, among others. Five geographical project ‘families’ are then introduced and a set of objectives are outlined which are specific to each area. Across these, 33 potential projects have been illustrated and described in further detail. The strategy concludes by tabulating all projects, suggesting schemes which could be prioritised. It gives stakeholders the opportunity to compare the complexities and impact of each proposal and can be used as a reference tool for those developing and implementing upgrades.

The third and final section demonstrates how the strategy addresses the area as a whole. It demonstrates how projects could contribute to delivering on the strategic priorities of the Heart of London Business Alliance and improve experience for all who use the area.

Overall, the strategy balances two key priorities: to preserve and enhance the unique character of the Heart of London area and its constituent spaces, and to maintain or improve their function—both locally and at the metropolitan scale. It also acknowledges and responds to the many perspectives on the area, including the views and priorities of local businesses, statutory stakeholders, and local amenity societies, among others. The Heart of London Business Alliance and Publica would like to thank all stakeholders who contributed information, comments and design ideas during its development.



NOTE

The content of this report is based on information available to Publica at the end of the survey period in September 2018. Although every attempt has been made to update critical details, some issues may change or evolve over time.



The on-site street survey of the Heart of London area that forms part of the evidence base for this strategy took place between April and August 2018. The resulting maps, photography and data include studies of road networks, pedestrian movement, building frontages, urban development, opening hours and street level and predominant upper level land use.

The land use at street level illustrates the mix of uses, with a strong retail presence in the west and a vibrant food and drink cluster in the east, interspersed by arts and cultural uses, including Theatreland and the cinemas surrounding Leicester Square. On upper levels, the land use is dominated by the commercial sector, particularly in the St James's area, but also shows the presence of a number of private residences, indicating the significant working and living population that exist alongside people visiting for retail and leisure.

STREET LEVEL LAND USE

- | | | |
|--|---|--|
| ■ Retail | ■ Residential | --- Project area boundary |
| ■ Pub/bar/casino | ■ Hotels | --- Survey area boundary |
| ■ Restaurant | ■ Private members club | --- Proposed extension to the Heart of London area boundary, 2020 |
| ■ Café/takeaway | ■ Other | |
| ■ Other licensed venue | ■ Transport | |
| ■ Commercial office | ■ Vacant | |
| ■ Charity | ■ Construction | |
| ■ Library/education | ■ Buildings | |
| ■ Community/health | ■ Public green space | |
| ■ Gallery/museum | ■ Private green space | |
| ■ Theatre/cinema | ■ Water | |
| ■ Institution/society | | |
| ■ Embassy | | |
| ■ Religious | | |



KEY FINDINGS

FROM THE AREA SURVEY

THIS CONCENTRATION OF ICONIC NEIGHBOURHOODS AND CHARACTERFUL STREETS IS A DELIGHTFUL PLACE BOTH TO WALK THROUGH AND TO SPEND TIME IN

SIGNIFICANT DEVELOPMENTS IN THE WIDER WEST END ARE EXPECTED TO BRING NEW CHALLENGES FOR THE PUBLIC REALM

THE AREA IS CHARACTERISED BY CLUSTERS OF POPULAR CULTURE TO THE EAST AND LUXURY ESTABLISHMENTS TO THE WEST

A GREAT VARIETY OF PEOPLE USE THE PUBLIC REALM ON A DAILY BASIS INCLUDING TOURISTS, WORKERS AND LOCAL RESIDENTS

THE VIBRANT CLUSTER OF EVENING AND NIGHT TIME ACTIVITY IS TYPIFIED BY CASINOS, CLUBS, BARS AND RESTAURANTS

MAIN ROUTES ARE UNDER PRESSURE FROM ALL MODES OF TRANSPORT

SIDE STREETS PLAY A VITAL ROLE IN LOCAL PATTERNS OF MOVEMENT

VISTAS AND LANDMARKS ARE KEY TO WAYFINDING, PARTICULARLY AT NIGHT

THIS CONCENTRATION OF ICONIC NEIGHBOURHOODS AND CHARACTERFUL STREETS IS A DELIGHTFUL PLACE BOTH TO WALK THROUGH AND TO SPEND TIME IN

The iconic London neighbourhoods within the Heart of London area – Mayfair, Soho, St James’s and Leicester Square as well as parts of Chinatown, Covent Garden, Trafalgar Square and Whitehall – are key to its appeal. Among the many famous streets in the area are Piccadilly, Regent Street St James’s, Haymarket and Jermyn Street, which all have long, rich histories. Although they vary greatly in character and grain, the fact that these streets and the neighbourhoods which surround them lie in such close proximity is remarkable. Transitions between them characterise the experience of the whole area.

These juxtapositions can be partially attributed to the area’s historic development. Substantial urban interventions – the creation of the Royal Parks, the construction of St James’s, the development of the Nash Mile, Shaftesbury Avenue and Charing Cross Road – introduced grand boulevards and architectural compositions in the midst of a historically low-rise and fine-grain urban fabric. These juxtapositions in the urban grain have allowed a wide variety of uses to take place with small businesses abutting major commercial buildings and destination entertainment clusters sitting alongside residential enclaves.

Urban development also resulted in two atypical public spaces of civic and national importance close to each other: Leicester Square and Piccadilly Circus. Leicester Square began as a typical London garden square and has developed over time into a civic events space. It is similar in use to a continental piazza but differs on account of its central garden. In the case of Piccadilly Circus, the construction of Shaftesbury Avenue removed one side of Nash’s formal ‘Regent Circus.’ This created a six-way junction and its reputation as a circulation nexus for London. In turn this led to the plethora of advertising and signage that persists today and its place in the public imagination, as well as its metaphoric label: the ‘heart’ of London.

A rich cultural history and wide variety of civic spectacle make experiencing the area’s public realm an attraction in its own right. Experience of the city is manifest in the exemplary civic spectacle which takes places here. Lights, night life, grand architecture, flashing signs, shop window displays, theatrical events and the sounds of traffic, people and music all contribute. Quiet hidden corners and narrow lanes among the loud, wide spaces and crowded thoroughfares amplify this experience. Many of the public spaces across the Heart of London area possess a cinematic quality. They have also featured prominently in popular culture; Piccadilly Circus, for example, appeared in more than 100 films between 1896 and 2015.¹

The area is also notable for its contrasting characters. The formality and gravitas of the Portland stone facades of Regent Street give way to the ‘Piccadilly Lights’, an animated collage of advertisements throughout the day and night. This mix of architectural styles and scales adds drama to experience of the area.

The films, music, stories and images that have popularised the area also attract visitors who, in turn, become part of the spectacle itself. At all times of day people stop to take pictures of the scenery, of performances, curated displays and, often, of themselves – people watching people watching the city. Local and international visitors are not only there to visit the cultural attractions, but also to experience the setting, recording themselves participating in its dynamic street life. In some locations this is facilitated by the public realm, for example through public seating, feature displays and pedestrianised areas for events. In others it is more difficult to stop and observe the theatre of the street safely and comfortably.

SIGNIFICANT DEVELOPMENTS IN THE WIDER WEST END ARE EXPECTED TO BRING NEW CHALLENGES FOR THE PUBLIC REALM

Along with those developments already underway, a wide range of proposals have the potential to affect the Heart of London area. The completion of Crossrail is projected to greatly increase visitor numbers to the West End as a whole.² Expected increases in footfall and the distribution of new station entrances are likely to alter current patterns of movement among all of the area’s diverse user groups, putting more pressure on main thoroughfares

and increasing reliance on side streets. Westminster City Council (WCC) is working with area stakeholders to deliver large-scale transformations of key areas such as the Oxford Street District. These will transform the iconic retail street and its surroundings into a varied, entertaining and well-connected district of distinct neighbourhoods. The Crown Estate, which owns and manages a large proportion of buildings situated in the Heart of London area, is committed to continually support and invest in its Central London estate through improvements to the public realm as part of a £1.5 billion redevelopment plan. The construction of several new hotels in the Heart of London area will increase the visiting capacity of the area significantly; the proposed pod hotel in the Trocadero, for example, is planned to have 740 new rooms.

In addition to the forthcoming schemes, many public realm improvements have been completed in recent years. The ‘Piccadilly Two-Way’ scheme widened pavements and upgraded paving materials on Regent Street St James’s and Haymarket and created a median strip along Piccadilly. Leicester Square has been remodelled and works to upgrade Jermyn Street have been completed recently. In these recently refurbished areas opportunities for further improvement likely will occur beyond the public realm and depend upon the enhancement of use and activity rather than construction.

THE AREA IS CHARACTERISED BY CLUSTERS OF POPULAR CULTURE TO THE EAST AND LUXURY ESTABLISHMENTS TO THE WEST

Across the Heart of London there exists a fine grain pattern of land use at street level. This encompasses world-class cultural institutions, a wide range of entertainment venues, a large selection of specialist and high-street retail, and multiple restaurants and bars. On buildings’ upper floors commercial activity is by far the most prevalent use. Alongside both, residential areas remain, including a density of residences along the area’s border with Soho as well as pockets near St James’s Park and throughout St James’s and Mayfair.

Regarding character and use, the area can be seen as divided into two distinct zones. To the west a cluster of retail, including the luxury retail around Bond Street, and commercial offices. To the east food and drink establishments cluster around Leicester Square. A high concentration of private art institutions are located in the west in St James’s and Mayfair. A large number of public art galleries, cinemas and theatres are found in the east. This east-west split generally falls around Regent Street and Regent Street St James’s, which divide the St James’s Estate and Soho.

Specialist areas of land use are reflected in policy. The Westminster City Plan (2016) outlined policies that protect the unique clusters of land uses in Mayfair and St James’s in the west and retail uses in the east. The new Westminster City Plan (2020–2040) proposes initiatives to strengthen the centres of expertise in the west, and to sustain and enhance retail and leisure use within the entire eastern end to Regent Street St James’s. These policies will potentially reinforce and protect the observed contrasts in street level land use either side of the Heart of London area.

A GREAT VARIETY OF PEOPLE USE THE PUBLIC REALM ON A DAILY BASIS INCLUDING TOURISTS, WORKERS AND LOCAL RESIDENTS

Although the Heart of London area is known as a tourism hub, a far higher proportion of people moving in and through it are local workers rather than tourist visitors. This is reflected in station exit data that shows the clear majority of people arriving from all three tube stations in the Heart of London area are commuters.³ The area is also home to many residents as shown in land use mapping where a significant number of residences and local shops are evident. Local workers and residents often share public spaces with national and international visitors due to the high concentration of cultural attractions.

The high volume of people in the streets and spaces across the area is quite consistent throughout the day. People use the public realm in an informal way, for instance, gathering on street corners, sitting on walls or windowsills and jaywalking. The evident level of demand reveals a lack of seating and smaller gathering places for local groups. Due to the variety of activity and number of people present on a regular basis, the area requires a larger than usual array and quantity of options to accommodate the wide range of users and support their wellbeing.



Cecil Court by St Martin's Lane is well-known for its specialist shops and traditional character



The incremental development of Leicester Square from a formal London garden square into an entertainment hub has led to a mix of architectural styles



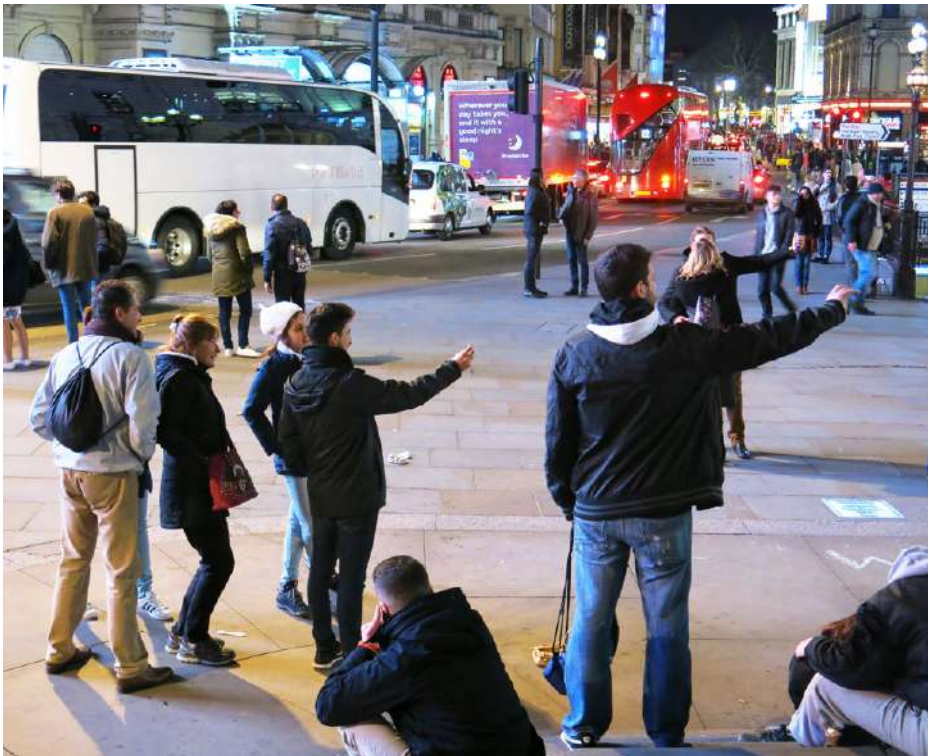
Regent Street St James's forms one section of the Nash Mile, a boulevard completed in 1825 that extends to Regent's Park



Young families interact with the fountain in Leicester Square



People are observed gathering in the street during lunch time. Open spaces such as Leicester Square are also popular



People are observed at all times of day recording themselves participating in the spectacle of the area



Both visitors and locals use public spaces and existing street furniture informally where there is a lack of public seating

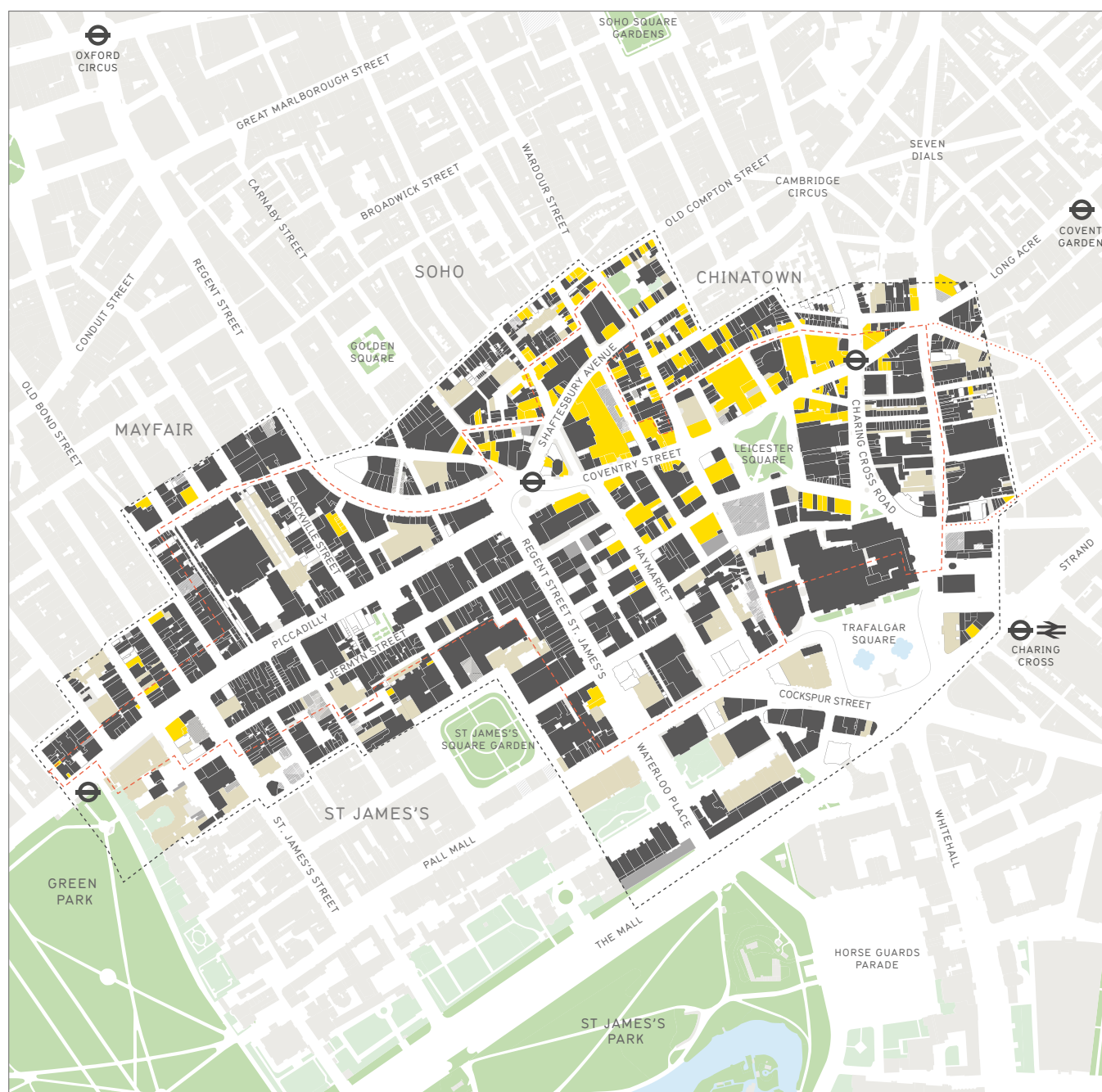
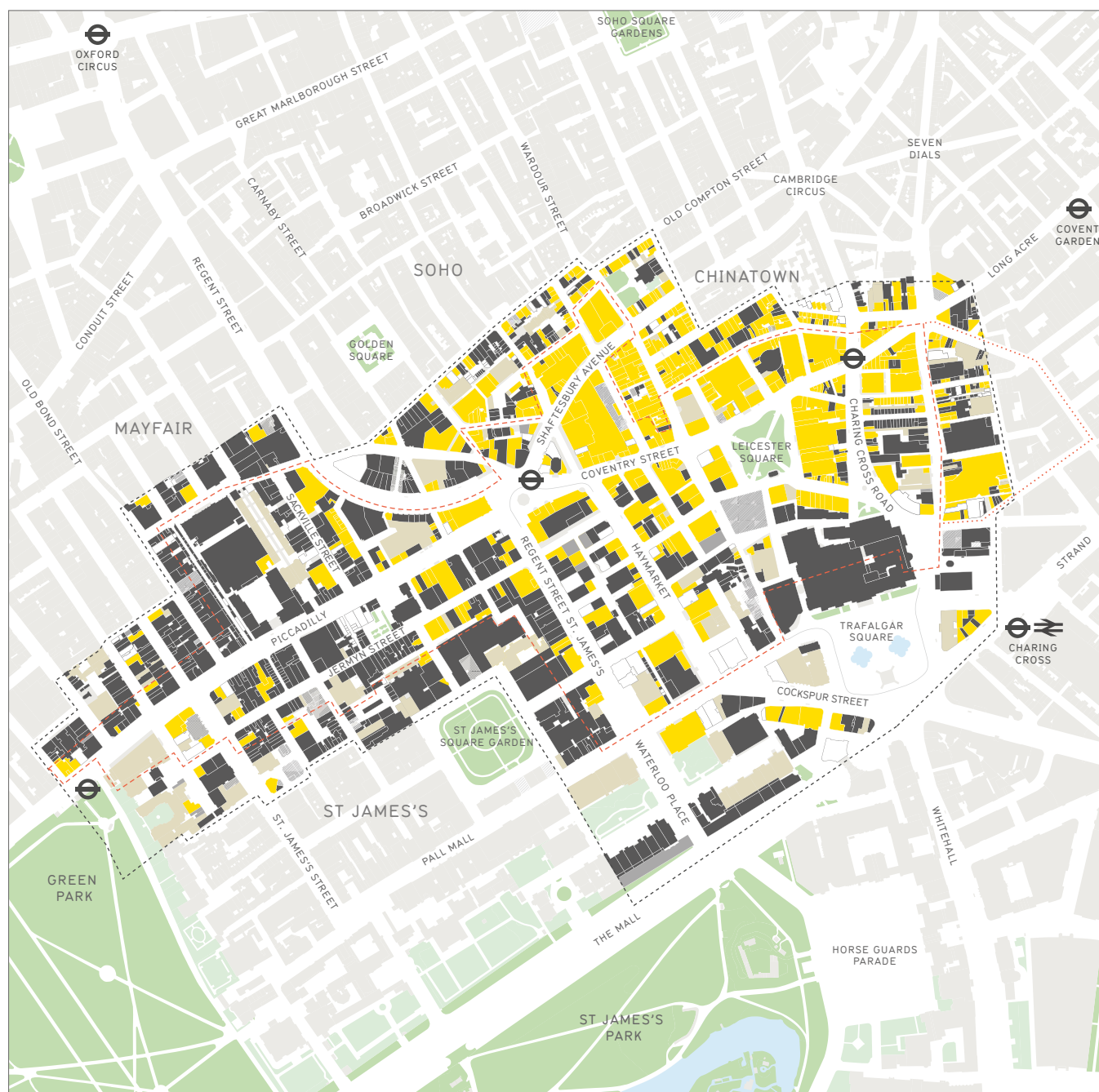


The Heart of London area contains a number of internationally significant public spaces that attract a high number of visitors year round, throughout the day and late into the night. The major pedestrian thoroughfares that connect these spaces also function as strategic vehicular movement corridors, creating conflict at street level between modes of transport. Upgrades and alterations to these places would be complex and would require coordination between major city-wide stakeholders, but would have the potential to affect the international appeal of the area as a whole.

Layered within this framework of major routes and spaces is an intricate network of streets, pocket spaces, historic arcades and alleys. These places vary in quality and use. Improvements would strengthen the area as a neighbourhood and benefit the local and working population who use these routes as alternatives to main thoroughfares.

POTENTIAL HIERARCHY OF STREETS AND SPACES

- Principal public spaces
- Major pedestrian route
- Pocket public spaces
- Arcade/passage/covered pedestrian route
- Local pedestrian connection
- Project area boundary
- Survey area boundary
- Proposed extension to the Heart of London area boundary, 2020





Multiple late-night food and drink establishments support and enhance the street activity after dark



The area is a key node in the night time public transport network, with all its stations – Green Park, Piccadilly Circus and Leicester Square – served by the Night Tube



The wide carriageway at the northern end of Haymarket creates a barrier for pedestrians between Piccadilly Circus and Leicester Square as the traffic swings quickly around the one-way system



Cycle hire scheme users share space with heavy traffic, as on Regent Street St James's



The displays within the historic arcades provide an enjoyable experience for pedestrians



The long view from Piccadilly Circus to the Palace of Westminster down Regent Street St James's

THE VIBRANT CLUSTER OF EVENING AND NIGHT TIME ACTIVITY IS TYPIFIED BY CASINOS, CLUBS, BARS AND RESTAURANTS

There is less diversity in the venues and establishments open at night than during the day. The majority of night time activity is clustered between the Leicester Square area and Soho. A few late-night establishments exist in St James's and Mayfair. The businesses in this area are generally casinos, pubs, clubs, restaurants, high-street retail, cinemas and theatres.

With the opening of theatres and commuter rush-hour, the area is particularly busy around 6pm. Streets remain active until the early hours throughout the week. People use the open public spaces of Leicester Square and Piccadilly Circus throughout the evening and night time to watch street-performers, sit down, eat and observe the surrounding street life, to a similar extent as they do during the day. These are reported to have the highest density of noise complaints in the Heart of London area, although complaints have been falling in recent years in corresponding with an overall reduction in footfall.⁴

As well as being a destination, the central location of the Heart of London area within the transport network makes it a hub for late-night outbound journeys. Travellers congregate in large groups to catch night buses, taxis line Haymarket after theatre performances and Leicester Square station has the highest number of night tube entries in London (Piccadilly Circus is ranked third). Significantly fewer people exit these stations at night⁵, however, showing that these stations offer essential transport for people travelling home in the early hours.

MAIN ROUTES ARE UNDER PRESSURE FROM ALL MODES OF TRANSPORT

Although it includes large pedestrianised zones – such as Leicester Square and its surrounding streets – the experience of walking and cycling through the Heart of London area is still heavily affected by vehicular movement. Many of the iconic streets and spaces popular with tourists are also important vehicular and public transport routes through central London; Piccadilly, Regent Street St James's, Haymarket and Piccadilly Circus all form part of the A4. The number of pedestrians on these main roads is large. Additionally, underground stations that exit onto these streets are very popular with commuters. Journey tracking GPS data shows that these routes are also popular with cyclists.⁶ The combination of these factors creates extremely busy thoroughfares with all modes of transport vying for space.

The conflict between pedestrians and traffic is clear at street level. Nowhere is this more visible than on the direct route which leads all the way from Covent Garden to Knightsbridge via three underground stations. It is intersected by multi-lane carriageways. Nonetheless because the Heart of London area lies in such an important location in the transport network it will continue to be integral to movement through the city.

Projects have been undertaken to designate increased space for pedestrians. These have reduced the impact of traffic on the pedestrian experience – for example on Haymarket and Regent Street St James's as a result of the 'Piccadilly Two-Way' scheme. Improved design of crossing points and the introduction of median strips in large thoroughfares, such as along Piccadilly, has also been positive. These examples suggest the potential of interventions to mitigate the negative effects of traffic on pedestrian movement without causing disruption to the essential functioning of the vehicular network.

SIDE STREETS PLAY A VITAL ROLE IN LOCAL PATTERNS OF MOVEMENT

The network of side streets adjacent to the area's main thoroughfares play an important role in the Heart of London area, providing both secondary routes through the area and quieter public spaces often preferred by the local and working community. Many of these cut-throughs are well-established, historic spaces that join neighbourhoods, such as the arcades leading from Piccadilly and the courts and alleys around St Martin's Lane. Their active frontages and strong characters create welcoming and enjoyable connections for pedestrians and small-scale gathering places to rest and socialise. Some side streets and arcades are less successful, however, with blank frontages and waste storage discouraging their use. These do not offer welcome alternatives to the adjacent crowded streets for pedestrians.

Many local roads are one-way to discourage 'rat-running' by vehicles. This prevents cyclists from using the back-street network and there are few contraflow lanes in place. As part of the Central London Cycle Grid in the City of Westminster Cycling Strategy (2016) several 'quietways' have been proposed for side streets. These would create cycle-friendly routes using these streets, but the network has not yet been implemented.

VISTAS AND LANDMARKS ARE KEY TO WAYFINDING, PARTICULARLY AT NIGHT

The natural topography and historic street pattern of the Heart of London area offer a number of long views across the city from street level. A few examples include the Palace of Westminster viewed from the mouth of Regent Street St James's at Piccadilly Circus, the British Telecom tower aligned with the gate to Chinatown from Wardour Street, and the Theatre Royal on Haymarket terminating the vista from St James's Square garden. These long views aid wayfinding as well as creating impressive panoramas and interruption of these views by street furniture and paraphernalia makes wayfinding more challenging and detracts from their enjoyment.

The different architectural characters of each area also help people to navigate intuitively. This is heightened at night, when light, silhouette and shadow work together to edit the visual scenography. Shop interiors, commercial signage and advertisements stand in contrast to the grand architectural features which are illuminated. The 'Piccadilly Lights' in particular, draw people into the circus and help to guide them through the area. Their bright light is clearly visible through reflections on surrounding buildings, often before the lights themselves come into view. They have been a feature of Piccadilly Circus since 1908, beginning as a collage of crafted incandescent and neon lamp signs, decorating several facades overlooking the space. Their current form – a single, ultra-high-resolution LED screen has created a monolithic digital landmark which illuminates the public realm and casts the Shaftesbury Memorial (Anteros) into silhouette. The screens have become so dominant within the space that switching them off (to mark Earth Hour for example) can mark a dramatic and symbolic moment.

As definitive as electric light is to the character of the area after dark, the presence of shadow and silhouette are equally important in providing its distinctive character. Both Leicester Square and Piccadilly Circus have relatively dark spaces at their centres – the garden square and the Shaftesbury Memorial respectively – which contrast with surrounding activity. On some side streets, particularly around Leicester Square, lighting can be less characterful and more utilitarian. This affects their use after dark. As a central focus of night-time routes through the city the legibility of these spaces is essential to the safety and enjoyment of the Heart of London area at night.

ENDNOTES

1 (<https://www.thecinetourist.net/piccadilly-circus-in-films.html>)

2 Elizabeth Line Readiness Report by Arup for the New West End Company, The Fitzrovia Partnership and Heart of London Business Alliance

3 Transport for London exit data

4 Heart of London Evening and Night-Time Economy report by Volterra, August 2018

5 Ibid

6 Strava 'heatmap' website. [www.strava.com/heatmap] accessed 18 May 2018



HEART OF LONDON

PLACESHAPING STRATEGY

The overriding aim of this strategy is to improve pedestrian experience across the Heart of London area. It balances key findings from the survey with two strategic priorities: to preserve and enhance the unique character of the Heart of London area and its constituent spaces; and to maintain or improve their function locally and at the metropolitan scale. The strategy has been prepared with careful attention to local policy. It both aligns with and seeks ways to deliver on all seven objectives of Westminster City Council's Local Implementation Plan (2019/20–2021/22). It also aligns with and develops aspects of Westminster City Council's City Plan (2019–40), The Oxford Street District Place Strategy and Delivery Plan (2018) and kerbside strategy.

In order to balance requirements and aspirations for the benefit of the Heart of London area and all who use it, the Placeshaping Strategy is led by a carefully considered set of principles. These provide direction for all guidance regarding the area's public realm. They address a range of themes, such as the celebration and enhancement of spectacle; contrasts between character areas; movement, connectivity and wayfinding; and the importance of providing a diverse mix of uses and public spaces. Each principle identifies the potential to shape the character and function of the public realm across the area by drawing on the evidence gathered and on feedback received from property owners within the district.

Five geographical areas, or 'project families' are introduced which allow objectives to be set in relation to specific parts of the Heart of London area. A series of 33 illustrated projects follows, showing how the principles could be applied in streets and spaces across the area. These are defined in terms of the project families for ease of understanding. The strategy concludes with a matrix of all projects, classified in terms of complexity, impact, and timescale. A selection of projects are highlighted which could be taken forward as a first stage of delivery, either as 'quick wins' or as major investment projects for the future of the district.

PRINCIPLES

- PROVIDE A HIGH QUALITY AND VARIED PUBLIC REALM TO ATTRACT AND SERVE THE DIVERSE DEMOGRAPHIC
- INTENSIFY CONTRASTS BETWEEN CHARACTER AREAS
- ENHANCE GATEWAYS
- IMPROVE SIDE STREETS AS ALTERNATIVES TO MAIN ROUTES AND SPACES
- REDUCE VEHICLES THROUGHOUT THE AREA
- CELEBRATE AND CREATE OPPORTUNITIES FOR SPECTACLE IN THE PUBLIC REALM
- PROMOTE USES WHICH CAN ANIMATE UPPER LEVELS OF BUILDINGS LINING MAJOR SPACES
- STRENGTHEN NIGHT TIME EXPERIENCE THROUGH VARIED AND COMPLEMENTARY USES

PROVIDE A HIGH QUALITY AND VARIED PUBLIC REALM TO ATTRACT AND SERVE THE DIVERSE DEMOGRAPHIC

Capitalise on all assets and transform spaces across the area.

- Provide an appropriate and enhanced setting for the area's historic urban fabric. Upgrade the public realm with more space for pedestrians, high-quality and consistent materials, enhanced greenery and improved lighting. Design the public realm as a coherent setting for existing buildings and as an integral element of new developments.
- Design a flexible, welcoming and clearly defined public realm across the Heart of London area, which encourages people to use spaces for a range of purposes, throughout the day and night. Ensure streets and spaces are accessible and where possible traffic-free.
- Consider proximity to cultural assets such as galleries, theatres, and cinemas when designing pocket public spaces. Create new spaces where they can best support existing assets.
- Enhance and expand the network of side streets and smaller public spaces to serve different user groups. Provide for public leisure, recreation and play as respite in this busy area of central London. Consider in particular the needs of residents and provide local amenity that serves the requirements of those living in the area.
- Provide new greenery and public seating to ensure flexibility of use and to frame or reveal key views towards buildings and the surrounding area.
- Integrate sensitive lighting to enhance atmosphere, complement architecture and aid wayfinding to public spaces.
- Create interest at different times of the day, week, and year. Work with Westminster City Council (WCC), local businesses and institutions, residents' associations and other stakeholders to programme the public realm with art and cultural events and installations.
- Support and build upon measures to address rough sleeping in the area including Westminster's Homelessness Strategy (2019 – 2024). Support organisations working in the area and surrounding districts.



INTENSIFY CONTRASTS BETWEEN CHARACTER AREAS

Strengthen distinctiveness of the public realm in different parts of the Heart of London area.

- Enhance attributes that define each of the Heart of London's character areas. Emphasise the sense of the area as a collection of distinct but interconnected neighbourhoods. Amplify local distinctiveness in relation to mix of use, street activity, retail, design and location of advertising and other signage, architecture and public realm design.
- Recognise the popular culture of the area around Leicester Square and Piccadilly Circus as iconic. Enhance this in contrast with the more refined character of St James's and Piccadilly.
- Use the design of the public realm to enhance and clarify the hierarchy of contrasting streets and spaces. Draw on the area's rich history to aid wayfinding and provide diverse experiences for all.
- Enhance the setting of historic buildings and architectural compositions. Highlight building elevations. Limiting or removing building-mounted signage and clutter where these detract from appreciation of important buildings and vistas. Create forecourts which enhance the setting of particularly iconic buildings, such as theatres, where possible.
- Limit or remove building-mounted or banner signage. Establish principles for signage specific to particular streets and spaces. Adopt a consistent approach that enhances sense of place and aids intuitive wayfinding through visual cues.
- Maintain and enhance the contrasting characters of residential enclaves and busy tourist attractions to benefit the diversity of the area as a whole. Protect residents' wellbeing. In places where these uses are adjacent to each other, consider carefully the needs of residents in regard to any intensification of disruptive design features or uses.



ENHANCE GATEWAYS

Heighten the sense of arrival and aid wayfinding at key attractions by framing particular views, upgrading existing landmarks and providing space for orientation at junctions.

- Strengthen connections and improve wayfinding by distinguishing gateways between character areas. Strengthen perception of these thresholds using expansive views, memorable landmarks and unique design elements in the built environment.
- Use the existing characters of surrounding streets and neighbourhoods and the specificity of features such as lighting and signage to aid intuitive wayfinding and orientation by encouraging differentiation between views in different directions from major streets, spaces and intersections.
- Consider long and historic views to local and distant landmarks, enhancing them wherever possible in all designs for the public realm.
- Rationalise street clutter wherever possible to strengthen views to major landmarks and improve the setting of characterful features in the public realm.
- Introduce new features as visual cues to mark thresholds between areas and aid wayfinding, such as distinctive paving designs, footway widening at junctions, planting, public art and signage. Promote the provision of ample space at junctions to allow for orientation and enjoyment of key vistas.
- Break up the experience of travelling along longer routes by introducing distinctive and memorable features in the public realm. Consider accent lighting as a means to do this at night.



IMPROVE SIDE STREETS AS ALTERNATIVES TO MAIN ROUTES AND SPACES

Increase connectivity between key attractions and smaller streets to establish a nuanced pattern of use.

- Create more opportunities for walking and cycling by improving connections via side streets and across main vehicular routes. Consider interventions on a case-by-case basis. Widen footways, introduce timed traffic free areas, improve materials, introduce new cycle lanes and contraflows, improve formal and informal crossing points and enhance wayfinding.
- Promote a strategic approach to walking and cycling routes across the area's public realm to strengthen connections with the wider West End. Consider pedestrian connections in relation to the evolving development context such as ensuring alignment with desire lines to new buildings and destinations, such as Elizabeth Line stations.
- Prioritise pedestrians and cyclists in the design of secondary routes, while integrating vehicular and servicing requirements.
- Minimise the visibility and impact of off-limits and servicing on side and back streets. Promote consolidated service functions and relocation of these functions inside buildings where possible. Mitigate the impact of service frontages through careful design, incorporating, for example, greenery, public art and signage where possible.
- Maximise the contribution of side streets to the area's public life. Consider side streets as alternative and distinctive gathering and dwelling spaces. Celebrate and encourage spill-out uses on side streets where appropriate. Consider additional greenery and public seating in select locations. Explore the possibility of creating new pocket green spaces to provide relief from the area's busiest places.



REDUCE VEHICLES THROUGHOUT THE AREA

Balance roads with the needs of other users, the need to reduce carbon and improve air quality and improve the character of the spaces they pass through.

- Incorporate frequent, safe, formal and informal crossing points for pedestrians along main roads. Incorporate islands and footway widening to reduce crossing distances. Incorporate raised table crossings at significant junctions and/or all-red diagonal crossings. Emphasise pedestrian priority. Improve safety for all.
- Explore options to consolidate vehicle stopping areas (bus stands, taxi ranks, and parking bays) along main routes to expand space for pedestrians and cyclists. Draw opportunities from all development for the integration of new crossing points.
- Introduce features which signal the priority status of pedestrians. Encourage vehicles turning into and out of side streets to give way.
- Improve pedestrian experience of the area for residents, workers and visitors alike. Widen pavements and create new pedestrianised spaces and shared-surface treatments where appropriate. Consider material selection for new road surfaces which decreases the perception of vehicle priority and calms traffic.
- Support the development of cycling infrastructure throughout the area. This includes the expansion of designated cycle lanes and contraflows on one-way streets. Consider options to incorporate traffic light phases for cyclists at major junctions to improve safety. Facilitate the cycle parking provision and access to cycle share schemes, taking care to introduce this with sensitivity in relation to the character of the area.
- Support all measures to improve air quality and reduce carbon. Explore measures to reduce vehicle emissions such as a zero emissions zone (ZEZ).
- Introduce significant new tree planting to enhance areas, create shade and offset carbon emissions.



CELEBRATE AND CREATE OPPORTUNITIES FOR SPECTACLE IN THE PUBLIC REALM

Increase and intensify spectacle as one of the most distinctive characteristics of the area.

- Value and invest in good design across the Heart of London area. Make the area an exemplar for the best design of all types including, but not limited to, public realm. Use design as a tool for enhancing civic spectacle through architecture, lighting, signage, window displays and public art.
- Work with retailers to encourage beautiful and engaging window displays, changing designs, and the potential tie-ins with cultural and events programmes. Encourage high quality design standards for shopfronts which take into consideration the immediate character of the street on which they are located. Championing ambitious proposals that contribute to the energy of the area as a whole.
- Enliven the district by evoking the area's rich history of entertainment and celebration. Celebrate the Heart of London area as one of the city's most significant and long-standing entertainment hubs.
- Develop a programme of events across the area, collaborating with local businesses and institutions. Create events which draw on the character of the area and its cultural and creative assets. Consider how a programme of events could activate family areas beyond the central gathering spaces of Piccadilly Circus and Leicester Square, offering a more diverse spectrum of activities catering to wider audience.
- Encourage carefully managed street performance. Consider the locations of street performers in relation to pedestrian movement and streetscape. Identify ideal locations for performers to enhance enjoyment of the area without detracting from other functions.
- Celebrate street activity as urban theatre. Provide an abundance of considered, well-designed seating and resting places throughout the area, to allow opportunities to stop and observe the life of its streets and spaces. Encourage cafés and restaurants to provide outdoor, street-facing seating, where appropriate. Include moments for rest both in the busiest parts of the area but also alongside streets.
- Celebrate lighting and signage as unique characteristics of the area's identity, which contribute to its sense of spectacle. Enhance lighting and signage within the streets and spaces in which they are central to experience. Amplify contrasts between different character areas by limiting advertising signage and screens outside these spaces.
- Consider all proposals for lighting and signage as part of the holistic composition of each street or space and its immediate context.



PROMOTE USES WHICH CAN ANIMATE UPPER LEVELS OF BUILDINGS LINING MAJOR SPACES

Extend active frontages beyond the ground plane to frame and further animate the public realm and add interest from a range of viewpoints in key locations.

- Encourage upper-level uses that are visible from outside in key gathering places. Emphasise the role of these spaces in contrast to that of smaller spaces and movement corridors. Make use of existing balconies and consider opportunities to allow sound and light to connect interior and exterior spaces, creating a stronger relationship between cultural activities and the public realm.
- Introduce publicly-accessible spaces within buildings, including at upper levels and on rooftops. Heighten permeability between these spaces and the public realm to create greater continuity between interior and exterior. Use both the architecture and activities it houses to draw the public in and through buildings. Consider introducing prominent public lounge spaces, coffee shops or gallery spaces at ground floor level to bridge between the public realm and interior use.
- Promote the use of upper levels for new and expanded events programmes. Considering opportunities to view ground-level events from above (for example in Leicester Square) or to hold events and performances at upper level where they may be seen either by passers-by or dedicated audiences gathered below.



STRENGTHEN NIGHT TIME EXPERIENCE THROUGH VARIED AND COMPLEMENTARY USES

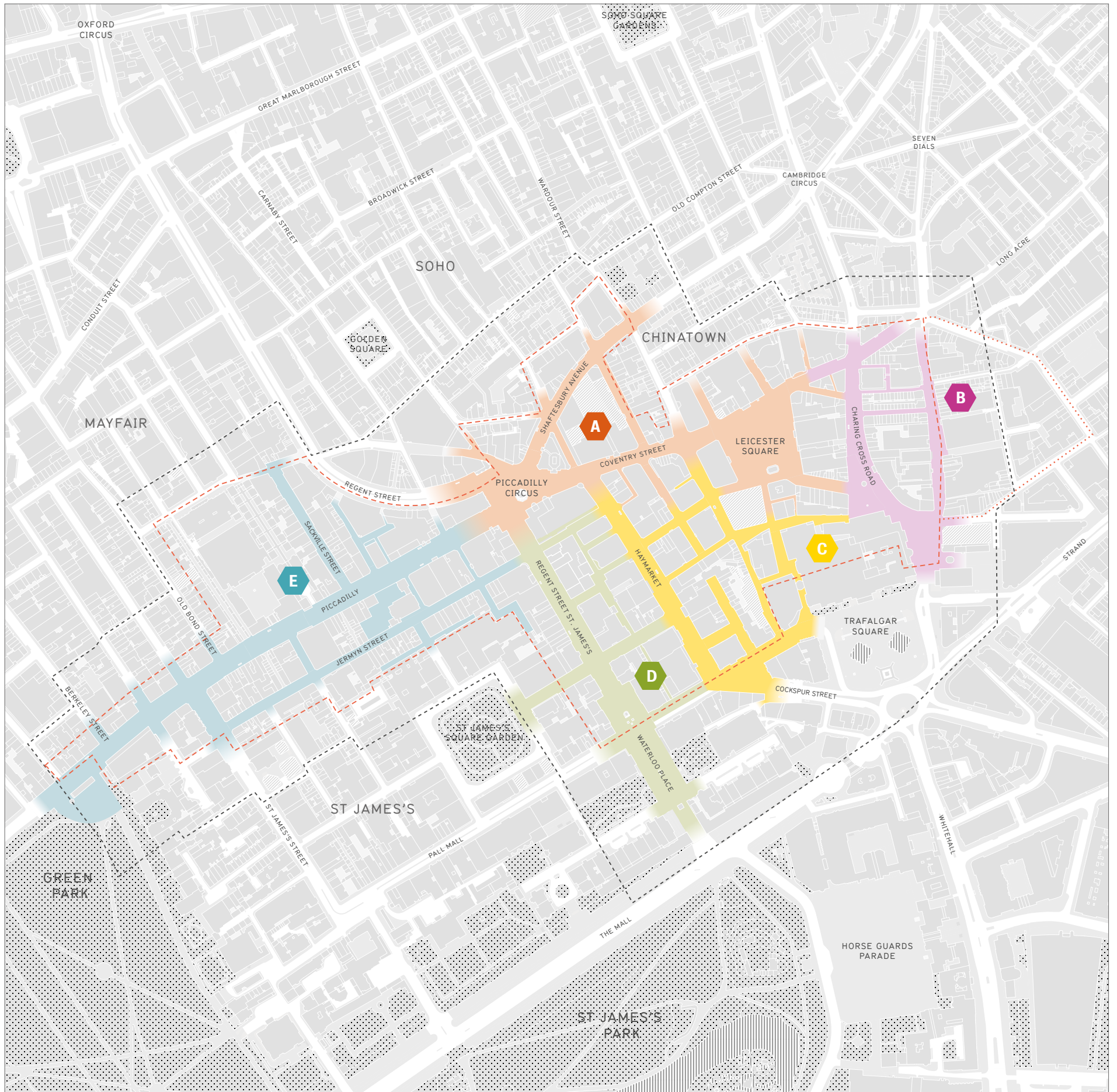
Provide further choice and opportunities for spontaneity throughout the evening.

- Ensure visitors and local users have multiple options for an evening in the Heart of London area. Encourage a wider range of businesses to remain open late, where allowable within the scope of WCC licensing policies. Consider extending opening hours of existing daytime facilities such as shops, cafés, restaurants, museums, libraries and theatres. Strengthen connections between the day and night time economies, in line with GLA guidance.
- Focus on the experiential potential of night time. Draw on the unique cultural capital of the area including theatre, cinema, lights, performance and people-watching.
- Protect pubs, as places which play an integral social and cultural role in a neighbourhood and often form part of its local heritage, in line with GLA policies.
- Consider occasional or meanwhile night time uses for buildings and spaces that are under-occupied at night. These may include shops, office lobbies or unoccupied buildings awaiting redevelopment.
- Give careful consideration to the wellbeing of local residents, when planning for new or expanded evening and night time activity.
- Improve pedestrian connections between night time destinations to ensure the public realm feels safe and enjoyable at all times of day. Consider lighting, signage, activation of frontages, and accessibility. Consider how the accessibility of some routes differs from day to night. Work closely with WCC, building owners and occupiers to facilitate the provision of night time activity. Promote and encourage initiatives to make the area inclusive at night.
- Encourage the greater presence of theatres, hotels and restaurants in the public realm, with consideration to impact on local residents and the requirements of local licensing policies.
- Draw from and expand on the night time offer of Soho and Covent Garden. Encourage complementary uses to link with these areas. Enhance pedestrian connections into the Heart of London area from these night time hubs. Use lighting and signage as part of public realm improvements to form visual connections.



THE FIVE PROJECT FAMILIES

The extent of the Heart of London area is large and it encompasses several neighbourhoods. Each has significant historic qualities, and a diverse mix of users and building types. While the principles outlined are applicable to the entire Heart of London area, an understanding of the particular issues relevant to specific locations will be vital for delivery. Five geographical project families have been defined, each named for the main space around which it is organised. These areas are intended to suggest efficiencies in the delivery of related or adjacent projects but do not represent strict boundaries and are likely to evolve alongside the emerging and future development context.



- A LEICESTER SQUARE AND PICCADILLY CIRCUS**
- B ST MARTIN'S LANE**
- C HAYMARKET DISTRICT**
- D REGENT STREET ST JAMES'S**
- E PICCADILLY**



LEICESTER SQUARE AND PICCADILLY CIRCUS

OVERVIEW

Leicester Square and Piccadilly Circus are two of the most prominent public spaces within the Heart of London area and both have been the focus of recent public realm improvements. They provide, along with their linking streets, a major destination for events, performance and people-watching. Proposals for the public realm in this area should deliver improvements to Coventry Street and side streets to provide pedestrian priority on key walking routes, and projects in these locations could have a significant impact. Building on previous successes within Piccadilly Circus and Leicester Square, enhancements to these spaces could focus events programmes and activate upper-level windows and terraces visible from the streets and squares below. The trend towards healthy and sustainable modes creates more opportunities to provide a better dwell space at these iconic locations, as well as more comfortable, wider and uninterrupted walking routes between Leicester Square and Piccadilly.

OBJECTIVES FOR THE AREA

- Strengthen the unique conditions of these spaces.
- Improve the principal pedestrian route through Coventry Street as a key element of strategies to enhance these two unique event spaces.
- Concentrate illuminated frontages and signage at ground level to establish a continuous ribbon of activity joining the two spaces and establishing a clear visual hierarchy.
- Upgrade adjacent streets to provide a greater variety of civic moments in the public realm. Improve entry streets to both Piccadilly Circus and Leicester Square, creating smaller-scale gathering spaces. Draw footfall to less well-used routes to relieve pressure on Coventry Street.
- Reduce street clutter at key crossing points and routes to aid pedestrian movement.
- Enhance night-life in the area by supporting existing late-night businesses and encouraging further complementary uses to extend opening hours.
- Increase visible activity at upper levels of buildings surrounding Piccadilly Circus and Leicester Square.
- Reduce the effect of traffic movements upon the pedestrian experience.
- Improve cycling connectivity in the area.
- Integrate safety and security measures in designs for public realm improvements wherever possible and practical.
- Introduce different scale events.
- Heighten the contrast between the kaleidoscopic lights of Shaftesbury Avenue and Coventry Street and the more composed illumination of Regent Street.

PROJECT LIST

- A1** Coventry Street
- A2** Piccadilly Circus
- A3** Leicester Square
- A4** Leicester Square side streets
- A5** The Londoner
- A6** Oxendon Street
- A7** Shaver’s Place
- A8** Rupert Street
- A9** Great Windmill Street
- A10** Shaftesbury Avenue

KEY

- Important pedestrian route
- Proposed wayfinding feature
- Proposed street art or public realm feature
- Existing street art or public realm feature
- Enhanced street activity
- Existing street activity
- Decluttered architectural elevation
- Enhancements to arcade
- Active frontage
- Existing trees
- Major event space recommended for detail design
- Improved footway
- Improved carriageway
- Special carriageway treatment
- New or improved crossings
- Special crossing treatment





LEICESTER SQUARE AND PICCADILLY CIRCUS

PRECEDENTS

ACTIVATED BLANK FRONTS



Feature lighting illuminating the facade of the National Postal Museum at night: New York City, USA (Image: Mark Jochim)



Public art accessible from the street as part of Storefront: New York City, USA (Image: Storefront for Art and Architecture)

LIGHTING AND PUBLIC ART



Illuminated roof-level artworks by Sislej Xhafa: Geneva, Switzerland (Image: Serge Fruehauf)



Illuminated artworks by Cedric le Borgne for Lumière Festival: St James's Square, London, UK (Image: Matthew Andrews)



City-centre spectacle at the live unveiling of the interactive Advent Calendar: Federation Square, Melbourne, Australia (Image: Insite Arts)

MAJOR PEDESTRIAN ROUTES



Key pedestrian routes and thresholds defined using paving layouts and street furniture: Mariahilferstrasse, Vienna, Austria (Image: B+B & Ricky Rijkenberg)



Feature paving to define the route across Place Massena with a procession of columns and public art features: Nice, France (Image: Magali M)

ROOFTOP ACTIVATION



Activation with cultural uses as a rooftop cinema on Bussey Building: Peckham, London, UK (Image: Copeland Park & Bussey Building)



Activation with rooftop running track: White Collar Factory, Shoreditch, London, UK (Image: Pedro Alves)



Pop-up rooftop temporary restaurant by Pascal Grasso: Le Palais de Tokyo, Paris, France (Image: Kleinfenn)

CITY-CENTRE SPECTACLE



City-centre spectacle, gateways and upper level activation at Shibuya Crossing: Tokyo, Japan



City-centre spectacle viewed from the TKTS booth in Times Square: New York City, USA (Image: Rob Young)

POP-UP ACTIVITY



Pop-up canopy for the 'in certain places' urban art programme by People's Architecture Office: Preston, UK (Image: PAO)



Pop-up kiosk designed by Make Architects in Canary Wharf: London, UK (Image: Make Ltd.)



Pop-up kiosk designed by Heatherwick Studio for the V&A: Kensington, London, UK (Image: Heatherwick Studio)

HIGHLIGHTED SIDE STREETS



Busy, activated pedestrian side streets: Melbourne Laneways, Melbourne, Australia (Image: Sharon Hahn Darlin)



Lighting and public art as part of the Christmas display in Turin: Italy (Image: Giorgio Brida)



ST MARTIN’S LANE

OVERVIEW

The area centred on St Martin’s Lane is lively and mixed in character with a broad range of land use of different scales. This helps the public realm in many places. In other parts, however, disparate servicing arrangements, large expanses of asphalt carriageway and heavy traffic undermine the quality of the public realm. Reducing the dominance of vehicles would represent a major improvement to the experience of the Heart of London area as a whole.

This area interfaces between the Heart of London area and Covent Garden to the east. Enhanced connections across Charing Cross Road, through improved and additional crossing points, will be key to improving its function. Smaller side streets, such as Cecil Court and St Martins Court, perform well and have distinctive characters, but could also benefit from material upgrade and further activation. Transformation of particular spaces could create outstanding new public amenity for local users as well as tourists.

OBJECTIVES FOR THE AREA

- Improve pedestrian experience by reducing the dominance of traffic. Upgrade the neighbourhood’s existing spaces to provide further greenery and better links between St Martin’s Lane and its environs, and adjacent areas.
- Consider timed traffic-free spaces to prioritise pedestrians and create a more attractive destination for residents and visitors.
- Facilitate the introduction of straightforward pedestrian crossings aligned to desire lines between key destinations (Leicester Square, Covent Garden, Trafalgar Square, the National Gallery and the National Portrait Gallery).
- Strengthen the strategic walking route between Piccadilly Circus and Covent Garden, as well as alternative and secondary east-west routes.
- Make side streets more inviting as connections between adjacent neighbourhoods and destinations, taking care not to undermine their distinctiveness and eclectic character.
- Consider how the location and arrangement of new or replacement street furniture, tree planting and signage can frame and highlight individual buildings and reveal and celebrate views and destinations.
- Introduce new, smaller greener public spaces and enhance those which exist to relieve pressure on crowded spaces such as Leicester Square, while taking into account the area’s diverse range of users.
- Reduce the dominance of vehicles by adding new crossing points and narrowing carriageways wherever possible along the north-south routes of Charing Cross Road and St Martin’s Lane. Create a better pedestrian experience and improve pedestrian links to Covent Garden and Trafalgar Square.
- Improve the settings of theatres and music venues through further improvements to the material quality of the public realm.
- Enhance long views and sightlines to key destinations throughout the neighbourhood.

PROJECT LIST

-  B1 St Martin’s Lane
-  B2 Cranbourn Street
-  B3 Charing Cross Road
-  B4 National Portrait Gallery pocket park
-  B5 Cecil Court
-  B6 St Martin’s Court

KEY

-  Important pedestrian route
-  Existing sight-line to be enhanced
-  Proposed street art or public realm feature
-  Enhanced street activity
-  Improved street lighting
-  Active frontage
-  Increased presence of cultural building
-  Improved green space
-  Existing trees
-  Improved footway
-  Improved carriageway
-  Special carriageway treatment
-  New or improved crossings
-  Special crossing treatment
-  Existing crossing





ST MARTIN'S LANE

PRECEDENTS

LOADING PADS



Paving details visually widen the footway on Bond Street (designed by Publica): Mayfair, London, UK



Loading pads visually widen the footway on Bond Street (designed by Publica): Mayfair, London, UK

SHOPFRONT DISPLAYS



Shopfront display at Selfridges: Oxford Street, London, UK (Image: Alex Loves)



Shopfront display revealing the activity within the Huntsman Tailoring Workshop: Savile Row, London, UK



Shopfront display with public seating for Nordic Bakery on Golden Square: Soho, London, UK

BLANK WALL ACTIVATION



Animated wall projection by Daniel Canogar: Toronto, Canada (Image: Daniel Canogar)



Blank wall activation with a slim kiosk: Temple Inn, London, UK

SPECIAL PAVING OUTSIDE THEATRES



Special paving outside the Gielgud Theatre on Shaftesbury Avenue: Soho, London, UK

URBAN POCKET PARKS



Urban pocket park in Campus Victoire: University of Bordeaux, Bordeaux, France (Image: Arthur Pequín)



Pocket urban space with water feature by Tadao Ando: Mount Street, London, UK (Image: William Wallace)



Pocket parks and urban greening : Bryant Park, New York City, USA (Image: Peter Mauss/Esto)



Urban pocket park with active uses: Paley park, New York City, USA (Image: Sampo Sikiö)

TEMPORARY STREET GREENING



Street greening on Heddon Street: Mayfair, London, UK

TRAFFIC CALMING



Traffic calming and reduced street clutter to make space for active uses on Marylebone Lane by Publica: Marylebone, London, UK



HAYMARKET DISTRICT








OVERVIEW

With its rich mix of entertainment venues, theatres, retailers and restaurants Haymarket has the potential to become identifiable as a key destination anchoring the creative district which surrounds it. Ideas to enhance the experience of Haymarket and its street life build on recent investments. Improvements could include extensive greening, widened footways – particularly outside theatres – and the encouragement of active and spill-out uses at ground floor level. These would seek to redefine Haymarket as a bustling and attractive boulevard. Connections through Haymarket are also important. Enhancements to streets, in particular traffic-free spaces, will be key in establishing a stronger identity for this historic thoroughfare.

OBJECTIVES FOR THE AREA

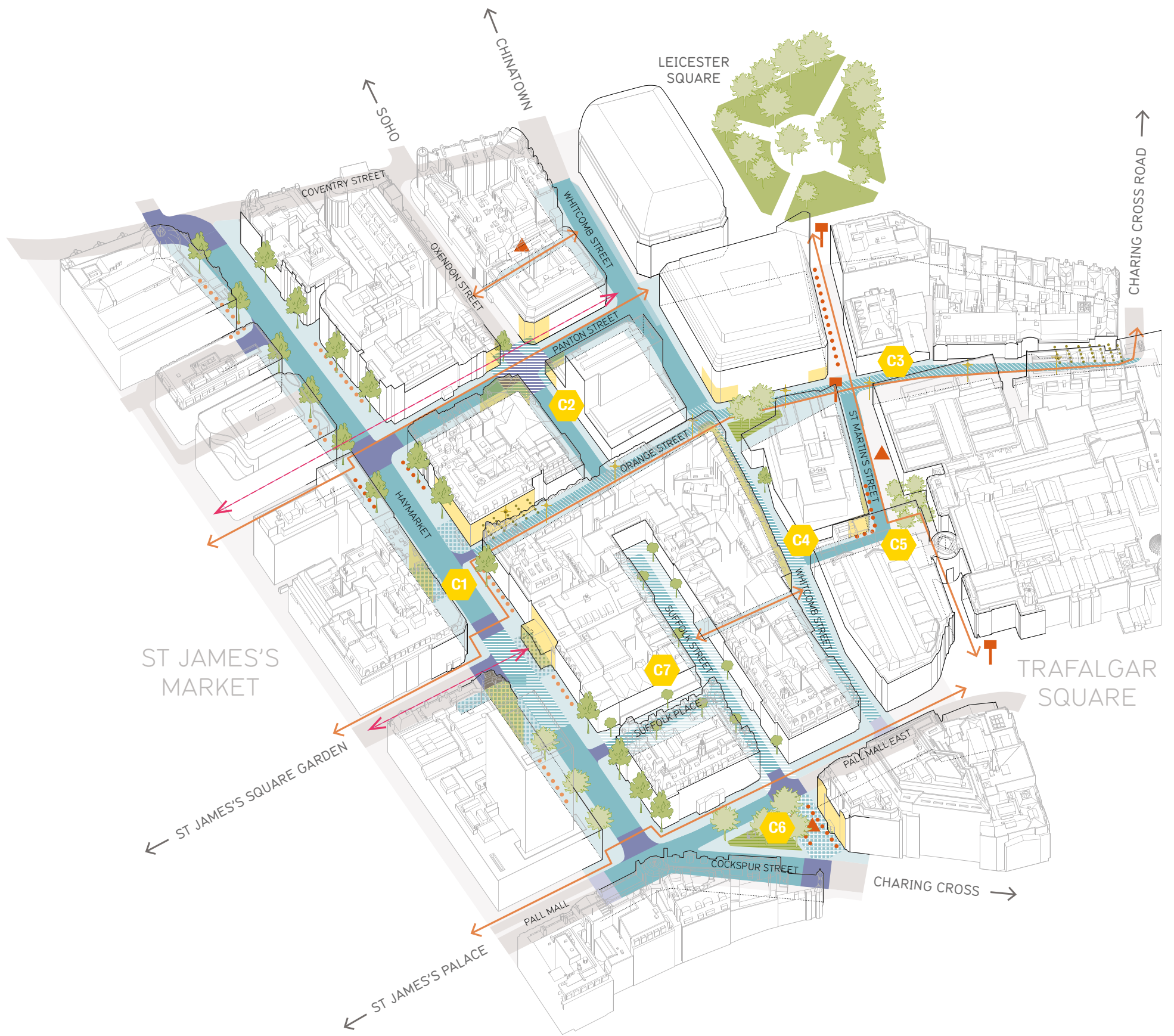
- Widen the footways and reduce traffic lanes.
- Introduce more greenery along Haymarket which differentiates it from the formality of Regent Street St James’s.
- Establish the footways as pleasant walking routes with welcoming places along them that encourage dwell time and participation in the street life of the area.
- Build on recent investment to improve the setting of key frontages, such as theatres and cinemas, with special paving treatments and improved lighting. Consider introducing street furniture or public art in these locations.
- Improve pedestrian crossing points between key destinations and side streets and at the centre of Haymarket linking to St James’s Market and Charles II Street
- Make side streets into distinctive quarters; consider interventions at junctions incorporating lighting, greening or street furniture. Introduce timed traffic-free routes and use features such as special paving or lighting to attract pedestrians to use these connections.

PROJECT LIST

-  C1 Haymarket
-  C2 Panton Street
-  C3 Orange Street
-  C4 Whitcomb Street
-  C4 St Martin’s Street
-  C6 Pall Mall East
-  C7 Suffolk Place

KEY

-  Important pedestrian route
-  Existing sight-line to be enhanced
-  Proposed wayfinding feature
-  Proposed street art or public realm feature
-  Enhanced street activity
-  Existing street activity
-  Improved street lighting
-  Active frontage
-  Increased presence of cultural building
-  Improved green space
-  Proposed trees
-  Proposed seasonal greenery
-  Existing trees
-  Improved footway
-  Improved carriageway
-  Special carriageway treatment
-  New or improved crossings
-  Special crossing treatment
-  Existing crossing





HAYMARKET DISTRICT

PRECEDENTS

SPECIAL PAVING



Special paving layouts to complement the grand architecture in Guildhall Yard: City of London, UK



Special paving and bespoke street furniture at the Borås Textile Fashion Center: Borås, Sweden (Image: Åke E:son Lindman)

HIGHLIGHTED SIDE STREETS



Feature street lighting to highlight the route through Lancashire Court: Mayfair, London, UK



Characterful lighting highlights the entrance to Via Montapoleone: Milan, Italy (Image: Slayer)



A feature lighting installation illuminates Whitcomb Court: Leicester Square, London, UK

FEATURE STREET LIGHTING



Feature lighting installation by Daniel Buren : Turin, Italy (Image: Daniel Buren)



Feature street lighting and shared surface streetscape on Bahnhofstraße: Böblingen, Germany (Image: Bauchplan)

PEDESTRIAN AND CYCLE PRIORITY



Raised table crossing connecting active retail and entertainment uses at the intersection of Rivington St and Charlotte Rd: Shoreditch, London, UK



Shared surface carriageway, special paving to define the cycle lane and street greening: Vestre Voldgade, Copenhagen, Denmark (Image: Michael MacKenzie)

STREET TREES



Extensive urban greening sheltering the mix of urban uses on Kingsway: Holborn, London, UK



Vibrant mix of street trees on Hold Utca next to Liberty Square: Budapest, Hungary

PUBLIC SEATING AROUND TREES



Public seating designed around existing trees on Old Street: Shoreditch, London, UK



Public seating and greenery in SouthGate: Bath, UK (Image: Macgregor Smith)



REGENT STREET ST JAMES’S

OVERVIEW

Regent Street St James’s forms the southern end of the historic urban design linking Regent’s Park and St James’s Park. The axial nature of the street means it has a strong identity, in between the character areas of St James’s, Haymarket and Leicester Square. As a family of projects it includes streets immediately to the east and west, which are also parts of these distinct areas.

Recent upgrades, developments and improvements by WCC and the Crown Estate have set in motion more significant transformation of the area. New specialist retail uses and restaurants have also added character and animation beyond commercial and vehicle use. Capitalising on these positive steps should increase awareness of this part of London as an enjoyable destination and walking route from St James's Park.

OBJECTIVES FOR THE AREA

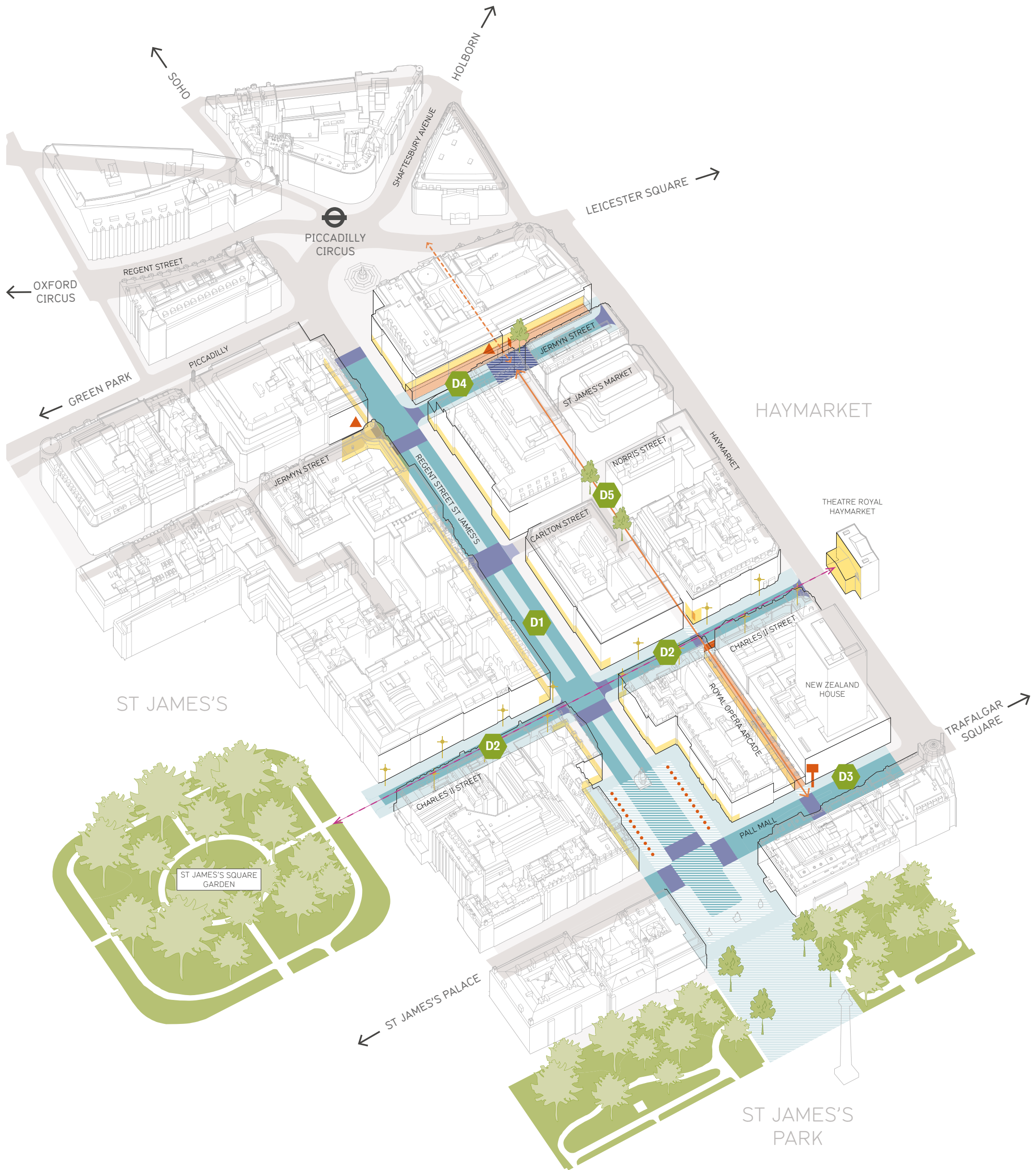
- Explore opportunities to make side streets more inviting as connections and destinations across the larger character areas by enhancing the streetscape through lighting and public art interventions, characterful frontages, new uses and other interventions.
- Continue the renewal of this area by enhancing Waterloo Place as a civic space and link into St James’s Park. Consider reconfiguring parking and traffic layouts on Waterloo Place to make it more usable as a civic space.
- Facilitate easy pedestrian crossings connecting east-west streets, such as Jermyn Street and Charles II Street.
- Recognise the potential of Charles II Street. Strengthen the key visual connection between St James’s Square and the Theatre Royal Haymarket. Upgrade materials and introduce new features in the public realm to restore the street’s identity as a pleasant destination and oasis space.
- Further enhance the north-south route through St James’s Market and the Royal Opera Arcade, coordinating with ongoing development. Explore future opportunities to introduce a new route with characterful use and public realm to Piccadilly Circus from Jermyn Street to complete pedestrian connections north.
- Coordinate with WCC and TfL to explore options to reconfigure traffic arrangements around Regent Street St James’s in order to improve key historic spaces, provide more pedestrian space and improve routes.

PROJECT LIST

-  D1 Regent Street St James's
-  D2 Charles II Street
-  D3 Royal Opera Arcade
-  D4 Jermyn Street (east)
-  D5 St James's Market

KEY

-  Important pedestrian route
-  Proposed pedestrian route
-  Existing sight-line to be enhanced
-  Proposed wayfinding feature
-  Proposed street art or public realm feature
-  Enhanced street activity
-  Improved street lighting
-  Active frontage
-  Enhancements to arcade
-  Improved green space
-  Proposed trees
-  Existing trees
-  Improved footway
-  Improved carriageway
-  Special carriageway treatment
-  New or improved crossings
-  Special crossing treatment
-  Existing crossing





REGENT STREET ST JAMES'S

PRECEDENTS

ACTIVE ARCADES



Active frontages, spill-out functions and upper-level uses in the Castle Arcade: Cardiff, UK



Unified shopfronts and active frontages in Burlington Arcade off Piccadilly: Mayfair, London, UK

SHARED SPACE PUBLIC SQUARES



Historic building layouts articulated in the paving of Born Market by Vora Arquitectura: Barcelona, Spain (Image: Adrià Goula)



Shared space and unified paving to complement the grand setting and historic statues of Amalienborg Palace: Copenhagen Denmark (Image: Andrzej Otrebski)

LOADING PADS AND CROSSINGS



Loading pads and special paving for crossings on Mount Street: Mayfair, London, UK

ROOF LEVEL PUBLIC ART



Feature lighting for Spencer Finch's 'Vital Signs' at the corner of Brewer Street and Sherwood Street: London, UK



Piccadilly Circus Circus curated by Crying out Loud in 2012: Westminster, UK



'A Room for London' roof-level installation by David Kohn Architects on the Southbank Centre: London, UK (Image: Charles Hosea)

HIGHLIGHTED ENTRANCES



The new side entrance for Selfridges by David Chipperfield is highlighted by public art, greenery and grand building features: Marylebone, London, UK



Improved streetscape to celebrate the set-piece view of Born Market by Vora Arquitectura: Barcelona, Spain (Image: Adrià Goula)

STREET-LEVEL PUBLIC ART



A new setting on Bond Street for the 'Horse and Rider' by Elizabeth Frink designed by Publica: Mayfair, London, UK

CONSOLIDATED SERVICE ENTRANCE



Integration of service entrances into the facade design of Quadrant 3 by Dixon Jones for the Crown Estate: Regent Street, London, UK



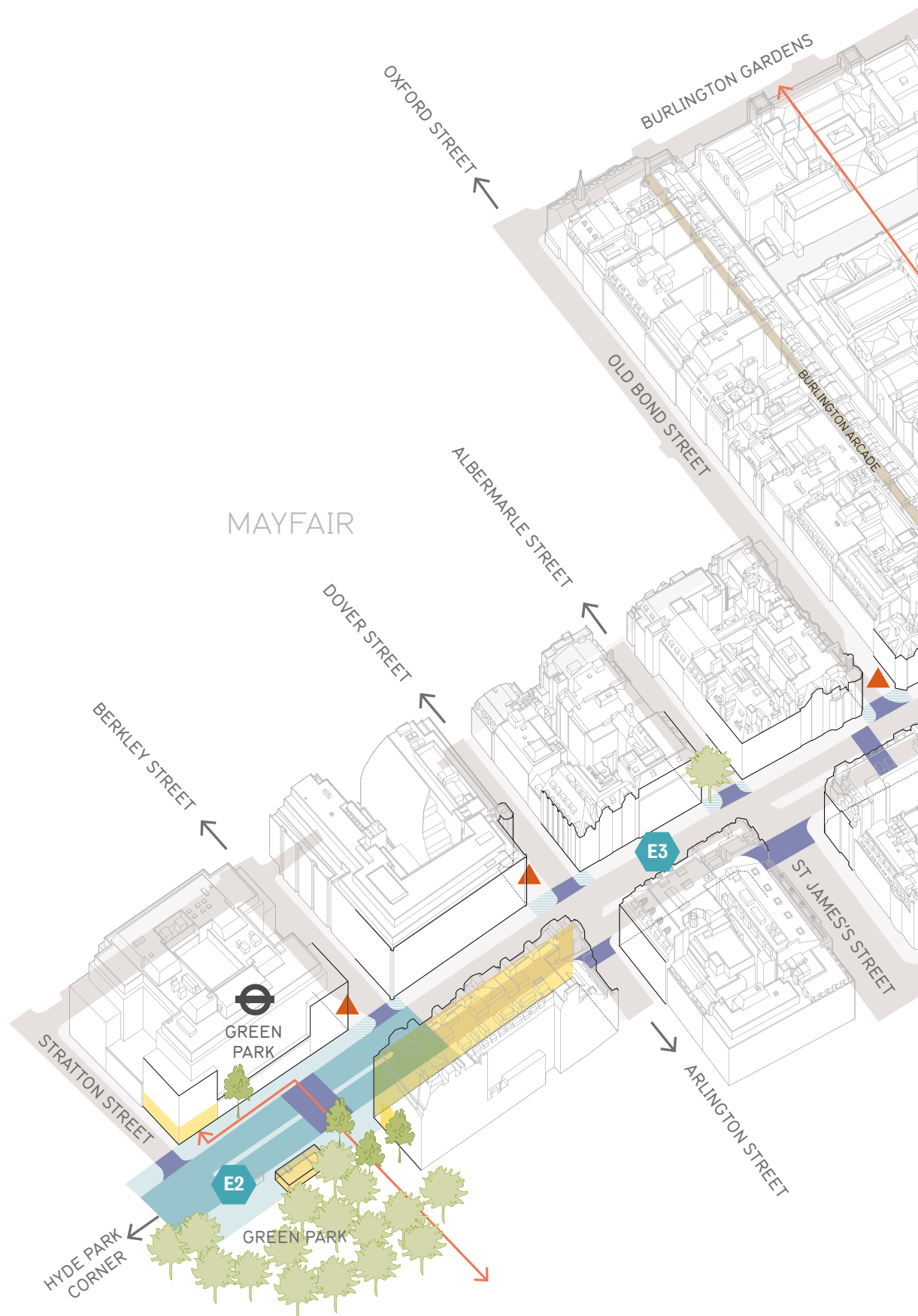
PICCADILLY

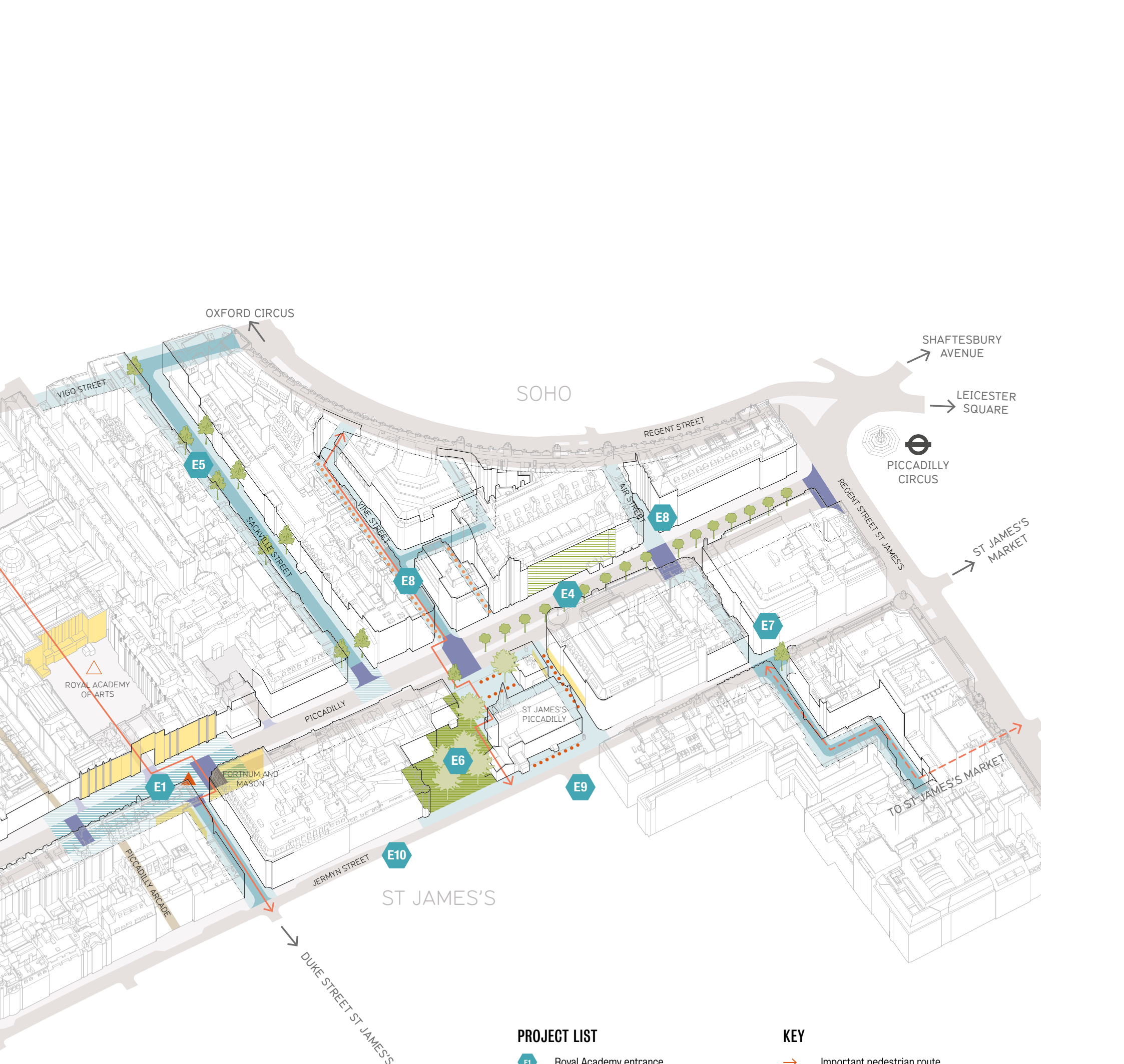
OVERVIEW

Piccadilly is a well-known busy street and historic route forming a seam between St James's and Mayfair. Its potential for improvement lies in strengthening its relationship with the network of smaller routes and arcades connected to it. The intersections of Piccadilly with Old Bond Street, Albermarle Street, Burlington and Piccadilly Arcades (among others) could all be accentuated by widening footways, highlighting entrances, improving crossings and introducing additional features. Piccadilly itself could be differentiated from other streets of a similar scale in the area by amplifying the variety of architecture and activities that make it so unique, and by introducing public art and greenery.

OBJECTIVES FOR THE AREA

- Bring further character to this long street with large and small public realm interventions, highlighting key buildings and intersections. Consider introducing features at the ends and middle of the street (in front of the Royal Academy) to give the public realm of this important street a stronger character. Introduce further features to side street entrances and on key buildings to further define the character of the street and aid wayfinding.
- Strengthen the sense of arrival at Piccadilly from Green Park and Piccadilly Circus stations by reconsidering kerbside uses, removing street clutter and furniture, and introducing new public art and trees.
- Explore options to enhance pedestrian routes between galleries in Mayfair and St James's, via the Royal Academy. This north-south 'art axis' should capitalise on the recent project which has opened up routes through the Royal Academy. Consider enhancing the setting of the Royal Academy on Piccadilly and aid pedestrians crossing in this location.
- Explore opportunities to strengthen the presence of streets intersecting with Piccadilly. Create unique moments at these junctions to aid wayfinding and enhance existing character. Consider introducing public art, lighting, special paving treatments and activate corners of buildings. Support projects for new routes onto Piccadilly, such as through the courtyard of St James's Church.
- Explore ways to highlight the variety of architecture along Piccadilly. Encourage site-specific lighting and the use of distinctive flags to highlight individual buildings and entrances. Locate street furniture, such as lamp columns, trees and signage, to frame architectural moments along the street.





PROJECT LIST

- E1** Royal Academy entrance and Duke Street St James's
- E2** Green Park entrance
- E3** Mayfair gateway
- E4** Piccadilly gateway
- E5** Sackville Street and Vigo Street
- E6** St James's Piccadilly
- E7** Eagle Place and Babmaes Street
- E8** Regent Street side streets
- E9** Duke of York Street
- E10** Jermyn Street

KEY

- Important pedestrian route
- Proposed pedestrian route
- Proposed street art or public realm feature
- Existing street art or public realm feature
- Enhanced street activity
- Existing street activity
- Active frontage
- Improved green space
- Proposed trees
- Proposed seasonal greenery
- Existing trees
- Improved footway
- Improved carriageway
- Special carriageway treatment
- New or improved crossings
- Special crossing treatment
- Existing crossing



PICCADILLY

PRECEDENTS

BESPOKE STREET FURNITURE



Hanover Street artwork by Bruce McLean for the Crown Estate: Mayfair, London, UK



Detail of bespoke bench on Bond Street by Publica: Mayfair, London, UK



Seating built into the facade of the V&A: Knightsbridge, London, UK



Bespoke public seating and water fountain by Djao-Rakine outside Selfridges: Marylebone, London, UK (Image: Djao-Rakine)



Rationalised street furniture on Bond Street designed by Publica: Mayfair, London, UK

GREENING



Temporary street greening in King's Cross by Atelier Vierkant: London, UK (Image: Atelier Vierkant)



Street trees selected for their suitability to the microclimate are planted across the street from St Paul's Churchyard by the City of London Corporation: Cheapside, London, UK

SETTINGS FOR CULTURAL BUILDINGS



Shared space with continuous paving treatment on Bond Street designed by Publica: Mayfair, London, UK



Bespoke signage highlights historic uses along Cheapside: City of London, UK



Shared space creates a complementary setting outside the Notre Dame Basilica at Place d'Armes: Montreal, Canada (Image: Jeangagnon)



Shared space with continuous paving treatment on Exhibition Road: Knightsbridge, London, UK (Image: Royal Borough of Kensington and Chelsea)

HIGHLIGHTED ENTRANCES



Pedestrianised entrance to Marylebone Lane from Oxford Street with new street greening: Marylebone, London, UK



Entrance to New Road in Brighton by Gehl Architects: Brighton, UK (Image: Davis Landscape Architecture)

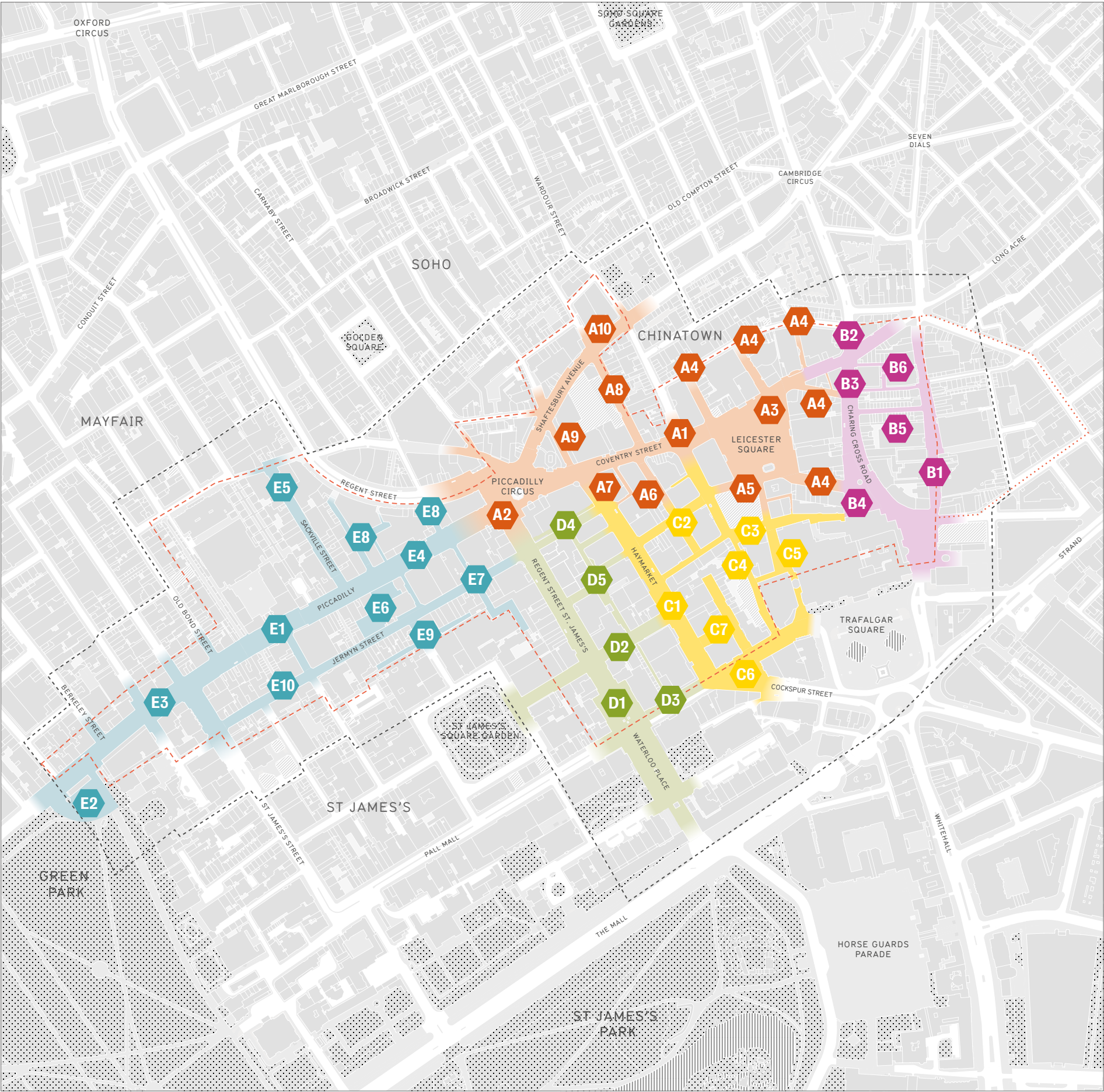


Entrance to Potters Fields Park by Gross.Max: Southwark, London, UK (Image: Ewan Munro)

ILLUSTRATED PROJECTS

This section identifies and illustrates projects for 33 streets and public spaces in the area which would benefit from improvements suggested by the Placeshaping Strategy. Each demonstrates how the principles described could be applied ‘on-the-ground’ to enhance the public realm of a specific street or space. The 33 sites and proposals are divided according to the geographical ‘project families’. Colour-coded perspective views describe each project representing the principles of a proposal rather than a definitive design. The colour-coding is not literal and can be further understood with reference to the drawing keys provided with the three-dimensional drawings of each project area.

The proposals shown have been informed by conversations with local property owners who are members of Heart of London Business Alliance. Each project would require further consultation, feasibility analysis, drawn briefs and decisions regarding planning, phasing, funding, and delivery.



IMPACT

What impact will the improvements proposed for this space deliver for the Heart of London area as a whole?

- LOWEST IMPACT
- HIGHEST IMPACT
- e.g. discrete projects that, cumulatively, will have an effect on changing perceptions of the Heart of London area
- e.g. interventions that will have an impact on the atmosphere of a neighbourhood within the Heart of London area
- e.g. projects that will enhance a wider group of neighbourhoods within the Heart of London area or improve connections into it
- e.g. projects that, alone, would change wider perceptions of the Heart of London area
- e.g. significant projects that would have a London-wide impact

COMPLEXITY

How complicated will the proposed improvements be to deliver?

- LOWEST COMPLEXITY
- HIGHEST COMPLEXITY
- e.g. the easiest projects to achieve with a limited number of stakeholders, minor material changes to buildings or the public realm, and minimal disruption caused. As with all projects, proposals will require consultation with WCC and other nearby stakeholders
- e.g. relatively straightforward projects with a few stakeholders, limited material changes to buildings or the public realm including potential adjustments to carriageways, and some disruption caused. Changes will require more detailed consultation with WCC and other stakeholders
- e.g. projects with several stakeholders, changes to buildings or the public realm that could include road works incorporating minor traffic changes, with daily disruption caused for a limited period of time. These projects may also be affected by complex ownership issues
- e.g. relatively complex projects with many stakeholders, substantial changes to buildings or the public realm with potential changes of use, changes that may affect traffic systems or cause wider-scale daily disruption that may last for longer periods. These projects would require in-depth cooperation with surrounding stakeholders
- e.g. highly complex projects with many stakeholders, extensive changes to buildings or the public realm with potential changes of use, changes that affect strategic traffic networks with significant expected disruption over extended periods of time. These project would require complex stakeholder negotiations

TIMEFRAME

The timing and delivery of projects is dependent on many factors, not least funding, other infrastructure works and other developments. The timescales within this strategy are based on Publica's initial estimates as of autumn 2018, but are subject to change following full feasibility studies and other new information.

Short-term projects could be defined and pursued immediately, and have a physical scale, variables, or stakeholders that make them possible within the next few years.

Medium-term projects may have a longer lead time, be linked to other developments and plans, or require approvals from statutory or other controlling bodies.

Longer-term projects are likely to require a series of scoping, design, testing, and approvals stages. Though for these reasons they may take longer to realise, these projects could nonetheless be taken forward through their early stages as soon as possible.



COVENTRY STREET

Coventry Street is an important and busy pedestrian connection between Leicester Square and Piccadilly Circus. The intensity of ground floor uses on both sides of Coventry Street creates a line of activity that links the major spaces at either end and a dramatic urban experience, particularly at night. It also acts as an extension of the strategic pedestrian route between Covent Garden, Charing Cross Road, Piccadilly and Regent Street, forming part of an important walking route through the wider West End. For this reason, opportunities to further reduce traffic during hours of peak footfall should be explored.

There is potential to magnify the successes of the existing condition through a more unified strategy for signage and lighting and improvement of the pedestrian experience. For example, the visual and experiential connection between Piccadilly Circus and Leicester Square could be enhanced through concentration of visual spectacle at ground level along Coventry Street, emphasising the linearity of this space as a movement corridor in contrast with the more vertical, ‘in the round’ experience of light and spectacle found at each end in Leicester Square and Piccadilly Circus.

- Focus visual activity at street level by enhancing and concentrating lighting and signage on ground floor shopfronts.
- Consolidate architectural lighting and declutter the upper levels of architectural elevations to create a marked contrast with the ribbon of lit signage and frontages at ground level.
- Create a raised table crossing at the junction of Coventry Street with Wardour Street and narrow carriageway widths to indicate the continuity of the route, prioritise pedestrian movement and to slow traffic; use robust and good quality materials to enhance the status of the space. Explore opportunities to reduce traffic further by making Coventry Street timed access for service vehicles.
- Improve the legibility of the pedestrian route and sense of pedestrian space along Coventry Street by creating level crossings over entrances to adjoining streets, continuous linear paving features at the kerb line that run across these intersections, and by creating raised pads at the sides of the carriageway for loading, emphasising priority for pedestrians.
- Consolidate street furniture, such as waste bins, within designated areas, and consider relocating the tour bus stand to Whitcomb Street, to allow for clear long views from one end of the street to the other.
- Consider the appropriateness of the isolated rooftop advertising screen at the junction between Haymarket and Coventry Street and whether this could be relocated or removed to concentrate the upper-level signage around Piccadilly Circus.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Medium term





PICCADILLY CIRCUS

Building on the success of previous public realm investment, intensify the immersive experience of all types of civic spectacle in this pivotal civic space by increasing the use and visibility of upper floors and capitalising on the juxtaposition of London’s iconic historic built fabric with animated lights and high-tech displays. Wider support for healthy and sustainable modes of transport also creates opportunities to provide a better dwell space at this iconic location, as well as more comfortable, wider and uninterrupted walking routes between Leicester Square and Piccadilly.

- Develop options to reduce traffic through the circus, widen pavements and relocate the Shaftesbury Memorial, ‘Anteros’, to the best, sunniest site in the circus to improve its function as a gathering place.
- Explore opportunities to celebrate the juxtaposition of majestic architecture and bold lighting and advertising by commissioning a coherent lighting strategy for the area. Consider reducing the dominance of the Piccadilly Lights on the space.
- Encourage high level signage and lighting on buildings on the eastern side of the space, concentrating and amplifying the world-famous experience and appearance of the circus.
- Encourage more public-access uses above ground level to capitalise on views over the public space and streets. Create visual interest by showcasing activity on upper floors and on balconies around the circus.
- With respect for the significance of listed buildings, consider installation of high-tech roller screens within the windows on the western side of the circus, allowing for night time transformation of these apertures with projections or bespoke lighting schemes, bringing these elevations into the overall circus experience.
- Consider opportunities to use advertising screens to display temporary digital artworks, creating a sense of anticipation, excitement and civic life actively engaging with everyday users and visitors alike. Such artworks and short films could be specially commissioned and/or linked to ongoing cultural happenings and existing arts establishments in the area.
- Encourage the retail spaces opening onto the circus to be more experiential.
- Consider opportunities for a pop-up kiosk or stage within the space as part of a more active approach to managing events and performances year round.
- Looking to the future, consider long-term options to reconfigure traffic movements to reduce traffic on Coventry Street and strengthen the pedestrian route from Piccadilly Circus to Leicester Square. Explore options to remove one of the main routes into Piccadilly Circus, reducing road space to a four-way junction with two-way traffic.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Long term

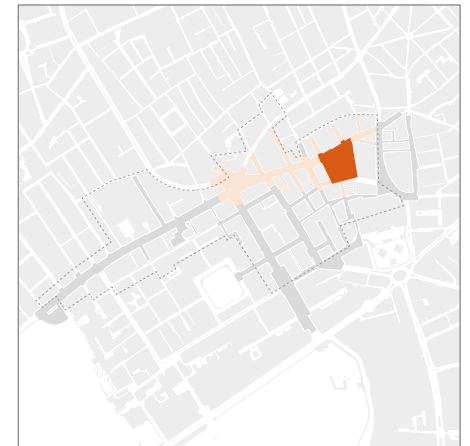




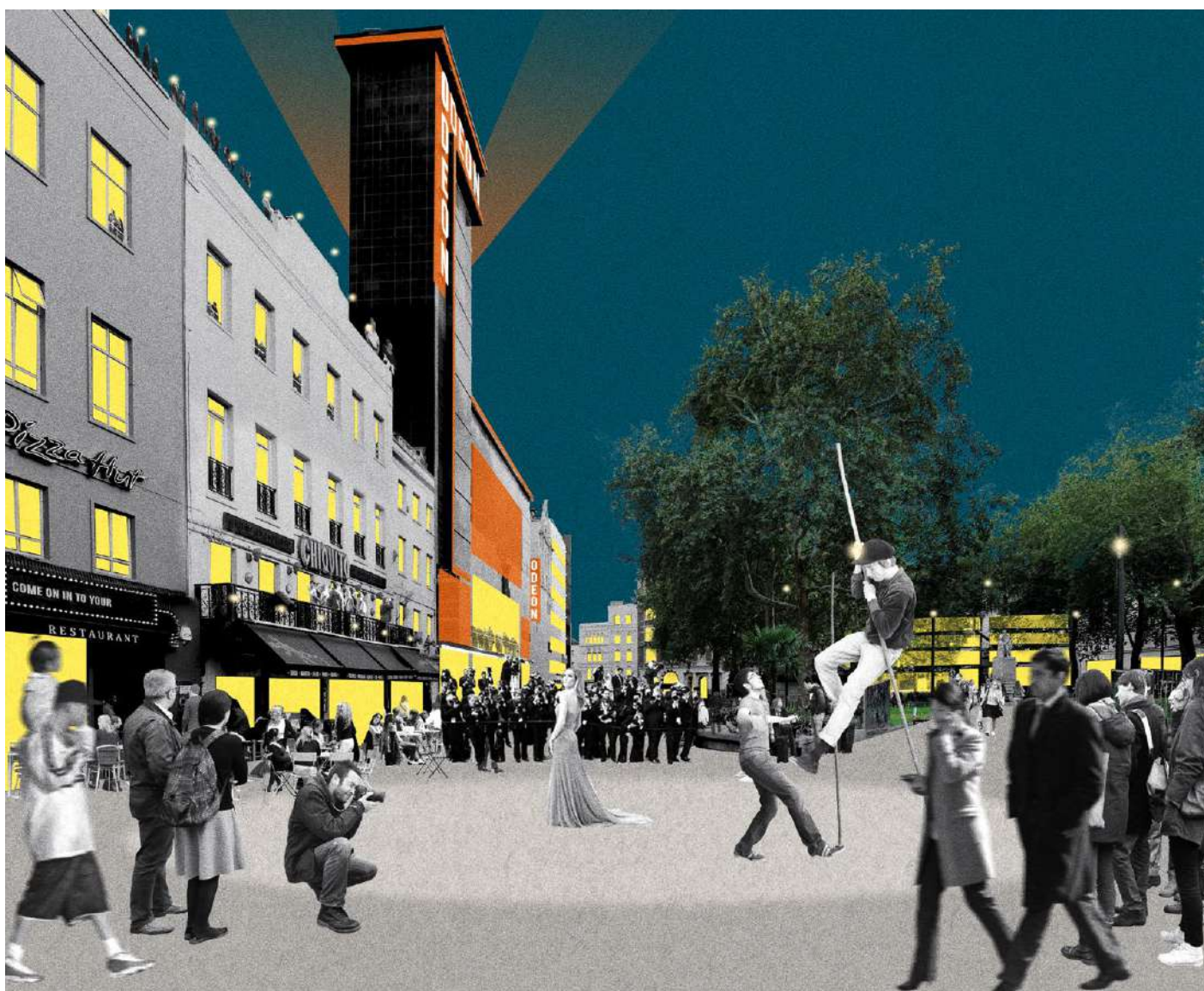
LEICESTER SQUARE

Enhance the stimulating, busy character of Leicester Square while improving its function as an around-the-clock event space.

- Commission and manage a detailed event strategy for the square, with consideration for the walking route along Coventry Street, the scales of events that take place and the everyday performances that enliven the square. Take into account the 24-hour cycle of activity in the space.
- Create visual interest by showcasing activity on upper floors and on balconies around the square. Consider opportunities for public or semi-public access to spaces on the rooftops and balconies of buildings.
- Encourage more uses – especially publicly accessible uses – above ground level. Promote upper-level uses in connection with new and expanded events programmes, considering opportunities to view ground-level events from above, to hold events and performances at high level, where they may be seen by passers-by or dedicated audiences gathered below.
- Where enclosure is required around external seating areas for food and drink establishments, ensure this is designed in a coherent and characterful manner, maintaining as much of a relationship between the establishment and the public realm as possible. Planter boxes can be a good option, as demonstrated on Irving Street, to the south of Leicester Square. If premises require fenced-off areas, then the use of boundary ropes is preferred to opaque screens in order to limit the perception of barriers in the streetscape.
- Making the most of recent public realm investment in this space, establish infrastructure for events integrated into any further design enhancements of the square as a whole. For example, explore ways to better accomodate existing al fresco dining during events.
- With reference to the development pipeline in the area, take measures to minimise the negative effects of construction on key side streets such as Panton Street and Orange Street.
- Develop a management plan for Leicester Square to ensure it remains a world-class space.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Long term





LEICESTER SQUARE SIDE STREETS

LEICESTER STREET, LEICESTER PLACE, LEICESTER COURT, BEAR STREET AND CRANBOURN ALLEY

Enhance the character, attractiveness and function of these pedestrian connections by increasing their visual interest and legibility to take pressure off busy adjacent spaces and improve links with Chinatown.

- Explore opportunities to activate blank frontages where appropriate, particularly where service entrances and vents dominate. Consider interventions such as kiosks, artwork and lighting.
- Where enclosure is required around external seating areas for food and drink establishments, ensure this is designed in a coherent and characterful manner, maintaining as much of a relationship between the establishment and the public realm as possible.
- Use lighting to highlight building features and active uses. Minimise flood lighting as this can emphasise lack of activity, creates blind spots adjacent, and detracts from the characterful lighting in nearby Chinatown and Leicester Square. Use moments of relative darkness as a foil to illumination in the lighting design, creating atmosphere and playing with contrast while ensuring safety and security.
- With reference to the development pipeline in the area, take measures to minimise the negative effects of construction on side streets.



IMPACT	●●●●●
COMPLEXITY	○●●●●
TIMESCALE	Short term



A5

THE LONDONER

Highlight a pleasant and useful connection from Leicester Square to Trafalgar Square as part of the development of the Londoner Hotel.

- Protect and enhance the long view from Leicester Square to the National Gallery and Westminster Reference Library to support intuitive wayfinding and the usefulness of this route to Trafalgar Square.
- Balance views of activity, lighting and street furniture at the Leicester Square end of the street with the focal point of the National Gallery in the distance, keeping this in mind as the new hotel and cinema on this corner come into use.
- Create an inviting gateway to the Haymarket area encouraging pedestrians to explore this part of the West End and beyond to St James's Market.
- Consider incorporating public art at the Leicester Square end of the street to accentuate the entrance to this route to the National Gallery, highlighting the proximity to Trafalgar Square.
- Maximise the visibility of active frontages around the new hotel to animate its lining streets.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Short term

A6

OXENDON STREET

Improve the aesthetic of the street and make the experience more pedestrian-friendly while retaining its function as a useful loading and parking zone at certain times.

- Improve conditions for pedestrians to create a more pleasant route from north to south. Consider laying continuous paving over service entrances, creating a shared surface and loading pads at footway level for parking and moving waste storage from the street to within buildings.
- Improve the appearance of existing blank frontages, for example with lighting, material upgrades or artwork. Encourage replacement of blank frontages with passive or active frontages that allow for visibility to interiors where possible, considering their design and integration with the streetscape.
- Introduce greenery at street level and on building elevations where possible to complement the existing planting around the pubs. Consider improving the blank frontage opposite the Prince of Wales Theatre bar by shielding vents.
- Explore opportunities to celebrate the activity of the Prince of Wales Theatre in the public realm. Consider creating an appropriate space outside the theatre for spill-out activity during intervals.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Medium term



SHAVER'S PLACE

Create an active and pleasant back street as an alternative to the busy surrounding roads.

- Rationalise objects in the public realm and reposition obstructive objects such as bins and signage to facilitate pedestrian movement and clear space.
- Consolidate motorcycle parking in a more appropriate location.
- Enhance signage to shop fronts to augment active frontages.
- Consider augmenting existing lighting scheme with festoon or other characterful lighting, if appropriate.
- Explore opportunities to activate or improve blank frontages.
- Explore the potential to increase upper level activity and greenery to animate the street.



IMPACT	●●●●●
COMPLEXITY	○●●●●
TIMESCALE	Short term



RUPERT STREET

Upgrade the material condition and streetscape to enhance the fine grain activity that carries over from Soho.

- Widen footways and upgrade footway materials with continuous paving over service entrances, creating an inviting and more accessible walking route.
- Rationalise servicing and parking and accommodate on loading pads at footway level in order to increase pedestrian priority and clear long views.
- Encourage the emerging mix of active uses in small-scale units at ground floor level to the western side of street; support and encourage the introduction of characterful independent businesses along this street.



IMPACT	●●●●●
COMPLEXITY	○●●●●
TIMESCALE	Medium term



GREAT WINDMILL STREET

Improve the pedestrian experience of the street and activate the arcades, mitigating the impact of traffic wherever possible.

- In coordination with existing proposals for redevelopment of the Trocadero building, support the activation and redesign of the arcade space to the western side of the street. Consider incorporating signage at entrances, as demonstrated at the Picturehouse Cinema on the eastern side of the street to support wayfinding.
- Encourage building owners to improve management and cleaning on both sides of the street.
- Reduce the speed at which vehicles can turn the corner into Great Windmill Street from Shaftesbury Avenue and design to prioritise pedestrians with measures such as footway widening. If footways are widened, consider the opportunity to open up the western arcade within the Trocadero building to give pedestrians the option of walking along the outside of the arcade as well as through it. Consider also whether changes to the carriageway surface could slow traffic to the benefit of pedestrians.
- Consider the potential to reduce the volume of traffic on this narrow street as part of long-term traffic management plans.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Medium term



ST MARTIN'S LANE

Improve the material quality of this historic road and rebalance public space allocation to enhance long views and pedestrian space. Explore the opportunity for a transformational scheme with overall reduction in traffic.

- Increase footway widths to create a more pedestrian-friendly connection between Trafalgar Square and Covent Garden.
- Explore the removal or reduction of vehicular traffic through St Martin's Lane with consideration for servicing requirements for businesses along the street including theatres.
- Rationalise parking and loading spaces and accommodate these on pads at footway level to increase the perceived width of the pavements and improve the long view to St Martin in the Fields.
- Consider ways of reducing the number of parked service vehicles, whether through management, timed use of bays, or consolidation and/or relocation to better serve the needs of local residents and businesses.
- Improve the material quality of paving to improve pedestrian experience and enhance the setting of cultural assets, such as the London Coliseum.
- Enhance the settings of the Duke of York's Theatre, the London Coliseum, and the Noël Coward Theatre by creating areas of special paving and spill-out space outside the foyers, as on Shaftesbury Avenue.



IMPACT	●●●●●
COMPLEXITY	○●○●○
TIMESCALE	Short term

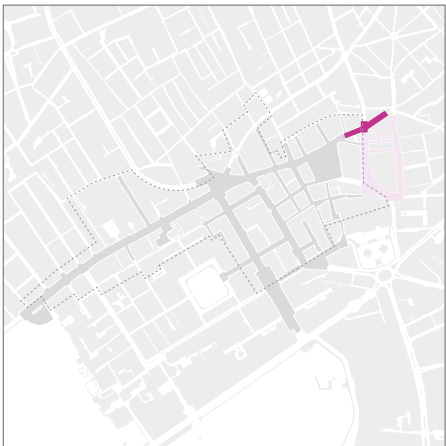




CRANBOURN STREET

Further improve sightlines and connections between Leicester Square and Long Acre to strengthen this well-used walking route all the way from Charing Cross Road.

- Introduce a raised table, all-green phase for pedestrians diagonal crossing at the junction of Charing Cross Road and Cranbourn Street to emphasise pedestrian priority and facilitate pedestrian movement at the exits from Leicester Square station.
- Explore options to remove one lane of traffic on Cranbourn Street to allow more space for movement and outdoor seating for restaurants and cafés.
- Where possible, rationalise and relocate objects in the public realm, such as utility boxes, to ease pedestrian movement to and from Long Acre.



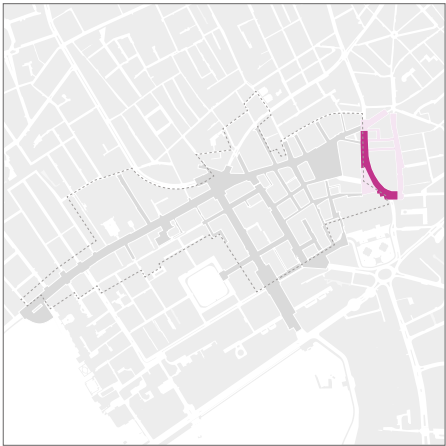
IMPACT	● ● ● ● ●
COMPLEXITY	○ ○ ○ ○ ○
TIMESCALE	Medium term



CHARING CROSS ROAD

Improve pedestrian routes from Covent Garden to Leicester Square by repositioning crossing points to better suit desire lines and connections, rationalising parking and servicing.

- Explore options to introduce a crossing to link Bear Street with St Martin’s Court, taking into consideration bus stands and taxi ranks, in order to highlight a direct route from Covent Garden via New Row and on to Leicester Square.
- Explore options to relocate the pedestrian crossing at the end of Orange Street to the south side of the Garrick Theatre in line with proposals for project B4, the National Portrait Gallery pocket park (see right).
- Upgrade public realm materials where appropriate, for example by creating areas of special paving outside the foyers of the Garrick Theatre and the Wyndham’s Theatre, as on Shaftesbury Avenue.
- Improve the pedestrian experience and declutter long views by widening footways and rationalising parking and loading bays, introducing loading pads at footway level.



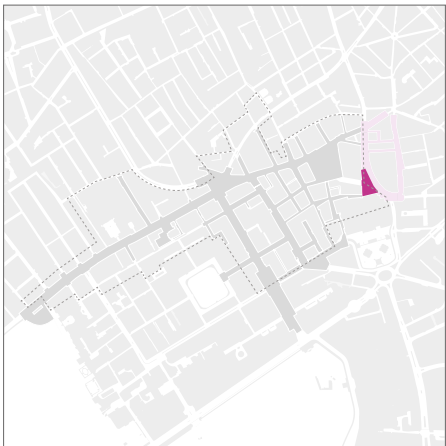
IMPACT	● ● ● ● ●
COMPLEXITY	○ ○ ○ ○ ○
TIMESCALE	Medium term



NATIONAL PORTRAIT GALLERY GALLERY GARDEN

Create an inviting public green space at this gateway by consolidating vehicle and pedestrian movement space, enhancing greenery, introducing public seating and creating interaction with the gallery.

- Remove traffic from the eastern section of Irving Street to create a new public space and garden, redirecting traffic from Orange Street around onto Charing Cross Road, creating more space for pedestrians and a new green space.
- Consider incorporating a special carriageway treatment, such as granite setts, on the northbound section of Orange Street, to calm traffic and enhance the setting of the proposed garden.
- Consider removing railings around planted beds and introducing public seating and create an open, lush green space.
- Explore options to activate all sides of the existing 'Tourism Island' kiosk; consider alternative uses for this structure (if desirable), such as a café, which might be more appropriate for the centre of the proposed new green space.
- Relocate cycle parking out of the way of pedestrian routes.
- Investigate options to remove or reprogramme the disused underground staircase in the centre of the existing pedestrian area.
- Explore opportunities to work with the National Portrait Gallery to open up the north-facing facade and activate windows onto the public space.
- Explore options to move the existing pedestrian crossing to the south side of the Garrick Theatre to accommodate desire lines to Irving Street.



IMPACT	●●●●●
COMPLEXITY	○●○●○●
TIMESCALE	Short term

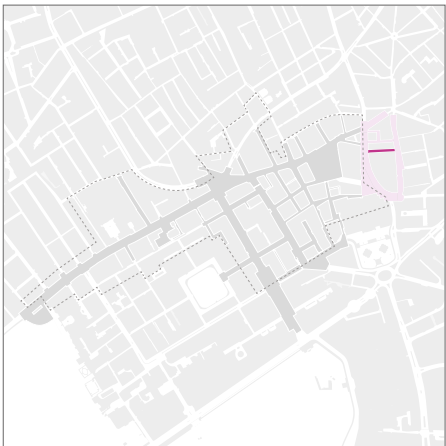




CECIL COURT

Enhance the setting of the shops along Cecil Court by laying a new footway material, introducing greenery and seating and incorporating supplementary lighting.

- Match the paving of Cecil Court to the York stone of St Martin’s Court, taking into consideration existing light wells and drainage.
- Consider introducing seating and planting down the centre of the street, ensuring ample space for pedestrian movement between shops and across the street.
- Restore metal gates to shop fronts, reinstating these where the originals have been replaced with gates of other designs and materials.
- Restore and reinstate traditional projecting signage on metal brackets, in keeping with the historic character of the shopfronts.
- Reinforce the unique character of Cecil Court by using metal detailing where possible in new street furniture.
- Explore options to repaint shop fronts with a colour scheme sympathetic to the surrounding architectural materials and complementing proposals for St Martin’s Court.
- Consider improvements to the street lighting that respect and respond to the qualities of the existing gas lamps. This could be in the form of wall mounted ‘Rochester’ lamps, enhanced by shop window lighting designed to stay illuminated into the evening.



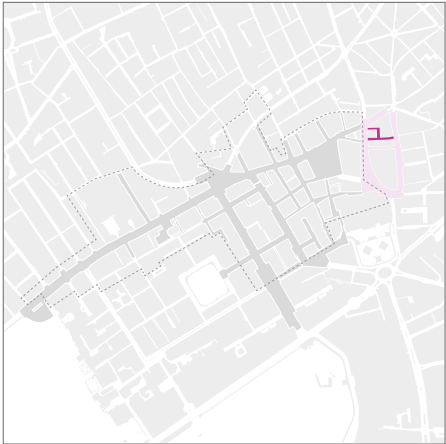
IMPACT	●●●●●
COMPLEXITY	○●●●●
TIMESCALE	Short term



ST MARTIN’S COURT

Enhance the northern arm of this unique and characterful connection by introducing additional street furniture to create a moment of respite behind Charing Cross Road, extending the success of the rest of the space.

- Improve the space directly behind Wyndham’s Theatre by adding planting in containers and seating; when designing these new features, carefully consider their contribution to the existing character of the space and their composition.
- Repair the existing York stone paving where necessary.
- Use the blank walls of the theatres and blank openings at high level as an opportunity for more characterful signage, public art or lighting installations, taking into account their existing contribution to the space.
- Improve the undersides of theatre canopies lining St Martin’s Court, either with lit hanging signs, or by repainting and up-lighting.
- Explore options to repaint shop fronts with a colour scheme sympathetic to the surrounding architectural materials, J. Sheekey retail frontage and theatre signage.
- Explore options to install window boxes at first floor level on the south side of St Martin’s Court to establish a green datum above restaurants, carrying on the precedents set by the Salisbury pub at the junction with St Martin’s Lane and by Mr Fogg’s tavern on the corner of New Row.
- Where enclosure is required around external seating areas for food and drink establishments, ensure this is designed in a coherent and characterful manner, maintaining as much of a relationship between the establishment and the public realm as possible.



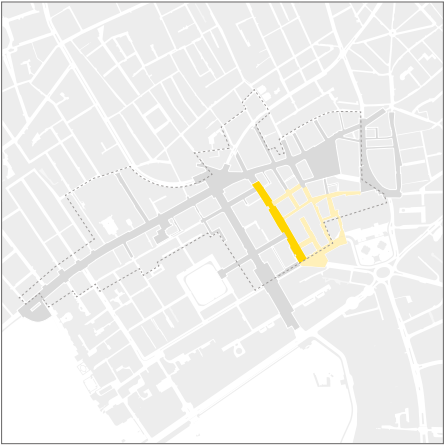
IMPACT	●●●●●
COMPLEXITY	○●●●●
TIMESCALE	Short term



HAYMARKET

Celebrate and enhance the existing uses on Haymarket by creating a greener and more walkable boulevard.

- Work with building owners and WCC to implement an exemplary greening strategy for Haymarket, in order to differentiate it from the hard, regal formality of Regent Street St James’s. Use greening to establish a pleasant walking route, and create a welcoming environment that encourages users to linger and participate in street life. Consider planting a variety of street trees to create a green promenade down the street.
- Improve the junction at the north of Haymarket to improved pedestrian safety and enhance the route from Piccadilly Circus to Leicester Square.
- Enhance the pedestrian experience by widening the pavements along the length of the street, creating continuous footways at the entrances to side-street connections and incorporating pavement extensions at junctions to shorten pedestrian crossing distances.
- Capitalise on the proximity to St James’s Market and Leicester Square, making the pedestrian connections to and from these nearby destinations more legible by creating more pedestrian space, activation of frontages, clear sightlines to activity and landmarks, new artwork and features of interest in the public realm.
- Consider introducing special paving to the footways outside theatres, cinemas and other principal buildings, as seen on Shaftesbury Avenue and elsewhere in Theatreland.
- Add areas of special paving at key locations in the carriageway. Explore options to create an area of differentiated surface treatment to link the Theatre Royal Haymarket with Her Majesty’s Theatre, and create a centre to the street.
- Explore opportunities to incorporate public seating into the streetscape, where space allows. Consider carefully the design and positioning in relation to the composition of the streetscape as a whole, to avoid cluttering long views.
- Encourage more active and spill-out uses, awnings and artwork facing onto Haymarket, such as outdoor seating, to enhance the sense of street life.
- In the long term, explore options to remove one of the main routes into Piccadilly Circus, reducing road space to a four-way junction with two-way traffic.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Long term

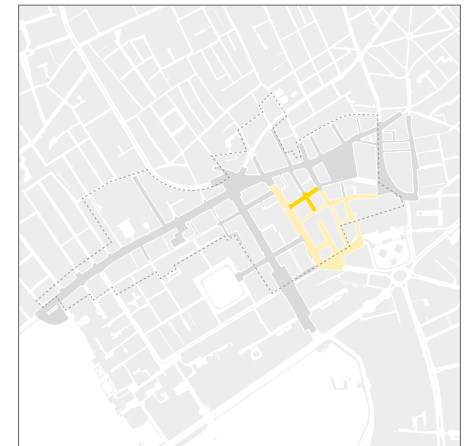




PANTON STREET

Panton Street benefits from characterful active uses, including a cinema, pub and theatre. These assets should be supported through public realm enhancements that create the feeling of a small-scale civic space between St James's Market and Leicester Square, creating a distinctive quarter in the West End to act as a stepping-stone through the district.

- Explore options to make Panton Street and adjacent streets timed access to service vehicles so that they are traffic-free during hours of peak footfall.
- Investigate options to create a raised table crossing at the junction with Oxendon Street to improve the setting of the variety of uses at this junction and improve pedestrian connectivity. Consider reducing or consolidating existing street furniture.
- Explore opportunities to introduce characterful street trees, as well as hanging greenery on corner buildings to make the space and uses more inviting when seen from the surrounding main streets.
- Consider introducing public seating to accommodate street activity and spill-out uses at the junction.
- In coordination with WCC and TfL, support the creation of a cycling 'Quietway' at the junction of Oxendon Street and Panton Street, in line with WCC's proposals for the Central London Cycling Grid.
- Enhance the existing mix of functions and fine grain of food and beverage establishments along the street.



IMPACT	●●●●●
COMPLEXITY	○●○●○●
TIMESCALE	Short term





ORANGE STREET

Further enhance this characterful pedestrian connection across the area through a set of light-touch interventions and wayfinding in coordination with adjacent developments.

- Explore opportunities to introduce feature lighting and signage at the entrances to the street at Charing Cross Road and Regent Street St James’s to highlight this useful walking route.
- Investigate options to provide a unified improved surface treatment along the carriageway in order to enhance long views and improve the setting of the National Gallery, National Portrait Gallery and other cultural uses.
- In coordination with WCC and TfL, support the implementation of a cycling ‘Quietway’ along Orange Street in line with WCC’s proposals for the Central London Cycling Grid. Consider allowing cycle contraflow to allow cyclists to use the one-way road safely.
- Ensure coordination with public realm improvements relating to The Londoner Hotel on Leicester Square, the National Gallery and the National Portrait Gallery. Explore opportunities to encourage active frontages and entrances and reduce service entrances fronting onto Orange Street in order to enliven this pedestrian connection.
- Explore options to create a pleasant pocket public space at the junction with Whitcomb Street by enhancing the existing planting and introducing public seating.
- Explore opportunities to create more active frontages, in order to contribute towards creating a distinctive and attractive ‘Haymarket area’.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Short term



WHITCOMB STREET

Whitcomb Street is unique to the area as it is lined by several independent shops, local uses and entrances to residential courtyards. Enhance the material quality of this pedestrian route to celebrate the existing mix of local uses and capitalise on the smaller spaces, such as Whitcomb Court and the re-established link through Hobhouse Court.

- Improve conditions for pedestrians by introducing level surfaces and continuing material treatments across vehicle entrances.
- Investigate options to declutter and rationalise street furniture and lighting infrastructure.
- Establish a consistent carriageway width by creating loading pads for vehicle drop-offs and servicing. Explore options to provide a special carriageway treatment to slow traffic.
- In coordination with WCC and TfL, support the implementation of a cycling ‘quietway’ along Whitcomb Street in line with WCC’s proposals for the Central London Cycling Grid. Consider creating a cycle contraflow to allow cyclists to use the one-way road safely.
- Coordinate with future developments to ensure that the fine grain of local retail and amenity is maintained and blank frontages are minimised.
- In coordination with building owners and re-developments, explore options to remove the existing underground staircase to create more footway space along this narrow street.
- Explore options to create a pleasant pocket public space at the junction with Orange Street by enhancing the existing planting and introducing public seating.
- Introduce tree planting at junctions to highlight adjacent routes and soften the streetscape.
- Enhance the connection through Whitcomb Court through lighting, public art and improved surfacing. Highlight key features such as the suspended art installation and the stage door to make the route more inviting.
- Accommodate waste storage within buildings where possible, in order to avoid unnecessary clutter in the public realm.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Short term



PALL MALL EAST

Provide a public realm stepping stone by creating a more inviting public space and improving pedestrian crossings at this gateway to Trafalgar Square.

- Consider the introduction of public seating and explore options to introduce ground-level greening under the trees and around the statue of King George III.
- In coordination with WCC and TfL, investigate options to reconfigure and enhance crossings over Cockspur Street and Pall Mall East to Suffolk Place, providing a more direct route across these roads.
- Encourage new tenants of the adjacent ground-floor establishments to activate street-facing windows and allow spill-out uses to animate the space.
- Subject to traffic modelling and in coordination with WCC, explore the feasibility of closing or creating a shared surface over the northbound slip road between Cockspur Street and Pall Mall East to link the public realm of the pavement with the existing pocket public space on the traffic island. Consider establishing an area of special paving that visually connects over Pall Mall East to Suffolk Place.
- In coordination with WCC and TfL, consider the pros and cons of designating Pall Mall East as a bus route and rerouting general traffic eastbound onto Cockspur Street to reduce queuing traffic by Trafalgar Square.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Long term

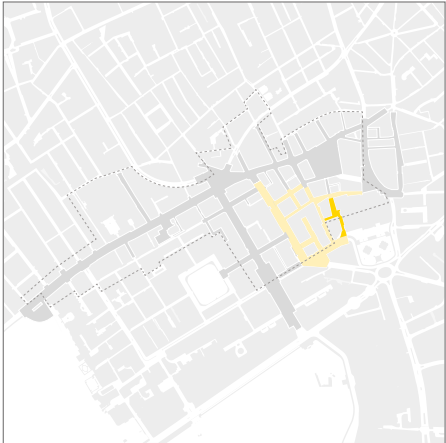




ST MARTIN'S STREET

Enhance this small public space by activating blank frontages and exploring opportunities to provide more public amenities.

- Explore options to provide a sequence of wayfinding features or public art at key points along the route from Trafalgar Square to Leicester Square to further enhance this useful short-cut.
- Explore opportunities to introduce public seating under the existing trees.
- In the short term, consider greening the blank facade of the car park at ground level.
- Investigate options to enhance views to the carved sign on the facade of the National Gallery above the space. Consider surrounding street furniture, trees and signage as well as lighting at night to ensure the sign remains visible from Leicester Square.
- In coordination with future development, explore opportunities to introduce an active use on the corner such as a café to animate the space.



IMPACT	●●●●●
COMPLEXITY	○●○●○
TIMESCALE	Short term



SUFFOLK PLACE

Strengthen the existing character of Suffolk Place through greening and by upgrading the carriageway.

- Consider planting a variety of small trees to enhance the setting of the street and encourage building owners and tenants to further green their frontages.
- Explore options to widen footways, narrow the carriageway and provide loading pads for parking to increase the perceived footway width.
- With reference to improvements to Haymarket proposed in project C1, investigate options to match the level footway entrance treatment across Suffolk Place with that of Suffolk Street to accommodate for pedestrian movement down Haymarket.



IMPACT	●●●●●
COMPLEXITY	○●○●○
TIMESCALE	Short term



REGENT STREET ST JAMES’S

Build on the success of recent investments by creating a new anchor civic space at the end of Regent Street to further enhance this sequence of public spaces, the status of the street and its uses.

- Explore options to build on previous improvements to the pedestrian footways by extending the median strip down to Waterloo Place to aid pedestrian crossing and improve permeability across the area.
- Investigate opportunities to provide a better crossing at the top of Waterloo Place to further enhance pedestrian movement.
- Consider extending accessible pedestrian space at the edges of Waterloo Place, especially on the east side.
- Explore options to upgrade the median strip to provide a dramatic promenade that celebrates the views up to Piccadilly Circus and down to St James’s Park and the Palace of Westminster.
- In the long term, consider options to transform Waterloo Place into a more unified design that bridges Pall Mall. Reconfigure the existing paving layout by removing the traffic island and extending the pavements to create a new public space. Investigate options to relocate the existing statues to either end of this proposed piazza to enhance the gateway of Regent Street St James’s as part of these improvements.
- In the long term, explore options to remove one of the main routes into Piccadilly Circus, reducing road space to a four-way junction with two-way traffic.



IMPACT	●●●●●
COMPLEXITY	○●○●○●
TIMESCALE	Long term





CHARLES II STREET

Enhance this key space in the historic street pattern. Reveal the townscape and improve the pedestrian experience by strengthening this route and set-piece views between Theatre Royal Haymarket, Regent Street and St James's Square Gardens.

- Enhance the conditions of the public realm. De-clutter and rationalise the parking bays, creating loading pads at footway level to visually extend the available footway space and establishing a continuous kerb line that enhances the sense of perspective, leading the eye down the street to the focal points at either end.
- In coordination with TfL, explore opportunities to reduce the number of standing buses on Charles II Street. Consider relocating or redistributing the bus infrastructure to enhance the setting of the historic theatres, arcade, retail life and St James's Market entrance.
- Investigate options to rationalise lighting and street furniture to visually connect the east and west of the street across Regent Street St James's. Use high quality materials and finishes to enhance the character of the street while maintaining its function.
- Highlight perpendicular routes and connections, particularly the routes into St James's Market and the Royal Opera Arcade. Consider using lighting, signage and public art to enhance the presence of the Royal Opera Arcade.
- Improve and enhance the crossing to the Royal Opera Arcade from St James's Market.
- In tandem with re-developments, encourage the activation of the corner facade opposite the Royal Opera Arcade to highlight the entrance to St James's Market and bring more activity to frontages.
- Maximise pedestrian space and limit through-traffic, encouraging street life and activity in this wide, sunny space just off busier main streets. Explore opportunities to introduce low-level greening as part of this reduction in traffic.



IMPACT	●●●●●
COMPLEXITY	○●○●○
TIMESCALE	Short term





ROYAL OPERA ARCADE

Strengthen this historic route and retail destination from Pall Mall through to St James’s Market and Jermyn Street by encouraging more activity, enhanced settings and improved material conditions.

- Highlight the entrance to the Royal Opera Arcade from Pall Mall using signage, lighting and public art.
- Explore options to enhance the crossings at either end of the arcade to improve the axial route through to St James’s Market.
- Encourage the activation of the facade at ground level within the colonnade of New Zealand House on Pall Mall.
- Provide continuous paving over service entrances to enhance the route to Trafalgar Square.
- Consider innovative ways to 'reveal' the arcade in relation to neighbouring buildings.



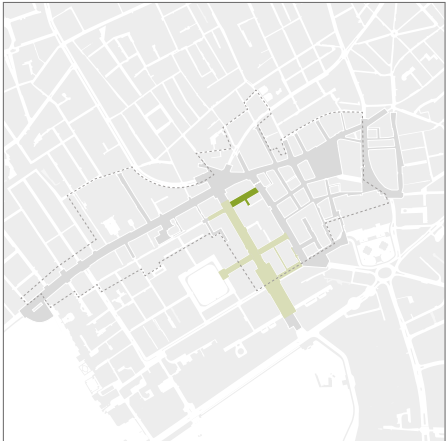
IMPACT	●●●●●
COMPLEXITY	○●○●○
TIMESCALE	Short term



JERMYN STREET (EAST)

Improve the quality and experience of the eastern part of Jermyn Street to match the character of the rest of this world-famous street and create a more fitting entrance to St James's Market. Improve frontages, surfaces, lighting, streetscape, and the pedestrian environment and highlight the entrance to the western end of Jermyn Street from Regent Street.

- Develop a public art strategy that links the sections of Jermyn Street on either side of Regent Street St James’s. Consider suspending a public feature above the western entrance that corresponds to a similar feature at the entrance to St James's Market to help dress the street and bring character commensurate with its name and fame.
- Improve the pedestrian arcade with upgrades to materiality and lighting and encourage more activation.
- Explore options to strengthen the route to and from St James’s Market on Jermyn Street. Consider planting a tree on the northern side of Jermyn Street to provide a focal point when viewed from St James’s Market, Haymarket and Regent Street.
- Create a raised table crossing at the centre of the street to encourage pedestrian priority and improve connections.
- Explore opportunities to activate and dress the frontages along the street, ensuring that large service entrances are closed for the majority of the time.
- Encourage more activation of and dressing of frontages at the Regent Street end of Jermyn Street, to announce the quality found further west.
- In the longer term, explore the possibility to provide a continuous pedestrian route between Pall Mall and Piccadilly Circus, connecting Jermyn Street, aligned with the route through St James’s Market. Consider signage and lighting to make it a useful alternative cut-through and characterful addition to the local public realm and commercial offer.
- Reveal or introduce more public active uses at upper levels to enhance the corner site for Regent Street and Jermyn Street. In the longer term, consider reintroducing a cultural or landmark retail use to Plaza Theatre building, to create a civic corner on Regent Street that marks the entrance to Jermyn Street.



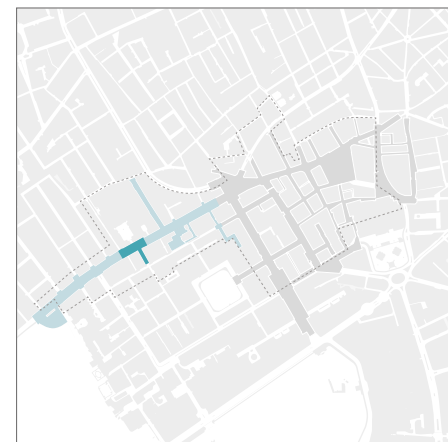
IMPACT	●●●●●
COMPLEXITY	○●○●○
TIMESCALE	Long term



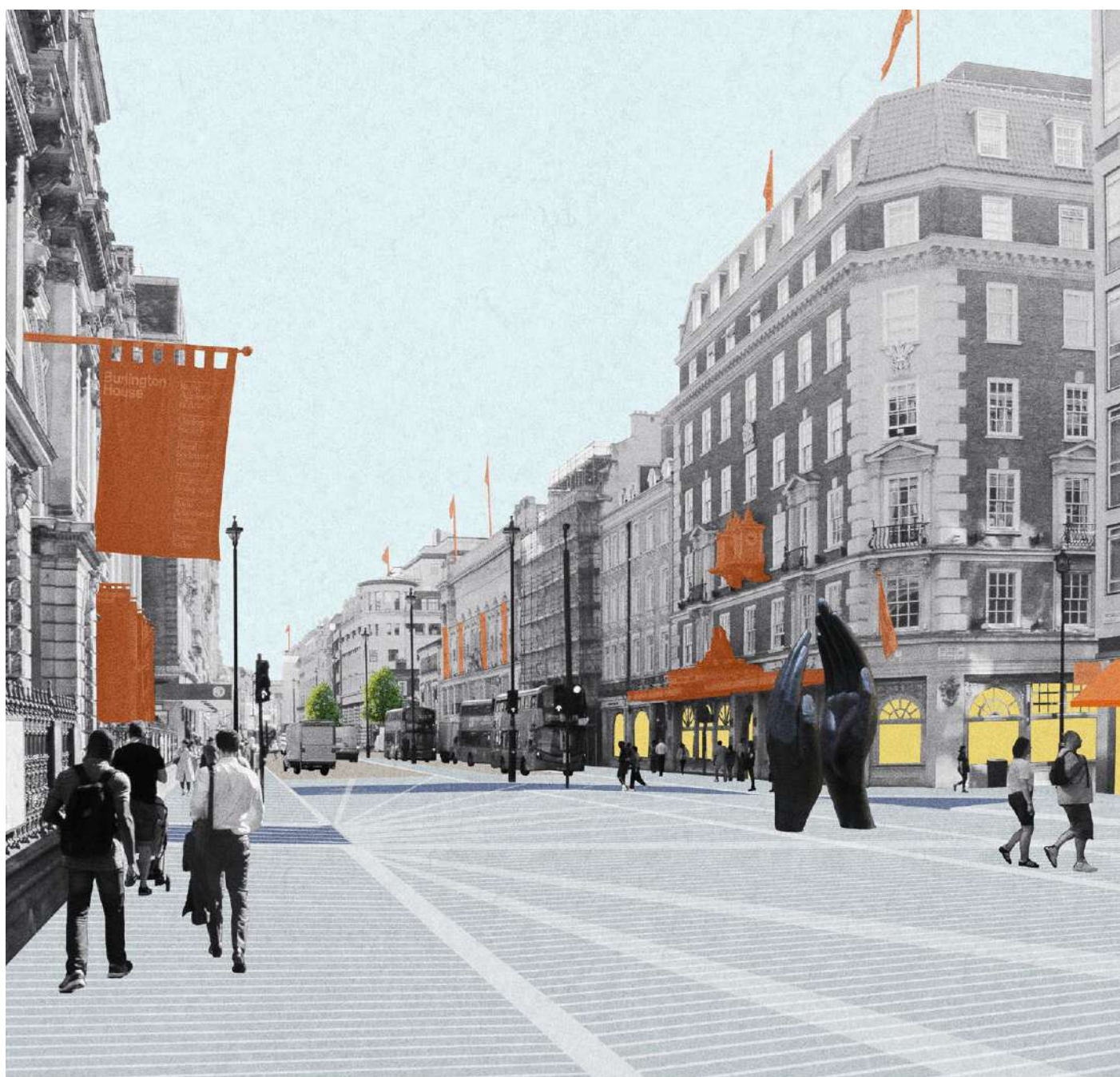
ROYAL ACADEMY ENTRANCE AND DUKE STREET ST JAMES'S

Create a centrepiece for Piccadilly outside the Royal Academy of Art and Fortnum and Mason that enhances the artistic and retail life of the street and links Mayfair to the north with St James's to the south.

- Explore options to design a highway space that creates a sense of occasion in the public realm and improves pedestrian crossing. Consider a material treatment across the whole space that celebrates and links the Royal Academy, Fortnum and Mason, the Piccadilly Arcade, the Burlington Arcade and Duke Street St James's.
- Investigate options to introduce continuous paving across the entrance to Duke Street St James's to improve accessibility and pedestrian connections.
- In coordination with WCC and subject to traffic modelling, explore options to reduce the use of Duke Street St James's as a circuit route back onto Piccadilly, which may require changes to surrounding junctions such as Bond Street. Encourage its use as only local access.



IMPACT	●●●●●
COMPLEXITY	○●●●○
TIMESCALE	Medium term

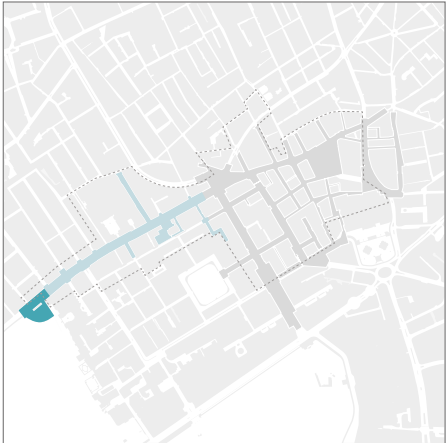




GREEN PARK ENTRANCE

Improve the busy gateway space at the western end of Piccadilly by creating a well designed orientation and arrival space in front of Green Park Station with improved crossings and connections into the park and Mayfair.

- Introduce a new crossing at street level to provide clear access to Green Park and the station.
- Extend the median strip in front of the Ritz to the entrance of Stratton Street to facilitate informal pedestrian crossing between the station entrances.
- Improve the route through the Ritz arcade with feature lighting and material upgrades within the space.
- Create an appropriate decluttered entrance space to the park that capitalises on the pavilion building above Green Park Station and the Ritz facade. Consider introducing street trees to mark the presence of the park when seen from Piccadilly.
- Relocate kiosks away from the entrances to Green Park Station in order to decrease congestion in this busy zone.
- In coordination with TfL, consider relocating bus and tour bus stands further west of Green Park Station to open up the space and improve pedestrian safety and connections and views into the park.



IMPACT	● ● ● ● ●
COMPLEXITY	○ ○ ○ ○ ○
TIMESCALE	Medium term



MAYFAIR GATEWAY

Emphasise links to and from Mayfair. Create a sense of arrival on Piccadilly with distinctive interventions on each street that aid intuitive wayfinding.

- Create unique pocket spaces at the entrances to Berkeley Street, Dover Street and Albermarle Street to create a sense of arrival and distinguish the junctions from each other. Consider incorporating special paving, better pedestrian crossings, public seating, greenery and/or public art, choosing a different intervention for each junction.
- Create a level pedestrian crossing at the junction with St James's Street. Consider materials that compliment the view towards St James's Palace.



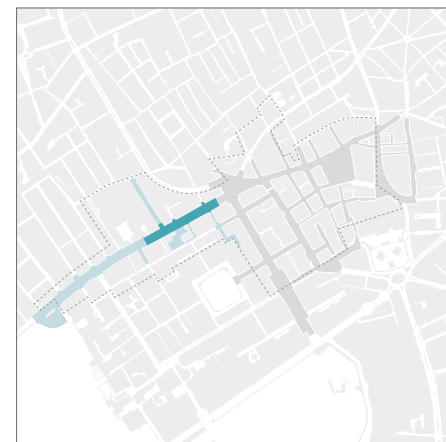
IMPACT	● ● ● ● ●
COMPLEXITY	○ ○ ○ ○ ○
TIMESCALE	Medium term



PICCADILLY GATEWAY

Introduce greenery and highlight unique architecture and features to create a distinctive and enticing gateway into Piccadilly from Piccadilly Circus.

- Widen footways to improve pedestrian comfort and safety.
- Consider introducing seasonal variation, for example trees in large planters along the median strip between Sackville Street and Air Street. These could include; citrus trees in the summer to recall the history of the street as 'Portugal Street', Christmas trees in winter and/or blossoming fruit trees in the spring. Out-of-season trees could be displayed in publicly accessible indoor locations nearby, creating green oases in the heart of Piccadilly or elsewhere.
- Explore opportunities to remove existing street clutter and reduce existing road signage to the absolute minimum required.
- Accentuate entrances to side streets and spaces with special paving treatments, using high-quality materials. Consider extending the treatment across Piccadilly to the median strip at key points along the street to reduce the dominance of vehicle space.
- Encourage the use of building-mounted flags and flagpoles to highlight building functions and entrances; encourage building-specific dramatic flags for major events to differentiate this varied eclectic street from others in the west end.



IMPACT	●●●●●
COMPLEXITY	○●○●○
TIMESCALE	Short term



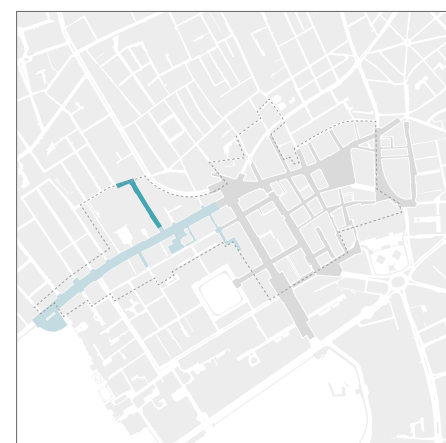
SACKVILLE STREET AND VIGO STREET

Promote the transformation of the public space of Sackville Street and Vigo Street to better reflect their assets and significant locations in the West End.

- Widen footways to create an attractive route from Regent Street to Piccadilly.
- Explore options to provide paving materials and a rationalised highways layout to draw attention to the symmetry of the neoclassical facades at the southern end of the street.
- Introduce new tree planting and greenery to give Sackville Street a unique visual identity and help soften the streetscape.
- Explore opportunities to rationalise parking and loading arrangements to better suit the needs of residents and businesses and reduce the prominence of vehicles in the street.
- In coordination with WCC, investigate options to reverse the one-way system in Sackville Street to deter rat-running, as suggested in the East Mayfair Vision and Strategy 2017.
- Subject to traffic modelling, explore options to close the west end of Vigo Street to traffic to improve pedestrian comfort in this area as suggested in the East Mayfair Vision and Strategy 2017.



Illustrative view from the East Mayfair Public Realm 'Vision for Sackville Street' for Heart of London by Publica



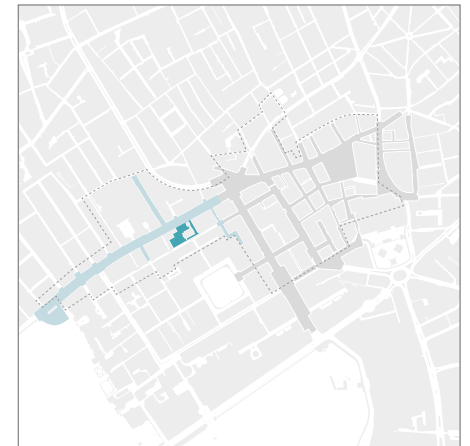
IMPACT	●●●●●
COMPLEXITY	○●○●○
TIMESCALE	Short term



ST JAMES'S PICCADILLY

Celebrate the Wren-designed church building and eclectic mix of uses and activities that surround it.

- Explore options to improve and open up public routes through the church and churchyard in partnership with St James's Piccadilly.
- Consider ways to open up paved spaces currently fenced in on the south and east sides of the church to increase the footway width.
- Encourage the introduction and enhancement of active uses along Church Place and support the use of the churchyard for local events and markets and suitable evening and night time uses.
- Support the continued development and enhancement of the churchyard and its greenery in partnership with St James's Piccadilly.
- Explore the feasibility of planting a street tree on Piccadilly outside the church to signal the green space within the churchyard.



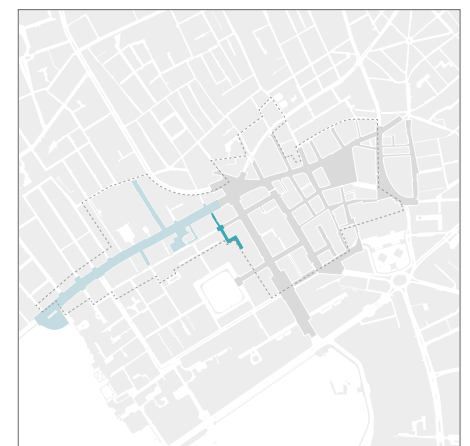
IMPACT	● ● ● ● ●
COMPLEXITY	○ ○ ○ ○ ○
TIMESCALE	Medium term



EAGLE PLACE AND BABMAES STREET

Further enhance these back streets to create green breathing spaces connecting Piccadilly and Jermyn Street.

- Explore options to provide seating in the niches of the NatWest building to create a space to rest.
- Enhance the route from Eagle Place to Babmaes Street with hanging greenery and explore opportunities to provide a street tree at the junction with Jermyn Street.
- In coordination with building owners, investigate opening up a link to Regent Street St James's from Babmaes Street to create a more permeable set of routes from Piccadilly into St James's Market for the benefit of residents and other local users.



IMPACT	● ● ● ● ●
COMPLEXITY	○ ○ ○ ○ ○
TIMESCALE	Short term

PROJECTS MATRIX

Projects for individual spaces have been identified across the area and tabulated in a matrix according to project family. The matrix is intended to provide an overall summary of the Placeshaping Strategy and inform ongoing discussions regarding phasing and delivery. It does not present value judgements on the merits of each project. Each project’s relative priority level has been developed based on Publica’s extensive analysis of the area and is intended as a guide. The matrix is based on current information and may be superseded as conditions alter. It may be possible to begin work on major projects at the same time as bringing forward a number of smaller projects. A number of projects projected to be more limited in their impact could cumulatively build as much momentum as an individual, high-impact project identified in the table as a priority. All of these projects will bring benefits to the Heart of London area.

PRIORITY PROJECTS

The highlighted projects may be considered for immediate action, based on their relative impact, complexity, and timeframe.

IMPACT

What impact will the improvements proposed for this space deliver for the Heart of London area as a whole?

- LOWEST IMPACT
- HIGHEST IMPACT
- e.g. discrete projects that, cumulatively, will have an effect on changing perceptions of the Heart of London area
- e.g. interventions that will have an impact on the atmosphere of a neighbourhood within the Heart of London area
- e.g. projects that will enhance a wider group of neighbourhoods within the Heart of London area or improve connections into it
- e.g. projects that, alone, would change wider perceptions of the Heart of London area
- e.g. significant projects that would have a London-wide impact

COMPLEXITY

How complicated will the proposed improvements be to deliver?

- LOWEST COMPLEXITY
- HIGHEST COMPLEXITY
- e.g. the easiest projects to achieve with a limited number of stakeholders, minor material changes to buildings or the public realm, and minimal disruption caused. As with all projects, proposals will require consultation with WCC and other nearby stakeholders
- e.g. relatively straightforward projects with a few stakeholders, limited material changes to buildings or the public realm including potential adjustments to carriageways, and some disruption caused. Changes will require more detailed consultation with WCC and other stakeholders
- e.g. projects with several stakeholders, changes to buildings or the public realm that could include road works incorporating minor traffic changes, with daily disruption caused for a limited period of time. These projects may also be affected by complex ownership issues
- e.g. relatively complex projects with many stakeholders, substantial changes to buildings or the public realm with potential changes of use, changes that may affect traffic systems or cause wider-scale daily disruption that may last for longer periods. These projects would require in-depth cooperation with surrounding stakeholders
- e.g. highly complex projects with many stakeholders, extensive changes to buildings or the public realm with potential changes of use, changes that affect strategic traffic networks with significant expected disruption over extended periods of time. These project would require complex stakeholder negotiations

TIMEFRAME

The timing and delivery of projects is dependent on many factors, not least funding, other infrastructure works and other developments. The timescales within this strategy are based on Publica’s initial estimates as of autumn 2018, but are subject to change following full feasibility studies and other new information.

Short-term projects could be defined and pursued immediately, and have a physical scale, variables, or stakeholders that make them possible within the next few years.

Medium-term projects may have a longer lead time, be linked to other developments and plans, or require approvals from statutory or other controlling bodies.

Longer-term projects are likely to require a series of scoping, design, testing, and approvals stages. Though for these reasons they may take longer to realise, these projects could nonetheless be taken forward through their early stages as soon as possible.

REF	NAME	RELATIVE IMPACT	RELATIVE COMPLEXITY	POSSIBLE TIMESCALE	REQUIRES TRAFFIC MODELLING	HEADLINES
A LEICESTER SQUARE AND PICCADILLY CIRCUS						
A1	Coventry Street	●●●●●	○○○○○	Medium term	◆	Enhance the existing condition through a more unified streetscape strategy and improvement of the pedestrian experience. Explore opportunities to reduce traffic.
A2	Piccadilly Circus	●●●●●	○○○○○	Long term	◆	Develop options to reduce traffic and intensify the immersive experience of this pivotal civic space. Increase the use and visibility of upper floors and capitalise on the iconic built fabric.
A3	Leicester Square	●●●●●	○○○○○	Long term		Enhance the stimulating, busy character of Leicester Square while improving its function throughout the day and night to ensure it remains a world class space.
A4	Leicester Square side streets	Leicester Street	●●●●●	○○○○○	Short term	Enhance the character, attractiveness and function of these pedestrian connections by increasing their visual interest and legibility to take pressure off busy adjacent spaces and improve links with Chinatown.
		Leicester Place	●●●●●	○○○○○	Short term	
		Leicester Court	●●●●●	○○○○○	Short term	
		Bear Street and Cranbourn Alley	●●●●●	○○○○○	Short term	Explore options to enhance the lighting and activity in these side streets to enhance their character.
		Irving Street	●●●●●	○○○○○	n/a	No action recommended.
A5	The Londoner	●●●●●	○○○○○	Short term		Highlight a pleasant and useful connection from Leicester Square to Trafalgar Square, creating an inviting gateway to the Haymarket area.
A6	Oxendon Street	●●●●●	○○○○○	Medium term		Improve the aesthetic of the street and make the experience more pedestrian-friendly while retaining its function for kerbside activity.
A7	Shaver's Place	●●●●●	○○○○○	Short term		Create an active and pleasant back street as an alternative to the busy surrounding roads.
A8	Rupert Street	●●●●●	○○○○○	Short term	◆	Upgrade the material condition and streetscape and widen footways to enhance the fine grain activity that carries over from Soho.
A9	Great Windmill Street	●●●●●	○○○○○	Medium term	◆	Improve the pedestrian experience of the street and activate the arcades, mitigating the impact of traffic wherever possible.
A10	Shaftesbury Avenue	●●●●●	○○○○○	n/a	◆	No action recommended.

B ST. MARTIN'S LANE						
B1	St Martin's Lane	●●●●●	○○○○○	Short term	◆	Improve the material quality of this historic road and rebalance public space allocation to enhance long views and pedestrian space. Explore opportunities to reduce traffic.
B2	Cranbourn Street	●●●●●	○○○○○	Medium term	◆	Further improve sightlines and connections to strengthen this well-used walking route all the way from Charing Cross Road.
B3	Charing Cross Road	●●●●●	○○○○○	Medium term	◆	Improve pedestrian routes by repositioning crossing points to better suit desire lines and connections, rationalising parking and servicing.
B4	National Portrait Gallery Garden	●●●●●	○○○○○	Short term	◆	Create an inviting public green space at this gateway, enhancing greenery, introducing public seating and creating interaction with the gallery.
B5	Cecil Court	●●●●●	○○○○○	Short term		Enhance the setting of the shops along Cecil Court by laying a new footway material, introducing greenery, seating and improved lighting.
B6	St. Martin's Court	●●●●●	○○○○○	Short term		Enhance the northern arm of this unique and characterful connection by introducing additional street furniture.

C HAYMARKET DISTRICT						
C1	Haymarket	●●●●●	○○○○○	Long term	◆	Celebrate and enhance the existing uses on Haymarket by creating a greener and more walkable boulevard.
C2	Panton Street	●●●●●	○○○○○	Short term	◆	Create a small-scale civic space to bring together the existing retail and cultural uses, creating a distinctive quarter in the West End to act as a stepping-stone through the district.
C3	Orange Street	●●●●●	○○○○○	Short term		Further enhance this characterful pedestrian connection across the area through a set of light-touch interventions, wayfinding and active frontages.
C4	Whitcomb Street	●●●●●	○○○○○	Short term		Enhance the material quality of this pedestrian route to celebrate the existing mix of local uses and capitalise on smaller spaces such as the re-established link through Hobhouse Court.
C5	Pall Mall East	●●●●●	○○○○○	Long term	◆	Provide a public realm stepping stone by creating a more inviting public space and improving pedestrian crossings at this gateway to Trafalgar Square.
C6	St. Martin's Street	●●●●●	○○○○○	Short term		Enhance this small public space by activating blank frontages and exploring opportunities to provide more public amenities.
C7	Suffolk Place	●●●●●	○○○○○	Short term		Strengthen the existing character of Suffolk Place through greening and by upgrading the carriageway.

D REGENT STREET ST JAMES'S						
D1	Regent Street St James's	●●●●●	○○○○○	Long term	◆	Create a new anchor civic space at the end of Regent Street to further enhance this sequence of public spaces, the status of the street and its uses.
D2	Charles II Street	●●●●●	○○○○○	Short term	◆	Reveal the townscape and improve the pedestrian experience by strengthening this route and set-piece views between key cultural assets.
D3	Royal Opera Arcade	●●●●●	○○○○○	Short term		Strengthen this historic route and retail destination by encouraging more activity, enhanced settings and improved material conditions.
D4	Jermyn Street (east)	●●●●●	○○○○○	Long term		Improve the quality and experience of the eastern part of Jermyn Street and create a more fitting entrance to St James's Market.
D5	St James's Market	●●●●●	○○○○○	n/a		Further improvements and developments are already in progress.

E PICCADILLY							
E1	Royal Academy Entrance and Duke Street St James's		●●●●●	○○○○○	Medium term	◆	Create a centrepiece for Piccadilly outside the RA that enhances the artistic and retail life of the street and links Mayfair to St James's.
E2	Green Park Entrance		●●●●●	○○○○○	Medium term	◆	Create a well designed orientation and arrival space in front of Green Park Station with improved crossings and connections into the park and Mayfair.
E3	Mayfair Gateway		●●●●●	○○○○○	Medium term		Emphasise links to and from Mayfair. Create a sense of arrival on Piccadilly with distinctive interventions on each street that aid intuitive wayfinding.
E4	Piccadilly Gateway		●●●●●	○○○○○	Short term		Introduce greenery and highlight unique architecture and features to create a distinctive and enticing gateway into Piccadilly from Piccadilly Circus.
E5	Sackville Street and Vigo Street		●●●●●	○○○○○	Short term	◆	Promote the transformation of Sackville Street's public space to better reflect its significant position in the West End and latent assets.
E6	St James's Piccadilly		●●●●●	○○○○○	Medium term		Celebrate the Wren-designed church building and eclectic mix of uses and activities that surround it.
E7	Eagle Place and Babmaes Street		●●●●●	○○○○○	Short term		Further enhance these back streets to create green breathing spaces connecting Piccadilly and Jermyn Street.
E8	Regent Street side streets	Air Street	●●●●●	○○○○○	Short term	◆	Explore options to close Air Street to traffic, creating a pedestrian-friendly connection. See the Road Network section for more information.
		Vine Street and Swallow Street	●●●●●	○○○○○	Short term		As part of the development of 33–35 Airwork House, explore opportunities to further activate the street with a mix of uses.
E9	Duke of York Street		●●●●●	○○○○○	n/a		No action recommended.
E10	Jermyn Street		●●●●●	○○○○○	n/a		Recently upgraded. No action recommended.



IMPROVEMENTS

AREA-WIDE

Building on the strategy, the following section describes improvements to the Heart of London area as a whole. Through a series of maps it describes the impact and potential of the proposals, related changes and recommendations explored in this document. The aspirational, large-scale maps which form the core of this section establish approaches for key issues and demonstrate the cumulative effect of components of the strategy. They also demonstrate how the Heart of London Placeshaping Strategy is aligned with and promotes key WCC policy.

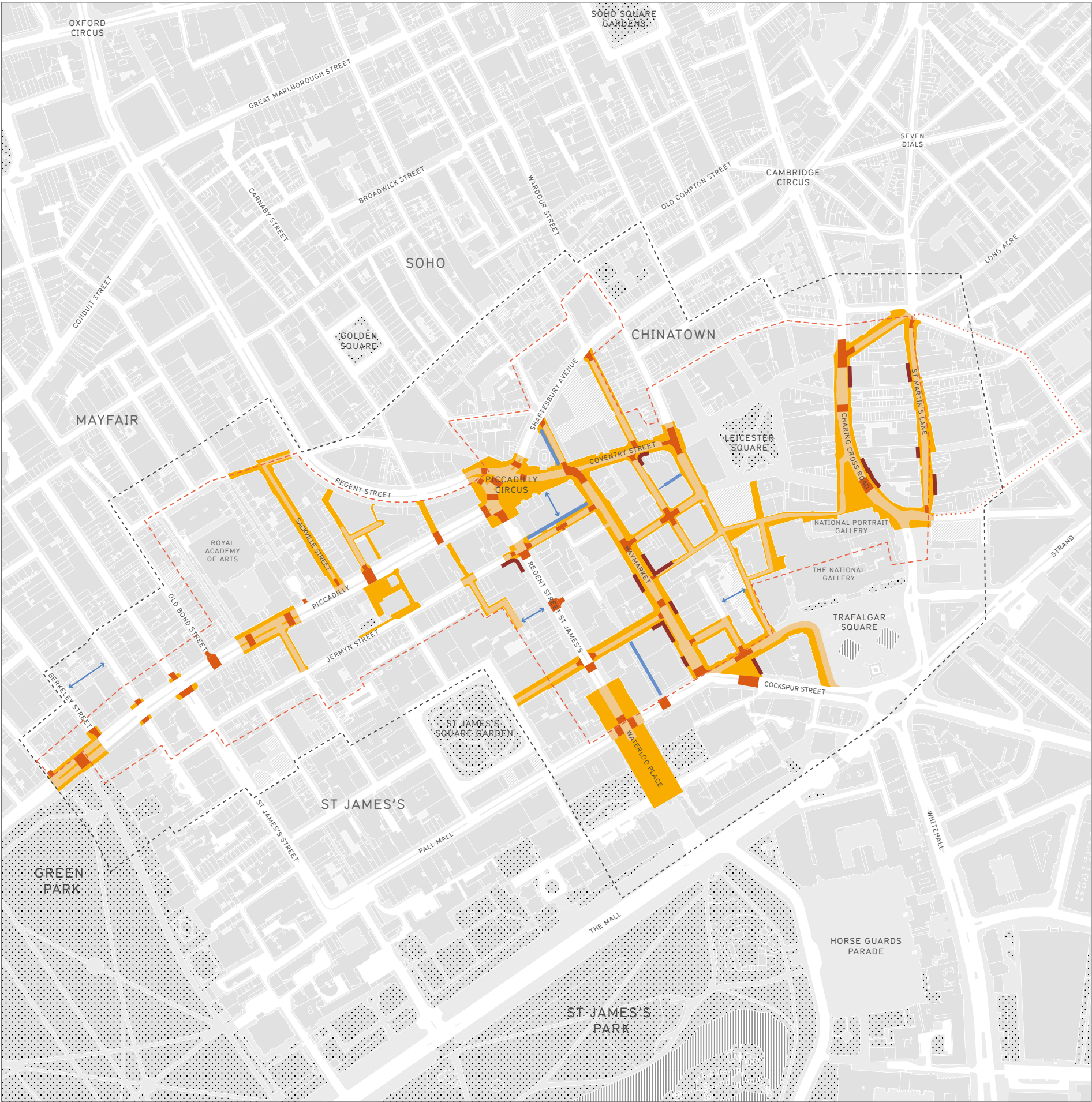
The first two maps concentrate on pedestrian experience through illustrating the hierarchy of streets and spaces across the area and locations identified for enhancements. The following two maps identify potential changes to the road network and movement of cyclists through the area. Suggested greening is shown in the fifth map. The rich cultural life of the area and its potential integration with programming of streets and spaces is the subject of the sixth map. The contribution of night time legibility, orientation and wayfinding are described by the seventh map. The final map shows recent and future construction, both of buildings and public realm. This closes the document by suggesting the potential enrichment of the public realm alongside the emerging development context of the Heart of London area.

STREETSCAPE

The Placeshaping Strategy, and the 33 illustrated projects in particular, indicate an extent of carriageway alterations and pedestrian priority spaces. The map opposite summarises the extent of these proposals.

RECOMMENDATIONS

- Improve the legibility and pedestrian experience of the area.
- Enhance connections between major public spaces.
- Improve the settings of key buildings.
- Enhance the major east-west pedestrian connection that links Piccadilly Circus and Leicester Square from Knightsbridge to Covent Garden. This key pedestrian route should be prioritised for legible and safe crossings, maximised footway space or pedestrianisation, and decluttering of pavements to improve long views. Improve wayfinding and exploration of the area from this major route by signalling key side streets using public art interventions, greening and active corner facades. Improve connections across the southern side of Piccadilly Circus to better accommodate pedestrian movement through this destination space.
- Explore options to transform Waterloo Place south of Pall Mall into a beautiful pedestrian-priority square and a fitting gateway to the Heart of London area, St James's Park and Regent Street.
- Consider opportunities to restore Charles II Street to its original importance in the townscape by transforming it into a handsome pedestrian-priority public space linking the historic buildings and areas of St James's, St James's Market, Regent Street and Haymarket.
- Explore opportunities to enhance and add to the network of smaller spaces, through streetscape improvements or through the activation of blank frontages, greening and public art.
- Maximise the potential of existing arcades and passages.
- Support the introduction of new connections through buildings.
- Coordinate the introduction of increased security measures across the Heart of London area. Explore options for HVM integrated with public realm features as part of all proposals for the area.
- Work with local businesses and the relevant authorities to enhance safety and security measures for all visitors to these high profile, world famous sites.



AREAS PROPOSED FOR STREETSCAPE IMPROVEMENTS

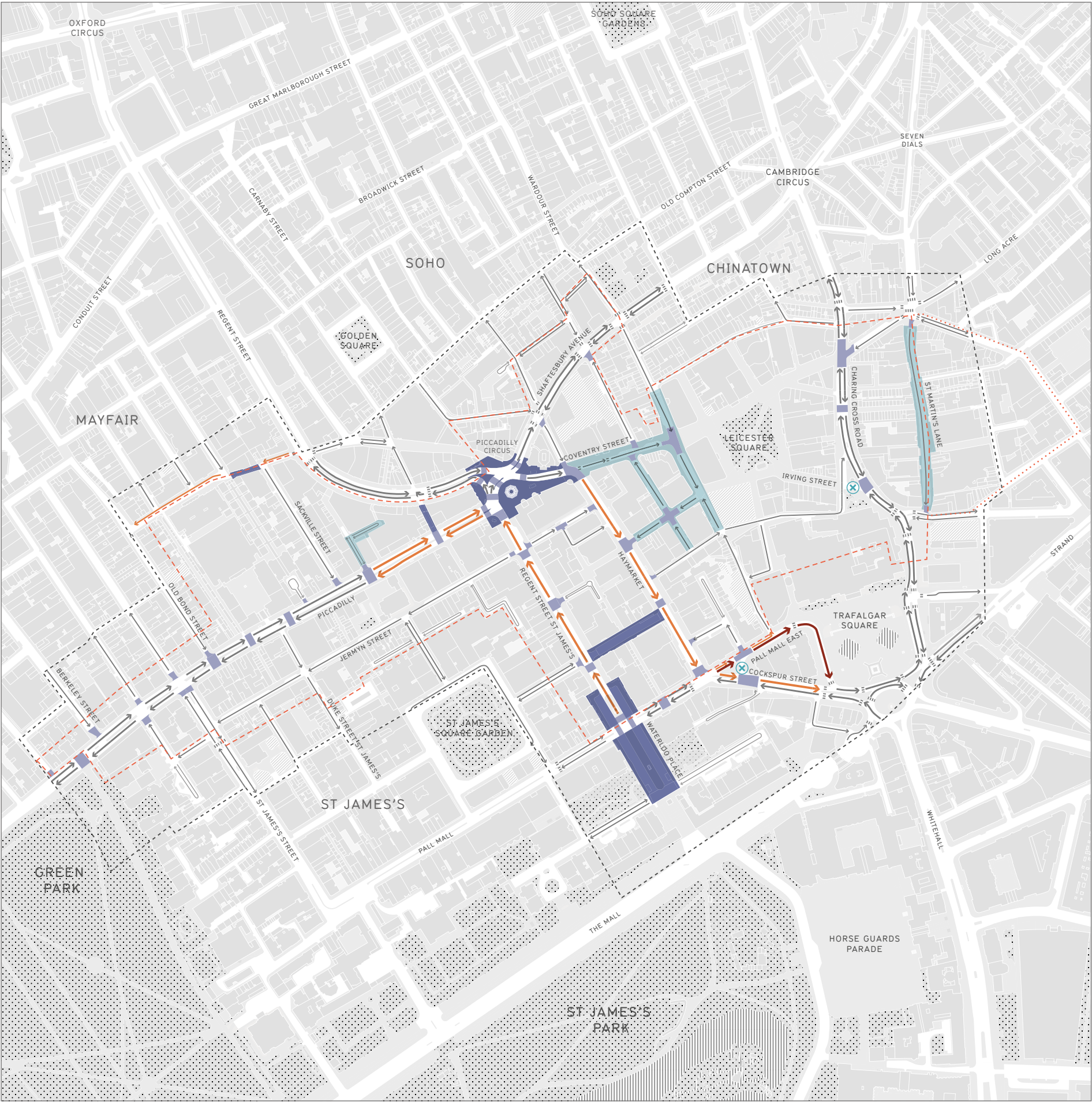
- Enhanced footway treatment
- Enhanced carriageway treatment
- New or improved crossing/raised table
- Enhanced forecourt setting
- Enhanced arcade
- Potential pedestrian connection through building
- Project area boundary
- Survey area boundary
- Proposed extension to the Heart of London area boundary, 2020

ROAD NETWORK

The dominance of traffic in the area has been reduced with the completion of the ‘Piccadilly Two-Way’ (P2W) scheme. This included pavement widening on Regent Street St James’s and Haymarket and the introduction of a median strip along Piccadilly. Building on this success is vital for pedestrian experience, air quality and the promotion of active travel. The low emission neighbourhood (LEN) and the introduction of the Ultra Low Emissions Zone (ULEZ) have begun a path to improve air quality across the west end. The direction of travel is exciting. Longer term ideas for traffic management changes to strategic routes could further these initiatives but would also, of course, require traffic modelling and would need to be considered in coordination with WCC, TfL and other stakeholders.

RECOMMENDATIONS

- Introduce a local air quality improvement and carbon reduction strategy across the area. Pioneer the introduction of a zero emission zone (ZEZ) across the Heart of London area.
- Explore options to remove one of the main routes into Piccadilly Circus, reducing road space to a four-way junction with two-way traffic.
- Explore options to reconfigure Waterloo Place north of Pall Mall. This space could become more usable through removal of the traffic island, and extending the pavements to create a new public space. Consider the location of existing statues to enhance the gateway of Regent Street St James’s.
- Prioritise pedestrians by creating a continuous north-south walking route on Whitcomb Street.
- Investigate options to reduce traffic flow at the northern section of Duke Street St James’s to create a more pedestrian friendly gateway to St James’s and Jermyn Street. Explore options to reduce the use of Duke Street St James’s as a circuit route back onto Piccadilly, which may require changes to surrounding junctions such as Bond Street. Encourage its use as only local access.
- Explore options to improve views and the pedestrian experience along Pall Mall to Trafalgar Square by reconfiguring the movement of vehicles and buses. Explore options to reroute general traffic along Cockspur Street in two directions, and the east-bound bus route along Pall Mall East.
- Close the eastern section of Irving Street opening up the space in front of the National Portrait Gallery for pedestrians. Create a fitting setting allowing for relocation of the gallery entrance.
- Explore realignment of crossings on Charing Cross Road to create a more direct route between Leicester Square and the Garrick Theatre, and towards Covent Garden.
- Explore options to close Air Street and a portion of Vigo Street to through traffic with consideration for servicing requirements. Align these potential changes to vehicle movement with the East Mayfair Area Strategy 2017.
- Explore the removal or reduction of vehicular traffic through St Martin’s Lane with consideration for servicing requirements.
- Build upon current initiatives to consolidate servicing and deliveries across the area to reduce the impact of these vital functions.
- Commission kerbside uses traffic surveys to inform the design of schemes during or prior to following design stages.



IDEAS FOR THE ROAD NETWORK

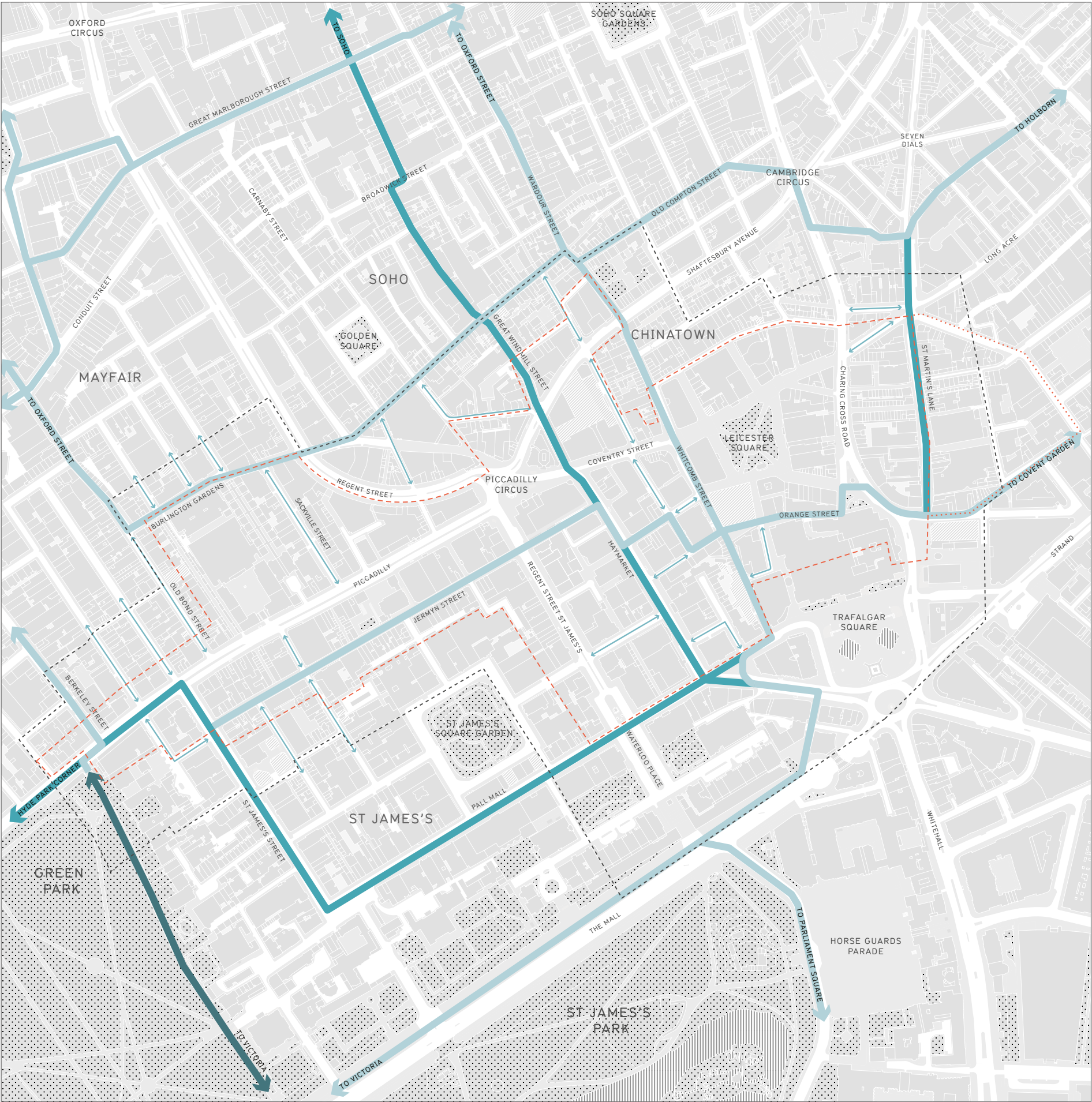
- Space proposed for pedestrian priority
- New or improved crossing/raised table
- Street proposed for limited service access
- Proposed closure of slip road
- Suggested changes to traffic routes (e.g. direction or width)
- Suggested changes to bus routes
- Existing crossing
- Existing traffic routes
- Project area boundary
- Survey area boundary
- Proposed extension to the Heart of London area boundary, 2020

CYCLING NETWORK

Creating a more permeable and inviting district for cyclists to cater for the growing popularity of cycling in the capital and the need to improve safety, are key aspirations of the strategy. In this way, it seeks to promote The Westminster City Council Cycling Strategy (2014) which sets out a vision for the borough as ‘a national leader in cycling provision’. This includes the implementation of the Central London Cycle Grid, a network of ‘Superhighways’ and ‘Quietways’ in partnership with TfL and other authorities in central London. The strategy seeks to elaborate upon WCC’s proposals, demonstrating a long-term vision for the cycling network in the Heart of London area. In order to be realised, these improvements would require approvals from WCC and TfL along with any necessary traffic modelling.

RECOMMENDATIONS

- Support the introduction of ‘Quietways’ in the Heart of London area, as part of the Central London Cycle Grid. Coordinate all public realm improvements with existing strategies promoting cycling.
- Provide a series of pragmatic quieter routes through the centre of the area along Jermyn Street, Orange Street, The Mall, Whitcomb Street, Burlington Gardens, Old Compton Street and through Green Park.
- Ensure proposed routes are compatible with pedestrian movement, particularly through Chinatown.
- Facilitate the provision of cycle parking in line with the WCC Cycling Strategy.
- Support the development of cycling infrastructure along Pall Mall and St James’s Street to create alternative routes for cyclists avoiding Piccadilly and Piccadilly Circus.
- Explore options to redesign the junction of Piccadilly and St James’s Street with phased traffic lights for cyclists turning right from Piccadilly, encouraging safe movement. Ensure that all junctions along this route accommodate cyclists.
- Explore options to establish Haymarket and Great Windmill Street as cycle-friendly routes. Coordinate public realm proposals with introduction of cycle contraflows, parking and segregated lanes.
- Explore options to designate St Martin’s Lane a two-way cycling connection linking into the proposed Central London Cycle Grid. Consider the introduction of a contraflow system for cyclists on the one-way portion of the street with segregated lanes.
- Explore opportunities to introduce cycle contraflows on all one-way streets where safe to do so and in coordination with public realm proposals and traffic movement.



CYCLING NETWORK

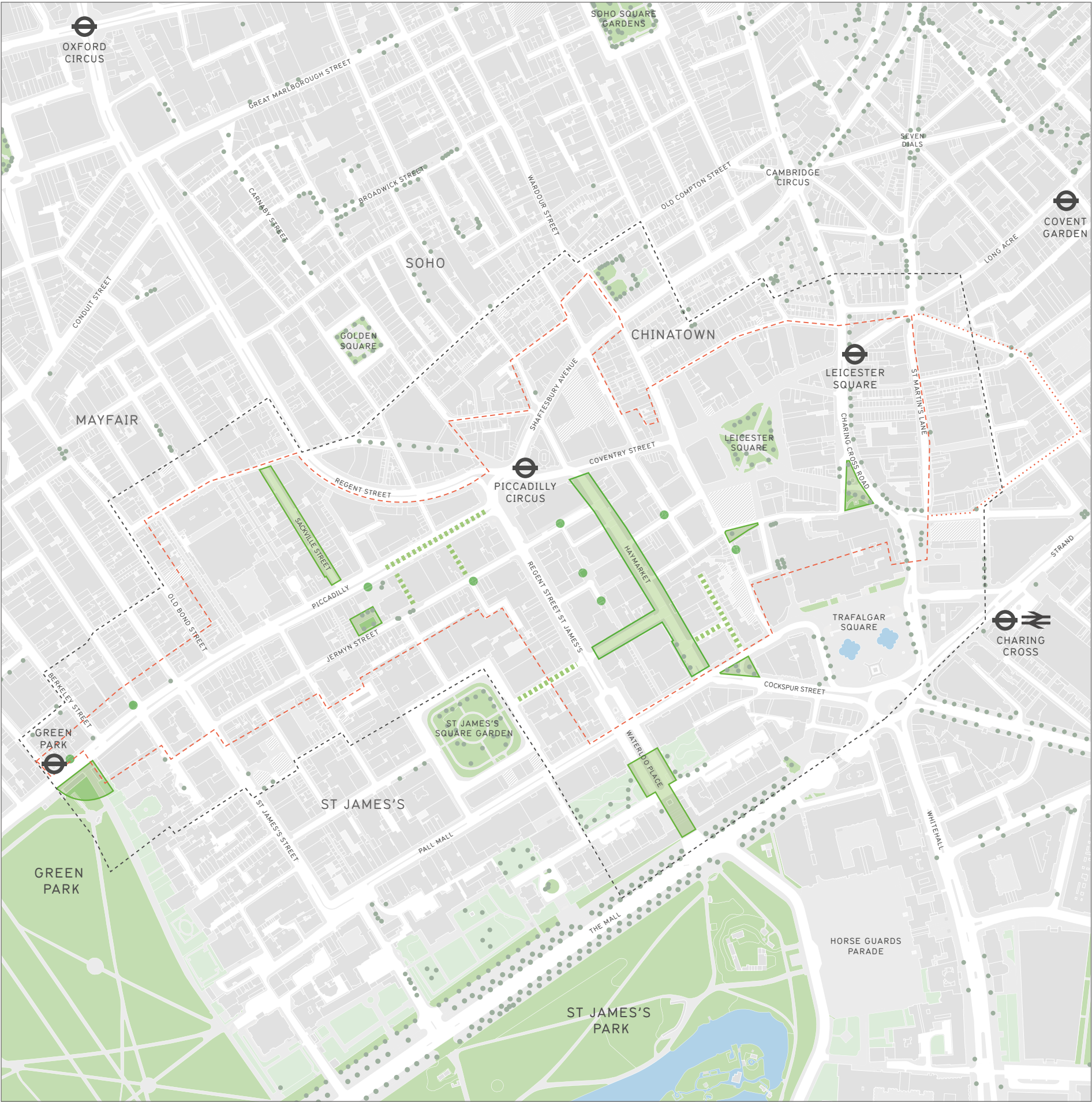
- Proposed Westminster Cycle Grid
- Potential additions to Westminster Cycle Grid
- Existing Quietway
- Existing one-way street where introduction of cycle contraflows could be investigated
- Project area boundary
- Survey area boundary
- Proposed extension to the Heart of London area boundary, 2020

GREENERY

The Heart of London area benefits from its proximity to two Royal Parks and the presence of several significant green spaces, such as the St James's Piccadilly churchyard and Leicester Square. The Placeshaping Strategy looks to capitalise on these existing green spaces by highlighting their entrances through street greening, while protecting these areas of relative darkness in the city at night. There are also several opportunities to introduce street trees, low level planting or temporary greening to soften the streetscape and improve the setting of pocket spaces as well as major routes.

RECOMMENDATIONS

- Maximise opportunities for planting along Haymarket. Work with building owners and WCC to implement an exemplary greening strategy in order to differentiate it from the hard, regal formality of Regent Street St James's. Use greening to establish a pleasant walking route, and create a welcoming environment that encourages users to linger and participate in street life. Consider planting a variety of street trees and using sustainable urban drainage systems where possible to create a green promenade down the street
- Maximise opportunities for planting along Sackville Street. Introduce new tree planting and greenery to give Sackville Street a unique visual identity and help soften the streetscape
- Explore opportunities for the temporary street greening of Piccadilly, such as potted trees along the median strip, while maintaining clear sightlines along Piccadilly. These could include; citrus trees in the summer to recall the history of the street as 'Portugal Street', Christmas trees in winter and/or blossoming fruit trees in the spring. Out-of-season trees could be displayed in publicly accessible indoor locations nearby, creating green oases in the heart of Piccadilly or elsewhere
- Enhance and increase the provision of pocket-park public spaces throughout the area.
- Draw on the proximity of the Royal Parks. Plant street trees signalling their entrances, for example at Green Park Station and Waterloo Place.
- Explore opportunities to introduce street trees at junctions to mark the entrances to side streets.
- Protect areas of relative darkness in green spaces to help protect wildlife and access to natural darkness in the city.



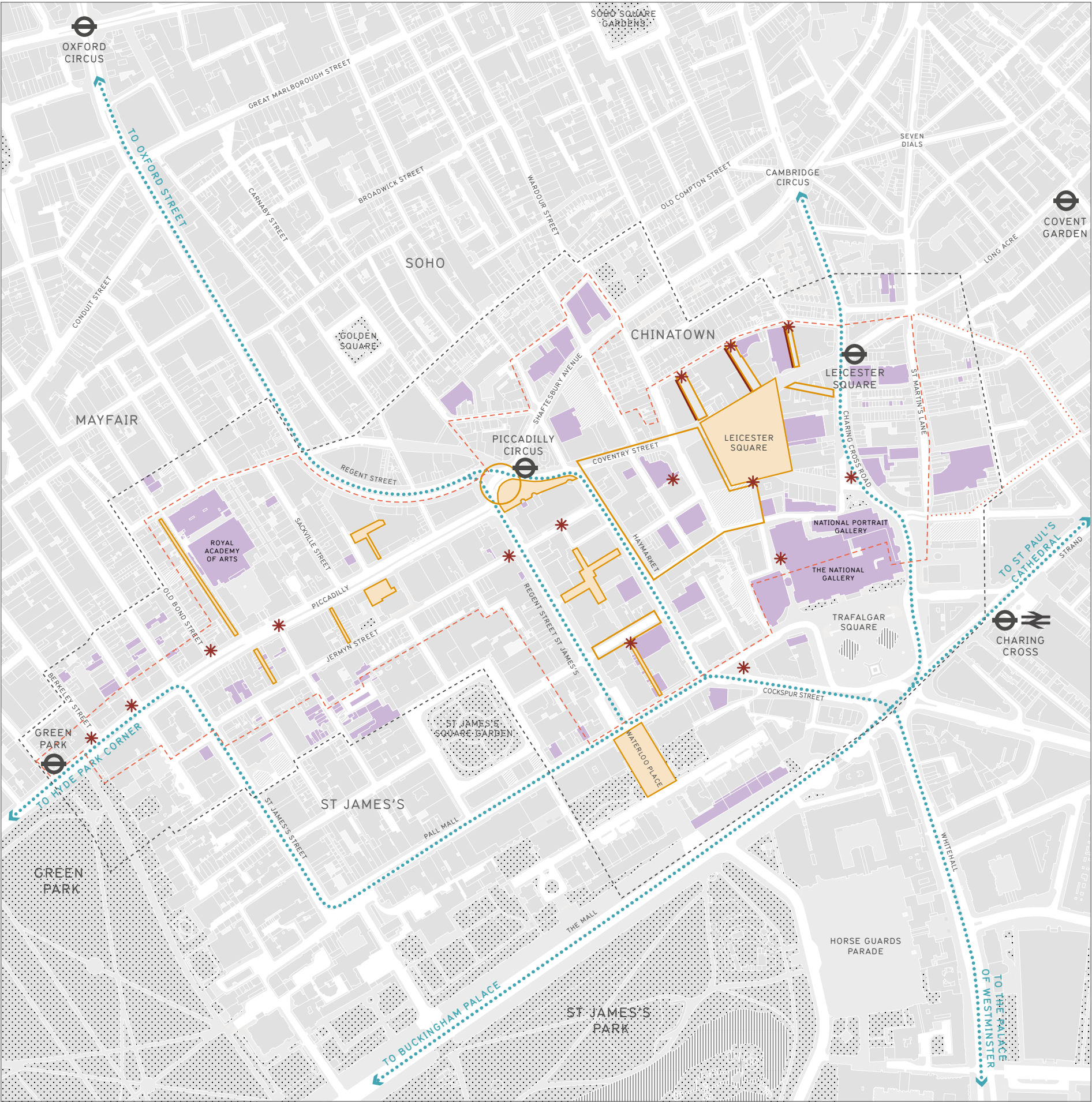
- GREENERY**
- Sites for maximised, coordinated planting
 - Location for potential temporary/seasonal street greening
 - Location for potential street tree planting
 - Existing trees
 - Public green space
 - Private green space
 - Project area boundary
 - Survey area boundary
 - Proposed extension to the Heart of London area boundary, 2020

CULTURE AND EVENTS

Improvements to the experience of spectacle in the public realm is fundamental to the strategy. This includes the celebration of the impressive streetscape through sensitive design, the enhancement of the settings of cultural uses and the coordination of major events, parades and demonstrations that have a sustained effect on the area year-round. The strategy identifies several areas that could be further activated if traffic is reduced or removed as part of public realm improvements, as well as potential locations for public art.

RECOMMENDATIONS

- Maximise the potential of the two major events spaces, Piccadilly Circus and Leicester Square. Commission bold new spatial event strategies for Piccadilly Circus and Leicester Square responding to the unique conditions of these spaces. Explore the potential to link this strategy with surrounding events spaces such as Trafalgar Square. Explore ideas to link cultural events to the spaces in which they take place.
- Activate newly created traffic free spaces with cultural events, in particular the Haymarket area.
- Commission artists to create small-scale installations within lanes and passages to encourage people to explore these other routes and increase activity.
- Signal the presence of cultural buildings with streetscape interventions such as paving treatments at entrances or lighting.
- Consider the design of key events spaces to allow for the minimal use of barriers or hoarding.
- Explore use of other public spaces (such as Waterloo Place or Swallow Street) for local events appropriate to their scale and character.
- Explore opportunities to introduce public art in pocket spaces which could signal the location and cultural significance of side streets. Consider commissioning public art for blank facades in traffic-free side streets, such as the side streets leading from Leicester Square.
- Establish modes of operation during major cultural events which allow businesses to maintain their functions and access. Communicate and develop the events strategy with businesses to allow for preparation and benefit from increased footfall.



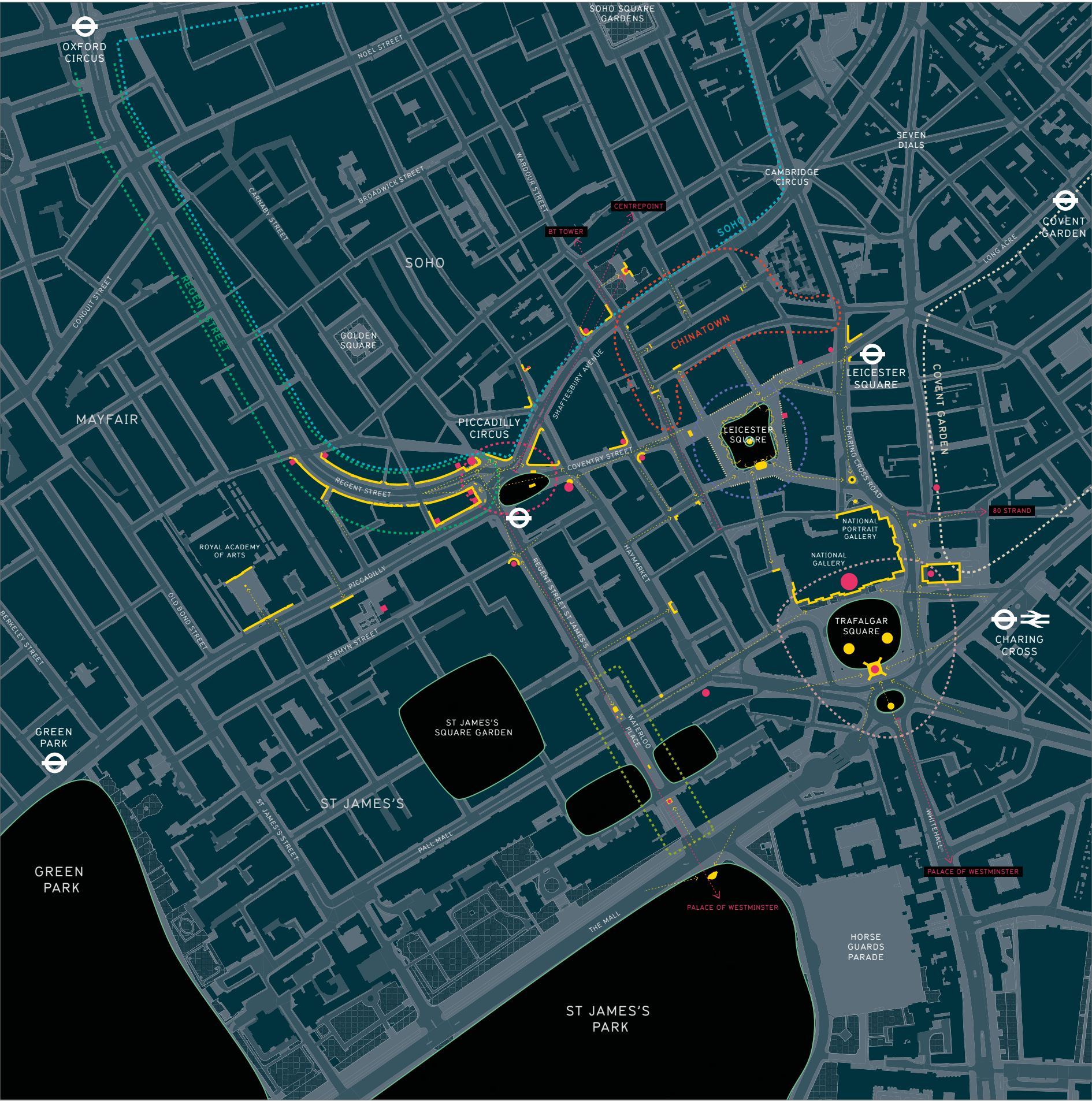
- PROPOSED CULTURE AND EVENTS**
- Cultural events location
 - ▭ Temporary cultural events location
 - ... Parade route
 - * Potential public art location
 - Facade considered for public art commission
 - Existing cultural institutions and uses
 - Project area boundary
 - Survey area boundary
 - ... Proposed extension to the Heart of London area boundary, 2020

EVENING AND NIGHT TIME

The Heart of London area is renowned for its evening and night time activity. Lighting and signage enhances and clarifies the identity and legibility of the public realm after dark, distinguishing its various architectural characters. It helps to offer a new experience of the area and diversify its appeal. Consideration of the night life of the Heart of London area should enhance wayfinding, safety, character and civic spectacle at night.

RECOMMENDATIONS

- Commission a comprehensive night time strategy for the area to strengthen the area's evening and night time character and to create a rich and dynamic experience. Consider a broad range of themes as part of this strategy including, public realm, highways and transport, policy and governance, art and culture, the evening and night time economy and wellbeing of all evening and night time users and local residents. Address the qualitative and quantitative characteristics of light addressing legibility, wayfinding, character areas and transitions between them, accessibility and inclusivity, sustainability, safety, perceptions of security, spectacle and flexibility, key buildings and views.
- Improve the visual connection between Piccadilly Circus and Leicester Square along Coventry Street.
- Consider building-mounted signage, selective architectural lighting, digital art and reflections in facades to magnify the distinctive experience of spaces.
- Consider upper-floor uses in buildings, building-mounted signage and digital artwork to enrich the day and night-time experience of Piccadilly Circus and Leicester Square.
- Draw on the established cultural offer of the area through partnerships and collaborations that activate the public realm at night. Encourage late opening hours at cultural institutions.
- Support the organisation of one-off and recurring night time events in the area, such as late-night shopping, night markets, food festivals, lighting installations and outdoor evening performances and screenings.
- Consider the illumination of particular features within the built environment to aid legibility and wayfinding, especially for pedestrians. These could include selected roof-level landmarks, street corners, facades and features terminating long views.
- Consider the character and balance of illumination to facades overlooking key public squares and meeting places, such as Leicester Square and Piccadilly Circus. Ensure lighting helps to frame activities within them and creates a strong sense of place.
- Enhance contrasts between light and dark. Protect areas of relative darkness in green spaces to help protect wildlife and access to natural darkness in the city. Explore options to enhance key views and vistas towards landmarks and monuments through the balance of light and dark.
- Consider carefully the placement of public realm objects like street lighting columns. Provide and maintain areas of subtle illumination in streets and spaces where architecture and signage provide a sense of spectacle to create sufficient contrast.
- Explore opportunities to use the 'Piccadilly Lights' illuminated screens creatively to support public and cultural events in addition to the revenue generated by advertising. Use the legacy of well-crafted, bespoke signage in this location towards curation of digital content for contemporary signage and media screens.
- Consider further use of bespoke signage around Piccadilly Circus to complement the state-of-the-art lighting and signage. This could further unify its character 'in-the-round' by animating facades at all levels 'enclosing' the space with a distinctive aesthetic.
- Consider restricting the placement of illuminated signs, in particular media screens, at street level in the area surrounding Piccadilly Circus so as not to dilute the special character of the main space.
- Protect the quality of life of the whole community with sensitive management of the night time economy.



NIGHT TIME LEGIBILITY, ORIENTATION AND WAYFINDING

- Roof/skyline level landmark
- Street level feature or facade at node and/or terminating view
- Key view to distant landmark
- Key view to facade or street scale feature

NIGHT TIME CHARACTER

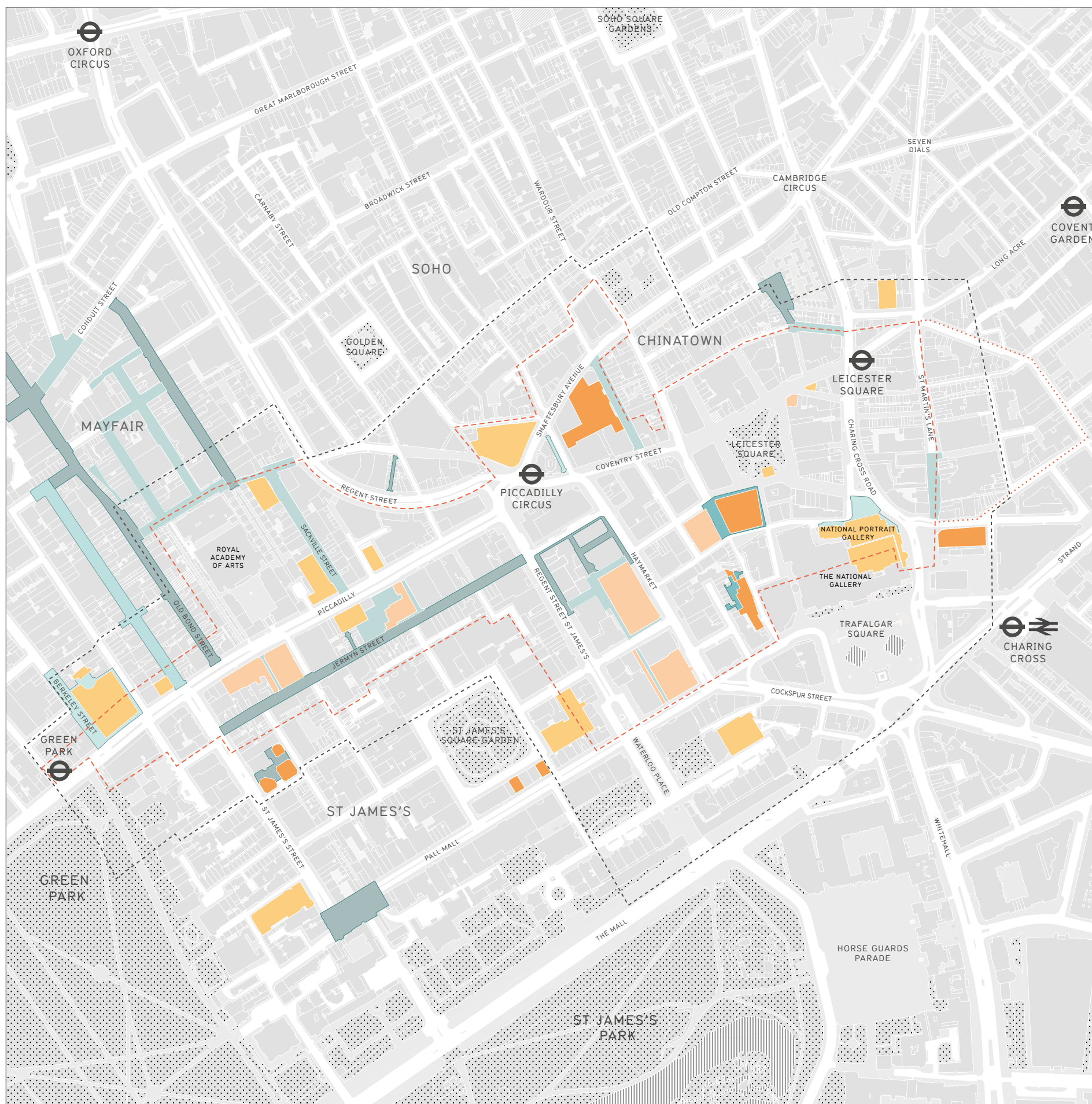
- Sensitive area: protect darkness and do not introduce overly bright amenity lighting
- Character area – Waterloo Place
- Character area – Trafalgar Square
- Character area – Leicester Square
- Character area – Covent Garden
- Character area – Chinatown
- Character area – Soho
- Character area – Regent Street
- Character area – Piccadilly Circus

NEXT STEPS

This is a significant moment for the Heart of London area as several major schemes are coming forward, underscoring the need to also invest in the public realm. More developments will inevitably emerge in the next five years. The imminent arrival of the Elizabeth Line and Westminster City Council's proposals for the Oxford Street District will also have a transformative effect on the area. The development pipeline and stakeholder consultation have directly informed the prioritisation of projects in the Projects Matrix on page 67. These are projects that could be considered for immediate action, and some have surrounding schemes that are due to begin or are underway.

The Placeshaping Strategy can act as a tool for those undertaking future developments. The placeshaping principles guide good growth, underpinned by the street surveys, contextual research and stakeholder engagement that informed their development. The recommendations for each illustrated project advise on a sensitive design approach for individual spaces based on their current context. The grouping of these projects into families can guide potential working groups and aid coordinated delivery. Finally, the assembly of these projects into a matrix and maps showing improvements area-wide shows the cumulative effect of this Placeshaping Strategy and the potential impact these recommendations and principles could make.

Through the Placeshaping Strategy, the Heart of London has stepped forward as a lead collaborator to bring together stakeholders in the area with a unified approach and support the area's continued growth and development. It is mindful of the complex characters and functions that make this area so successful and aims to strengthen and refine these qualities alongside the process of renewal and change.



A number of major schemes are planned or underway that could facilitate projects outlined in the Placeshaping Strategy. Several involve the reconstruction of entire city blocks, while others propose the significant reconfiguration of historic buildings. Many of the developments involve hotel uses, which could bring higher footfall to the area. Recently completed public realm schemes should be considered when planning the delivery of projects outlined in this Strategy.

The development pipeline was collected from Westminster City Council Planning Portal via the London Development Database (LDD). It includes all planning permissions meeting the LDD criteria that are currently live (not started or under construction). Some applications have been omitted based on the extent of changes i.e. developments that have minimal changes to the building fabric. Information on anticipated developments has been collected from online consultation documents and interviews with stakeholders. This data is due to be updated, dependent on future planning submissions.

DEVELOPMENT PIPELINE

Buildings

- Anticipated
- In planning
- Under construction

Public realm

- Anticipated
- In planning
- Under construction
- Recently completed (2017–2019)

- Project area boundary
- Survey area boundary
- Proposed extension to the Heart of London area boundary, 2020

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