THE FUTURE OF REGENT STREET



Public Realm Vision Report

JANUARY 2024

City of Westminster

THE CROWN ESTATE

City of Westminster

THE CROWN ESTATE

Chapter 1 - Context

1.1 Executive Summary

1.2 History

1.3 Regent Street Today

1.4 World Class Examples

- Approach in European city centres
- Pedestrian priority interventions

1.5 London Context

- Westminster City Interventions

Chapter 2 - Ambitions

2.1 Regent Street Ambitions

- Accessible, Safe, and Inclusive
- Green and Sustainable
- World Class Destination
- Policy Context

Chapter 3 - Engagement & Vision

3.1 Engagement Approach

3.2 Workshops

3.3 Market Pop-ups

3.4 Regent Street Pop-ups

3.5 Online Survey

3.6 Visitor Survey

3.7 Vision

3.8 What's next?



Chapter 1
Context

1.1 Executive Summary

A new vision for Regent Street's public realm

Westminster City Council and The Crown Estate are delighted to publish this report, which sets a shared vision to inform the future design of Regent Street's public realm. The Crown Estate is the main landowner and custodian of the buildings on Regent Street, from All Souls Church to Waterloo Place. Westminster City Council are the Highways Authority, responsible for the management of Regent Street's public realm, along with the surrounding streets.

This much celebrated, and iconic street was first designed over 200 years ago by the world famous architect John Nash to connect Regent's Park and St. James's Park. A 100 years later, buildings along the street further evolved to reflect the Regent Street we know today. The passing of another 100 years brings an opportunity to revitalise Regent Street further so it remains fit for purpose for the next 100 years.

This public realm vision report has been informed following an extensive engagement with the public during the summer and autumn of 2023. It brings together the outcomes of this engagement and outlines the collective priorities that are important to those who live, work, and visit Regent Street. It also details case studies and learnings from other European cities where significant positive change to streets with a similar role to Regent Street have been successfully introduced.

We have listened to residents, local workers, domestic and international visitors, as well as other key stakeholders, to learn what they liked and disliked about Regent Street today, and their priorities for its future design. This process allowed us to better understand the multitude of views about Regent Street, what matters to people and why.

From the engagement, the public's most important three themes for the future of Regent Street's public realm design have emerged. These are:

- Introducing nature and greening
- Preserving heritage
- Prioritising pedestrian space

These priorities demonstrate an acute awareness of our changing climate and evolving city trends, together with an ongoing respect for the unique heritage value of Regent Street. London, like many cities around the world, is experiencing soaring summer temperatures, more extreme rainfall events, and poor air quality, together with increasing recognition that the public realm must play its part by contributing to improving public health, supporting wellbeing, and creating a sense of belonging to make it a welcoming place for everyone.

As one of the world's most famous streets, Regent Street must seek to explore new opportunities to tackle these challenges through innovative ways of designing our public realm. As we embark on this ambitious design process, the engagement has led us to establish a new vision for the future of Regent Street's public realm, which will guide us at every step on the way.

*"**Everyone's Regent Street**: A place where the past and the future come together for people to celebrate, connect, and discover.*

***Celebrate** its unique heritage and transformation through time.*

***Connect** people, places, and surrounding neighbourhoods.*

***Discover** its potential to evolve and flourish in a changing world."*

Next steps

With the vision set, we will continue to work closely with residents, local workers, businesses and visitors to shape and guide the public realm design for Regent Street. This will include a series of engagement activities over the next 18 months to seek the public's views as the design evolves. We also plan to pilot and test some new ideas to understand their impact and inform the design process.

Through a considered public realm design that responds to the challenges we face we can create the very best experience for those who live in the area and the millions of people who visit, shop and socialise on Regent Street, reflecting its importance and status, both locally and internationally.



City of Westminster THE CROWN ESTATE

1.2 History

Regent Street, named in honour of the Prince Regent, later known as King George IV, stands as a testament to London's pioneering urban planning endeavours. In 1819, this iconic street materialised under the guidance of architect John Nash, and its Grade II-listed facades stand as quintessential examples of London's distinguished architectural heritage.

John Nash's commission involved crafting a significant urban artery, one that would establish a direct link from Carlton House, the Prince Regent's Residence, to his hunting grounds in the north, which we now recognise as Regent's Park. This linear street served as a vital connector of the Crown's holdings, and separated the noble classes in Mayfair from the working class in Soho.

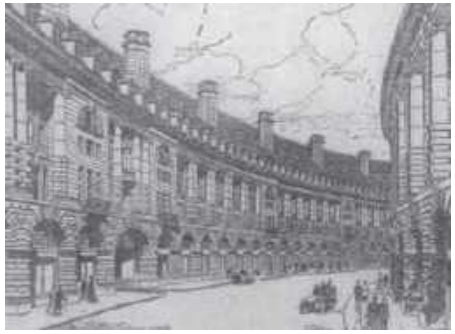
Yet, Nash's original vision faced challenges; Portland Place did not align precisely with Nash's plan, and not all property owners were willing to part with their holdings. Consequently, Nash had to adapt his axial concept and principles of symmetry. His solutions included altering the orientation and alignment of All Soul's Church to the street, thereby breaking the street's symmetry. Furthermore, he introduced a quarter-circle segment that connected the northern and southern ends, forming The Quadrant, and breaking the linearity and symmetry of the street.

Nash's street layout reached completion in 1825 and survives to this day, continuing as a reminder of an early milestone in English town planning. Regrettably, most of the buildings he designed met their demise between 1895 and 1927, replaced by a new scheme conceived by Richard Norman Shaw. Shaw's vision aimed for grandeur on an impressive scale, uniting separate blocks into a seamless street facade, reinforced by the consistent use of the distinguished Portland stone as the primary building material.

Regent Street's architectural legacy has endured and evolved through the centuries, marrying the aspirations of different eras into a harmonious tapestry of London's urban heritage.



Adjusting All Soul's church's alignment and breaking the symmetry - John Nash's design for Regent Street



The Quadrant to connect both sections of Regent Street - Norman Shaw's proposed design for the new Regent Street



Achieving perfect geometric symmetry in Waterloo Place



Regent street evolution

Under the New Street Act of 1813, John Nash submits his grand scheme for Regent Street



The Quadrant, Nash's centre piece, is built to rival Bond Street



+ Designed for shops of appropriate fashion and taste
+ Built with differences in facades to break the uniformity
+ Built with a cast iron colonnade

The first Christmas lights in London on Regent Street



Crown Estate Major Redevelopments



Regent Street Development

Oxford Circus station opens

Regent Street decline and under-investment

1806 | 1813 | 1826 | 1829 | 1890 | 1920 | 1950 | 1969 | 2000 | 2020 | Now

John Nash starts his plans for Regent Street:

+ A linear street connection from the King's palace in St James's Park leading to The Crown Estate in Marylebone Park (now Regent's Park)
+ Commercial aspect to link the Crown's new housing development in Regents Park to Westminster

As the development of Regent Street finishes it immediately is recognised as the centre of London's social scene



Colonnade destruction

Hamleys and Liberty stores openings

Regent Street reconstruction conceived by Architect Richard Norman Shaw, led by what is now know as The Crown Estate

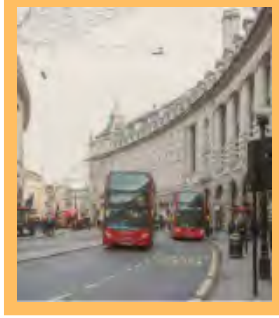
The Opening of the Victoria Line

Regent Street redevelopment

The redevelopment of Regent Street as we know it now, including the introduction of traffic lanes



Regent Street before the temporary public realm scheme



Regent Street temporary public realm scheme



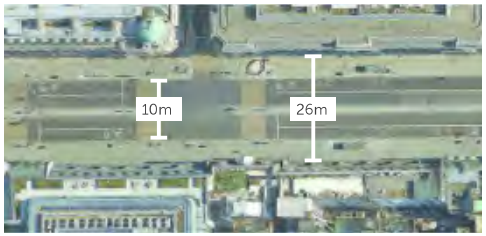
1.3 Regent Street Today

This is not the start of the story in the evolution of Regent Street's public realm design. In 2020, Westminster City Council worked in partnership with The Crown Estate to install a 'temporary' public realm scheme in response to the pandemic.

Regent Street evolved into its current form, by adding:

- **5,000 sqm of increased pedestrian space**
- **330 planters and 60 new trees**
- **Accessible seating**
- **1.2km of cycle lanes**

The temporary public realm scheme was designed to be in place for an initial 18 month period to support the safe re-opening of the West End. In May 2023, the temporary scheme was extended to allow for a 'permanent' public realm solution to be developed, consulted, approved and implemented. The temporary scheme was delivered at pace, both WCC and TCE remain committed to monitoring the temporary scheme and introducing minor changes to improve the operation of the street.



Insights:

Throughout 2022, the nitrogen dioxide (NO2) levels on Regent Street has remained below 40 µg/m3, lower than the pre-pandemic level recorded in the local area in 2018.

TfL Buses have detected a marginal increase in southbound journey times. Minor changes to kerb positions being planned for early 2024 should correct this.

In the past five years, transportation in the city has evolved. Data from Regent Street reveals a cycling peak of 212 in May 2017, which increased to 379 by September 2022.

Before



After



We have the opportunity to rethink and realign Regent Street and learn from the temporary public realm scheme.



1.4 World Class Examples

Approach in European city centres

We undertook a review of global precedents to understand how different cities **pioneered interventions** to improve their streets and spaces for the benefit of all. European cities have generally led the way to bring about positive change, resulting in other cities following suit by either adopting or introducing similar interventions for their streets and spaces.

In response to critical challenges like climate change and global health concerns, European cities have undergone a noteworthy transformation over the past decade by **reducing car use, implementing more sustainable transportation options, and increasing dedicated pedestrian areas.**

To combat the detrimental effects of carbon emissions, traffic congestion, and urban inefficiencies, measures such as **congestion charges, speed limits, and low-traffic zones** have spurred the adoption of alternative transportation. This also led to the development of **extensive cycling infrastructure and policies promoting active travel and public transport** over car travel. Additionally, cities are creating dedicated pedestrian zones that prioritise safety and comfort by **restricting or banning vehicular traffic**, transforming urban landscapes into vibrant, pedestrian-friendly environments. European cities are also focusing on urban greening, recognising its importance for well-being and climate change mitigation, resulting in ongoing efforts to **incorporate more plants and trees into their urban landscapes**.

While progress has been made over the last decade, this is an ongoing and gradual process. In the context of these global shifts towards more sustainable and pedestrian-friendly urban environments, London faces similar challenges. The public realm design for Regent Street will need to consider how it may need to evolve over the next 15 to 20 years to support and reflect changes in policy and human behaviours while also recognising the uniqueness of the street.



Accessible, Safe and Inclusive

Managing Traffic

Paris

+ Banning diesel vehicles in weekdays

Paris / London

+ Car-free days

Milan / London

+ Low traffic neighbourhood

Stockholm

+ Congestion charging

Strasbourg

+ Reduce the number of stop and-go waves

Freiburg

+ Traffic speed restrictions

Pontevedra

+ Banning cars in city centre

Active Travel

Berlin

+ Bike highways
+ E-bike schemes
+ Crossings with auditory signals for the visually impaired and ensuring adequate crossing time

Paris

+ Dedicated two-way cycle lanes instead of shared with vehicles as part of an extensive city network
+ A city app providing real time information for disabled navigation

Ghent

+ Cycling exhibitions
+ Increase cycle routes
+ Rental bikes

Green and Sustainable

Increase in Urban Greening

London

+ "People Parking Day" with parklets spread throughout

Amsterdam

+ Greening under tram route
+ Mini Parks

Barcelona

+ Greening under tram route
+ Increase trees and shading

Brussels

+ Cooling features
+ Large planters and SUDs
+ Increase trees and shading

Oslo

+ Mini parks

Air Quality

Barcelona

+ Small traffic-regulated groups of city blocks throughout
+ 25% decrease in NO2 levels and a 17% decrease in PM10 particle levels

Milan

+ Deploy a network of air quality sensors to collect local data on air pollution

Paris

+ Initiating a bike-sharing program and an electric car-sharing service

World Class Destination

Better City Planning

Milan

+ Children play areas
+ "Open Squares" project
+ 15 minute neighbourhood

Brussels

+ Children play areas

Seville / Barcelona

+ Expansion of alternative accessible public transport systems (tram) from the city centre

Tallinn

+ Affordable and accessible public transport (free)

Freiburg

+ New developments near public transport

Reclaiming the Streets

London

+ Parking bays reclaimed for fitness classes, tea parties and book club
+ Parking bay sensors linked to mobile app

Paris

+ Bigger pavement
+ Street furniture

Brussels

+ Full pedestrianisation
+ Event spaces
+ Spill out

Seville

+ Shared Surface
+ Spill out
+ Street furniture

Vienna

+ Shared Surface
+ Spill out

Oslo

+ Replace on-street parking with street furniture
+ Bigger pavement

Pedestrian priority interventions

An extensive study has been conducted on various main streets in major city centres that have undergone degrees of transformation throughout the last decades, and share similarities in either scale, transportation use, footfall, and historic context or a combination of these.

Our analysis of global cities identified a wide range of highly successful interventions, spanning from measures such as traffic lane reductions to more radical transformations, involving complete pedestrianisation and the addition of new sustainable transportation modes. The analysed examples below are organised by the degree of intervention ranging from low to high.

LOW — HIGH

Reducing Traffic + Cycle Lanes

Champs-Elysées, Paris
[In progress]

Relevance to Regent Street
+ Transportation spine
+ Integration of public transport, pedestrians, cyclists and vehicles
+ Major retail destination

Ambitions
+ Increase footways and greening
+ Cycle lane
+ Reduce traffic



Reduced Traffic + Central Tram + Cycle Lane

Rokin Street, Amsterdam
[Delivered]

Relevance to Regent Street
+ Transportation spine
+ Integration of public transport, pedestrians, cyclists and vehicles

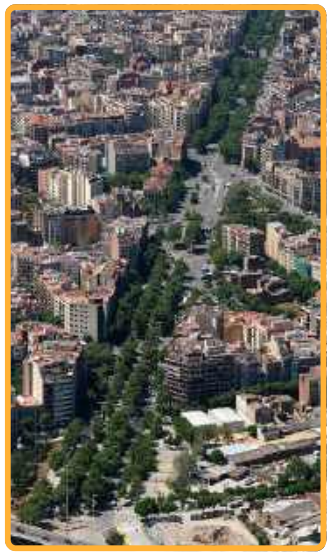
Ambitions
+ Introducing landscape areas
+ Wide two way cycle lanes
+ Increase seating



Avinguda Diagonal, Barcelona
[In progress]

Relevance to Regent Street
+ Transportation spine
+ Integration of public transport, pedestrians, cyclists and vehicles

Ambitions
+ Tree promenade
+ Cycle lane
+ Increase efficient public transport movement



Reduced Traffic + Pedestrianisation

Mariahilfer Strasse, Vienna
[Delivered]

Relevance to Regent Street
+ Transportation spine
+ Major retail destination
+ Integration of pedestrians, cyclists and vehicles

Ambitions
+ Increase pedestrianisation
+ Enhance greening and seating
+ Pedestrian friendly shared surface
+ Reduce traffic



Central Tram + Pedestrianisation

Avenida de la Constitucion, Seville
[Delivered]

Relevance to Regent Street
+ Transportation spine
+ Major retail destination
+ Integration of public transport, pedestrians, cyclists and vehicles

Ambitions
+ Increase pedestrianisation
+ Tree promenade
+ Pedestrian friendly shared surface
+ Increase efficient public transport movement



Full Pedestrianisation

Boulevard Anspach, Brussels
[Delivered]

Relevance to Regent Street
+ Transportation spine
+ Major retail destination
+ Integration of pedestrians, cyclists and vehicles

Ambitions
+ Full pedestrianisation
+ Tree promenade
+ Servicing only
+ Efficient movement underground



Champs-Elysees, Paris

A celebrated and iconic destination, offering a multitude of shops and boutiques amidst its picturesque and green setting. Recent plans have been announced to transform it into a more pedestrian-friendly space, emphasising greenery and accessibility, and reducing vehicle dominance.

The width of Regent Street is not as significant as that of Champs-Elysees, which is more than twice as wide. The street serves as a primary vehicular connector between the city centre and the outskirts. The relevance to Regent Street lies in the political, historical, and social transformation of the project.



Future plans include reducing space for vehicles by half, turning the street into new pedestrian and green spaces, and creating tunnels of trees to improve air quality.

Key Takeaways

- A diverse retail offer ranging from mass market to luxury boutiques
- The home of prominent flagship stores and the place for experiential retail
- Wide pavement populated with spill out, greening, and seating
- Monthly car-free event that attracts locals and visitors
- A strong food and drink offer that promotes a nightime economy



2023
8 lanes



Proposed
4 lanes















La Diagonal, Barcelona

The street functions as a vital artery connecting various neighbourhoods, embodying the significance of the avenue in the city's transportation network and urban fabric.

Regent Street's width is not as significant as that of La Diagonal, which is almost double in width and serves as a primary vehicular connector between the coast, city centre, and outskirts (10km). The relevance to Regent Street lies in the political, historical, and social transformation of the project. Additionally, the street has been instrumental in promoting alternative sustainable public transport such as trams.



Reorganisation of current uses with a reduction of private motorised vehicles in favour of an improvement and expansion of pedestrian space, cycling space, and green areas.

Key Takeaways

- Continuous mature tree promenade along the avenue
- Dedicated two-way cycle lane separated from traffic
- A continuous 12km tram line across the city
- Large footways and a green central island promoting pedestrian priority
- Links and connects areas and places across the city



Before 2019

6 lanes + Tram

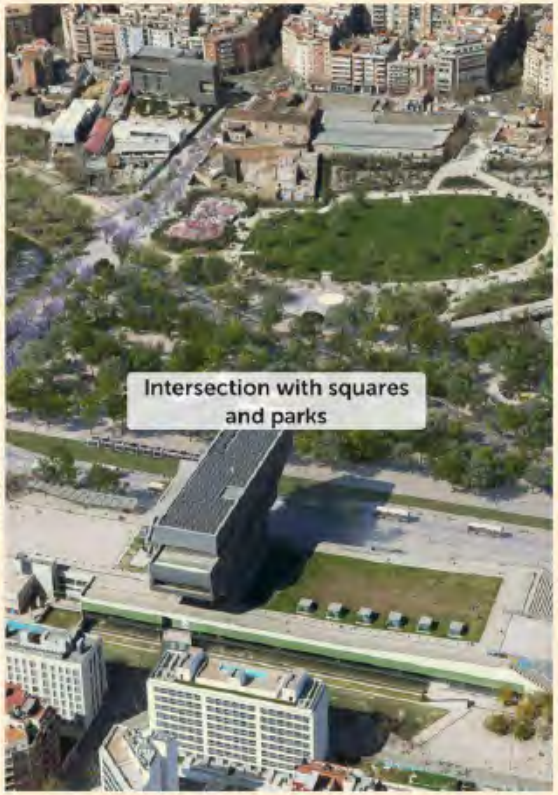


After 2024

4 lanes + Tram + Cycle lane

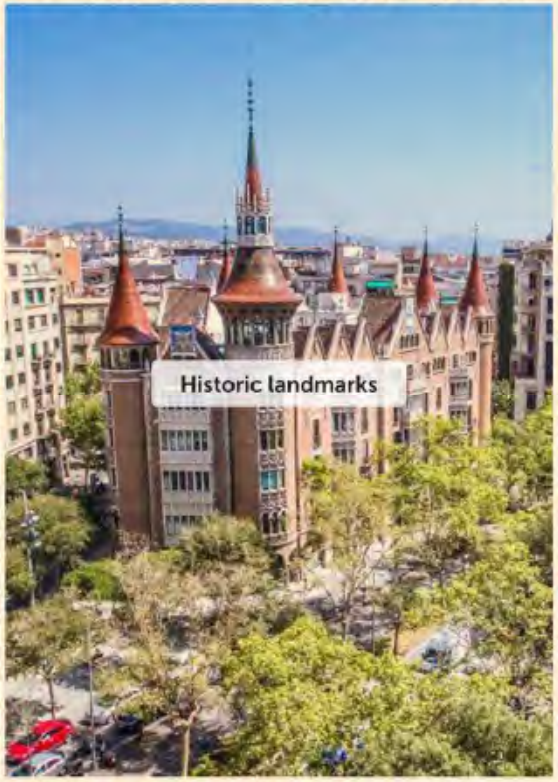












Mariahilfer Strasse, Vienna

A vibrant nineteenth century shopping boulevard in Vienna. In the last few decades, it was transformed from a street with very heavy traffic to an inviting, pedestrian friendly avenue with shared surface. This has created a lively retail environment with scattered food and beverage options that delight visitors and locals.

Regent Street and Mariahilfer Strasse share similarities in terms of dimensions, relevance to their cities, and usage. Mariahilfer Strasse's recent transformation into a pedestrian-friendly zone could serve as a potential model for Regent Street's future, reducing traffic to a minimum and prioritising pedestrian movement.



The central section of the street is designed as a shared surface prioritising pedestrians, accommodating cyclists, and limiting traffic to buses, service vehicles, and local traffic.

Key Takeaways

- A pedestrian priority green promenade with spaces to sit and dwell
- A majority of retail with occasional food and drink options scattered along the street
- A strong and diverse food offer on side streets
- Adjacent to the city's museum quarter which offers a variety of cultural activities
- Regular events and markets that attract locals and visitors



Before 2013
4 lanes + Parking



After 2015
Shared Surface















Avenida de la Constitucion, Seville

Seville's city centre captivates with its pedestrian friendly atmosphere and enchanting historic setting, inviting visitors to explore its rich heritage on foot. Being the city's historic avenue, it has transformed into a dynamic and accessible thoroughfare, prioritising pedestrians and introducing a tram for efficient transportation and an enjoyable walking experience.

Regent Street and Avenida de la Constitucion share similarities in terms of dimensions, relevance to their cities, and usage. Avenida de la Constitucion's transformation into a pedestrian-friendly zone could serve as a potential model for Regent Street's future.



Pedestrianisation has improved air quality, increased property and rental values, and boosted the number of people cycling around the city.

Key Takeaways

- Large pedestrian and cycle only zones
- Central low-speed tram replacing cars and buses on key routes
- Implementation of a bike rental scheme
- Diverting bus routes and extending underground parking around the centre
- Tree promenade of native trees, emphasising the architecture and creating seasonal scenes



Before 2006
4 lanes



After 2007
Tram line













Boulevard Anspach, Brussels

Boulevard Anspach has transformed Brussels and brings new life into its city centre, fostering a pedestrian-priority environment that encourages social interaction and cultural engagement. This lively boulevard has evolved into a bustling hub, catering to diverse experiences, from serene walks to a diversity in its retail and food offer.

Regent Street and Boulevard Anspach share similarities in terms of dimensions, relevance to their cities, and usage. Boulevard Anspach's recent transformation into a pedestrian street could serve as a potential model for Regent Street's future, diverting traffic and prioritising pedestrian experience.



Pedestrianisation has revitalised the area, fostering a vibrant street life, enhancing accessibility, and creating a more enjoyable and communal space for both residents and visitors.

Key Takeaways

- A pedestrianised green promenade with spaces to sit and dwell
- A mix of retail and food and drinks options
- Co-existence between cyclists and pedestrians within the same zone
- Diverting bus routes and traffic to the outer ring while only allowing service vehicles
- Tree promenade of native trees, with the integration of SUDs



Before 2015
4 lanes



After 2015
Pedestrianised















1.5 London Context

Westminster City Interventions

Streets and public realm in Westminster City have also been undergoing transformation throughout the last decade.

The new **Strand Aldwych** scheme converts busy roadways into a major new public space at the Strand, to become traffic free in front of Somerset House and King's College London, and an enhanced pedestrian experience across the Aldwych, including new crossings, wider footways and a new green space.

The project aims to bring the inside out – by combining the best of Westminster's arts, culture, learning and business, utilising the wealth of cultural and creative organisations based in the surrounding areas to reveal the joys of Strand Aldwych as a unique place to visit. It will create a new public space for London, car-free, centred around the majestic St Mary le Strand Church, which will stand pride of place in its newly created architectural and historic setting.

The **Bond Street** project will improve the visitor experience and the setting of buildings by prioritising pedestrians in its urban design. This is achieved through widened footpaths, improved pedestrian crossings, new paving and lighting, tree planting, and seating. The design is tailored for each part of the street's practical and space-specific needs, better connecting Old and New Bond Street into the surrounding areas of Mayfair and the West End.

Facts and Figures

Bond Street

- **80%** of businesses surveyed agreed the pedestrian experience had significantly improved (29%) or improved (51%)
- **54%** of businesses said the experience on the street was working better for them
- **41%** reduction in traffic on along the busiest part of the street
- **15%** reduction in vehicle speeds
- **37%** increase in cycling along the street owing to improvements
- **34%** reduction in kerbside activity and dwell times, particularly at times of peak pedestrian movement

Strand, Aldwych

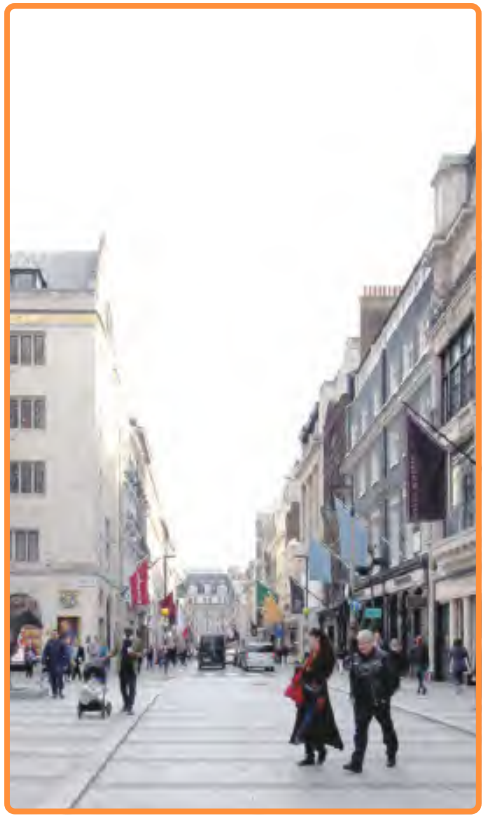
- **700sqm** of new open space
- **1750sqm** of green space introduced
- **40** new trees
- **700**-person capacity for public seating
- **35%** reduction in motor vehicle flows throughout the scheme
- **8%** increase in cycle flows, and **30%** increase during the evening rush hour throughout the scheme
- **53%** reduction in pedestrian casualties throughout the scheme
- **56%** reduction in NO2 throughout the scheme

Reduced Traffic + Pedestrianisation → Full Pedestrianisation

Bond Street
2018

Ambitions

+ Increased footway space
+ Enhanced seating and gathering space
+ Pedestrian friendly shared surface
+ Restricted traffic



Strand Aldwych
2022

Ambitions

+ Full pedestrianisation and traffic relocated
+ Lush green pockets with mature trees
+ Large seating and gathering space
+ Servicing and off street access



Bond Street

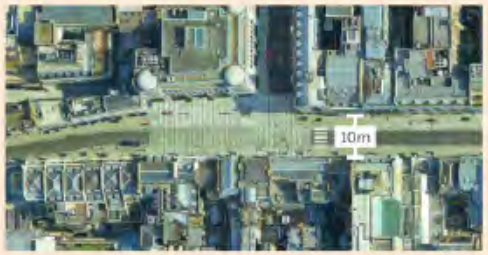
Set within historic Mayfair, the name of Bond Street is synonymous of British fashion, luxury, and world class art and antiques. In recent years, the hard landscaping within the street has been transformed into a more pedestrian-friendly shared surface to enhance the overall experience for pedestrians. Bond Street features a quiet quality and refined public realm, blending exquisite Georgian architecture with high-end boutiques.



An ambitious design to revitalise an iconic shopping street with a flexible design that responds to the different functions and character areas.

Key Takeaways

- Pedestrian friendly street with restricted traffic
- Unique and ever changing retail frontages
- The home of high-end flagship stores and a place for experiential retail
- Fusion of Georgian architecture and contemporary public realm
- Art galleries and cultural events that attract locals and tourists



Before 2015

1 lane



After 2018

Level Surface















Strand, Aldwych

A green and serene pedestrianised street transformed from one of London's most congested and polluted streets into a public space for all.

The Strand in Aldwych is one of London's most famous and historic streets. A culturally rich street where pedestrianisation seamlessly blends with historic landmarks, captivating theatres, and iconic institutions, creating a vibrant and accessible space for both locals and visitors alike.



A unique collaboration between designers, businesses, and institutions has created an exceptional civic space.

Key Takeaways

- Traffic re-routed to create a pedestrian and cycle friendly public space
- Maximising greening to create a rich biodiverse environment
- Home to cultural, religious, and educational institutions
- Various opportunities to rest and places to unwind
- Public realm that values the architectural character and heritage



Before 2016

4 lane



After 2022

Shared Surface















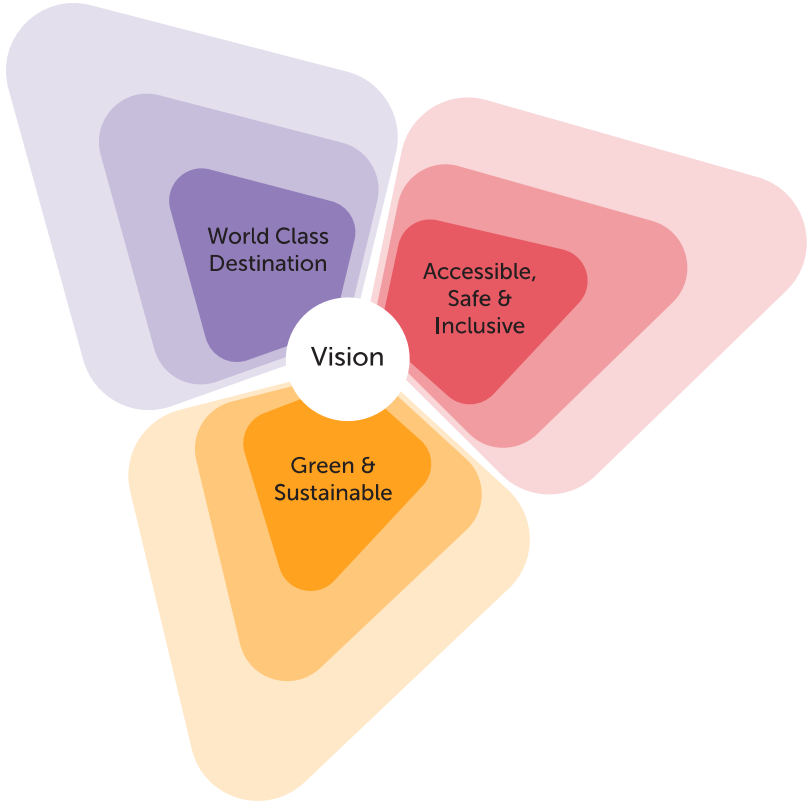


Chapter 2
Ambitions

2.1 Regent Street ambitions

During the various public and stakeholder engagement exercises, to provide the context and understanding for everyone who got involved, we presented the below diagram setting out three main ambition categories for Regent Street. These ambitions reflect existing Westminster City Plan and London Plan policies.

During the engagement activities we sought to understand participants' priorities for each ambition (illustrated in the subsequent pages) to help inform the vision for Regent Street.









Pillar 1: Accessible, Safe & Inclusive

What do we mean by accessible, safe, and inclusive?

- Improving infrastructure, technologies, and networks to facilitate seamless movement and accessibility for all, including those with disabilities, in Regent Street
- Safe, enjoyable, and inclusive environments for pedestrians, prioritising their needs through measures that encourage active travel.
- Promoting measures that enhance physical, mental, and social health within the public realm environment of Regent Street.

The images opposite illustrate the potential components of an accessible, safe and inclusive public realm.

Accessible, Safe & Inclusive

Key

A	Potential priority presented as part of the engagement
A	Potential idea


Pedestrian experience



Better public transport


Linking with neighbouring areas


Active travel


Vehicles


Congestion free


Public toilets


Good public seating



More efficient servicing arrangements


Enhanced Taxi Drop Off


Better signage and wayfinding


Wide pavements


Better managed traffic


Improved cycle infrastructure


Better bus stops


Better pedestrian crossings

Pillar 2: Green & Sustainable

What do we mean by green and sustainable?

- Preserving natural habitats, increasing the variety of plant and animal species, and creating green spaces for the benefit of both the environment and human well-being.
- Implementing strategies and measures that enhance resilience, protect ecosystems, and minimise the negative consequences of changing climate conditions.
- Enhancing the architectural and historical heritage of Regent Street while integrating contemporary design elements.

The images opposite illustrate the potential components of a green and sustainable public realm.

Green & Sustainable

Key

A	Potential priority presented as part of the engagement
A	Potential idea



Nature and Greening



Climate adaptation



Preserving heritage



Enhanced well-being



Air Quality



Creating habitats



Green walls



More urban greening



Green roofs



Shading & cooling



Rainwater collection



Play Facilities



Electric vehicle charging



Quality materials



Recycling & reuse



Digital & Smart technology

Pillar 3: World Class Destination

What do we mean by a world class destination?

- Creating a vibrant and diverse community through the provision of high-quality public spaces and cultural events.
- Promoting inclusivity and a public realm and retail offer for all, ensuring that Regent Street caters to all people.
- Fostering collaboration with local stakeholders and businesses to support entrepreneurship, creativity, and economic growth.

The images opposite illustrate the potential components of a world class destination.

World Class Destination

Key

A	Potential priority presented as part of the engagement
A	Potential idea



Welcoming



A diverse offer for all



Cultural expression



Safer



Evening activities



Flexible use of streets & spaces



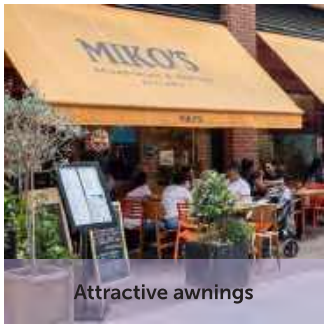
Pedestrian friendly



Cycle friendly



Pop - ups



Attractive awnings



Art on buildings



Outdoor events



Feature lighting



Flexible outdoor dining space



Activity spill out

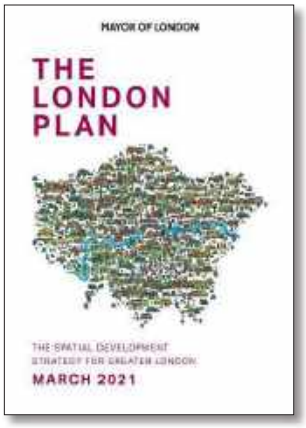


Public art & culture

Policy Context

This section provides an overview of the policies that serve as the guiding principles in shaping the long term vision and how we align with the three ambitions for the future of Regent Street. In the context of both the London Plan and the Westminster City Plan, policies refer to specific guidelines, principles, and directives that shape urban development and governance within their respective areas. The future vision for Regent Street is shaped by aligning and implementing policies from these overarching and local planning strategies.

London Plan (2021)
Outlines the long-term vision and policies for the development and growth of London, focusing on housing, transportation, the environment, and economic development.



Westminster City Plan (2021)
Sets out to deliver an ambitious strategy to make Westminster one of the best places to live, work, and play.



Accessible, Safe and Inclusive

London Plan	Westminster City Plan
Policy T1 ▪ Promote a shift from car use to more **space and environment efficient modes**	*Policy 24* ▪ Promote active travel and **reduce the dominance** of private motor vehicles
▪ **Vehicles** ▪ **Better managed traffic** ▪ **Congestion free**	
Policies T1 ▪ Facilitate shorter trips by **walking or cycling** *Policy D8* ▪ Ensure pedestrian amenity is improved and the **appropriate location of street furniture**	*Policy 25* ▪ Prioritise and improve the pedestrian environment, **legibility, and wayfinding** *Policy 43* ▪ Install seating to add to the **peaceful enjoyment of the public realm**
▪ **Pedestrian experience** ▪ Better signage and wayfinding ▪ Better pedestrian crossings ▪ Wider pavements ▪ Good public seating	
Policies T5 ▪ Create a healthy environment in which **people choose to cycle**	*Policies 25* ▪ Contribute towards **high quality** and **safe** cycle routes
▪ **Active Travel** ▪ Improved cycle infrastructure	
Policy T1 & T3 ▪ Connect to local walking and cycling networks as well as **public transport**	*Policy 26* ▪ **Improve public transport nodes** (bus stops and stations) to connect to surrounding areas
▪ **Public transport** ▪ **Linking with neighbouring areas** ▪ Better bus stops	
Policy T7 ▪ Facilitate **sustainable freight movement**	*Policy 28* ▪ Provide **adequate space for taxis** and coaches *Policy 29* ▪ Provision of **consolidated facilities for freight and deliveries**
▪ More efficient servicing arrangements ▪ Enhanced taxi drop off	
Policy S6 ▪ Ensure provision of **free publicly-accessible** toilets suitable for a range of users	*Policy 26* ▪ **Safe, secure, and publicly accessible toilets** will be required
▪ Public toilets	

Green and Sustainable

London Plan	Westminster City Plan
Policy G1 ▪ Incorporate and integrate elements of greening into London's **wider green infrastructure network** *Policy G6* ▪ Seek opportunities to **create new habitats**	*Policy 34* ▪ Achieve **biodiversity net gain**, enhance existing habitats, and **create new habitats** ▪ Incorporate **trees, green walls, green roofs, and rain gardens**
▪ **Nature and greening** ▪ Creating habitats ▪ Green walls ▪ More urban greening ▪ Green roofs ▪ Play facilities	
Policy SI1 ▪ Identify and deliver further **improvements to air quality** *Policy SI13* ▪ **Rainwater attenuation** in green infrastructure features *Policy SI7* ▪ Encourage **waste minimisation** by reuse of materials	*Policy 32* ▪ Developments must improve **air quality** *Policy 34 & 35* ▪ SuDS used to **reduce flood risk, provide ecological value,** and improve air quality *Policy 43* ▪ Use of **high quality and consistent materials**
▪ **Climate adaptation** ▪ Shading and cooling ▪ Air Quality ▪ Rainwater collection ▪ Quality materials ▪ Recycling and reuse	
Policy HC1 ▪ Set out a clear vision that embeds the role of **heritage in place-making**	*Policy 39* ▪ Ensure **heritage assets and their settings are conserved** and enhanced
▪ **Preserving heritage**	
Policy GG3 ▪ **Accessible, inclusive, safe,** and **welcoming** to all and ensuring inequalities are reduced	*Policy 7* ▪ **Protect local environmental quality**
▪ **Enhanced well-being**	
Policy SI 6 & T6 ▪ Encourage delivery of **world-class digital infrastructure**	*Policy 19 & 30* ▪ **Public benefits of digital infrastructure** will be weighed against local character & heritage
▪ Digital and smart technology ▪ Electric vehicle charging	

World Class Destination

London Plan	Westminster City Plan
Policy E10 ▪ Major visitor attractions to be **conserved** and **enhanced**	*Policy 15* ▪ Enhanced attractiveness of Westminster as a **visitor destination**
▪ **A diverse offer for all** ▪ **Welcoming** ▪ **Evening activities**	
Policy HC5 ▪ **Identify, protect, and enhance** clusters of art and cultural attractions *Policy D8* ▪ **Well-designed** and **minimum-intrusive** lighting	*Policy 43* ▪ Encourage **high quality public art** as an integral part of future developments ▪ Creating **clear sight lines** and **improve lighting**
▪ **Cultural expression** ▪ Public art and culture ▪ Attractive awnings ▪ Art on buildings ▪ Feature lighting	
Policy HC5 ▪ Encourage **use of vacant property for meanwhile use** to enhance the **vibrancy** of a place ▪ Seek **new cultural venues and spaces** for outdoor cultural events	*Policy 14* ▪ Meanwhile uses can minimise vacancies and **maintain active frontages** *Policy 15* ▪ **Support events** in the public realm to **benefit the city and its people**
▪ **Flexible use of streets & spaces** ▪ Pop-ups ▪ Activity spill out ▪ Outdoor events ▪ Flexible outdoor dining space	
Policy D11 ▪ **Design out crime** from the start of the design process.	*Policy 24* ▪ Creating safer environments to **promote active travel** *Policy 38* ▪ Providing **active frontages** and promoting **natural surveillance**
▪ **Safer**	
Policy T2 ▪ Facilitate residents making **shorter, regular trips by walking or cycling**	*Policy 25* ▪ Promote sustainable transport by **prioritising walking and cycling** in the city
▪ Pedestrian friendly ▪ Cycle friendly	



Chapter 3
Engagement

3.1 Engagement Approach

Purpose

This engagement was an opportunity for everyone to help ensure the street serves the people who live, work, and visit the area. It also considers Regent Street's appeal as a destination will continue for the millions of visitors it attracts every year from across London, the UK, and around the world.

The first stage of engagement sought to establish communication channels for the project and engage with residents and businesses in the area and further afield. The aim was to help shape the vision and priorities prior to commencing the public realm design for Regent Street and some of its side streets. Additionally, it allows us the gathering of preliminary insights to help us shape and futureproof Regent Street.

Build awareness and interest for the project through a meaningful engagement process

Establish priorities together with stakeholders before we develop plans for Regent Street

Ensure that everyone has the opportunity to have a say on the future design of the street

Capture the different opinions from a diverse set of users, residents and workers, to Londoners and visitors.

Over 320
Participants
In our events between June - September

11
Events
In various locations across Westminster

2,602
Survey responses
Feedback collected online

918
Newsletter clicks

657
QR code scans

4,062
Social media clicks
On X, LinkedIn, and Facebook

9,818
Website views

509
Visitor survey
People interviewed on Regent Street

Methodology

The engagement covered both online and face-to-face channels to encourage a broad range of participation from different groups, including residents, visitors, and those who work or have businesses in the area. Throughout the different event formats, consistency was maintained in the material used and questions asked to ensure a cohesive experience.

Workshops

We hosted six open attendance workshops to get an in-depth understanding of your priorities, ideas, and concerns.

Market and Regent St Pop-ups

We hosted a number of pop-ups in markets across Westminster and on Regent Street, where anyone could just turn up and tell us what they thought and wanted to see in the future.

Online Survey

To allow people to get in touch and share their thoughts, an online survey was launched in July 2023 and closed on August 2023.

Visitor Survey

We commissioned on-street interviews with domestic (living outside of London) and international visitors to Regent Street to understand the specific motivations, needs, and priorities of a cohort who account for the majority of the daily footfall.



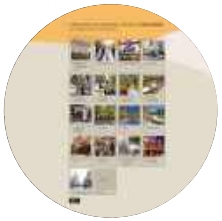
Workshops



Market Pop-ups



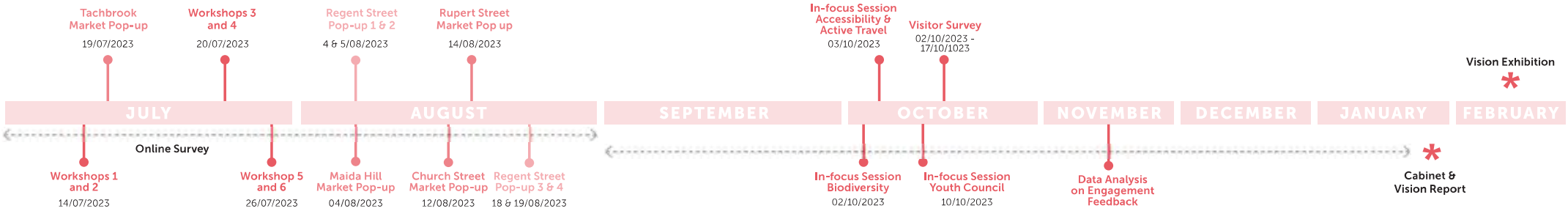
Regent St Pop-ups



Online Survey



Visitor Survey



3.2 Workshops

Overview

The workshops comprised roundtable interactive discussions and exercises open to everyone such as residents from neighbouring communities, businesses, and people who work in the vicinity.

The workshops were carefully programmed and their contents were designed to foster an in-depth understanding of people's concerns, priorities, and ideas. The workshops' key objectives were:

Listen to the different needs and interests of local stakeholders and the wider Westminster community.

Encourage stakeholders to propose ideas, share their concerns, and have a say in shaping the vision and priorities of Regent Street.

Facilitate direct and constructive dialogue between Westminster residents, businesses, and stakeholders.

Work with stakeholders to understand how they want to be involved in future engagement activities

The six workshops took place in the Regent Street area to encourage local stakeholders to participate:



Workshops 1 & 2
ONE HEDDON STREET
1 Heddon St
14/07/2023



Workshops 3 & 4
UNIVERSITY OF WESTMINSTER
309 Regent St
20/07/2023



Workshops 5 & 6
UNIVERSITY OF WESTMINSTER
309 Regent St
26/07/2023

44
Attendees

43%
Residents

43%
Business or community organisation

14%
Visitors

Methodology

The workshops focussed on listening to what participants had to say and captured inputs on general principles and priorities for the project. A series of introduction boards covering the history of the project, key facts, and future steps were exhibited to provide:

- The context
- The temporary scheme so far
- Information on the Future of Regent Street
- A Regent Street aerial map



The workshop sessions were divided into a sequence of three 20-minute roundtable exercises, each accompanied by a question. Participants were gathered into groups to encourage discussion and debate.

Question 1

What do we like and dislike about Regent Street, and why?

Purpose of this exercise was to:

- Reflect on Regent Street as it is today
- Listen to participants' experiences on Regent Street
- Identify what people value and what needs to improve
- Reflect on examples from other places

Likes / Dislikes



Precedents



Question 2

Thinking about the precedent examples and your experiences, what are your key priorities for Regent Street in the future?

Purpose of this exercise was to:

- Nurture discussion to understand different perspectives and priorities
- Identify what matters to people collectively
- Start building a shared vision as a group for the future of Regent Street.

Ranking Priorities



Objectives Cards



Question 3

Thinking about your priorities, and the street and spaces, how can Regent Street be more enjoyable for people in the future?

Purpose of this exercise was to:

- Identify the key physical changes participants would like to see on Regent Street
- Get creative and re-imagine Regent Street's future streetscape

Street Views



Ideas Cards



Outcomes

Question 1: What do we like and dislike about Regent Street, and why?

In this first exercise, participants were asked to share their reflections on what they currently like or dislike about Regent Street. To get inspired, a series of precedents, in London and other European cities, were shown to the participants. As the discussion progressed, participants became propositional, fostering a dynamic exchange of ideas.

During this exercise, participants not only described what they liked and disliked, but suggested ideas that are important to them. The table below reflects what we have heard and is a consensus of the most prevalent themes.

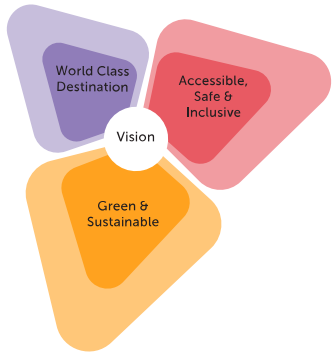
	Destination & activities	Ease of movement	Experience	Look & feel
They like	• One of Europe's greatest classical streets • Word-class shopping • Summer weekend street closures and historic events • Christmas lights	• Widened pavement	• Introducing seating • Busy and crowded	• Unique heritage architecture • Introducing planters • Buses and taxis
They dislike	• No places to eat, they are mostly on side streets • Expensive stores • Too many flagship stores • Lack of independent shops	• Congestion • Private cars • Limited carriageway width during bus breakdown • Planters in the way • Cyclists clashing with vehicles and pedestrians • Ease of access/egress in and out of Oxford Circus Station • Difficult crossings • Poor accessibility at drop off	• No basic public facilities such as toilets • Lack of seating • Noisy • Wayfinding • Discarded rental e-bikes	• Regent Street St James's feels like a different area • Lack of greening • No trees planted in the ground • Clutter • Confusing temporary pavement material
They think	*"Is Regent Street **a thoroughfare or a destination**?"* *"We have to respond to the shift from **daytime to night-time activity**"* *"If we want to redesign the street, we need to look at it within a ¼ mile radius and **look at the bigger picture**"* *"**Quintessentially British**!"*	*"Regent Street remains an **important strategic route**. We have to take on board **the reality of the traffic flow**"* *"It can really work to **pedestrianise Regent street** because it is really **well connected by public transport**"* *"**Buses, cycles, and taxi only!**"* *"**Residents and businesses** need **essential vehicles**"*	*"What if we add **green roofs**?"* *"The design needs to **adapt** to **different needs** including the **disabled**"* *"**Maps** and **QR codes** to improve **wayfinding**"*	*"We need the **arcades** back for **shading and cooling**"* *"No planters but **planted trees**!"* *"**Benches** need to be **well designed** and designed **for safety**"* *"**Planters** create value for **health and climate resilience** with **cities being hotter**"*

Question 2: Thinking about the previous examples and your experiences, what are your key priorities for Regent Street in the future?

This exercise allows us to understand people's collective priorities to help us build a shared vision for the future of Regent Street's public realm.

To help with that, a set of possible priority cards, each reflecting the three pillars, were discussed. The participants were also given 'wild cards' to propose any additional priorities. The group then reached a consensus or, in the case of disagreement voted according to their degree of importance - high, medium, or low priority.

The mat below synthesises the findings from all six workshops and represents chosen priorities across the groups.



Chosen priorities were focussed in the 'accessible, safe and inclusive' and 'green and sustainable' categories, shown in the graphic above.

	High Priority	Medium Priority	Low Priority
Accessible, safe, and inclusive	• Pedestrian Experience • Public transport	• Active Travel • Linking with neighbouring areas	• Congestion free • Vehicles
Green and sustainable	• Preserving heritage • Nature and Greening • Air quality	• Climate adaptation	• Enhanced well-being
World class destination	• Safer	• Cultural expression • Evening activities • Flexible use of streets and spaces	• Welcoming • Diverse offer for all

High Priority Cards



Question 3: Thinking about your priorities, and the street and spaces, how can Regent Street be more enjoyable for people in the future?

As participants had decided on their priorities for the future of Regent Street's public realm, this last exercise focused on how these priorities could come to life, and more specifically how they want to see the street and spaces change in the future.

A series of street view photos and set of cards showcasing public realm ideas helped trigger debate amongst the groups. Participants were asked to discuss amongst themselves and pick the cards that were most important to them and place them on the street view where they want to see them the most. The adjacent graphic illustrates what people thought was most and least important.

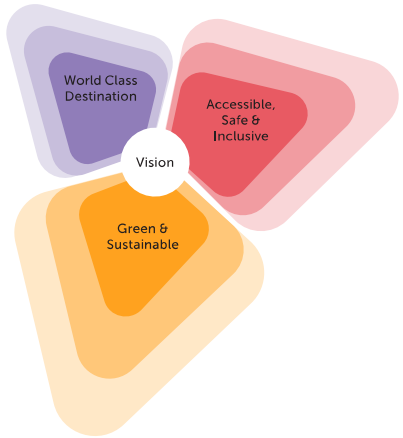
Most popular choices

Green roof
More urban greening
Good public seating
Attractive awnings
Rainwater collection
Better bus stops
Public toilets

Public art and culture
Better pedestrian crossings
Outdoor events
Feature lighting
More efficient servicing arrangements
Better signage

Pedestrian friendly
Wide pavements
Activity spill out
Pop-ups
Shading and cooling
Creating habitats
Better managed traffic
Improved cycle infrastructure
Enhanced taxi drop-off

Cycle friendly
Green walls
Flexible outdoor dining space
Art on Buildings
Cycle hire
Play facilities
Digital and smart technology



Chosen public realm ideas were focussed in the 'green and sustainable' category, shown in the graphic above.



3.3 Market Pop-ups

Overview

The market pop-ups located in other parts of Westminster sought to engage with a wider audience to have a broader understanding of how people perceive Regent Street now and in the future, including those who don't usually visit it. This also allowed communities located in other parts of the borough to tell us their priorities and ideas.

To reach a wider audience and understand their needs directly.

To encourage locals who wouldn't normally get involved in the engagement process.

To foster a sense of belonging and community and create excitement around the future of Regent Street.

These pop-ups where located in local markets across Westminster in the heart of well-established neighbourhoods and communities.



Tachbrook Market
South of Westminster
19/07/2023



Maida Hill Market
North of Westminster
04/08/2023



Church St Market
North of Westminster
12/08/2023



Rupert St Market
East of Westminster
14/08/2023

4
Westminster Markets

104
Participants

Methodology

The engagement focussed on capturing feedback on general principles and priorities of the project. As the market stalls were limited in space, only one introduction board covering key information on the project was exhibited to explain the context of this engagement. The project team were able to provide more details and answer any questions.

These pop-ups were carefully designed to capture people's thoughts and ideas in just a few minutes. Here, we asked the participants two questions, identical to questions 1 and 2 in the workshops, which were displayed using boards. Participants were asked to respond to question 1 on post-it notes and to highlight their top 5 priorities in response to question 2 with sticky dots.



Question 1

What do you like and dislike about Regent Street, and why?

Purpose of this question was to:

- Reflect on Regent Street as it is today
- Listen to the local community's experiences
- Identify what locals value and what needs to improve



Question 2

Thinking about your experiences, what are your key priorities for Regent Street in the future?

Purpose of this question was to:

- Understand different perspectives and priorities
- Identify what matters to people individually



Outcomes

Question 1: What do you like and dislike about Regent Street, and why?

In this first question, participants were asked to share their reflections on what they currently think about the street, both negatively and positively. To get inspired and give context, a series of pictures from Regent Street were integrated within the display. During this exercise, participants not only described what they like and dislike, but suggested ideas that are important to them.

The table below illustrates a synthesis of recurring topics derived from all the market pop-up events.

	Destination & activities	Ease of movement	Experience	Look & feel
They like	• Summer pedestrianisation events • Shopping and shops selection • Christmas lights • Decorating the street for cultural events	• Cycling in the area • Public transport • Extended pavement of the public realm temporary scheme	• Vibrant	• Architecture • Ambiance and experience • Well maintained street • Planters and greening of the public realm temporary scheme
They dislike	• Lack of food and beverage offer • Only shopping on offer • Would like different shops • Expensive • Too touristy and catering for this • Not culturally expressive	• Too much traffic and congestion • Too crowded and busy • Car dominated • Hard to cross • Accessibility	• Safety and crime • Air and noise pollution • Lack of places to sit and rest	• Lack of greening and thoughtful landscape design

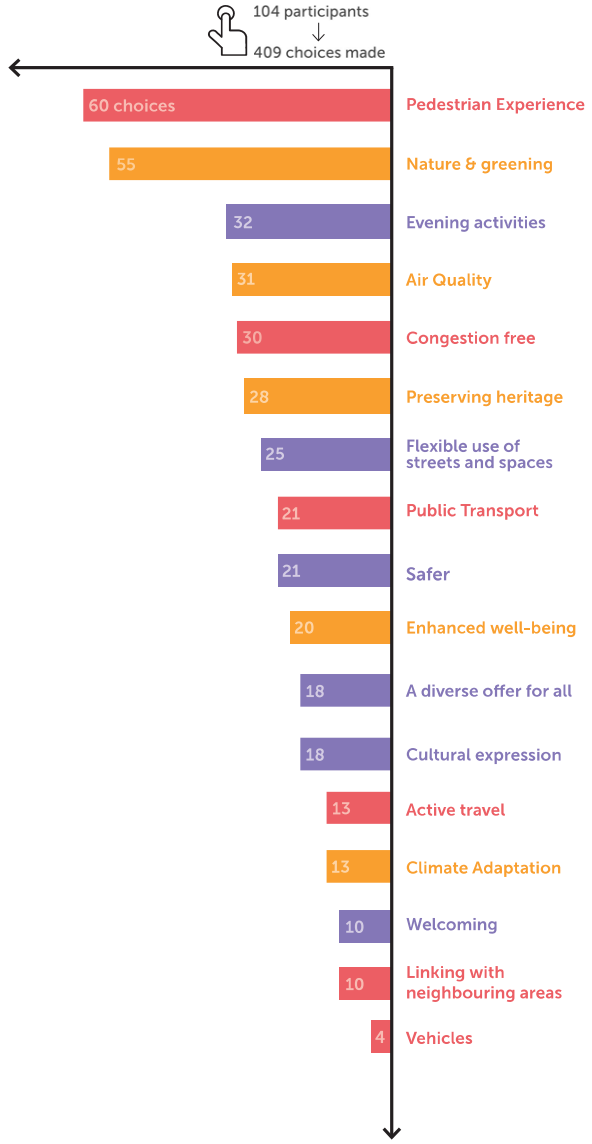
They think

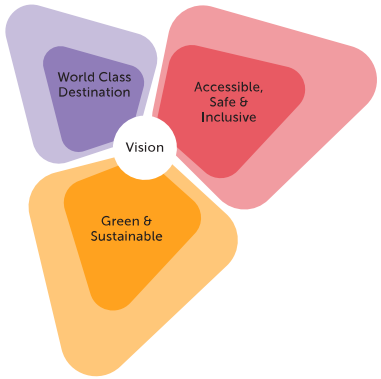
- *"**Pedestrianise Regent Street!**"*
- *"**Activities for children** with playgrounds and sensory play"*
- *"**I prefer Regent Street to Oxford Street**"*
- *"**All big streets globally are the same**"*
- *"**As a delivery driver**, I feel it is important for some **streets to be pedestrianised**. It's about having **more trees**, and people's **well-being**"*
- *"**Ban cars, allow buses cycles, scooters**"*
- *"**Buses, cycles, and taxi only!**"*
- *"More **pedestrianisation events** and road closures!"*
- *"More **officials on streets** such as police and council officers"*
- *"Bring a **local feel** to Regent Street"*
- *"**Public facing information** to clearly see what is being done about **climate adaptation**"*
- *"**More greening** with flowers, shade, and green roofs"*
- *"I like the **hustle and bustle**, the busyness of Regent Street"*
- *"Don't loose the **vibrancy of the local area** and make it unaffordable for people"*

Question 2: Thinking about your experiences, what are your key priorities for Regent Street in the future?

This question allowed participants to share their priorities for the future of Regent Street in just a few minutes. To help with that, a set of possible priorities were displayed on a board where participants were asked to choose their top five choices.

The bar chart illustrates the synthesis of findings derived from all the market pop-up events. Overall, 104 participants made a total of 409 choices.





Chosen priorities were focussed in the 'accessible, safe and inclusive' and 'green and sustainable' categories, shown in the graphic above.

3.4 Regent Street Pop-ups

Overview

A pop-up public engagement exhibition space was held in a vacant retail unit on Regent Street on four days throughout August 2023. These pop-ups allowed us to listen to the different experiences of the direct users of the street. They also sought to engage with visitors, both local, domestic, or international to understand what they think about Regent Street and what they want for its future.

To reach visitors and understand their needs directly.

To seek feedback from Regent Street users and encourage them to have a say on the future of the street.

Have a presence on Regent Street and create excitement and awareness around the engagement process.

A series of four pop-ups, all located on Regent Street, took place in August:



Pop-up 1
4/08/2023



Pop-up 2
5/08/2023



Pop-up 3
18/08/2023



Pop-up 4
19/08/2023

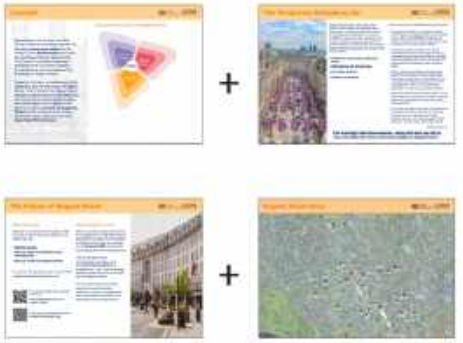
4
Pop-up events

180
Participants

Methodology

The engagement focussed on capturing feedback on general principles and priorities of the project. The space on Regent Street allowed us to exhibit a series of introduction boards for participants to get familiar with the context of the project, including:

- The context
- The temporary scheme so far
- Information on the Future of Regent Street
- A Regent Street aerial map



Since people were mostly on Regent Street to shop or are passing by to reach another destination, they didn't necessarily have the time to engage in detailed discussions. Hence, similar to the market pop-ups, these events were carefully designed to capture people's thoughts and ideas in just a few minutes. Here, we asked the participants two questions, identical to questions 1 and 2 at the market pop-ups.

Question 1

What do you like and dislike about Regent Street, and why?

Purpose of this question was to:

- Listen to the lived experiences on Regent Street
- Understand what Regent Street users value now and what needs to improve



Question 2

Thinking about your experiences, what are your key priorities for Regent Street in the future?

Purpose of this question was to:

- Understand different perspectives and priorities
- Identify what matters to Regent Street users in the future



Outcomes

Question 1: What do we like and dislike about Regent Street, and why?

The approach used was identical to that of the pop-up markets. In this first question, the participants were asked to share their reflections on what they currently think about the street, both negatively and positively. To get inspired and give context, a series of pictures from Regent Street were displayed on a board. During this exercise, participants not only described what they like and dislike, but suggested ideas that were important to them.

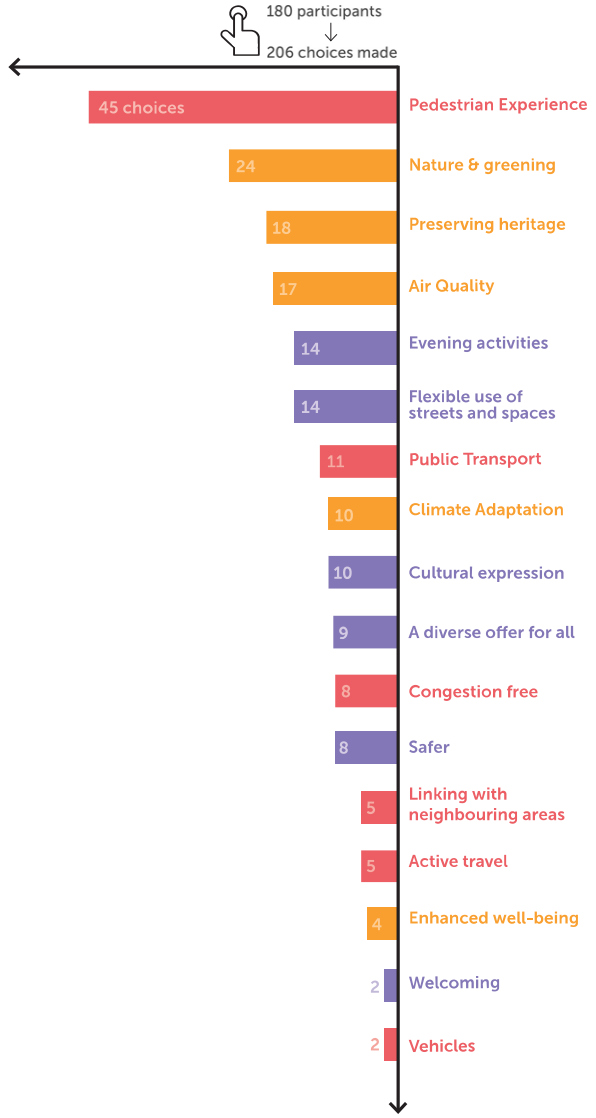
The table below illustrates a synthesis of recurring topics derived from all the market pop-up events.

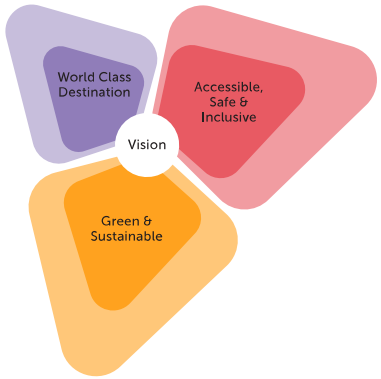
	Destination & activities	Ease of movement	Experience	Look & feel
They like	• Shopping and shops selection • Christmas lights • Heritage • World-class tourist destination	• Walkable street with a wide pavement	• Ambience and experience • Vibrancy	• Architecture • Planters and greening of the temporary public realm scheme • Extended pavement of the temporary public realm scheme
They dislike	• Lack of food and beverage offer • Retail offer • Expensive • Lack of pop-ups and support for small businesses	• Too much traffic and congestion • Too crowded and busy • Car dominated • No safe crossing points	• Noisy and loud • Lack of seating • No public toilets • Odour from refuse collection and lack of bins	• Lack of greening and thoughtful landscape design • Extended pavement looks inconsistent • Confusion on street identity
They think	*"The **shops** are too **expensive**, there's nothing drawing me as someone who lives in Greater London."* *"**Collaboration** between **restaurants, bars, and fashion**"* *"It's the **national high street**!"* *"Would be **frustrated** if it becomes **mainly tables and chairs** as spill out with **expensive food and beverages**"*	*"**Close The Quadrant to traffic**"* *"**Extended pavement** is **used by Lime bikes** rather than pedestrians"* *"Wider pavements have **displaced the traffic to Soho**"* *"**Bus, taxi, and cycle only!**"*	*"**Sun-cooling technology** with small fountain for **misting and cooling**."* *"Always **active and moving**, it feels like **you can do anything in here**!"* *"Needs **more places to sit** and have a coffee or drink and enjoy surroundings."* *"**Pedestrianise the street!**"*	*"More **colourful greenery and trees** with more foliage"* *"The **red buses** are quintessential"* *"Extended pavement looks like **servicing parking**."* *"Have a **design competition** to design **new awnings**"*

Question 2: Thinking about your experiences, what are your key priorities for Regent Street in the future?

This question allowed participants to share their priorities for the future of Regent Street in just a few minutes. To help with that, a set of possible priorities were displayed on a board where participants were asked to choose their top five choices.

The bar chart illustrates the synthesis of findings derived from all the Regent Street pop-up events. Priorities where scored on the number of times each was chosen by participants. Overall, 180 participants made a total of 206 choices.





Chosen priorities were focussed in the 'accessible, safe and inclusive' and 'green and sustainable' categories, shown in the graphic above.

3.5 Online Survey

Overview

The online survey on "The Future of Regent Street" asked equivalent questions to the workshops and allowed us to reach a wider, digital audience. The survey identified the different experiences and priorities shared by the participants and allowed us to understand what they think about Regent Street and what they want for its future.

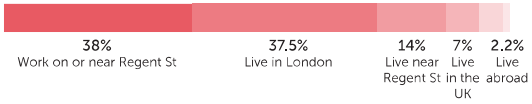
Set up an online presence to reach a wider audience.

To provide a convenient way for people to share their thoughts at their own pace.

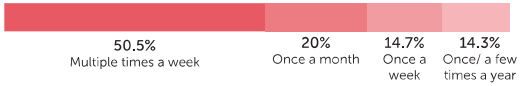
Capture the different opinions and needs from a diverse set of users.

2,602 Survey responses

Tell us a little bit about you:



How often do you visit Regent Street?





Engagement website link to survey

Methodology

The online survey focussed on capturing feedback on general principles and priorities of the project. It was integrated with Westminster's website providing information about the project, including:

- History of the project
- Impact and benefits of the temporary scheme to date
- Timeline
- When will works on Regent Street start?

To reach people directly, adverts on existing sign posts where set up on Regent street and its surroundings with a QR code that provided access to "The Future of Regent Street" webpage and online survey.



Question 1

What do we like and dislike about Regent Street, and why?

Purpose of this question was to:

- Reflect on Regent Street as it is today
- Understand peoples experiences on Regent Street
- Identify what people value and what needs to improve





Question 2

Thinking about your experiences, what are your key priorities for Regent Street in the future?

Purpose of this question was to:

- Identify different perspectives and priorities
- Understand what matters to Regent Street users in the future



Question 3

Thinking about your priorities, and the street and spaces, how can Regent Street be more enjoyable for people in the future?

Purpose of this question was to:

- Identify the key physical changes people would like to see on Regent Street
- Encourage participants to re-imagine Regent Street's future streetscape



Outcomes

Question 1: What do you like and dislike about Regent Street, and why?

In this first question, participants were invited to share their perspectives on what they like or dislike about Regent Street. They had the opportunity to freely articulate their thoughts, and the table below presents a summary of the predominant themes derived from their responses

	Destination & activities	Ease of movement	Experience	Look & feel
They like	• Flagship and historic stores • Christmas Lights • World-class retail and spaces • 'Summer streets'	• It functions as a road • Enjoyable to walk along • Close to major transport links • Large pavements	• Human scale buildings • Night-time animation • Trees and planters • Not as busy as Oxford Street	• Heritage buildings • Iconic architecture • Clean and tidy • Quality environment • Beautiful street
They dislike	• Lots of temporary scaffolding • Lack of independent shops • Expensive • Not many places to eat	• Planters are in the way • Traffic lights with long delays • Very difficult to move around • Too much traffic • Lack of accessibility to Tube • No pickup / drop off places • Hard to cross the street • Safe cycling	• Too crowded • Lack of bins • No gathering spaces • Lack of toilets • Lack of places to sit • Quiet at certain times of the day • Wayfinding	• Lack of trees or green areas • Public realm temporary scheme pavement • Lack of colour • A bit dull • Dirty
They think	*"**Better access** to help disabled & wheelchair users"* *"I would really love to see this area futureproofed by making it **more people, culture and climate -friendly"*** *"Make London and Regent Street **more green and pedestrian friendly"*** *"**More pedestrian and cycle space"***	*"Needs **protected cycle lanes,** and **fully pedestrianised routes**"* *"It would be nice to have a **full pedestrian street** since it's one of the main streets of London"* *"Please **eliminate the cars** and taxi traffic"* *"**Open concert space** with **events** throughout the day"*	*"**Taxis** must continue to have **access**"* *"**Make it green,** and clear out the cars"* *"**Trees** should be planted alongside the street to **provide shading**"*	*"**Food markets** and better advertising of food and beverage places"* *"**More trees** and more green"* *"**Sustainability** should be at the heart of proposals"* *"**Public toilets** are the most important facility an area should have to make it attractive to visitors"*

Question 2: What would encourage you to visit Regent Street again or more frequently? Please think about the improvement you would like to see.

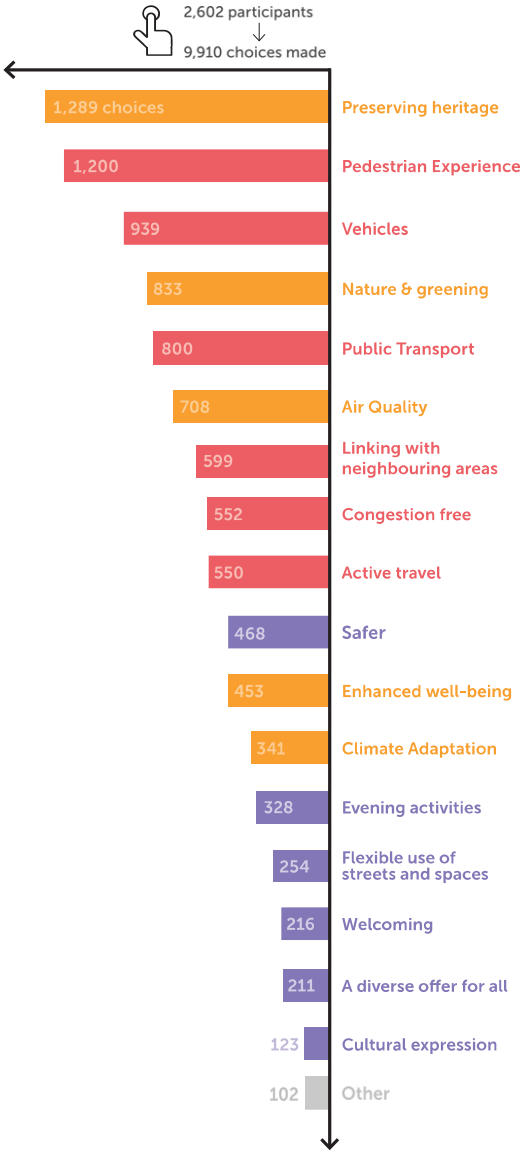
This question allowed participants to share their priorities for the future of Regent Street. They were asked to select their top 5 choices from a set of possible priorities. In addition, participants were able to suggest other priorities.

The bar chart illustrates the results derived from the online survey results. Priorities where scored on the number of times each was chosen by responders. Overall, 2,602 participants made a total of 9,910 choices.

Taxi drivers make up a large proportion of the total responses to the online survey – 16%. As a result, taxi drivers' specific needs, priorities, and perceptions of Regent Street significantly influence the overall survey results. For example, whilst 'vehicles' is an extremely strong priority for taxi drivers, other groups are more concerned with 'pedestrian experience' and 'preserving heritage'. In **question 1**, taxi drivers also expressed dislike towards the pavement extensions / removal of the bus lanes (59%), which they feel creates traffic and congestion (44%). Although other groups raised concerns about the traffic along Regent Street, taxi drivers are significantly more likely than others to complain about traffic in relation to pavement extensions / removal of bus lanes. Please go to section 1.3 of the appendix to see online survey results **disaggregated by group**.



Chosen priorities were focussed in the 'accessible, safe and inclusive' and 'green and sustainable' categories, shown in the graphic above.



Question 3: Thinking about your priorities, and the street and spaces, how can Regent Street be more enjoyable for people in the future?

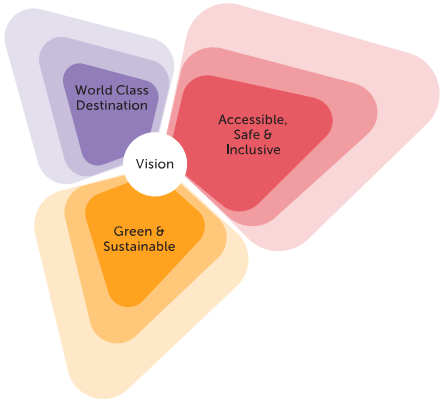
As participants had already chosen their priorities for the future of Regent Street, this question focused on how these priorities could come to life, and more specifically how they want to see the street and spaces change in the future. Participants were asked to select five items from a set of public realm ideas that were most important to them. In addition, they were able to suggest any other ideas that they would like to see in the case it wasn't included. The adjacent graphic illustrates what people thought was most and least important. Please go to section 1.3 of the appendix to see online survey results disaggregated by group

Most popular choices

- Pedestrian friendly
- Enhanced taxi drop-off
- Better managed traffic
- Wide pavements
- Shading and cooling
- More urban greening
- Public Toilets
- Good public seating
- Better bus stops
- More efficient servicing arrangements
- Cycle friendly
- Improved cycle infrastructure
- Better pedestrian crossings
- Public art and culture
- Flexible outdoor dining space
- Attractive awnings
- Feature lighting
- Green roof
- Rainwater collection
- Art on buildings
- Play facilities
- Pop-ups
- Green walls

Other

- Better signage
- Creating habitats
- Outdoor events
- Digital and smart technology
- Cycle hire
- Activity spill out



Chosen public realm ideas were focussed in the 'accessible, safe and inclusive' and 'green and sustainable' categories, shown in the graphic above.



3.6 Visitor Survey

Overview

We commissioned on-street interviews with domestic (living outside of London) and international visitors to Regent Street to understand the specific motivations, needs, and priorities of a cohort who account for the majority of daily footfall to Regent Street. Since the number of domestic visitors and international visitors to the Online Survey was small (10% in total), it was necessary to conduct separate research to specifically understand the needs and views of these visitors to Regent Street.

509
Visitors / Participants

221
UK Visitors

288
International Visitors

Methodology

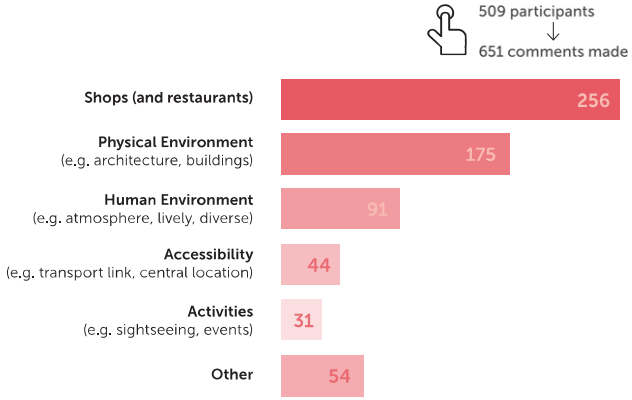
In total, we interviewed 509 visitors on-street, split between UK (221) and international (288) visitors. Fieldwork took place between Regent Street from 2nd – 17th October 2023. Due to the practicalities of conducting an on-street survey with visitors along Regent Street, the survey did not exactly copy the questions of the Online Survey.

Outcomes

All visitors come to Regent Street to enjoy shopping opportunities and the architecture. Visitors would like to see improvements to the public realm, particularly toilets and amenities, improvements in congestion and the pedestrian experience, and increased greenery and nature.

Question 1: What things do you like about Regent Street?

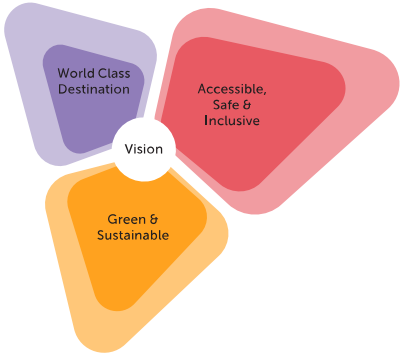
As with the other strands of engagement and research, visitors were asked what they like about Regent Street. Respondents' open responses were collected on street, with verbatim comments coded after data collection. For detailed responses disaggregated between international and UK visitors, please see section 1.4 of the Appendix.



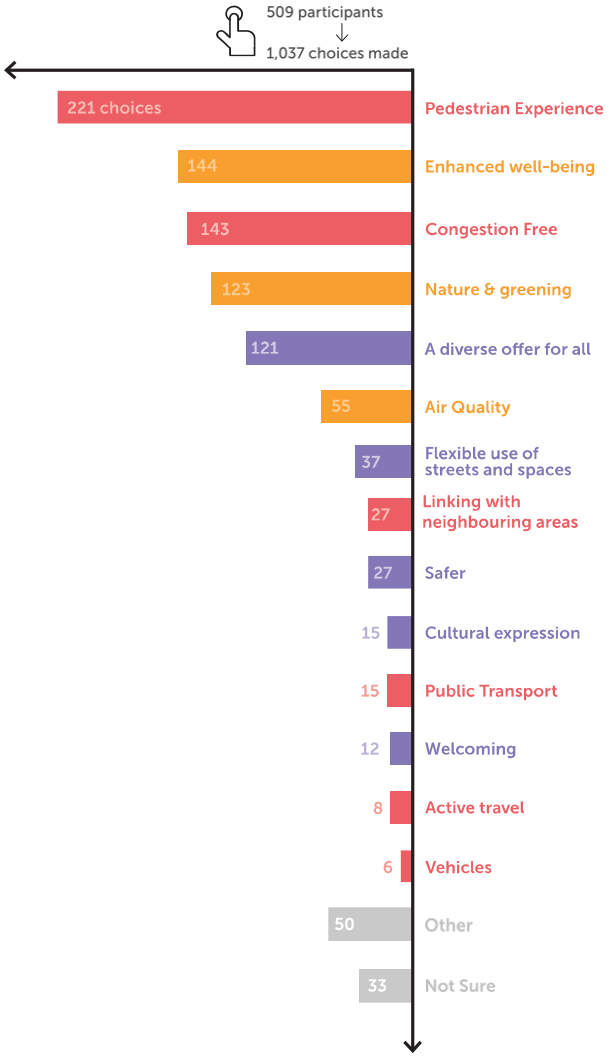
Question 2: What would encourage you to visit Regent Street again or more frequently? Please think about the improvement you would like to see.

As the survey was conducted on-street, the priorities question was asked as an open question with responses coded on street (see list of codes in the appendix), rather than a closed question with 17 answer categories. Visitors were asked what improvements would encourage them to visit Regent Street again or more frequently. For detailed responses disaggregated between international and UK visitors, please see section 1.4 of the Appendix.

After data collection, their coded answers were categorised according to the priorities, excluding preserving heritage, climate adaptation, and evening activities as the existing codes did not fit these categories. Despite this, visitors value the architecture and buildings of Regent Street extremely highly, so preserving heritage should be considered a high priority for this group.



Chosen priorities were focussed in the 'accessible, safe categories, shown in the graphic above.



3.7 Vision

We asked you to tell us what your priorities were to help inform the vision for Regent Street's public realm and to guide the progression of the new design of the street.

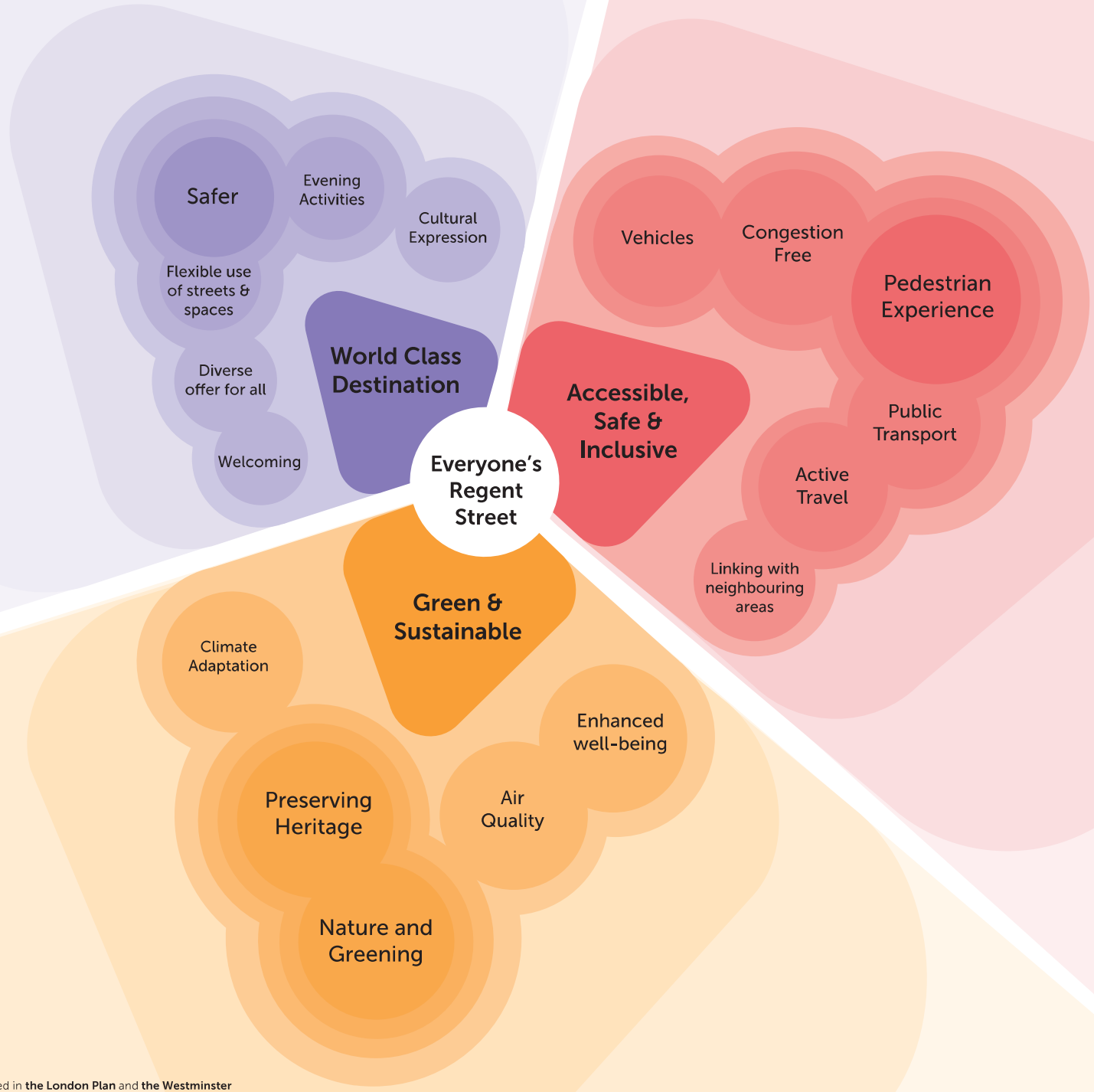
Everyone's Regent Street:

A place where the past and the future come together for people to **celebrate**, **connect** and **discover**.

Celebrate its unique heritage and transformation through time.

Connect people, places and surrounding neighbourhoods.

Discover its potential to evolve and flourish in a changing world.



The Regent Street vision strategically aligns its ambitions and priorities with the core **policies** outlined in **the London Plan** and **the Westminster City Plan.** The integration of these priorities within policy frameworks ensures a cohesive and sustainable approach to Regent Street's development, aligning its targets with broader urban objectives and delivering initiatives that represent the local and wider aspirations of the city.

3.8 What's next?

The Future of Regent Street engagement connected with a wide range of people to learn from different opinions and ways of thinking. Through these various conversations, residents, workers, Londoners and visitors chose their main priorities for Regent Street, while sharing their personal experiences. Amidst the diversity of backgrounds and opinions, **a vision for Regent Street's public realm is emerging.**

People's opinion is resounding: At the heart of this transformation is an unwavering aspiration to enhance the **pedestrian experience**, to celebrate its status as a **world-class destination**. Imagining a greener future for Regent Street, **bringing nature in**, all while **preserving the architecture and rich heritage** of the street that attribute to its unique setting and character are also valued.

Crucially, this aspiration for an enhanced pedestrian experience directly relates to **improvements in public transport, accessibility, and connectivity**. This is an opportunity to promote active travel which in turn will **improve air quality and enhance well-being**, to create a healthier place for everyone.

Together with this, **the safety** of all is seen as important, and the call for **more evening activities** is seen as an opportunity.

The priorities suggest an awareness among participants of a changing climate and evolving city trends and the need to adapt our approach to Regent Street's public realm so that it remains welcoming to all long into the future.

The vision, ambitions, and priorities will be used to guide the public realm design and progression of the project to elevate Regent Street and celebrate its future.

We are now at the start of the design process. There will be several future phases of engagement as the proposals for Regent Street develop. Your input will help us shape what the future will look like as we continue to understand more from everyone.

We will publish updates and the findings from further engagement activities on our website.

www.westminster.gov.uk/regent-street



Piloting Ideas

The themes below will be piloted through a series of planned events which are already scheduled to take place in 2024. These curated events are designed to reflect our ambitions and test and explore your priorities for Regent Street's public realm. Each event will allow us to monitor some or all of the priorities listed below, and will be used to actively engage residents, workers and visitors to encourage and invite different perspectives to foster a real sense of ownership in shaping the future design of the public realm for Regent Street. Some of the activities ('how') are early ideas to test the themes and priorities and may evolve to ensure we get the most out of these planned events.



Inclusively Yours: Regent Street for All

Creating an inclusive and user-friendly environment that showcases London's diversity and what makes us all unique.

Piloting Priorities

50%	▪ Pedestrian experience ▪ Active Travel ▪ Public Transport ▪ Congestion free ▪ Linking with neighbouring areas
30%	▪ Safe ▪ A diverse offer for all ▪ Cultural expression ▪ Welcoming
20%	▪ Air quality ▪ Enhanced well-being ▪ Nature and greening

Who Londoners, families, and local communities

When Spring

How
Local businesses pop up market
Showcasing accessible street furniture
Signage and wayfinding
Enhancing accessibility on side streets

World Class Destination

Regent Street: Path to Well-being

A dynamic event focusing on health and well-being with a variety of outdoor sports and activities for pedestrians and cyclists at all ages.

Piloting Priorities

50%	▪ Nature and Greening ▪ Air Quality ▪ Enhanced well-being ▪ Climate Adaptation
30%	▪ Safer ▪ A diverse offer for all ▪ Flexible use of streets and spaces
20%	▪ Pedestrian experience ▪ Active Travel

Who Londoners, families, active travellers

When Summer

How
St James's Park to Regent's Park adventure
Free outdoor fitness and well-being activities
Pop-ups for innovative wellness brands

World Class Destination

Regent Street Urban Forest

A sustainable and eco-friendly event that fosters community involvement to create a greener Regent Street and raise awareness on climate change adaptation.

Piloting Priorities

50%	▪ Nature and Greening ▪ Air Quality ▪ Enhanced well-being ▪ Climate Adaptation
25%	▪ Safer ▪ Welcoming
25%	▪ Pedestrian experience ▪ Active Travel

Who Londoners, families, and local communities

When Summer

How
Community garden
Micro-climate installations
Street furniture and planters