Executive Summary

Feedback Report (April 2026)

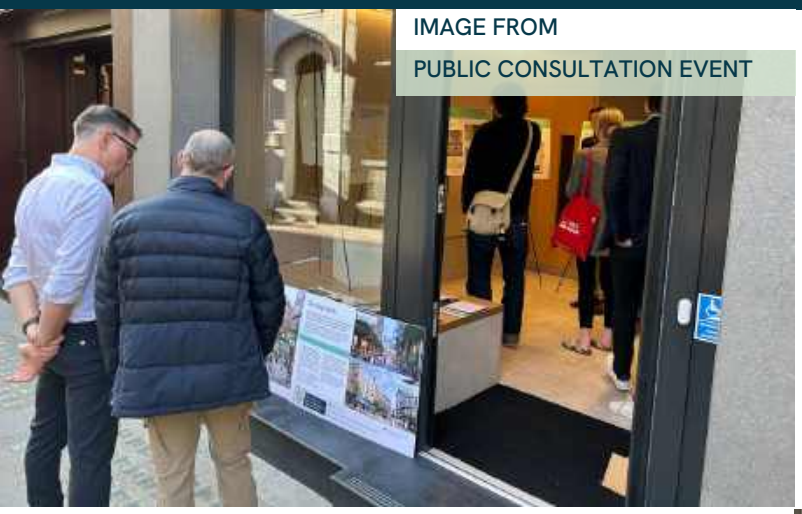


IMAGE FROM
PUBLIC CONSULTATION EVENT

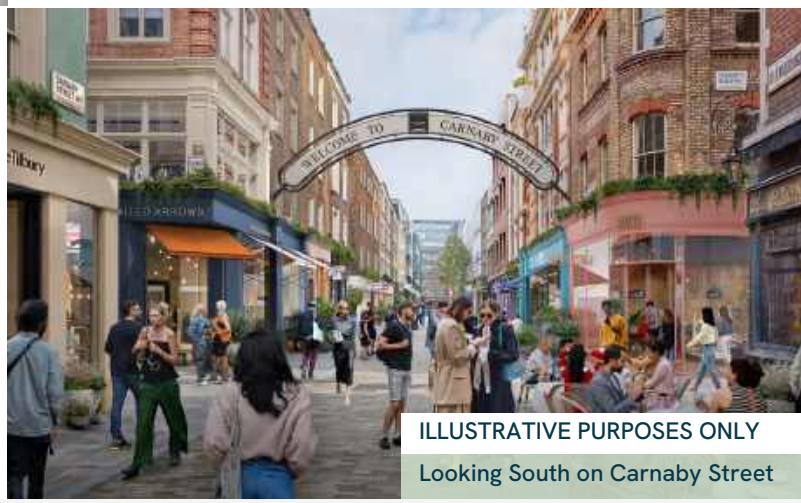
Engagement overview

Early engagement took place through a hybrid programme of online and in-person activity, including an engagement website and survey, a flyer notification to local residents, Shaftesbury tenant outreach and a public drop-in session. This approach ensured that residents, employees and visitors were all able to share their views in a way that suited them.

Overall sentiment

There is broad support for the emerging concept designs, with respondents welcoming the ambition to enhance the street environment through greening, improved materials, and better pedestrian experience and for the intention to introduce cultural interventions.

At the same time, feedback reinforced the importance of maintaining Carnaby's distinctive character, with emphasis on avoiding interventions that could dilute the area's authentic Soho identity.



ILLUSTRATIVE PURPOSES ONLY
Looking South on Carnaby Street

High-level insights

Across all engagement channels, feedback consistently highlighted:

01 Strong support for increased greening, particularly tree planting, that avoids clutter and does not restrict pedestrian movement. Ongoing maintenance and replacement of existing trees were identified as key considerations.

02 A desire for high-quality, warmer lighting that enhances the character of the area, with careful attention to heritage features and minimising light spill for nearby residents.

03 Clear support for improving pedestrian experience, including reducing pinch points, managing cycling and delivery activity, and creating more space for walking.

04 A preference for simple, physical wayfinding, with clearer signage to help visitors navigate key destinations such as Kingly Court and surrounding streets.

05 Strong expectation that public art plays a meaningful and integrated role in expressing Carnaby's historic and cultural identity, with emphasis on high-quality, authentic interventions and celebration of Soho's heritage.

06 Positive response to the proposed material palette, with support for durable, high-quality materials and an emphasis on robust performance in all weather conditions.

These themes are consistent across residents, employees and visitors, and provide a clear evidence base to guide the next stage of work.

Key Consultation Metrics

Feedback Report (April 2026)

Key engagement indicators:

28
attendees at our public drop-in session

10+
key stakeholders engaged

11
online survey responses received during the engagement period

1
article in The Evening Standard, positive in tone

Total Page Views:
745

IMAGE FROM
PUBLIC CONSULTATION EVENT





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Looking East along Beak Street

SHAFTESBURY CAPITAL

Consultation Approach

Feedback Report (April 2026)

Early Engagement Programme

The early engagement programme included:

- A dedicated engagement website hosting information on our vision, site history and context, concept designs, first round engagement feedback report and Public Consultation.
- A public drop-in session held across an afternoon and evening to allow for the maximum possibility of attendance
- Flyer notification of local residents
- Direct conversations with stakeholders, residents and businesses

This approach reflects Westminster City Council's guidance on early, inclusive and proportionate engagement, using both digital and in-person tools.



IMAGE FROM PUBLIC CONSULTATION EVENT



ILLUSTRATIVE PURPOSES ONLY

At the Crossing of Carnaby and Ganton Street

This second round of engagement has reinforced a clear and consistent evidence base, with feedback continuing to highlight key priorities around greening, pedestrian movement, lighting, materials, and wayfinding, alongside the importance of carefully managing cycling, servicing, and public art. **Across all themes, there remains a strong emphasis on protecting and enhancing Carnaby Street's distinctive Soho character, ensuring that improvements are high-quality, well-maintained, and sensitive to the street's identity.**

Key Feedback Themes

Feedback Report (April 2026)

Greening & Public Realm

The introduction of more greenery was widely welcomed, with strong support for tree planting over potted plants, which were seen as restrictive. Attendees encouraged replacing trees that have died or are in poor health, particularly on Carnaby Street and Ganton Street, and emphasised the importance of ongoing maintenance and management to ensure planting remains high quality over time. While the greening strategy was positively received, maintaining a balance with Carnaby's distinctive character was seen as important.



ILLUSTRATIVE PURPOSES ONLY

Looking East along Broadwick Street

Pedestrian Access & Movement

Attendees highlighted ongoing challenges with pinch points, deliveries, and cycling/pedicab activity. In particular, pedicabs were raised as a safety hazard for pedestrians and a source of noise nuisance for residents, with calls for measures to restrict their access to Carnaby Street. Proposals to improve pedestrian flow were strongly supported, alongside increased space for well-managed and general pedestrian use.

Materials & Surfacing

The proposed material palette, inspired by Newburgh Street, was well received for its natural and high-quality appearance. Attendees referenced comparable approaches in areas such as the Photography Quarter, noting that durable, trafficable materials with an appropriate colour palette can work well in slightly more industrial-feeling environments. There was an emphasis on ensuring materials are robust, tested in wet and dry conditions, and supported by strong ongoing street management.

Lighting

The emerging lighting approach was generally supported, particularly the use of warmer, higher-quality lighting. However, concerns were raised regarding potential impacts on residential amenity, with attendees stressing that the placement, intensity, and hours of operation will require careful consideration. Suggestions included dimming lighting after hours and ensuring installations do not result in light spill into nearby homes.

Cultural Direction & Public Art

There was broad support for public art reflecting Carnaby Street's historic character, with a clear expectation that public art should play a more meaningful and integrated role in expressing this identity. Attendees emphasised the importance of retaining and enhancing high-quality existing artwork, while avoiding installations that feel generic or inauthentic. There was strong support for celebrating Soho's music and film heritage, and public art was seen as a key tool to reinforce Carnaby's cultural distinctiveness, including the potential to commemorate local history or LGBTQ+ culture, for example, through the exterior of new public toilets.

Wayfinding & Signage

There was strong support for improved wayfinding, with attendees noting that the current provision does not reflect Carnaby Street's iconic status. Physical signage was preferred over digital tools, with a focus on clear, intuitive navigation for visitors. Suggestions included more creative approaches, such as etched or embedded wayfinding within the pavement, as well as consistent, high-quality signage that reinforces the identity of the area.

Vox Pops

Feedback Report (April 2026)

"Physical signs or landmarks, not too overbearing and in keeping with the environment"

"The lighting strategy has a traditional design. I like it"

"Opportunities for more al fresco places and later outdoor dining, particularly in the summer, would be great"

"Physical signs! Digital tools will change soon. There is enough digital"

"Making it safe for pedestrians as there is enormous footfall in this area (bikes in particular are a problem)"

"Retain the trees, but add more. Replace the ones on Carnaby Street which died over the years. More trees, and less greenery in boxes, please"

"Carnaby's character is strongly "London" and retaining that is more important than trying to be all things to all people"



ILLUSTRATIVE PURPOSES ONLY

Looking South from Great Marlborough Street

SHAFTESBURY CAPITAL