

Enhancing Carnaby Street's Greening and Celebrating its Inclusive Identity

Summary of Planters Proposals, May 2025

Shaftesbury Capital will submit two complementary applications to Westminster City Council brought forward under a two-year temporary consent: a planning application for temporary installation of carefully designed, contemporary planting along Carnaby Street and an application for advertising consent to repaint selected bollards in Pride colours.

Together, these proposals aim to improve the public realm, support biodiversity, and visually celebrate the area's inclusive character and rich cultural identity, strengthening the pedestrian experience in one of London's most iconic retail destinations.

The planters form the first step in testing a series of new ideas for the public realm, following the careful removal of some long-standing installations.

This application is deliberately framed as a trial to test the principles of enhanced greening and flexible placemaking. Our proposals are guided by best-in-class urban design and a sensitive management strategy, and are aligned with planning guidance encouraging urban greening and public realm investment.

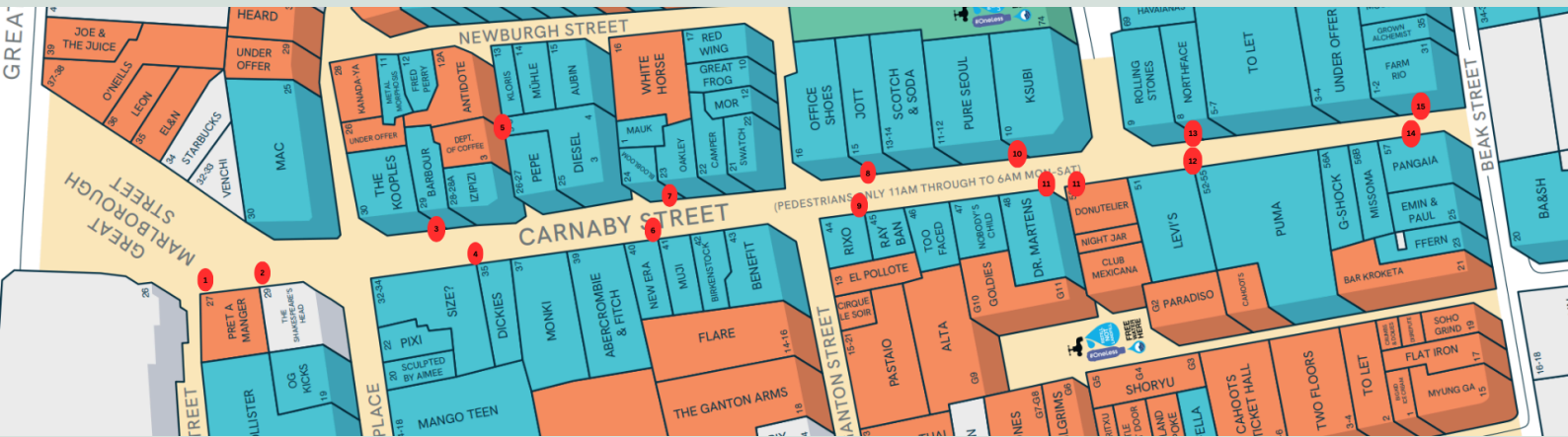
All planting has been chosen with sustainability and seasonality in mind. The stock is peat free and UK sourced, with a preference for UK grown plants.



Proposed Street View



Planters - Location and Installation Overview



Red Dots Indicating Planter Locations

The proposals focus on a single block of Carnaby Street, with 15 large and 7 smaller planters positioned at practical and uncluttered points. The layout has been designed with:

- Pedestrian permeability and emergency access in mind
- CCTV line-of-sight protection (planting heights have been calibrated accordingly)
- Evening lighting enhancement using low-level warm white string lighting on trees
- Maintenance schedule agreed to keep the planters tidy and vibrant year-round

Our proposals



Improving Visual Environment – Providing attractive year-round greenery, boosting Carnaby St’s visual appeal



Supporting Biodiversity – Featuring pollinator-friendly plants and flowering shrubs



Designed for Longevity & Practicality - Planters are structurally robust and anti-climb



Aligned with Urban Greening Policy – Supporting Westminster City Plan objectives for increased green infrastructure



Responsibly Managed – Clear maintenance plan including regular watering, pruning, feeding, weed control, and litter checks.



Carefully considered design

- The planting has been carefully selected to enhance the street's visual appeal through seasonal and sustainable greenery, ensuring year-round vibrancy, with UK-grown stock wherever possible, all sourced using peat-free media and peat-free soil.
- Our plant species will include pollinator-friendly species such as Azara microphylla, Magnolia grandiflora, and Pinus mugo from trusted nursery suppliers.
- The planters will use the robust, high-quality Living Green "Divona" range, designed for stability and aesthetic appeal.
- Lighting will complement the planting, using IP65-rated commercial-grade sparkle string lights, creating a soft and welcoming nighttime presence.



Responsible management

- Planters will meet a height restriction to avoid trip hazards and are sited away from walls or recesses to prevent misuse or concealment.
- All planting areas will be regularly cleared, pruned and maintained.
- Planters are monitored by existing CCTV, with plant heights designed not to interfere with coverage and obstruct access or sightlines.



Celebrating Carnaby Street's History

To further enhance the look and feel of Carnaby Street and celebrate the area's identity as a centre for the LGBTQ+ community, we will also shortly be submitting an application to Westminster City Council for advertising consent to repaint selected bollards in Pride colours.

These will be located at the key gateways to Carnaby Street and will extend to Newburgh Street.

They will add a vibrant touch to Carnaby Street's public realm that reflects the area's inclusive character and enhances the street's visual appeal.



Next Steps and Ongoing Engagement

Shaftesbury Capital is committed to being a considerate custodian of Carnaby Street and will continue engaging with residents, businesses, and council officers throughout all phases of the project.

We will shortly be submitting a planning application temporary two-year planning consent for new planters, as well as an application for advertising consent relating to the painted bollards to Westminster City Council.

If you have any questions, suggestions, or feedback, please contact our team by Thursday 29th May.

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 **SHAFTESBURY
CAPITAL**