

new work:

The Future of Regent Street, Haymarket and Piccadilly Circus Public Realm, London

Following a competitive tender process seeking an innovative, solution-focused proposal, Westminster City Council and The Crown Estate have today announced that a consortium led by Allies and Morrison has been selected to develop an ambitious design to transform and reimagine the public realm for Regent Street, Haymarket and Piccadilly Circus, for the future vitality of the West End and London.

This appointment marks another step towards realising the vision for Regent Street, Haymarket and Piccadilly Circus that was published earlier this year by the Council and The Crown Estate – a vision that was informed by over 3,500 residents, workers and visitors to the area during an extensive public engagement exercise in 2023. The vision for the area focuses on preserving and enhancing the area's heritage, prioritising pedestrian experience, and encouraging more nature and greening in the heart of the West End.

Informed by this vision, the Allies and Morrison team will now work with the Council and The Crown Estate to bring forward a public realm design. It will ensure that these iconic streets are more sustainable, inclusive and accessible, while preserving and enhancing their world class heritage, so the millions of people and hundreds of businesses that use these spaces every year will be able to experience the very best that London's West End has to offer.

Ultimately, the project aspires to reimagine John Nash's original ambition to connect St James's Park with Regent's Park in a way that allows these places to continue to make a huge contribution to the UK economy and be resilient well into the future.

The Council and The Crown Estate, alongside Allies and Morrison, will be running a series of public engagement exercises through 2025, to help shape the public realm design. Alongside public engagement activities, the Council and The Crown Estate have recruited a diverse Advisory Panel to inform and advise, bringing together representatives from local resident groups, landowners and developers, Business Improvement Districts, transport and movement campaign groups, as well as people with a range of protected characteristics who will provide a valuable insight into improving the experience of the built environment to make it inclusive for everyone.

Daniel Elsea, Partner and Eric Hallquist, Director of Landscape Architecture, at Allies and Morrison said: *"As a practice that has always been engaged with the public realm and fascinated by the spaces between buildings, we are honoured to kick off 2025 with this new commission. We have assembled a creative coalition of designers, makers and doers, from the worlds of sustainability to contemporary art, to work with us, Westminster and The Crown Estate. Together, we'll help craft the future of the landmark destinations of Regent Street, Piccadilly Circus and Haymarket."*

Councillor Paul Dimoldenberg, Cabinet Member for City Management and Air Quality said: *"We have ambitious plans for Regent Street, Haymarket and Piccadilly Circus. The appointment of Allies and Morrison by the City Council and The Crown Estate will enable us to progress our plans and continue to work with the residents and businesses to deliver a really exciting and inclusive public realm design that reflects our ambitions for these West End streets."*

Kristy Lansdown, Managing Director for Development at The Crown Estate said: *"This announcement marks another exciting moment for our partnership as we reimagine these iconic West End places. Allies and Morrison are well placed to help us realise our ambitions for Regent Street, Haymarket and Piccadilly Circus, delivering a greener, more inclusive and accessible West End for all and to ensure London remains a leading global city."*

Location	London W1 and London SW1
Uses	Mixed
Client	Westminster City Council and The Crown Estate
Expertise	Public Realm

ABOUT ALLIES AND MORRISON

Allies and Morrison is a practice of architects and urbanists based in London and Cambridge. We design beautiful buildings that have long life and can adapt over the generations. We also shape enduring places whether new pieces of city or settlements at any scale. All our projects are concerned with the crafting of detail and an appreciation for the uniqueness of each context.

alliesandmorrison.com / [@alliesandmorrison](https://twitter.com/alliesandmorrison)

ABOUT THE CROWN ESTATE

The Crown Estate is a national landowner with a diverse £16bn portfolio that includes urban centres and development opportunities; one of the largest rural holdings in the country; Regent Street and St James's in London's West End; and Windsor Great Park. The Crown Estate is the custodian of Regent Street as the main landowner of the street's buildings. It holds responsibility from All Souls Church to Waterloo Place and has significant ownership on Haymarket and Piccadilly Circus.

thecrownestate.co.uk

ABOUT WESTMINSTER CITY COUNCIL

Westminster City Council as Highways Authority is responsible for the public realm for Regent Street, Haymarket and Piccadilly Circus, including its management and operation. In 2019 Westminster City Council declared a climate emergency in the City and set out to achieve an emissions target of Net Zero in the City by 2040. The council's Climate Emergency Action Plan sets out the steps the council is taking to address the greening and ecological emergency.

westminster.gov.uk