

“Publica’s work is of enormous worth to the Capital and its residents and visitors. Its leadership at the forefront of urban planning has dramatically improved how we experience many major public spaces in London.”

JULES PIPE CBE

Deputy Mayor of London for Planning, Regeneration and Skills

“We know of no other grouping of professionals who serve the preservation and promotion of the city as a civilizing force in our society in the way that Publica does.”

SHELLEY MCNAMARA

Co-founder, Grafton Architects, Pritzker Prize Winners 2020

“Publica is a rare design practice with a feel not just for a city’s buildings, but for the look and personality of its streets, their texture and how people use them... Its talents have never been more desperately needed than today.”

SIR SIMON JENKINS

Columnist, author and broadcaster

Publica brings research, design and intelligence to the process of urban change.

Over fifteen years, Publica has defined a field of practice that emphasises research-led decision-making, an integrated approach to planning and development, and the application of bold ideas through strategic urban design.

We provide innovative and inclusive approaches to urban growth, design, planning and policy that are driven by a sense of responsibility and a duty of care to the cities where we work. We are trusted for our objective, evidence-based guidance and sought after for our creative, multi-disciplinary approach to delivering urban change.

We help our clients to make cities more sustainable, successful, functional and beautiful, and more socially, culturally and spatially fair, through research-led collaborative visions, evidenced strategies, masterplans and urban design.

We survey neighbourhoods, undertake rigorous research, support innovative and inclusive planning and policy, create strategies for existing and new places, and design and deliver public spaces which celebrate civic dignity and enrich everyday life.

About Publica

Publica is a London-based urban design and public realm practice working in the UK and internationally. Our cross-disciplinary team includes urban designers and researchers with specialisms in place-making, hard and soft landscape, inclusive design, night-time, lighting, and graphic design.

Publica works for statutory authorities, major landowners, developers, business improvement districts, academic institutions and community, cultural and third sector organisations. We pride ourselves on working with clients who understand the immediate and long-term value of caring for our shared urban spaces.

Publica's research methodology combines in-depth on-site fieldwork, a rigorous study of socio-economic, policy and development contexts, and international best practice. Engagement with communities is fundamental to our understanding of a place. This process delivers a holistic evidence base, informs strategic objectives, acts as the basis of development briefs, and feeds into responsive design solutions that enrich the character of urban neighbourhoods.

Our Community Interest Company (CIC) leads our Campaign for Inclusive Cities, which envisions an inclusive and collaborative city-making process where all people can participate freely and fully in urban life. The first lens of our campaign is gender inclusion. Actively addressing an international programme of radical urban change, our CIC places systems-thinking, participatory work, resilience and practices of care at the centre of Publica's urban design work.

We are:

Research-based

We build a robust evidence base for each project covering the socio-economic and spatial complexity of urban neighbourhoods.

Strategic

We develop principles for urban change based on active fieldwork and analysis.

Objective

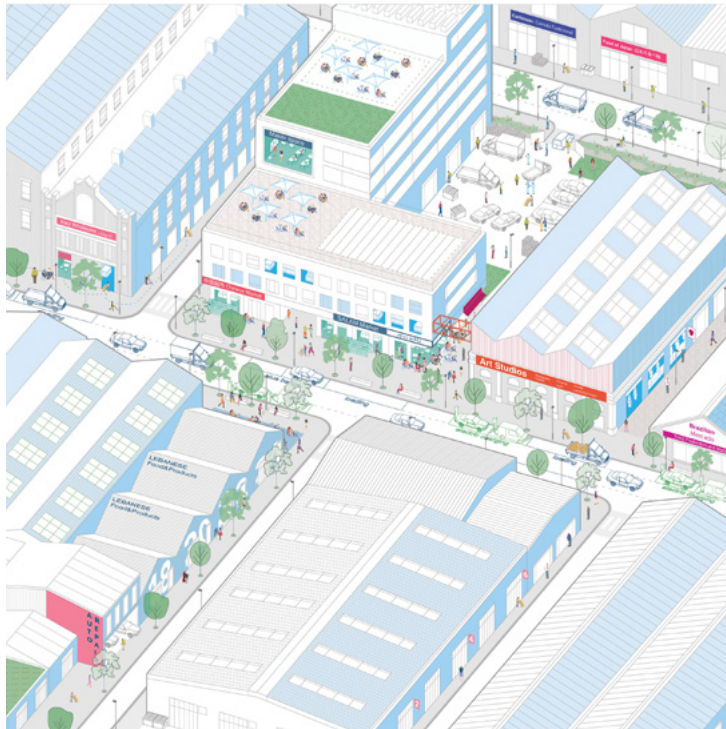
Our approach to urbanism is based on a holistic understanding of context and in-depth consideration of the immediate and long-term interests of the city.

Design-led

We create imaginative proposals for change, tailored to the specificity of context and place.



Cairo Place, Walthamstow, completed, 2024



About Publica

The three scales we work at:

City wide

In-depth research to inform guidance and policies on the quality of civic life in cities.

Neighbourhood

Visions, strategies and briefs for public realm regeneration projects, developments and masterplans in London, across the UK and overseas.

Streets and spaces

Delivery of high-quality public realm design for a range of complex urban environments undergoing significant change.



Industrial Sites SPD - Guidance for Old Oak Park Royal Development Corporation, 2023

Services:

- Strategic design
- Policy and design guidance
- Visions and strategies
- Masterplanning
- Research and evidence bases (RIBA 0)
- Brief setting and preparation (RIBA 1)
- Public realm and landscape design (RIBA 2-4)
- Social value - strategy and guidance
- Advocacy and engagement
- Professional education and training
- Detailed design and quality review
- Visual communications

Areas of specialist expertise:

- Evening and nighttime
- Lighting
- Gender inclusion and women's safety
- Social infrastructure mapping and needs assessment
- Access inclusion
- Child-friendly cities
- Cultural strategy
- Urban history

Clients

Private Sector

Almacantar
Apache Capital Partners
Argent (King’s Cross)
AVIVA Investors
Barratt London
Blackstone
Bentley Group
Bourne Capital
British Land
Brunswick Group
Buro Happold
Canary Wharf Group
Crosstree Real Estate Partners
Delancey
Derwent London
Dominus
Dorrington
Duke Street Property
EDGE
Endurance Land
Exemplar Properties
Fenwick
Gascoyne Holdings
Great Portland Estates
Helical Bar Plc
ICET
Investra Capital
Landsec
Lendlease
Mitsubishi Estates
Nan Fung Group
Parabola
Primera
Qatari Diar
Redrow Plc

Rowan Asset Management
Seaforth
Selfridges & Co.
Shaftsbury Capital
Stanhope Plc
Tribeca Holdings
Trophaeum Assets
Truman Estates
Vinyl Factory
Warrior Capital
Wates
Wittington Properties
Yard Nine
Yoo Capital

Public Sector

Bristol City Council
City of London Corporation
Greater London Authority
Homes England
Lancashire County Council
LLDC
London Borough of Camden
London Borough of Enfield
London Borough of Hackney
London Borough of Haringey
London Borough of Havering
London Borough of Lambeth
London Borough of Merton
London Borough of Newham
London Borough of Tower Hamlets
London Borough of Waltham Forest
London Borough of Wandsworth
London Night-time Commission
London Sustainable Development Commission

Manchester City Council
National Infrastructure Commission
NHS Property Services
OPDC
Port of London Authority
Queen’s Park Community Council
Royal Borough of Windsor & Maidenhead
Royal Borough of Kensington & Chelsea
Transport for London
Westminster City Council
Winchester City Council

Major Landowners

Cadogan Estate
Grosvenor Estate
The Crown Estate
Howard de Walden Estate
Network Rail
TfL Property
Peabody Trust
The Pollen Estate
The Portman Estate

Academic Institutions

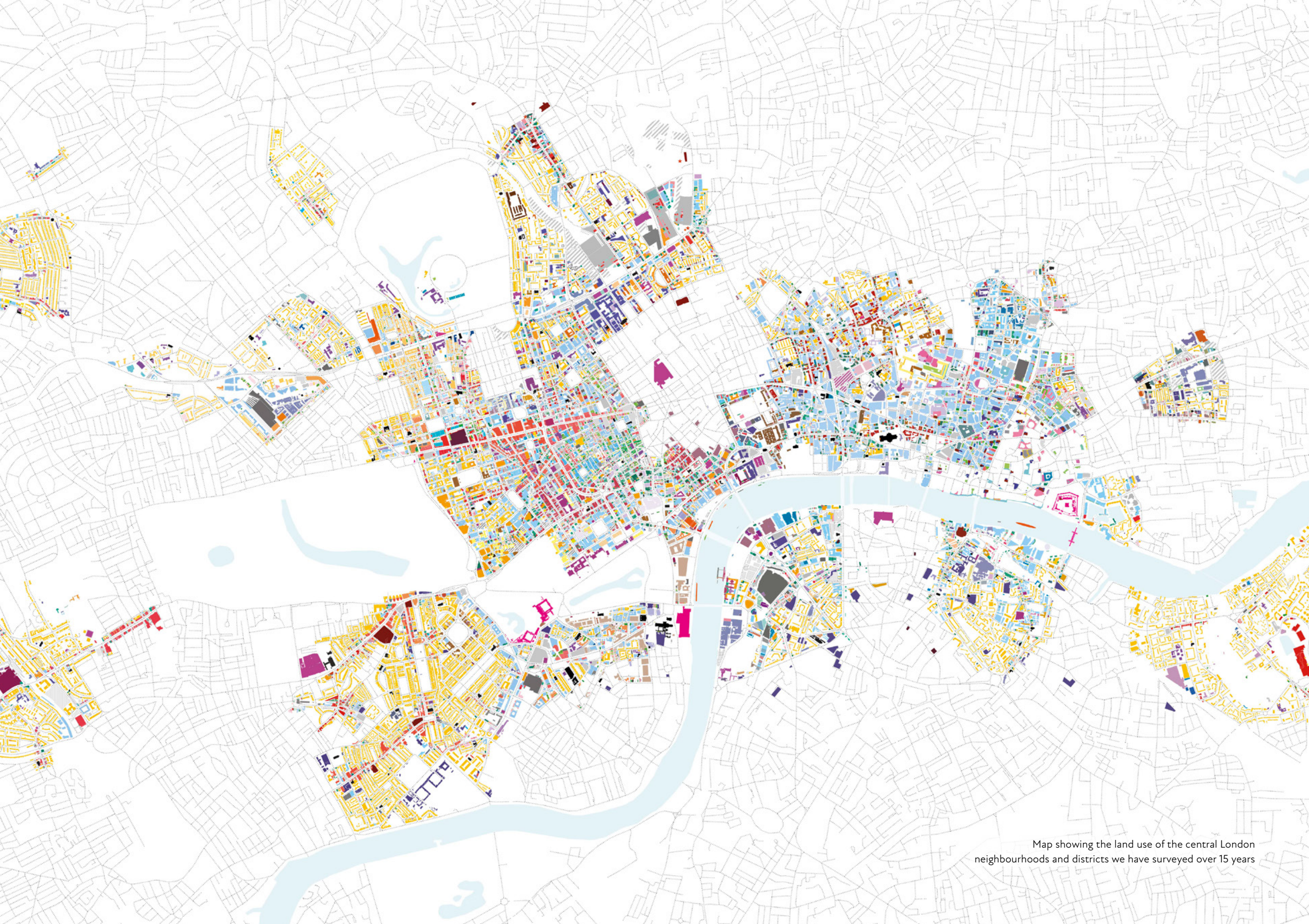
King’s College London
London Metropolitan University
London School of Economics
Nuffield College, University of Oxford
School of Social Entrepreneurs
UCL Institute for Innovation and Public Purpose (IIPP)
University of Birmingham
University of Oxford

Business Improvement Districts

Baker Street Quarter Partnership
Culture Mile
EC BID
Fleet Street Quarter
Harley Street BID
Heart of London Business Alliance
London Heritage Quarter
New West End Company
Northbank BID
Old Street District Partnership
The Aldgate Partnership
Victoria BID

Cultural and Third Sector

180 The Strand
Canal and River Trust
City Hub & Network for Gender Equity
Electric Group
Garden Museum
Greater Manchester Moving
London Museum
Mosiatic Trust
National Gallery
National Portrait Gallery
Quality of Life Foundation
Queen Elizabeth Scholarship Trust
Seven Dials Trust
Society of London Theatres (SOLT)
Soho Neighbourhood Forum
Soho Society
Tonic Housing
Whitechapel Gallery



Map showing the land use of the central London neighbourhoods and districts we have surveyed over 15 years

Research & Policy

Publica's grounding in research informs all our projects. We do this to address clear gaps in the way cities are designed and built. We want to develop the ideas and policies that will make real change in successfully integrating new development; the future of the high street; safety for women, girls and gender diverse people; social inclusion; child-friendly cities; creative economies; heritage asset conservation; and housing renewal.

Our community infrastructure studies (including needs assessments) provides local authorities with a comprehensive understanding of their community assets. Our studies map distribution and quantum of facilities in relation to existing and projected populations, giving the insight needed to refine policy and make specific and tailored social value requirements in planning applications.

We have written the city-wide guidance for the Greater London Authority's (GLA) Good Growth by Design programme on Making London Child-Friendly; Safety in Public Spaces: Women, Girls and Gender Diverse People; and Developing a Night Time Strategy.



Making London Child Friendly, Good Growth by Design, Mayor of London/GLA, 2019



Night-time View of the Bussey Building in South East London, Place, Spaces, Work: The Creative Industries in London, for Store X, 2018

Selected Research & Policy Projects



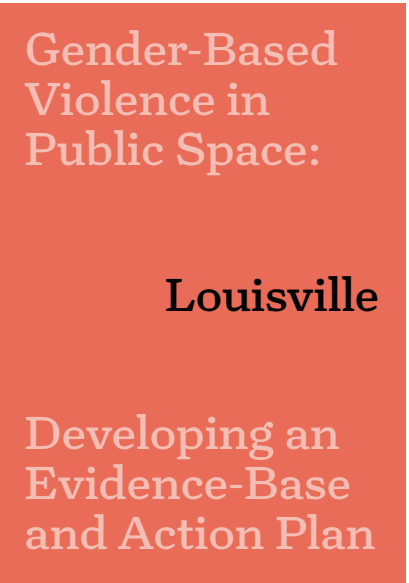
Published by Publica,
Supported by Stanhope, 2017



Client: Mayor of London/GLA, 2019–2020



Client: City of London, 2023–2024



Client: CHANGE, 2024



Client: LB Tower Hamlets, 2024



Client: Landsec, 2024



Client: Mayor of London/GLA, 2024



Client: London Borough of Newham, 2022

Selected Research & Policy Projects

Committed to the creation of a 24 hour city, our night time policies, designs and strategies are evidence-led, joyful and informed by local communities. Our aim is to help local economies thrive, make streets more welcoming after 6pm, diversify our high streets at night, promote safety and belonging at all hours, and celebrate London's 24 hour culture.

Publica have worked closely with the GLA on developing the strategy for London at night since 2019, as part of the Mayor's 24 Hour City Vision for London.

We have convened night surgeries across the whole city in partnership with boroughs and cities, most recently, in Bristol, and in London - in North Finchley, Vauxhall, Lewisham, and the Royal Borough of Kensington and Chelsea; and led night safety audits in London Heritage Quarter, Stratford, and Wood Green.

Developing a Night Time Strategy, 2021–ongoing

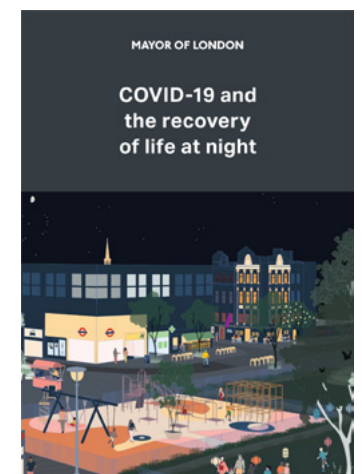
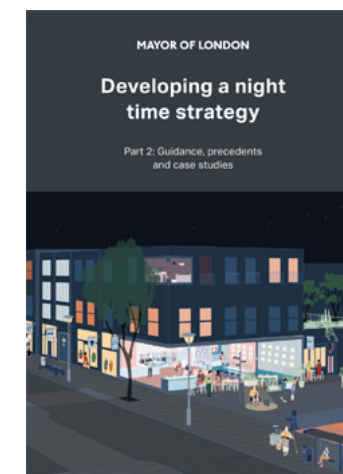
The GLA commissioned Publica to create the most ambitious night time guidance produced by any city in the world. It sets out the many benefits for local authorities, communities and businesses of creating diverse and inclusive night time plans, with step-by-step guides and inspiring case studies from across the globe on how this can be achieved.

Since then, we have worked with the GLA's 24 Hour team on the 24 Hour London support for boroughs, training Night Time Borough Champions and the ongoing development of the 24 Hour City Test.

Night Time Enterprise Zones Programme, 2024

The NTEZ programme aims to support councils, communities and businesses to make better use of their high streets around the clock and welcome people who previously avoided these areas. Publica documented and evaluated the results of the latest Night Time Enterprise Zones programme across Bromley town centre, Vauxhall and Woolwich in an extensive evaluation report.

Client: Greater London Authority



The Night Time Enterprise Zone programme of events in Bromley, Vauxhall and Woolwich, 2023/4
(bottom) The suite of night time strategy documents, 2021



Visions & Strategies

Publica's urban strategies reset whole districts. Our strategies establish robust principles for public realm regeneration projects, developments and masterplans across metropolitan, district and neighbourhood areas. We investigate and analyse the social, cultural, economic and spatial needs of a place to help guide successful growth. Our engaging, visually-led documents are advocacy tools and help our clients to set principles and build consensus around new projects.

We are currently working on strategies for some of London's biggest and most complex public spaces.

The Transformation of Marble Arch, 2019–ongoing

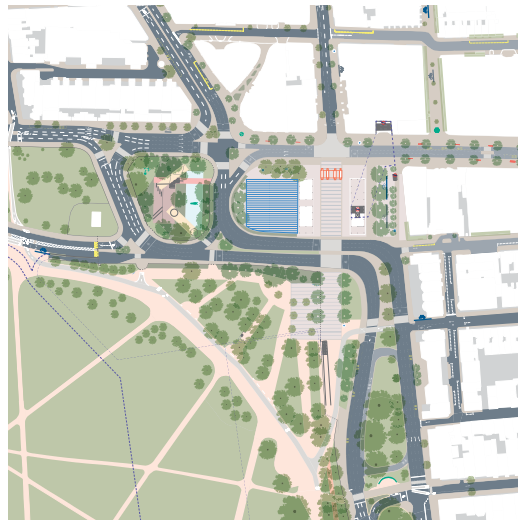
Publica has a vision for radical change at Marble Arch. We have been working with The Portman Estate for many years on a significant project to reposition the Inner Ring Road, re-connecting Oxford Street back to Hyde Park, as it once was, creating a public space the size of Trafalgar Square, and restoring the Arch's historic position as the entrance to the Park.

With many civic leaders engaged in a renewed focus on the future of Oxford Street, Marble Arch sits amongst a handful of strategic West End projects. Our vision is the latest piece of work in a long-standing collaboration between Publica and NRP that has brought major change to many of Central London's major spaces.

Client: The Portman Estate



The Transformation of Marble Arch, 2019–ongoing



Proposal for the future of Marble Arch, 2024

Selected Visions & Strategies

Northbank Public Realm Vision and Strategy, 2016

Our 2016 Vision and Strategy for the Northbank Business Improvement District outlined improvements to the public realm to enhance the area's remarkable existing assets and ensure its streets and public spaces became well-connected and welcoming. The strategy identified 40 projects across five geographical areas. One of the key projects identified by Publica was the removal of the traffic gyratory at Strand Aldwych. We subsequently worked with NRP on options testing to set the detailed brief for the public space. The project was adopted and delivered by Westminster City Council and opened in 2022.

Client: Northbank BID



View of Aldwych, 2016



A Vision and Framework for Aldwych, 2017

Selected Visions & Strategies

Old Oak and Park Royal Development Corporation (OPDC) Planning Guidance, 2023

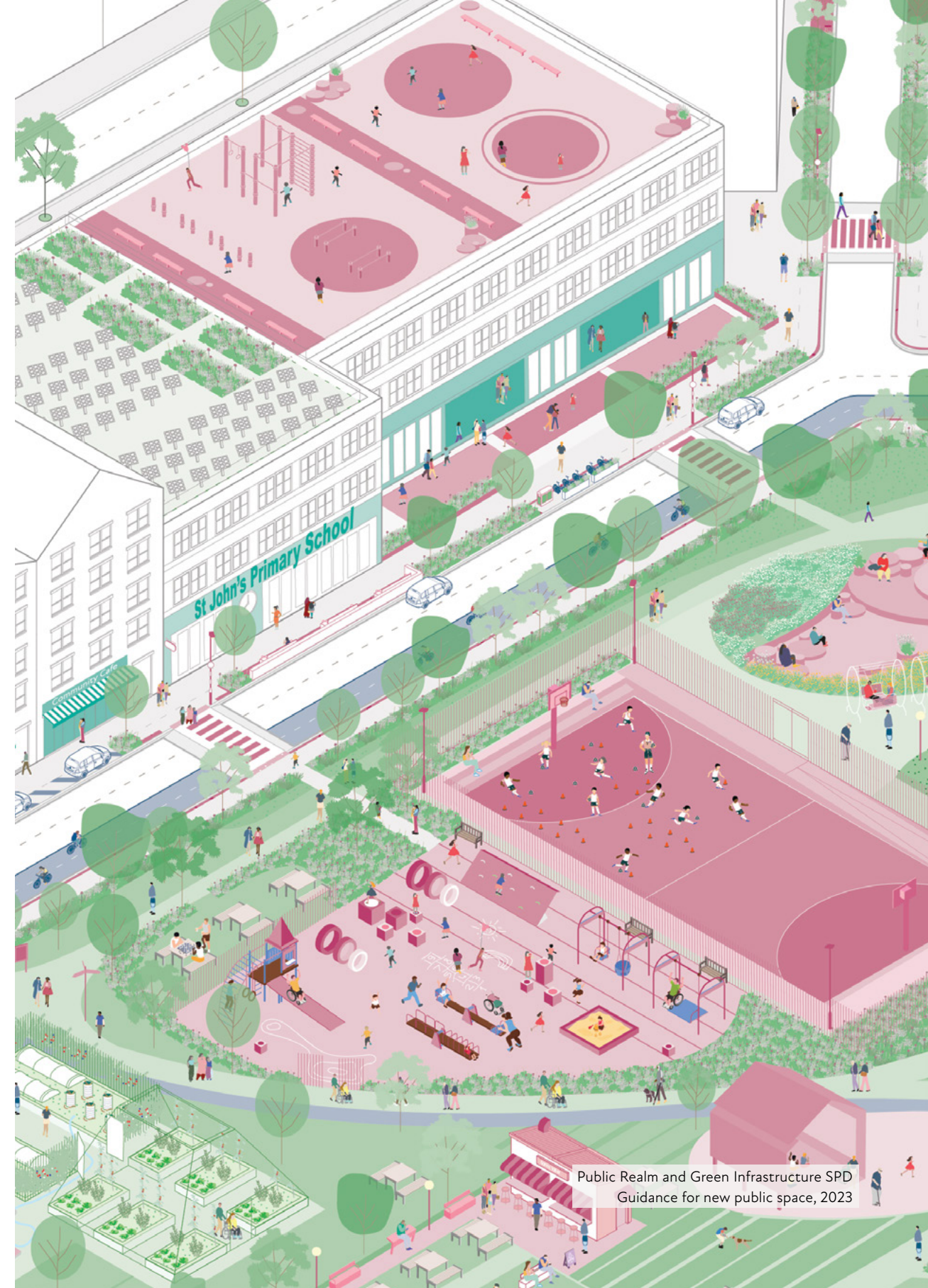
Publica was appointed by the OPDC to produce a suite of visualisations to support the development of two new Supplementary Planning Documents (SPDs) written by OPDC: *Industrial Sites SPD*, and *Public Realm and Green Infrastructure SPD*. The 34 detailed and locally specific drawings, depicting daytime and evening activity, helped develop and communicate emerging innovative planning to a wide audience, building engagement, support and consensus for strategies.

Engaging in a collaborative and iterative process with OPDC's planning team, Publica's illustrations supported the development and testing of emerging policy, evolving alongside the draft SPDs to inform the guidance at both wider and detailed scale. The policies have been awarded multiple awards and nominations including receiving the Plan-Making Award at the 2024 Planning Awards.

Client: The Old Oak and Park Royal Development Corporation (OPDC)



Industrial Sites SPD - Guidance for Park Royal, 2023



Public Realm and Green Infrastructure SPD
Guidance for new public space, 2023

Selected Visions & Strategies

The Pennine Lancashire Linear Park, 2021

The Pennine Lancashire Linear Park is an exciting, pioneering vision and programme of change conceived for a 23-mile (37-kilometre) section of the Leeds & Liverpool Canal corridor.

Publica was commissioned by Arts Council England, Canal & River Trust, Creative Lancashire, Lancashire County Council and the Super Slow Way to carry out a cultural, economic and spatial study that would make the case for unlocking the immense potential of the area, while also serving as a call to action to reopen the debate around an ambitious and sustainable proposal to reshape the future of Pennine Lancashire. Our strategy helped achieve substantial Levelling Up funding.

Client: Arts Council England, Canal & River Trust, Creative Lancashire, Lancashire County Council and the Super Slow Way



Hargreaves Warehouse, a Grade II listed 4-storey building in Church, Hyndburn, transformed into a mixed-use development.



A view to illustrate the vision for the Pennine Lancashire Linear Park 2021–22

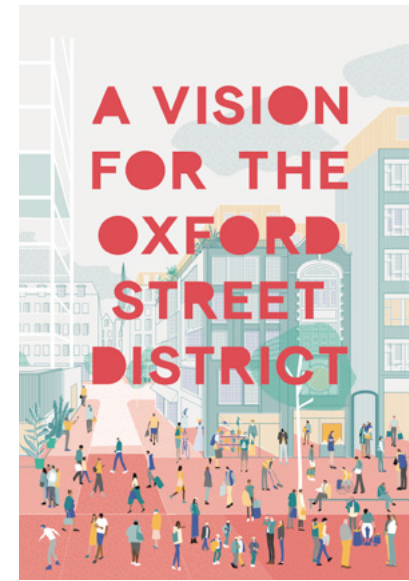
Selected Visions & Strategies



Client: Society of London Theatres, 2021



Client: Truman Brewery Estate, 2024



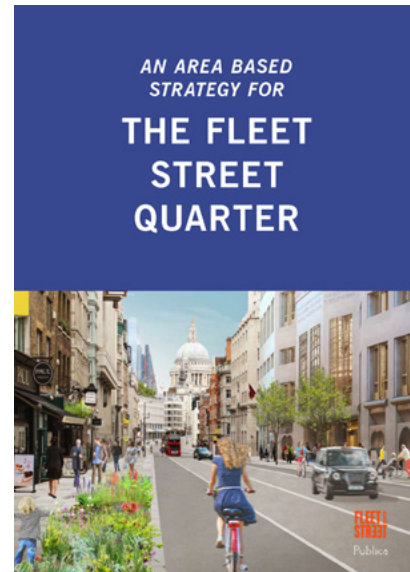
Client: Westminster City Council, 2021



Client: Mayor of London/GLA, Port of London Authority, 2019



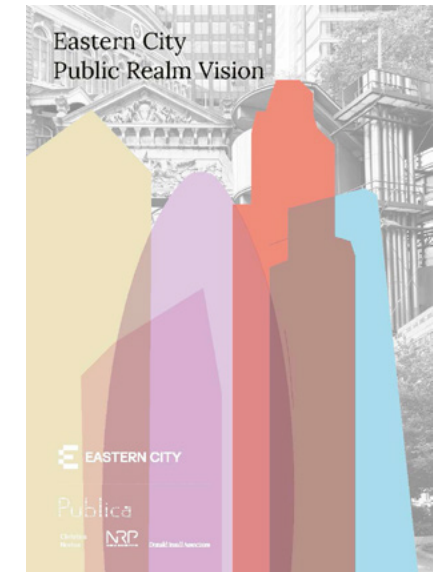
Client: Heart of London Business Alliance, 2021–ongoing



Client: Fleet Street Quarter, 2021



Client: Hamburg City Council, 2023



Client: EC BID, 2024



Hanover Square, completed, 2023

Urban Design

Publica designs public spaces that celebrate civic dignity and enhance everyday life. Our context-led approach to urban design includes studying the history and character of a place, analysing its complex social, cultural and spatial characteristics and proposing bold, ambitious solutions for improved enjoyment, use and function. We work on complex projects with multi-stakeholder groups and collaborate with expert consultants in highways engineering, transport planning, architecture and heritage conservation to create beautiful civic space for everyone.

Hanover Square, 2010–2023

Our design for Hanover Square provides a revived setting for the area's buildings, businesses, monuments and new public art pieces. It celebrates the square's intrinsic character by revealing historic vistas and celebrating its civic identity.

Highly commended in the Civic Trust Awards 2024

Commended in the Public Spaces category, New London Awards 2023

Client: Westminster City Council

Design Team: Publica, NRP, Todd Longstaffe-Gowan, WSP, FM Conway



Hanover Square, 2010–2023



Hanover Square, completed, 2023

Selected Urban Design Projects

Bond Street, 2015–2018

Publica was commissioned by Westminster City Council (WCC) to design Bond Street in 2015. Following an extensive survey, we set a vision and developed the unified concept design that was delivered and completed in October 2018. Publica maintained the role of design guardian throughout the project, ensuring that the concept design translated into a public realm of the highest standard. We worked alongside traffic and transport specialists NRP and with FM Conway-WSP for WCC, in partnership with the New West End Company (NWECC) and Transport for London (TfL).

Winner of the 2019 NLA Award for Best Built Public Space

Client: Westminster City Council



Bond Street, before, 2015



Bond Street, concept design, 2016



Bond Street, completed, 2018

Selected Urban Design Projects



Burlington Gardens, 2021

Client: Westminster City Council
Design Team: Publica, NRP, WSP, FM Conway



King's College London, 2021–ongoing

Client: King's College London
Design Team: Publica, KPF Architects



North Audley Street, 2021

Client: Grosvenor
Design Team: Publica, Alexandra Noble, NRP



Eccleston Yard Lighting Framework and Urban Design, 2023

Client: Grosvenor
Design Team: Publica, Stiff + Trevellion, The Plant, HPM, Edward Pearce



Draycott Avenue, 2021–ongoing

Client: Tribeca Holdings
Design Team: Publica, Metis, NRP

Selected Urban Design Projects

Walthamstow Cultural Quarter, 2021–ongoing

The reopening of Walthamstow's former Granada Cinema as a theatre venue prompted a reimagining of the surrounding public realm and wider area as a stage for socialising, encounter, play, and celebration. Collaborating with the London Borough of Waltham Forest, Publica developed a masterplan for the area, identifying six key sites for design interventions that foster a welcoming sense of arrival in the area and improve legibility and wayfinding after dark.

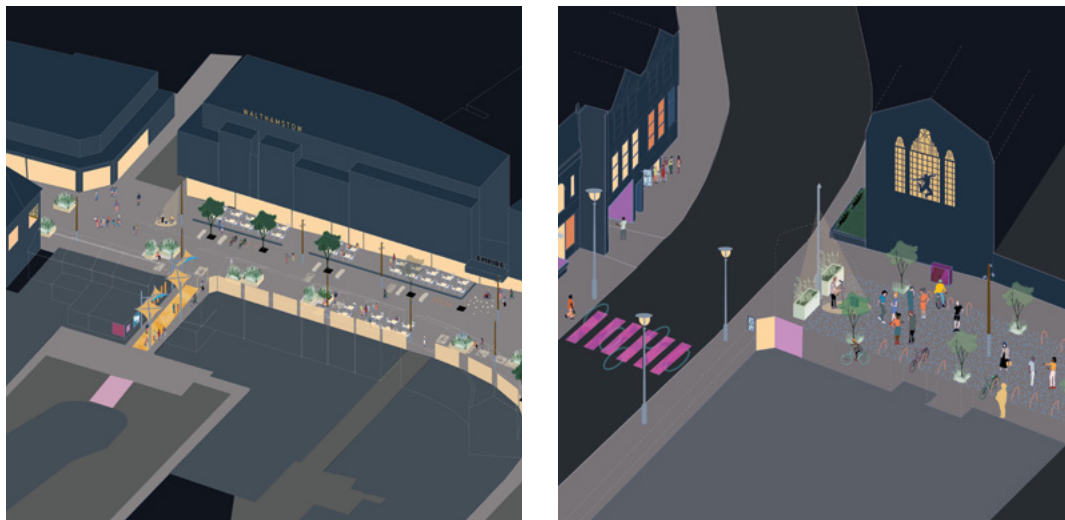
Publica initially produced preliminary feasibility studies and a brief definition before developing concept proposals. Then, following in-depth consultation with the public and local stakeholders, we devised a detailed lighting and wayfinding framework alongside the council's technical delivery team.

The framework supports the creation of a new Cultural Quarter and established principles for creating diverse and characterful places in Walthamstow Central through theatrical lighting and thoughtful use of colour, interactive elements and pattern.

Works at Cairo Place are now complete, and ongoing improvements are being implemented at Hatherley Mews, Hoe Street and Rosebank Villas.

Client: London Borough of Waltham Forest

Design Team: Publica, London Borough of Waltham Forest, DFL



A network of new public spaces in Walthamstow



Cairo Place, Walthamstow, completed, 2024



Publica's Community Interest Company

Publica's Community Interest Company (CIC) is campaigning for a change in how we design and plan inclusive cities.

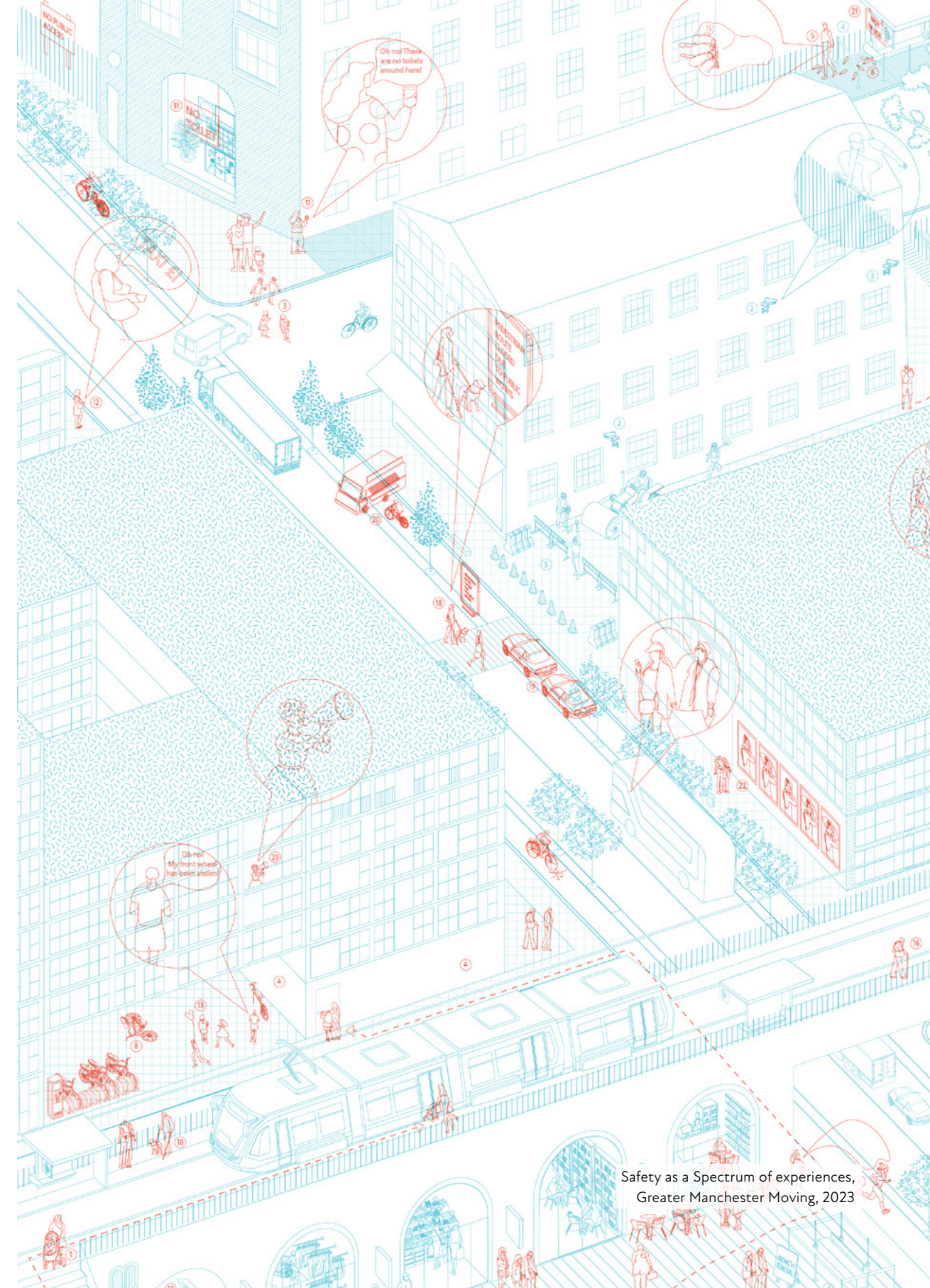
The CIC exists because we recognise the urgent need to address inequality in our public realm. It offers expertise on gender and access inclusion, research, training and policy for local authorities, international city leaders, charities and community organisations.

The Campaign for Inclusive Cities launched at the London Real Estate Forum in 2022. It advocates for a public realm that is safer, more welcoming and accessible for women, girls and gender diverse people.

Our approach is focused on meaningful participation and collaboration with communities, to allow them to shape their own neighbourhoods. We know it is possible to create cities where streets feel like spaces for all to belong and where women, girls and gender diverse people can participate freely and fully in urban life.

Our aim is to upskill our sector. We have successfully tested a series of pilot projects nationally, and internationally to understand individual and community behaviours, drive city builders to learn and act together, and to influence systemic change. Publica CIC is running a major fundraising campaign to enable this work to flourish.

Core Funders: The Crown Estate, Howard de Walden, Almacantar, and Bloomberg Philanthropies



Selected CIC Projects

Gender Based Violence in Public Space: Developing an Evidence-Base and Action Plan with Three Cities, 2024–ongoing

Publica CIC is collaborating with CHANGE (City Hub and Network for Gender Equity) to drive global change on gender equity. The initiative explores how the design and management of the built environment can transform cities into safer, more usable and welcoming public environments for women, girls, gender diverse people and caregivers.

Drawing on a combination of research findings, the team has travelled across three cities: Louisville, Kentucky; Bogotá, Colombia; and Stockholm, Sweden to lead a series of workshops, training, neighbourhood walks and site visits, with local communities and the Mayor's offices of these cities.

Engagement with local policy-makers, city leaders, businesses, community organisations and residents is central to the development of our research, ensuring that the voices of those directly impacted inform every step of the programme.

Tailored recommendations for each city are being developed, providing actionable guidance for city leaders to implement gender-based violence prevention strategies in their own geographies.

Client: CHANGE, Louisville Metro Government, Bogotá Secretaría de la Mujer, Stockholm Stad



(top and centre) Louisville, CHANGE, 2024
(bottom) Bogotá, CHANGE, 2025

Selected CIC Projects

Safety in Public Space: Women, Girls and Gender Diverse People, 2022–2024

Publica CIC designed a handbook for the GLA to support urban development practitioners to act towards gender inclusion in their public realm projects throughout the project lifecycle. It lays out key principles of safety and gender inclusion and a set of practical actions that can be taken by project teams.

We developed and tested these principles across ten live projects in the Capital, including the new London Museum development, Crystal Palace National Sports Centre, Kidbrooke Station Square and multiple developments on the Queen Elizabeth Olympic Park, with the support of the Mayor's Design Advocates. The practical actions are interspersed with lessons from these 10 projects and a set of global case studies, demonstrating how diverse engagement and thoughtful design processes can foster gender-inclusive public realm.

Client: Greater London Authority

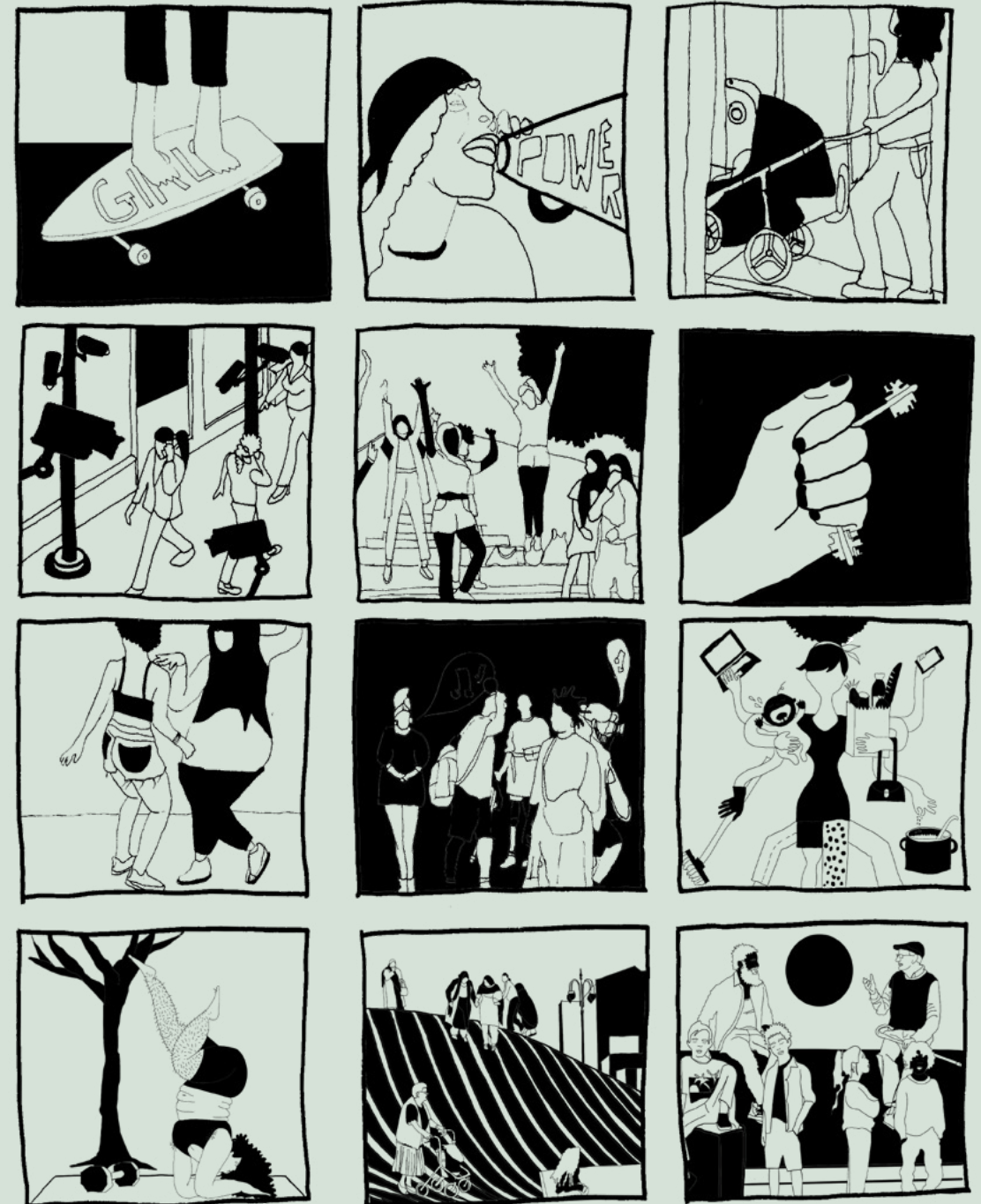
Right to the Streets: Trafford, 2023

Publica CIC produced and play-tested a series of games and activities to help empower project partners, designers, planners, policy makers and the wider community with in-depth knowledge to better understand public space through a gender lens. Using challenge statements and tools, gameplay builds participant expertise by teaching key definitions about gender, inclusion and the built environment; highlighting available tools to find solutions to practical challenges and exploring visions for safer public spaces.

Client: Greater Manchester Moving



Safety in Public Space: Women, Girls and Gender Diverse People, Mayor of London/GLA, 2024



Right to the Streets Postcard Series, 2022

Our Team

Publica was founded in 2010 by Lucy Musgrave OBE RDI. Over a 30-year career, Lucy has played a key advisory role in policy recommendations, strategic planning and the advocacy of design quality. Among other roles, she is currently a Mayor's Design Advocate for the Mayor of London, member of the Homes England Cross Cutting Committee for Design and Sustainability, and a trustee for Grand Plan. Lucy was also a founding board member of the social enterprise Public Practice.

We are members of the Mayor's Infrastructure Advisory Panel (IAP), and Chairs and Members of Design Review Panels in the London Boroughs of Islington, Havering, Redbridge and Bromley. We teach, lecture and act as external examiners in architecture schools across the UK. As keynote speakers, presenters, and panellists, we actively contribute to conversations about the built environment and public realm.

Our multi-disciplinary team includes specialists in urban design, planning, policy, research, graphic design and communications. The team is led by our Leadership Group, which includes specialists in research, evening and night-time, lighting, landscape, culture, cities and climate change, and gender.



Lucy Musgrave
Founding Director



Victoria Jessen-Pike
Director



Anna Mansfield
Director



Ellie Cosgrave
*Director of Community
and Research*



James Lee
*Director of Access
and Inclusion*



Clay Baylor
Director



Robert Mull
*Director of Quality
and Innovation*



Satu Streatfield
*Specialist Associate,
Night time and Lighting*



Astrid Bois d'Enghien
Projects Director



Tess McCann
Projects Director



Juan Gonzalez Alonso
Senior Urban Designer



Claudia Sanchez
Senior Urban Designer



Oliver Riviere
Senior Urban Designer



Daniel Blyth
Senior Researcher



Gaia Crocella
*Senior Design
Researcher*



Irene Squilloni
Urban Designer



Jemima Ashton-Harris
Urban Designer



Sarena Shah
Urban Designer



Palak Mehta
Urban Designer



Tunde Oyeboode
Urban Designer



Emer Sukonik
*Studio and
Communications Assistant*



Greer Lockyear
Graphic Designer

“Publica’s work with us to maximise the creative potential of the Thames has transformed the way we think about the river and is a great example of how detailed research can help lead positive change in our city.”

JUSTINE SIMONS

Deputy Mayor for Culture and the Creative Industries

“Publica provides an especially high quality of service in the complex place-making sphere...To me, they represent the very best level of delivery in an area that calls for imagination as well as technical expertise.”

MICHAEL CASSIDY CBE

City of London

“Working with the team at Publica...
has been exceptionally rewarding”

MARIANA MAZZUCATO

Professor in the Economics of Innovation and Public Value and Director
of the UCL Institute for Innovation and Public Purpose

Publica

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