

# Shaping high street futures

the existential crisis of traditional shopping streets





# A story to start



# A movement economy and centrality paradigm

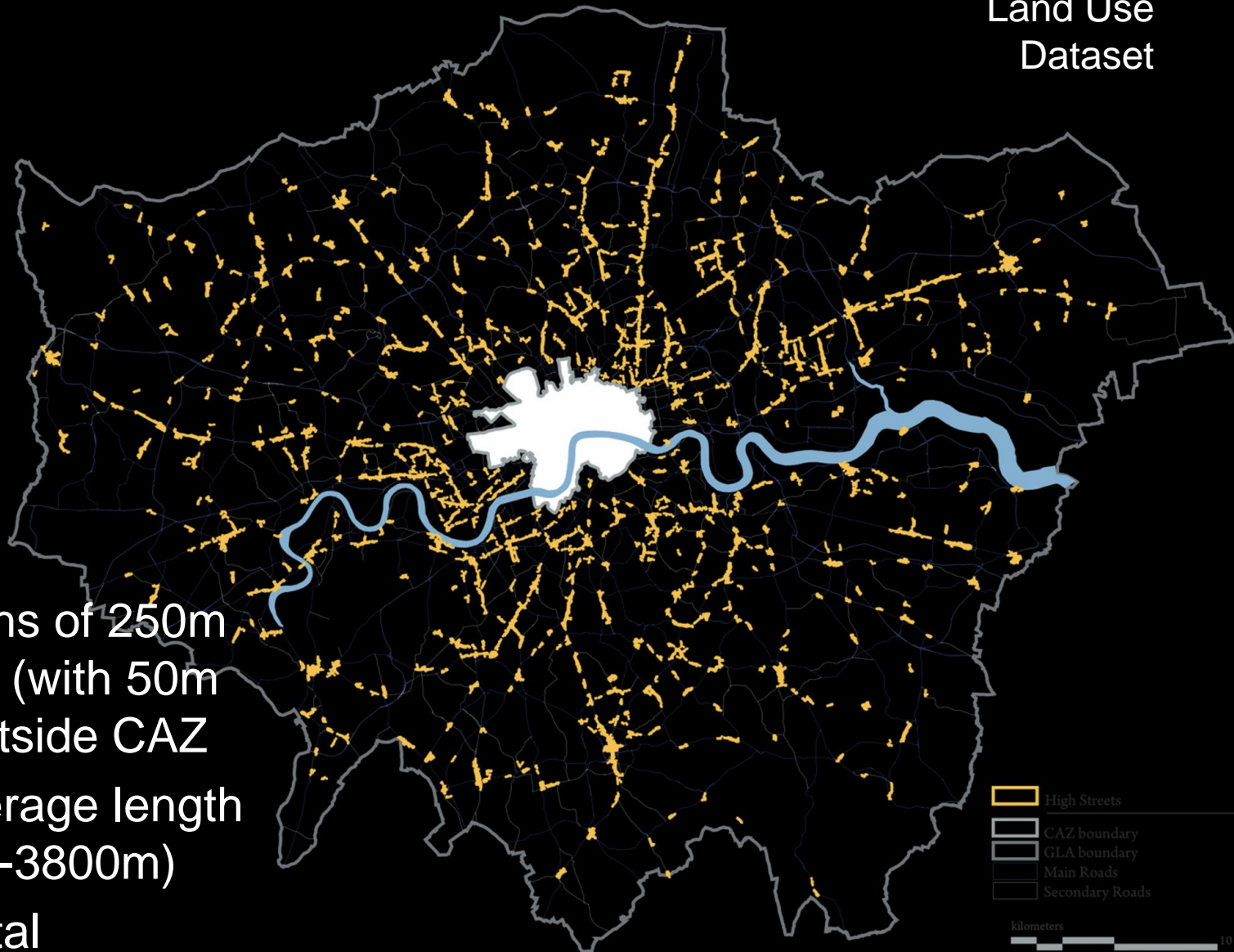
North east London showing the streets with greatest mix – the local high streets



# 500km across London

Cities revealed  
Land Use  
Dataset

- 702 lengths of 250m plus retail (with 50m buffer) outside CAZ
- 700m average length (from 350-3800m)
- 500km total





The continuous, connective  
and largely unremarkable  
mixed streets that bind the  
city together



# Truly mixed (not just retail)

## Ealing

Land Use Group	No. of properties	Total area m <sup>2</sup>	Average rateable value £/m <sup>2</sup>
<i>Industrial</i>	39	4604	82.95
<i>Office</i>	335	88874	180.55
<i>Retail</i>	533	107913	750.43

## Peckham

Land Use Group	No. of properties	Total area m <sup>2</sup>	Average rateable value £/m <sup>2</sup>
<i>Industrial</i>	147	35138	59.84
<i>Industrial (Factory)</i>	3	2413	58.33
<i>Office</i>	71	22365	142.96
<i>Retail</i>	499	59082	318.92

## Redbridge

Land Use Group	No. of properties	Total area m <sup>2</sup>	Average rateable value £/m <sup>2</sup>
<i>Industrial</i>	84	37984	81.10
<i>Industrial (Factory)</i>	2	360	77.50
<i>Office</i>	57	10500	114.47
<i>Retail</i>	232	27538	226.38

## Streatham

Land Use Group	No. of properties	Total area m <sup>2</sup>	Average rateable value £/m <sup>2</sup>
<i>Industrial</i>	78	11583	53.98
<i>Office</i>	67	19007	171.87
<i>Retail</i>	454	53341	265.24

## Tottenham

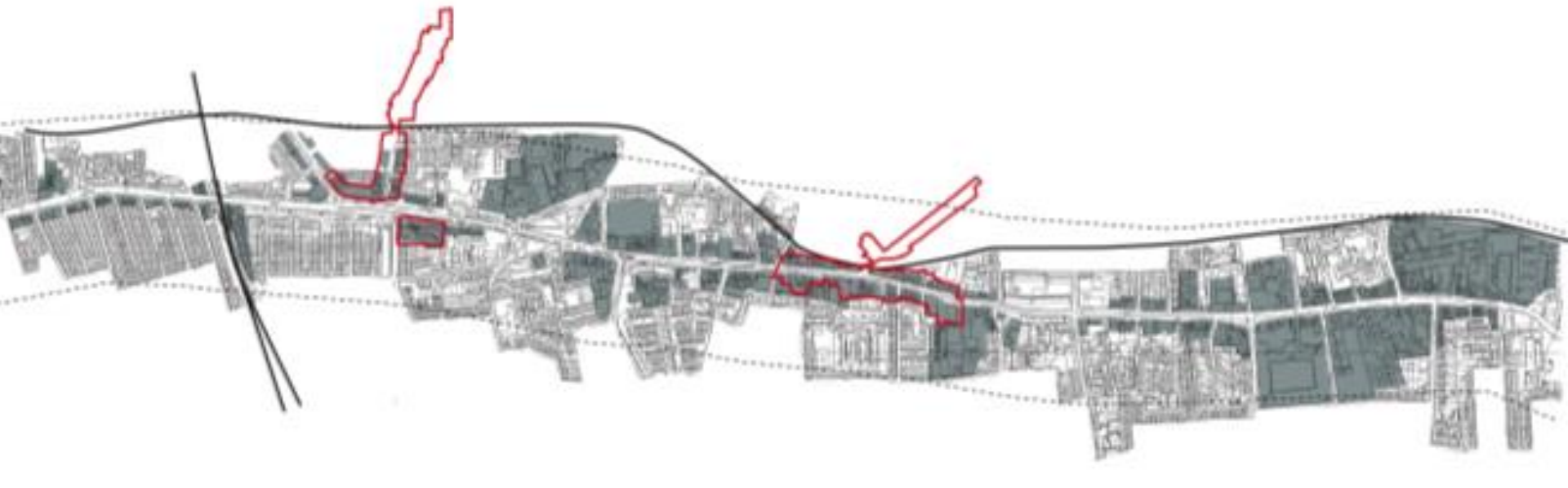
Land Use Group	No. of properties	Total area m <sup>2</sup>	Average rateable value £/m <sup>2</sup>
<i>Industrial</i>	250	46572	64.50
<i>Industrial (Factory)</i>	20	15412	62.05
<i>Office</i>	250	26710	98.06
<i>Retail</i>	498	44476	296.26

## Wembley

Land Use Group	No. of properties	Total area m <sup>2</sup>	Average rateable value £/m <sup>2</sup>
<i>Industrial</i>	31	5823	70.15
<i>Office</i>	103	37179	213.05
<i>Retail</i>	218	36684	371.03

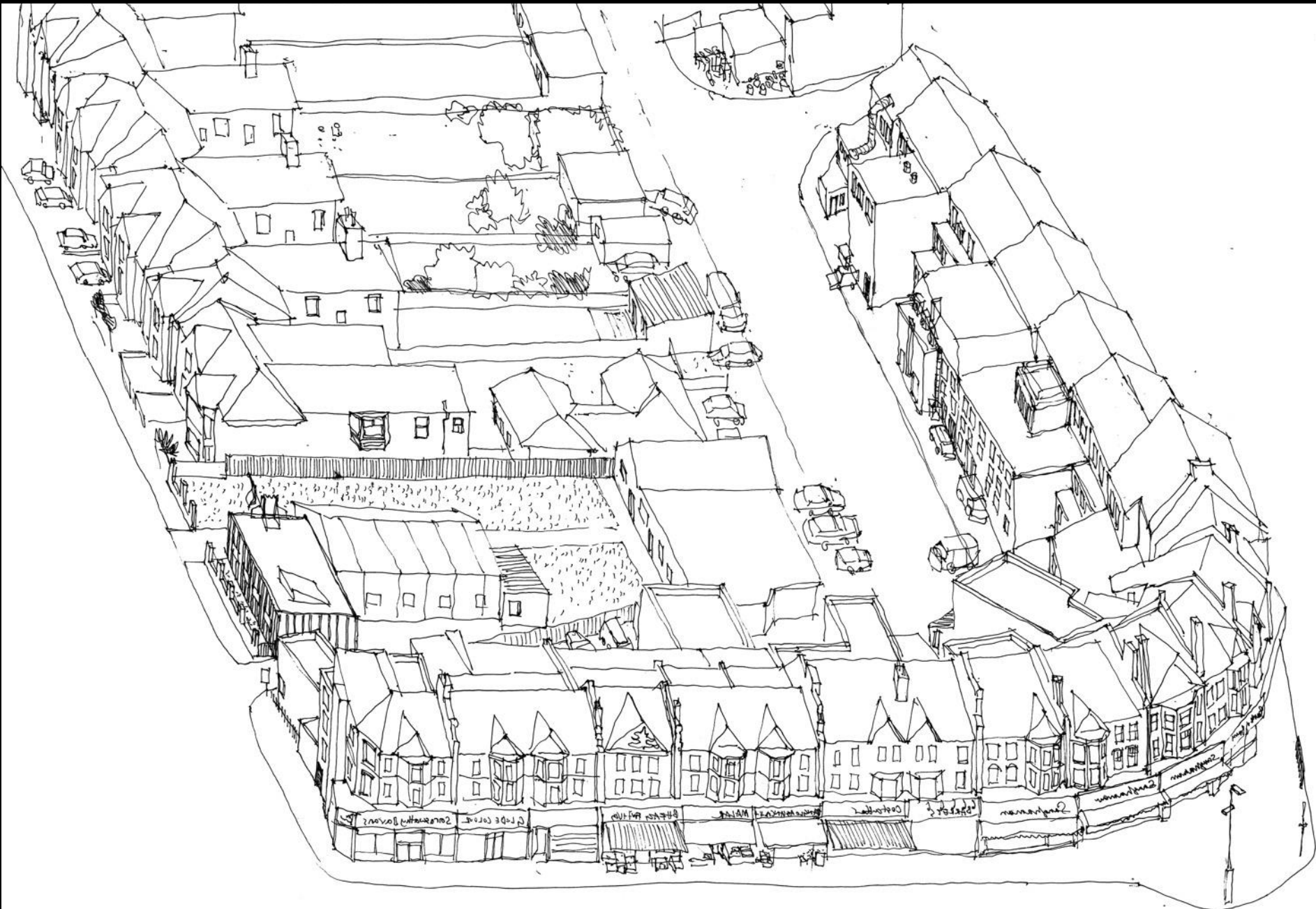
- 2:2:1 Retail, office, industrial
- Within 200m of high streets (Valuation Office Agency data)

Typified by a thin crust of active use ...



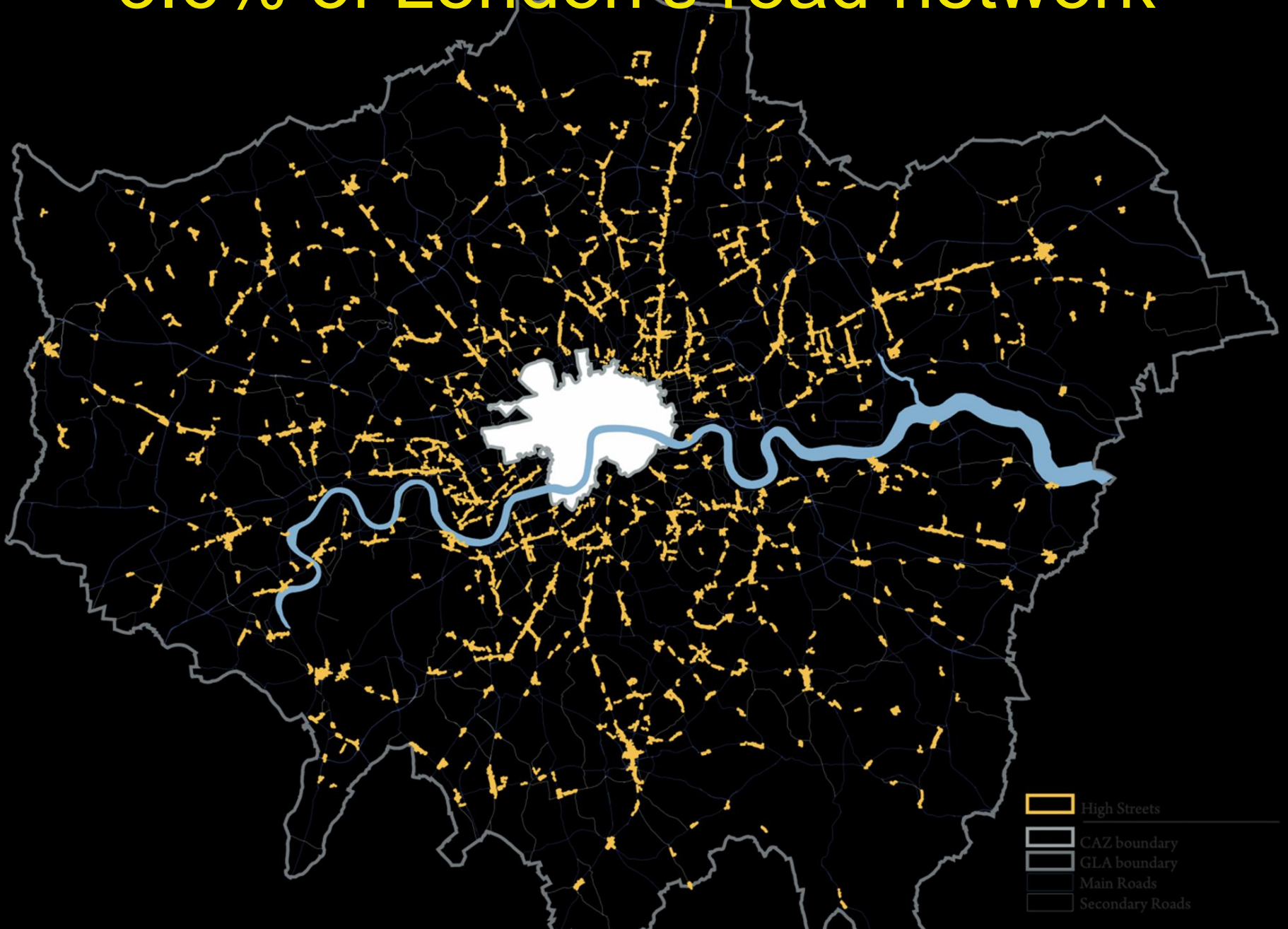


... and an invisible hinterland





# 3.6% of London's road network



# Where 1.5 million Londoners work



33.2% of London's employees within CAZ



34.8% of London's employees on or within 200m of a high street





# Where 43% of London's businesses are located



21.9% of London's workplaces within CAZ



42.9% of London's workplaces on or within 200m a high street



# Where small businesses predominate



- Average, 8.5 employees across the case studies (Annual business enquiry data)
- Sites of innovation, competitiveness and local sustainability

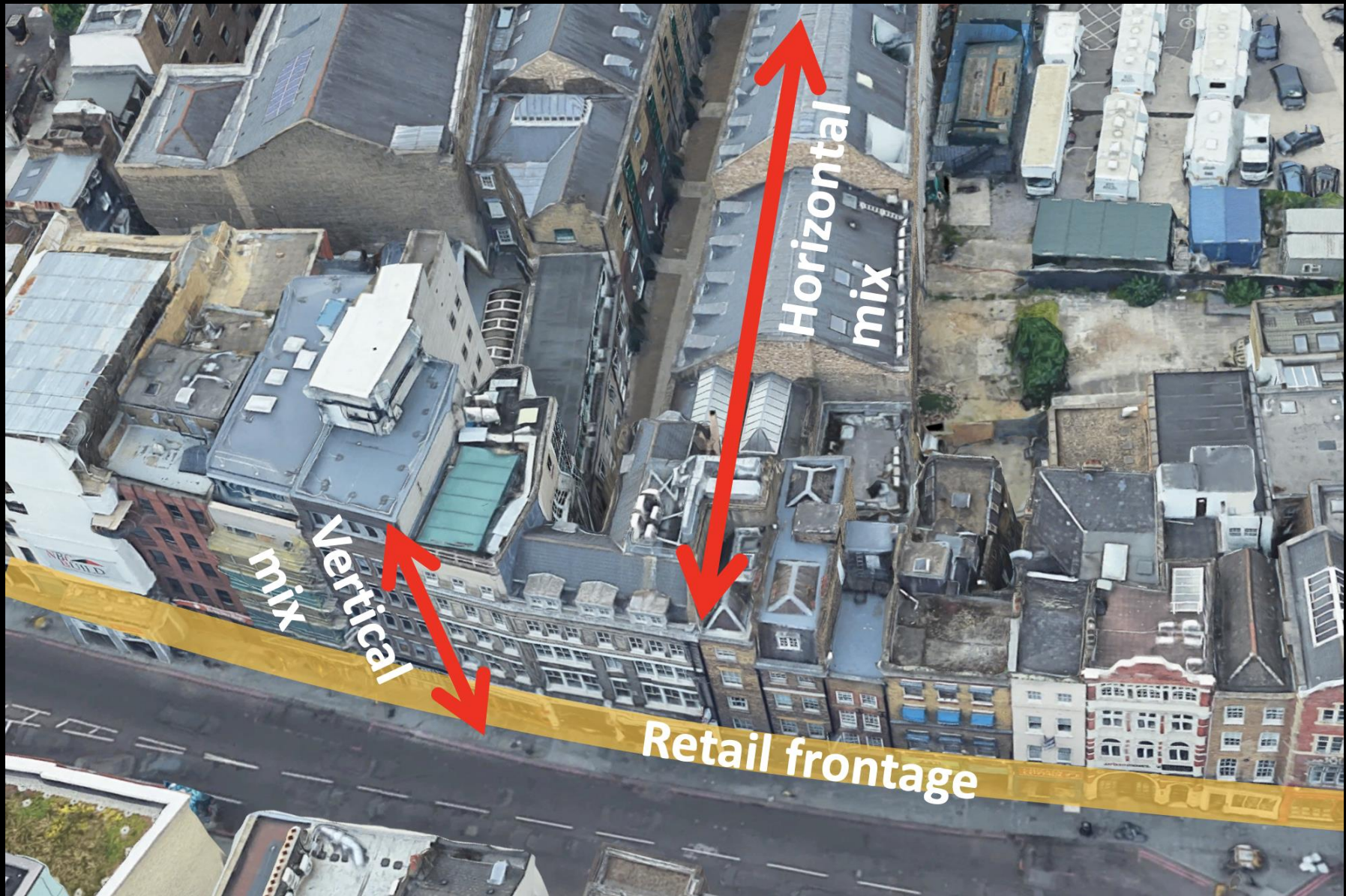


# Beyond a movement economy and centrality paradigm





# Why should we care?



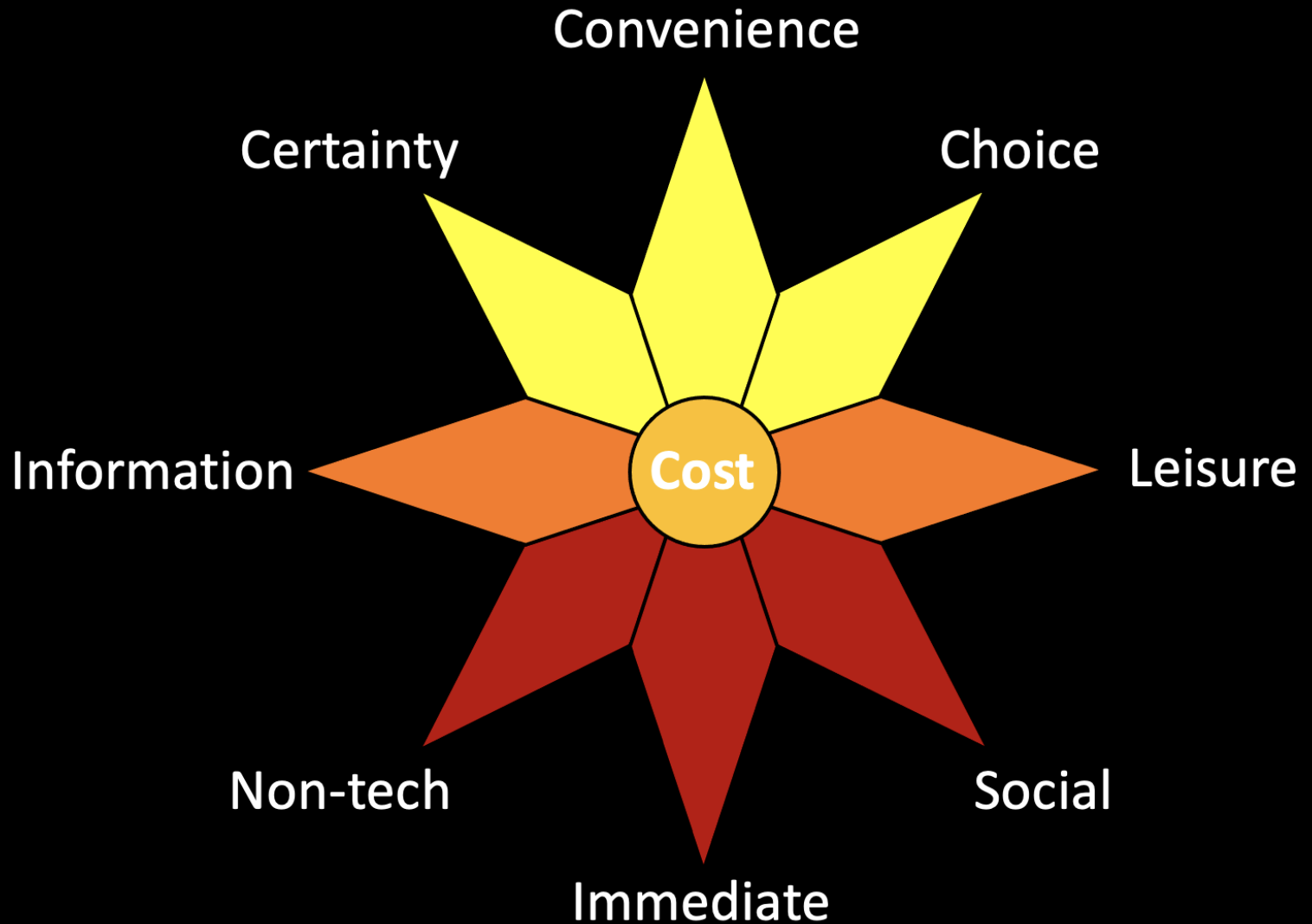


# Why should we care?



Privatising high street frontage

# Shopping choices - the 'sun model'

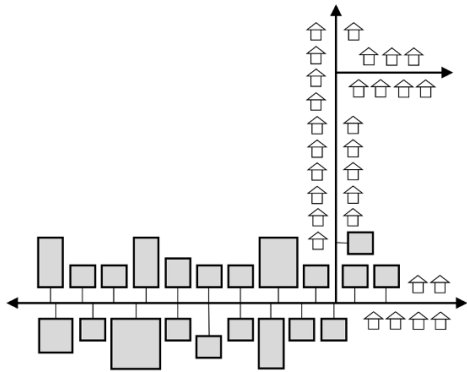


# Shopping choices - the 'sun model'

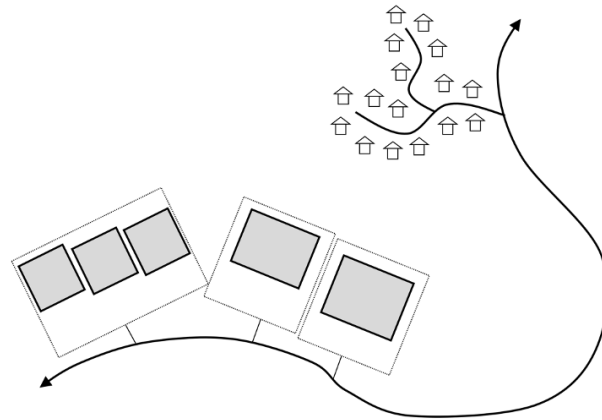




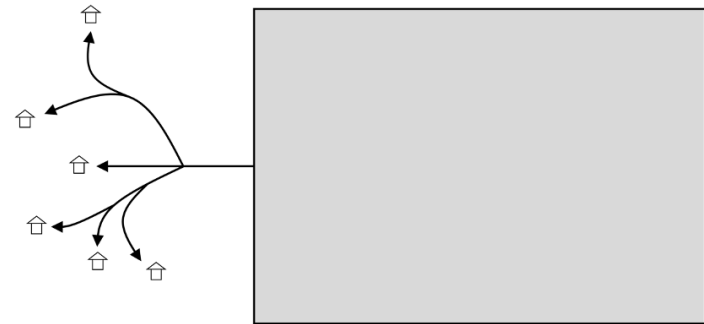
# The journey: place-dependency to non-place urbanism



Traditional shopping street

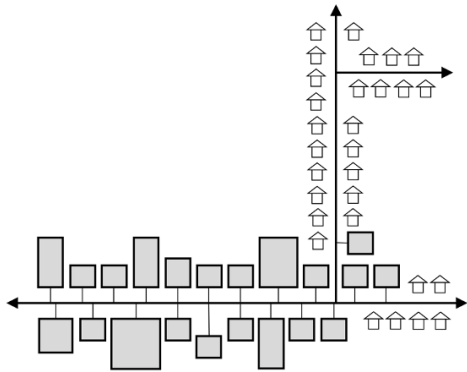


Out-of-town retail

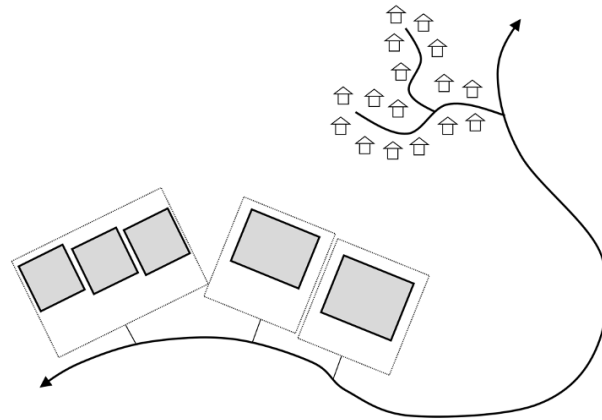


Online retail

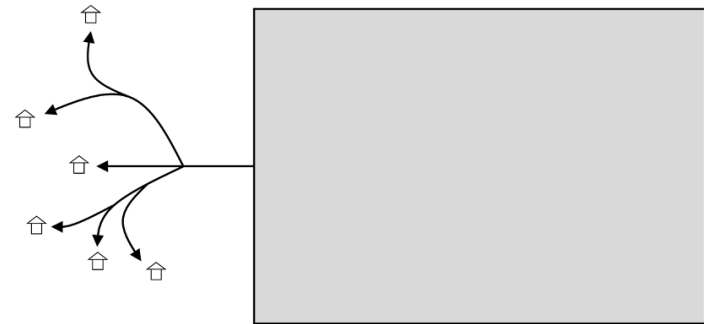
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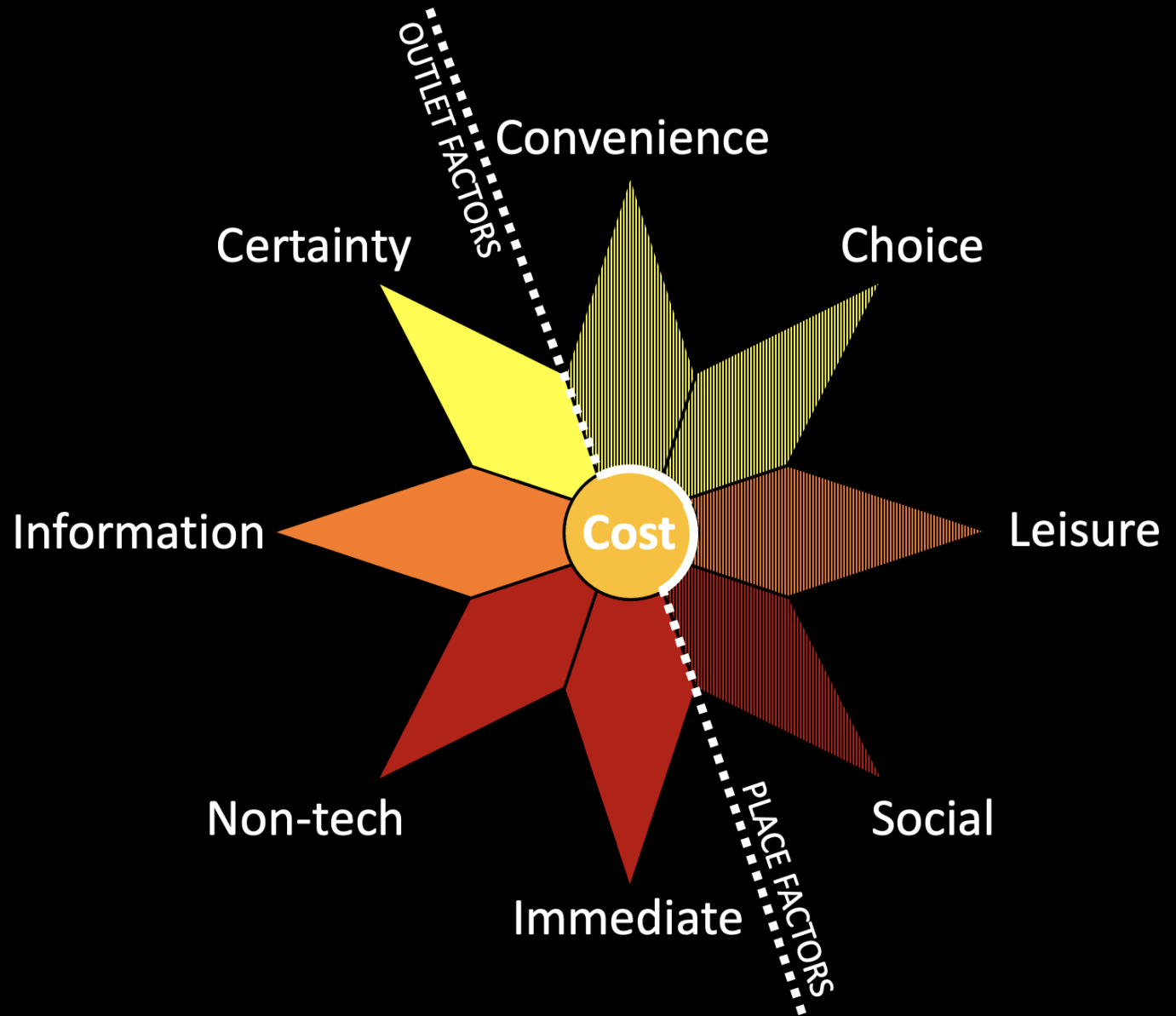
Out-of-town retail



Online retail



# Outlet vs. place factors



# Intervening in place-based factors

1. The Darwinian strategy: letting the fittest survive with natural evolution adjusting provision in line with consumer choices made within a free market
2. An interventionalist strategy: fiscal incentives, active planning, public investment and collaborative engagement with private interests proactively support physical retail
3. A mixed model: intervention is more limited and focusses largely on smoothing undesirable social and environmental impacts



# De-regulation, through PDR

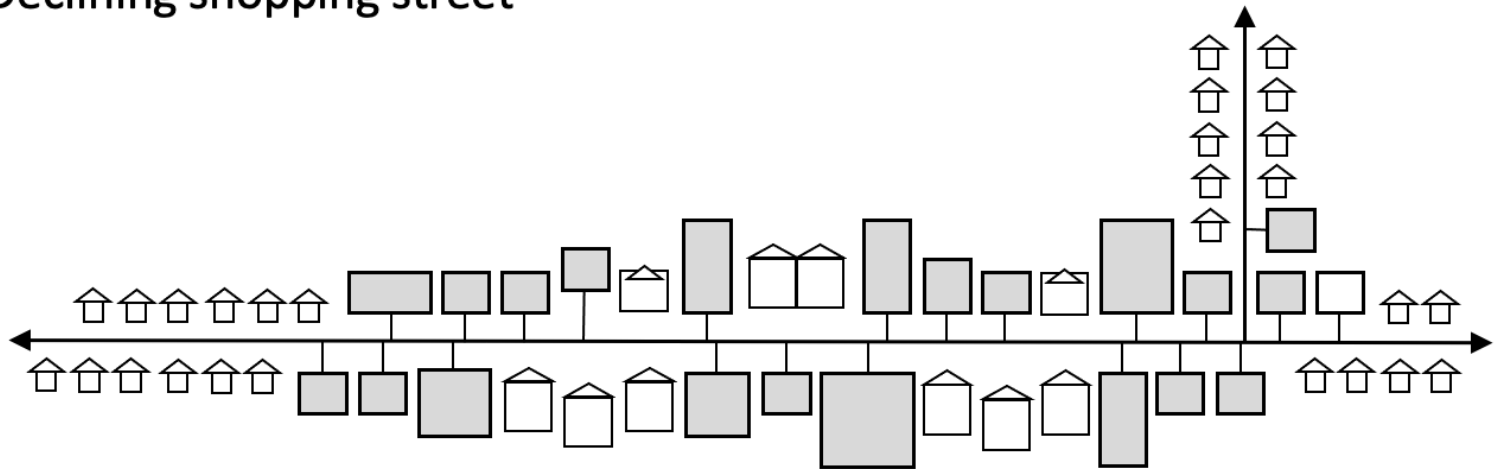
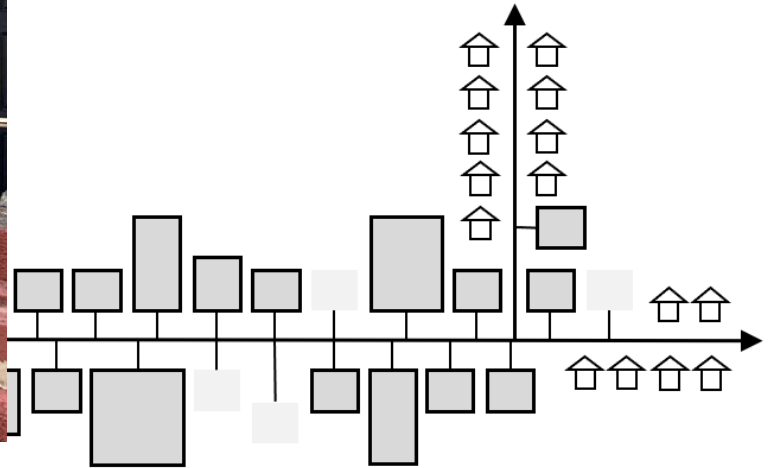


Fireplace showroom to six one bed flats (from 15 sqm each)

# De-regulation, through PDR



Declining shopping street



Ad hoc residential conversion and infill



# Intervention is more complex!

1. Proactive planning

2. Proactive design

3. Proactive curation

# Intervention, through proactive p

field Lo

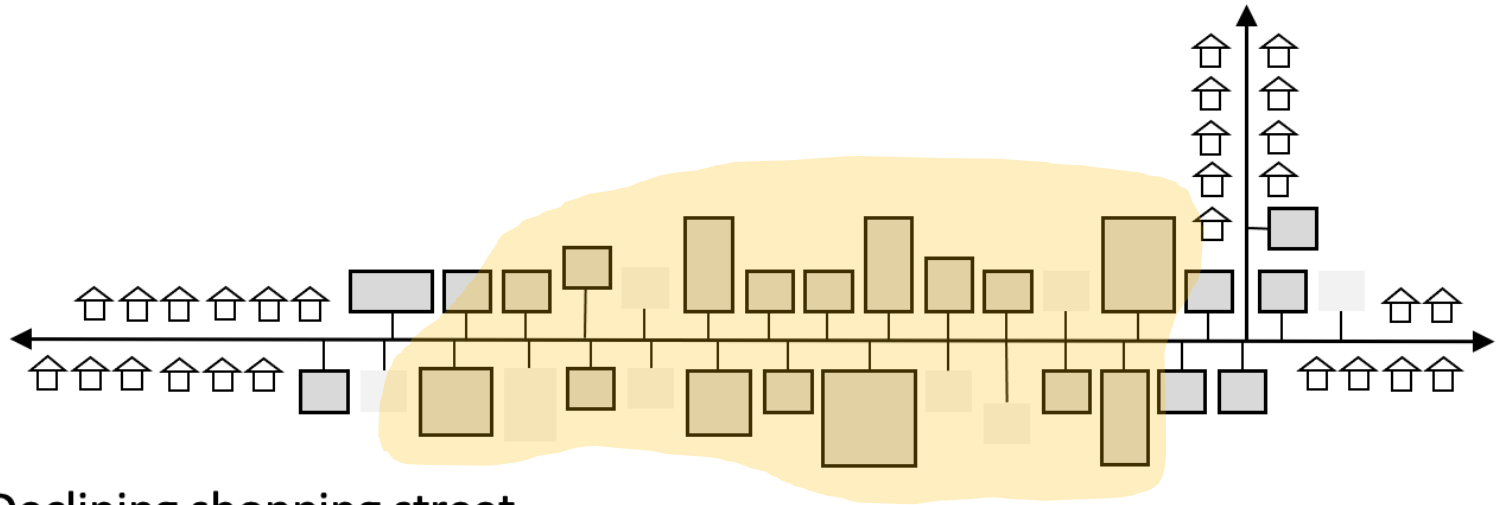
Amazon  
23 billion  
since 2010

0.6 billion 2021

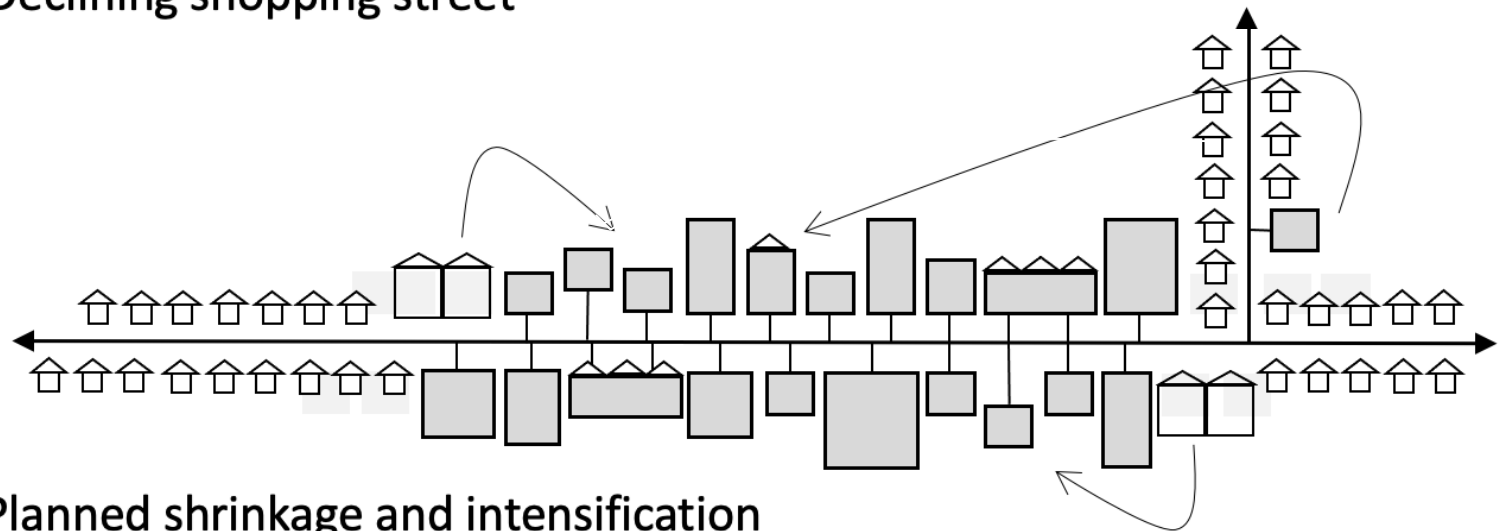
1 billion 2000

0.6 billion 2018

# Intervention, through proactive planning



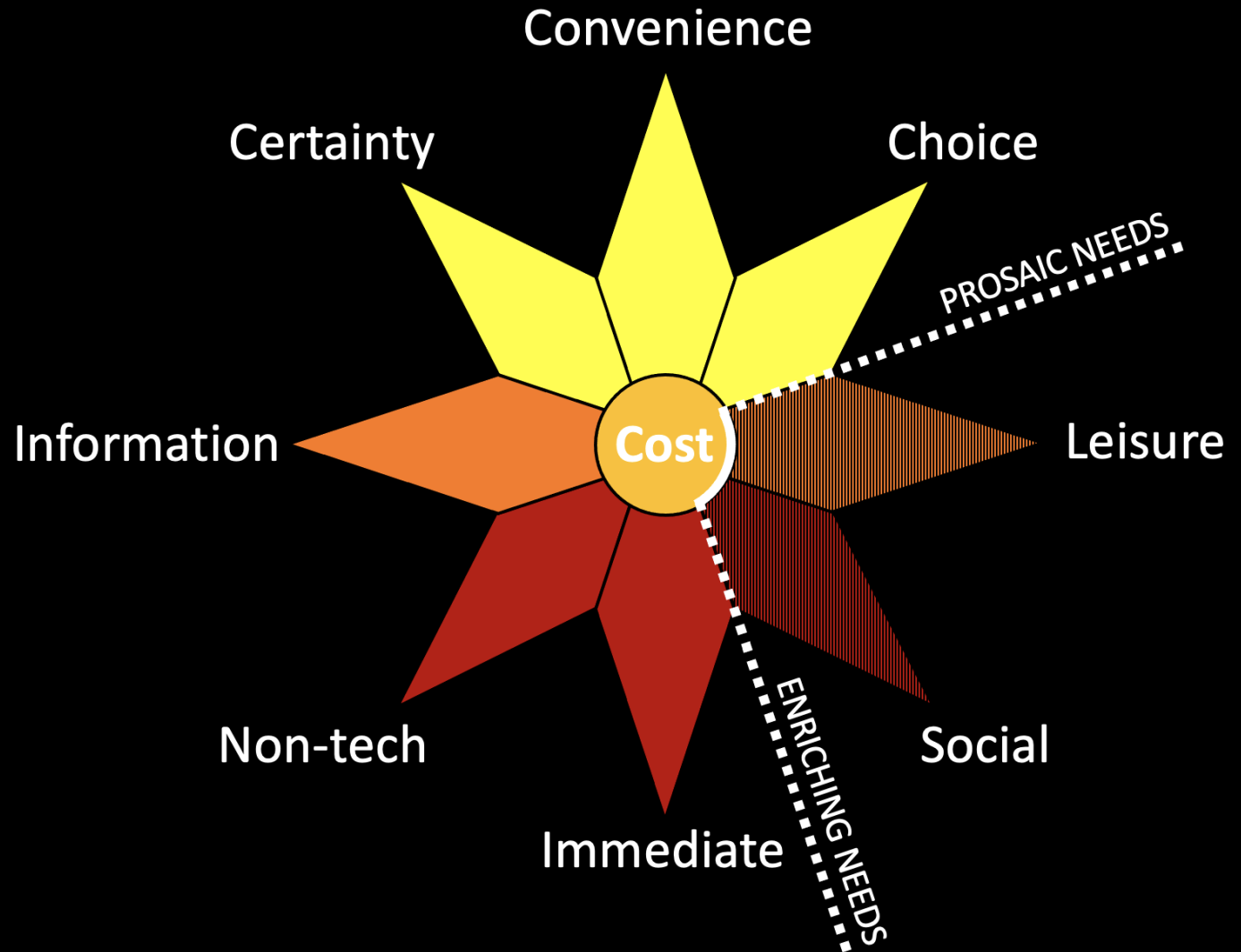
Declining shopping street



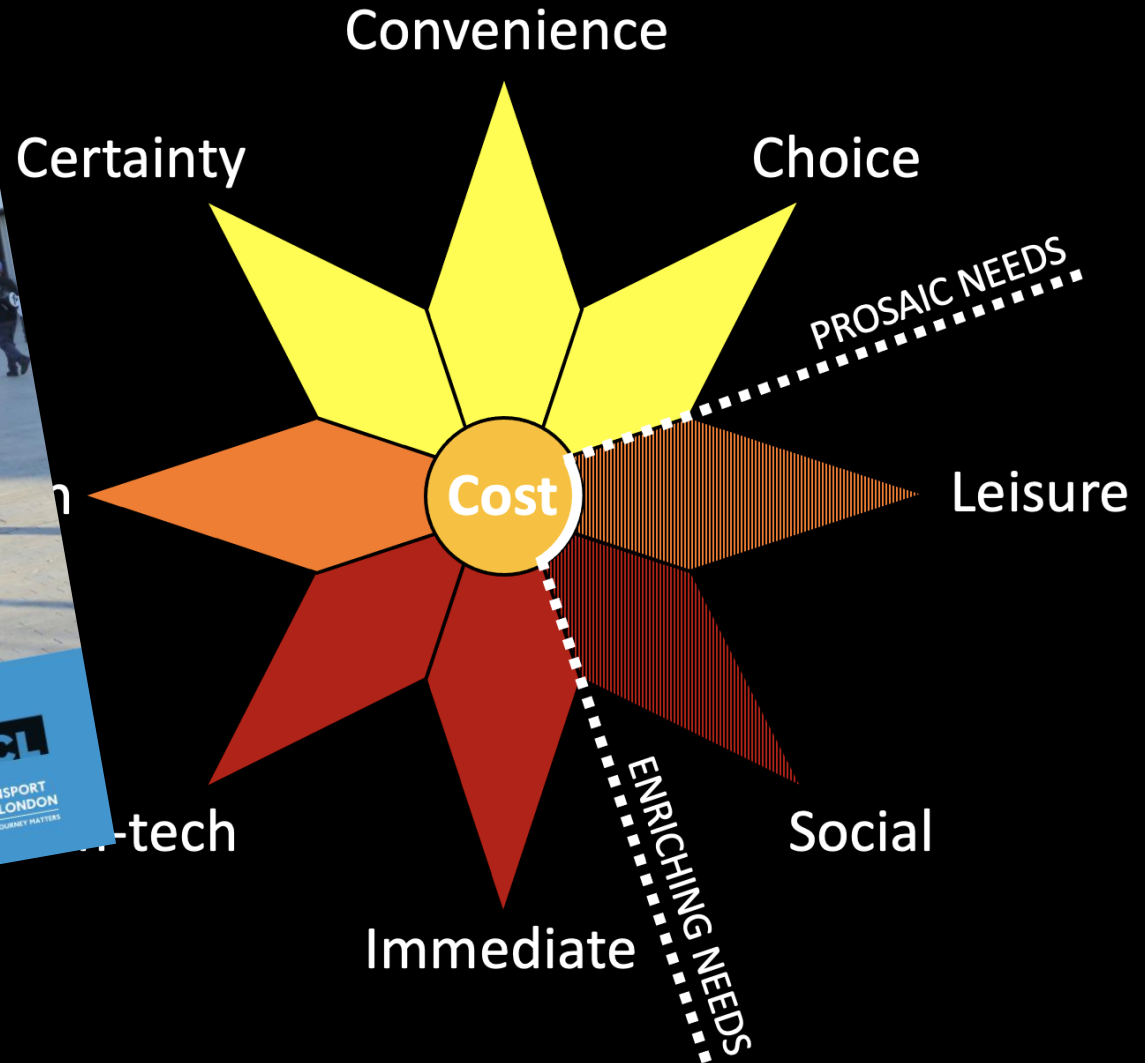
Planned shrinkage and intensification



# Intervention, through proactive design



# Intervention, through proactive design



# Intervention, through proactive design



“A new era of walking  
and cycling”



# Intervention, through proactive curation

“the high street will need to find new purpose in becoming the latest arena for customer experience innovation”  
(Daniel Abrahams 2021).

# Intervention, through proactive curation

The screenshot shows the Amazon.co.uk homepage for a user named Chris. At the top, there's a navigation bar with the Amazon logo, a search bar, and links for 'Hello, Chris Account & Lists', 'Returns & Orders', 'Try Prime', and a 'Basket' icon. Below the navigation bar, there's a 'prime' logo and a 'Try Prime again. Cancel anytime' link. The main banner features the Prime Video sign-up offer: 'Sign up now £7.99/month. Cancel anytime.' with a 'prime video' logo and a 'Sign up now' button. To the right of the banner is a grid of video thumbnails including 'LITTLE FIRES EVERYWHERE', 'RESURFACING', 'TOP GUN: SOVIET PATRIOTS', 'OUTLANDER', 'GREY'S ANATOMY', 'the office', 'ALL OF NOTHING: MANCHESTER BEGLIM', 'STAR TREK: PICARD', 'Maya', and 'playmobil movie'. Below the banner, there are several personalized recommendation sections: 'Hi, Chris' (Customer since 2004) with 'Top links for you' showing 'Your Orders' and 'Beauty'; 'Works with Alexa' showing 'Ring Indoor Cam', 'Blink XT2', 'Ring Video Doorbell 3', and 'eero mesh Wi-Fi router'; and 'Books on your favourite authors' shelves' showing a bookshelf. The bottom right corner of the screenshot is partially obscured by a photograph of an ice skating rink.

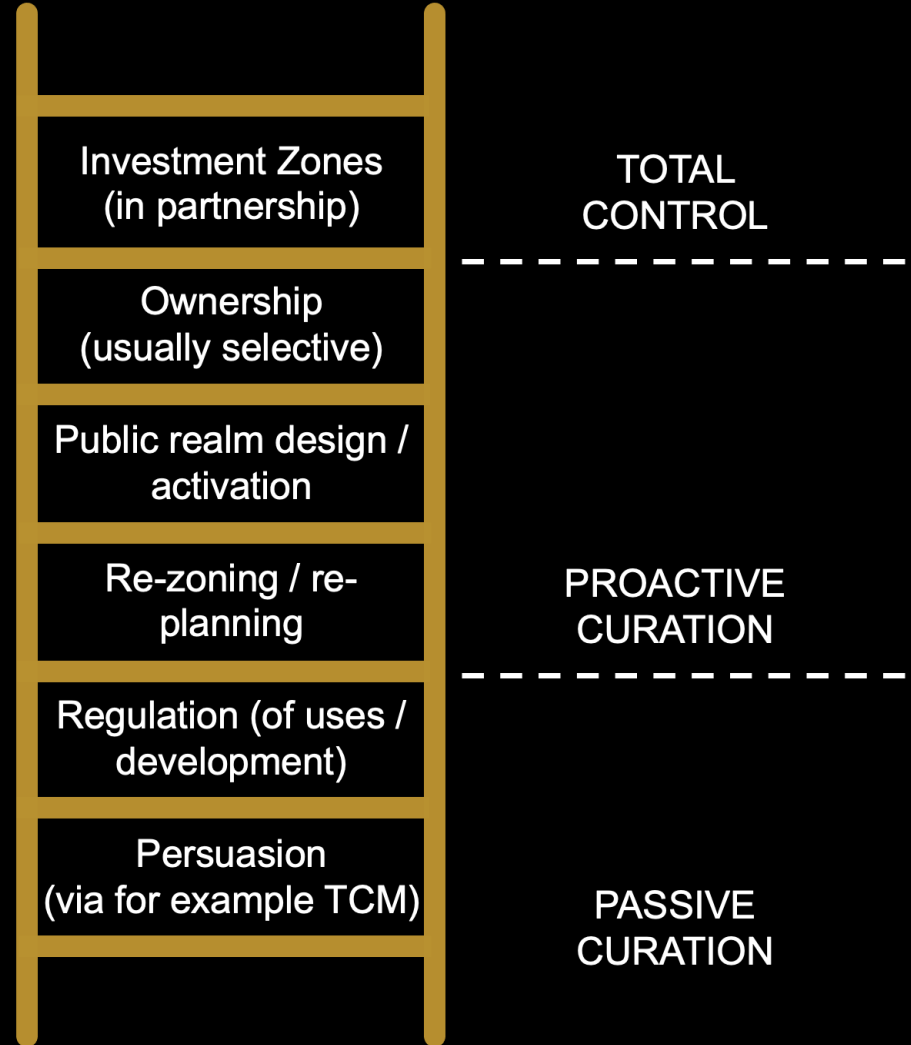


# Intervention, through proactive curation





# Intervention, through proactive curation





To conclude

C O N V E N I E N C E

C H O I C E

L E I S U R E

S O C I A L

# To conclude

PROACTIVE  
PLANNING

PROACTIVE  
DESIGN

PROACTIVE  
CURATION

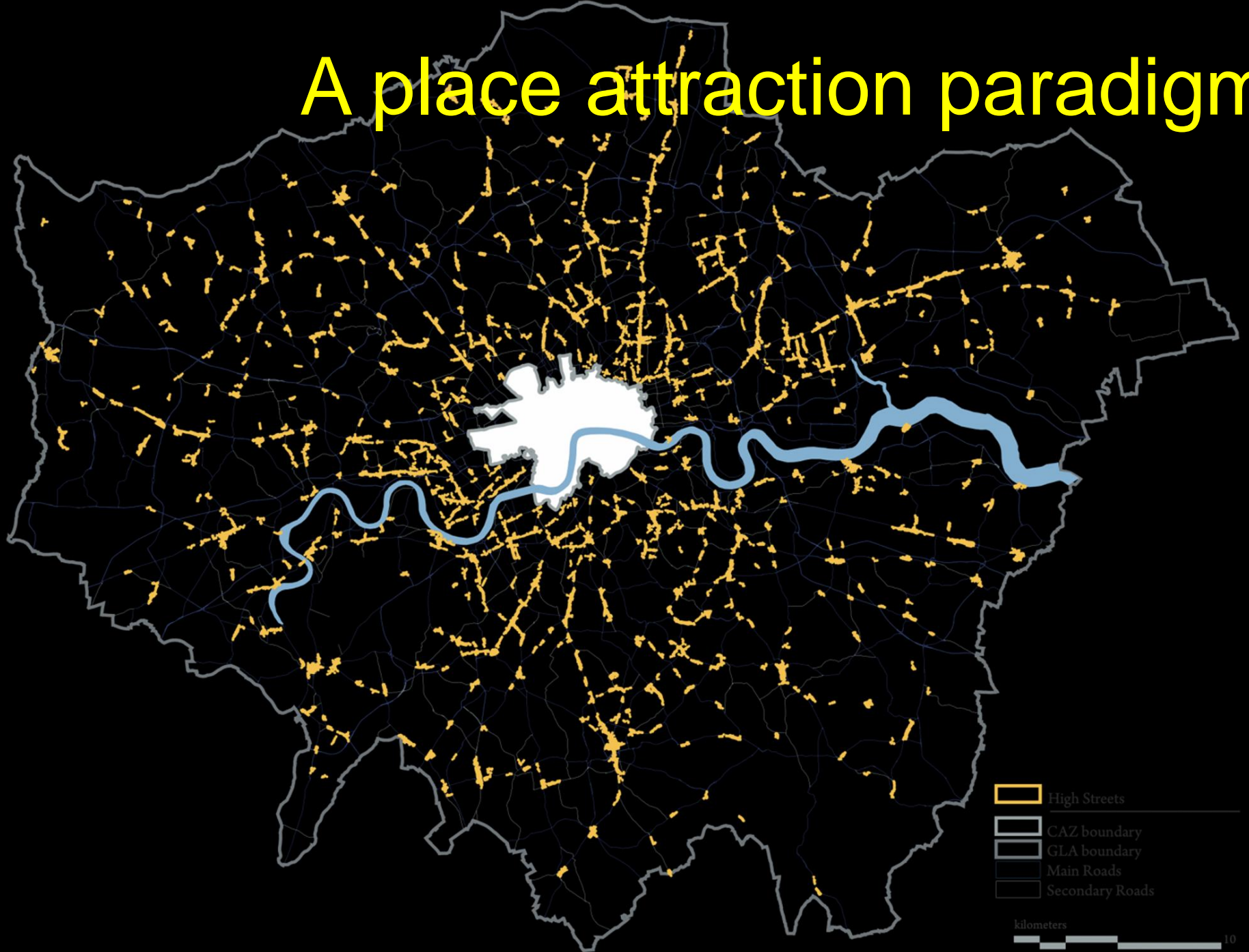
N I E N C E

S O C I A L

Eltham High Street



# A place attraction paradigm





Thank you



@ProfMCarmona

