

The Future of Green Park Gateway

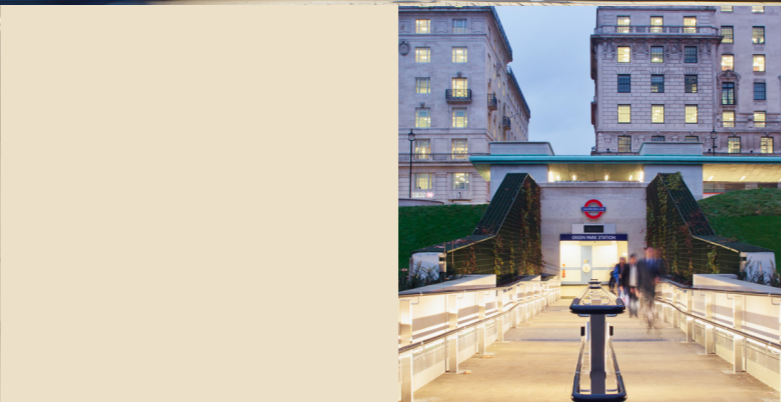


HEART
OF LONDON
BUSINESS
ALLIANCE



GREEN PARK GATEWAY

Heart of London Business Alliance (HOLBA) is seeking £21 million of investment to transform the Green Park gateway to Piccadilly, Mayfair, and St James's. The scheme will dramatically improve the public realm, boost economic output, advance sustainability and generate employment.



FOCUS AREA

The Green Park Gateway scheme will focus on the following streets:

- 1 Piccadilly
- 2 Stratton Street
- 3 Mayfair Place
- 4 Arlington Street
- 5 Bennet Street
- 6 Berkeley Street

GREEN PARK

SCHEME BENEFITS

The benefits of the scheme include:

- ◆ An area which is fit for purpose
- ◆ An elevated experience from the moment of arrival
- ◆ A greater sense of place and identity
- ◆ A public realm that better reflects the profile and quality of its occupants and landlords
- ◆ Enhanced accessibility
- ◆ Increased dwell time and travel in and around the area
- ◆ Improved air quality and reduced noise pollution



RETURN ON INVESTMENT

A £21 million investment will deliver high returns:



TANGIBLE DELIVERY

The Green Park Gateway scheme will deliver:

- ◆ A high-quality public realm gateway
- ◆ More pedestrian crossings
- ◆ Widened footpaths
- ◆ Simplified traffic management
- ◆ A traffic free Mayfair Place
- ◆ Enhanced forecourts
- ◆ Increased tree planting and green space

+£1.5 bn

A boost in economic output of the area to £1.5 billion by 2040, a 4.1% increase compared to a 'do minimum' scenario

+10%

A 10% increase in land values to an estimated total of £5.1-5.3 billion by 2040, compared to £4.8 billion without the scheme

+11%

An estimated 11% increase in commercial rental income amounting to a cumulative additional £105-140 million in rents by 2040

+£47sqm

An increase in property values by £47 per sqm compared to a 'do minimum' scenario'

+4.1%

A 4.1% increase in Gross Value Added

+500

An additional 500 new jobs created

CURRENT
STRATTON STREET



PROPOSED



CURRENT
PICCADILLY, OUTSIDE
GREEN PARK STATION



PROPOSED

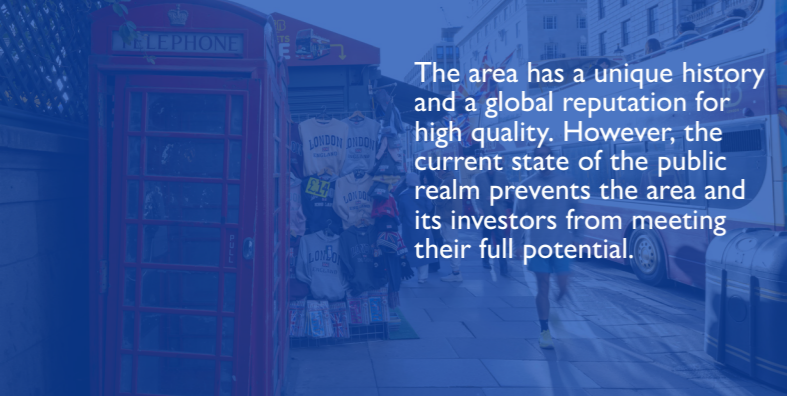


CURRENT
MAYFAIR PLACE



PROPOSED





The area has a unique history and a global reputation for high quality. However, the current state of the public realm prevents the area and its investors from meeting their full potential.



Crowded, cluttered footpath pushing pedestrians onto the street.
←



Unightly commercial bins cluttering footpath.
→



CHALLENGES

Confusing, cluttered and crowded entrance for visitors



Prioritisation of vehicles causing air and noise pollution on Piccadilly and surrounding streets



Narrow footpaths and unsafe crossings for pedestrians



Limited seating that reduces dwell time



Poor wayfinding for visitors hindering navigation and accessibility



Inconsistent footpath quality reflecting poorly on high-quality businesses



Lack of shade for visitors during extreme weather



SOLUTIONS

→ Improved entrance for a coherent, calm and quality environment

→ Better traffic management for reduced air and noise pollution to provide a better environment

→ Wider footpaths, better lighting and improved crossings for pedestrian safety

→ More seating for a welcoming environment and longer dwell time

→ Enhanced wayfinding at junctions and crossings to improve navigation

→ High-quality public space to complement the area's businesses

→ Green corridors with trees for shade, increased biodiversity and weather resilience



New trees and raised median creating a more pleasant entrance to the area.
←



Wider, higher quality footpaths provide a better pedestrian experience.
→



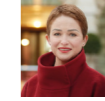


Heart of London Business Alliance

Heart of London Business Alliance (HOLBA) is a membership organisation representing and delivering improvements for over 600 West End businesses and property owners. The Heart of London area attracts over 200 million visitors a year, is home to over 45,000 jobs and its economy has an annual gross value added of £4.6 billion.



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