

Vision for St Martin's Lane



Investing in St Martin's Lane

As custodians of the commercial and cultural wellbeing of the area, Heart of London Business Alliance seeks to improve the built environment to create a sense of place, ensuring St Martin's Lane thrives long into the future.

Investing in St Martin's Lane will:

- Elevate the area's reputation as a **key destination** in London
- Contribute to an **increase in footfall** by attracting and retaining visitors
- Extend the network of **people-friendly streets** from Covent Garden into the St Martin's area
- Enhance the **international appeal** and global competitiveness of London



St Martin's Lane today

Business Case for Investment

Research carried out by Arup shows investment in the West End's public realm could result in:

57%

Increase in Gross Value Added (an additional £2.6bn)

200%

Increase in rental income

24%

Increase in jobs (11,000)

Public Realm Scheme Impact

Benefits of transformational public realm schemes in neighbouring areas:

84%

Increase in footfall as a result of the Baker Street public realm scheme

25%

Increase in footfall as a result of the Bond Street public realm scheme

Transforming St Martin's Lane

Heart of London Business Alliance proposes major improvements to reinvigorate the St Martin's area, elevating its status as a core part of London's West End.

We seek to improve the quality of the public realm to grow the area's appeal as a great place to live, work, visit and invest.

Through these transformational changes, St Martin's will be a place that residents, businesses and world-class arts institutions will be proud to call home.

Pedestrian Priority

St Martin's Lane will become a **pedestrian priority street** from 12 noon until midnight.

Footways will be doubled in width, with a flush carriageway, creating a friendlier environment for pedestrians, to attract and retain visitors and also for **alfresco dining** to become a permanent feature of St Martin's Lane.

Greening

A sequence of **elegant trees, surrounded by planting, new seating and architectural lighting** will transform St Martin's Lane by day and night, enhancing the environment as an attractive place to visit, enjoy world-class performing arts, work and do business.

Access and Traffic Management

Deliveries and servicing will be planned and managed so they take place in the mornings, to create an uninterrupted space for residents, visitors and workers to enjoy in the afternoons and evenings.

Through traffic will not be permitted in the afternoons and evenings, which is expected to **halve the number of vehicles** on the street. Inset parking bays will be longer to accommodate the specific needs of theatres, which when not in use will become part of the footway.

Access will be maintained for taxis, residents, registered disabled, emergency vehicles, planned servicing vehicles and theatre get-in and get-outs from 12 noon to midnight.



The area will enjoy added benefits including:

- Safer roads through the introduction of traffic-free periods
- Reduced pollution and carbon emissions, contributing to a net zero carbon economy
- Reduced flood risk through the incorporation of natural drainage and planting
- Reduced crime and anti-social behaviour through designing spaces that discourage these types of activity
- Improved wellbeing of people who live, work or visit the area, by creating spaces where people can relax
- Curated, accessible public art and on-street events

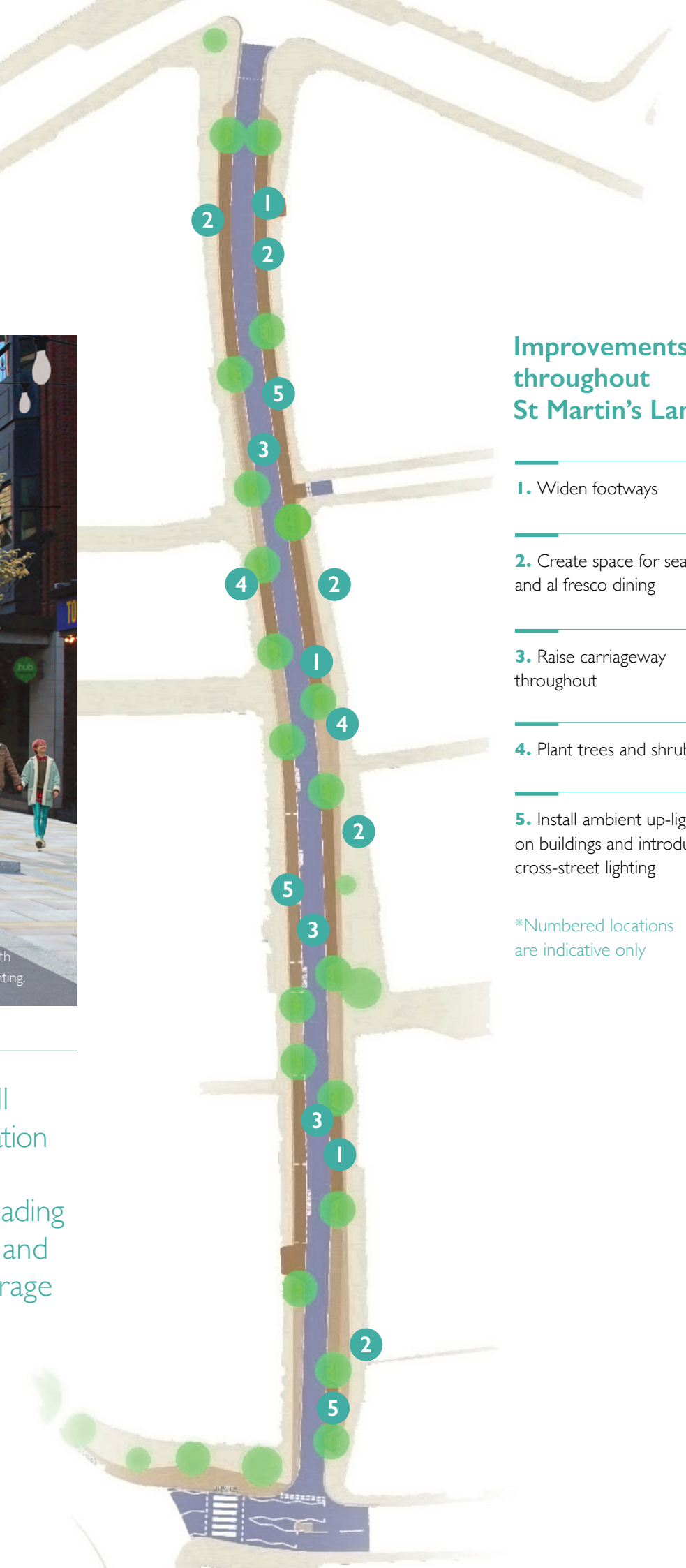
*Proposals are subject to detailed design, consultation and statutory approvals

Our proposals will enhance the reputation and character of St Martin's Lane, leading to greater footfall and an increase in average visitor dwell time.

Improvements throughout St Martin's Lane

1. Widen footways
2. Create space for seating and al fresco dining
3. Raise carriageway throughout
4. Plant trees and shrubbery
5. Install ambient up-lighting on buildings and introduce cross-street lighting

*Numbered locations are indicative only

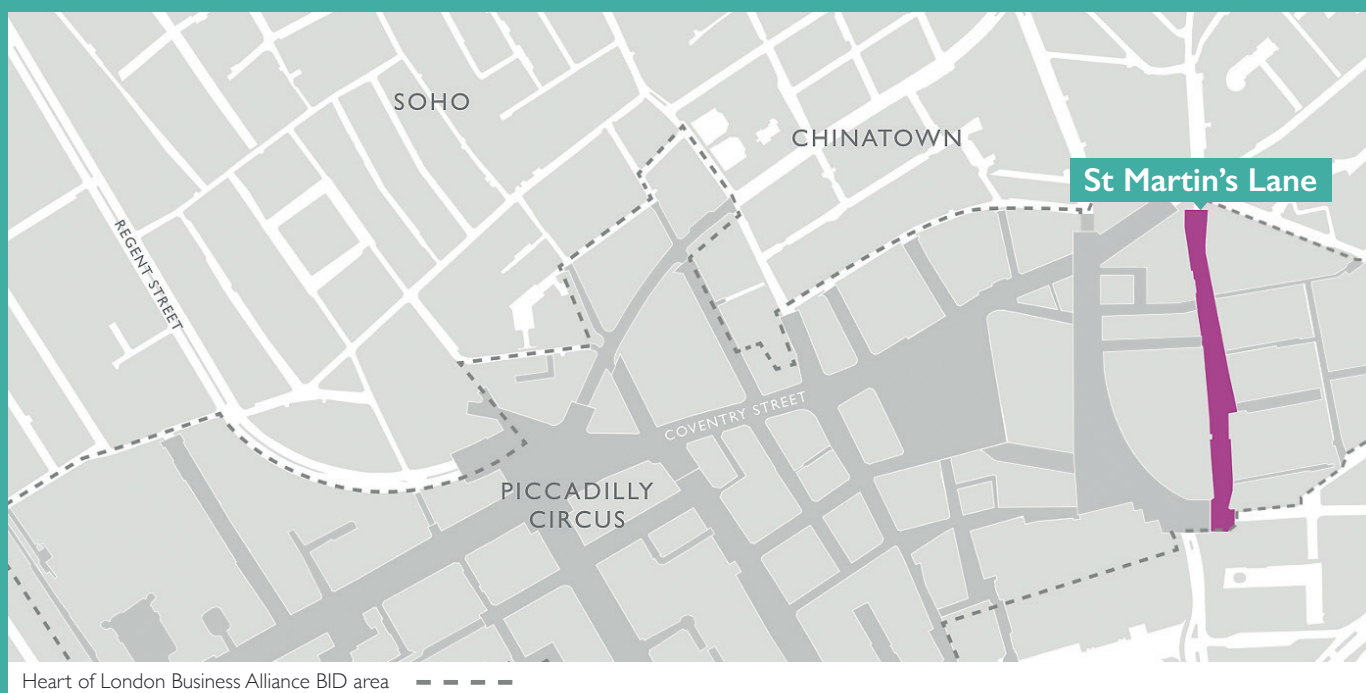


St Martin's Lane

St Martin's Lane has great potential to become a premier street in the heart of the West End.

Dating back to the 17th century, St Martin's Lane was once noted for an academy founded by the painter William Hogarth. It was also home to upholsterers and cabinet makers, including Thomas Chippendale.

Today, you will find the English National Opera, two West End theatres, the Duke of York's Theatre and the Noël Coward Theatre, as well as hotels, bars, restaurants, cafés, independent art and antique dealers and a number of offices. It is an important connecting street between Trafalgar Square, Shaftesbury Avenue and Covent Garden.



Find out more

We are seeking voluntary private sector contributions to match-fund our application to the Community Infrastructure Levy (CIL) with Westminster City Council.

The St Martin's Lane project is estimated to cost £3.5m and we are seeking contributions based on each business' footprint.

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