

Unlocking potential...

...by helping
to **regenerate**
areas in which
we operate

Pedestrian connectivity
Our design will create new pedestrian connectivity between Rathbone Place and Newman Street via a new landscaped public square.



Rathbone Square, W1

At Rathbone Square, W1, we are creating a new public square for use by local residents, office occupiers and visitors to the area.

At our 2.3 acre site, immediately north of the East End of Oxford Street, we will be transforming the former post office warehouse site into a vibrant, mixed-use destination.

Our high quality design, approved by Westminster City Council in February 2014, will provide new pedestrian connectivity between Rathbone Place and Newman Street via a new landscaped public square filled with mature planting, lawns, trees and water features. Previous 'dead' frontage along Newman Street and Rathbone Place will be replaced with retail units and both the massing of the scheme and materials used will be sympathetic to the surrounding building stock. The scheme will also provide 20 affordable housing units on-site in an area of the West End which is short of this type of accommodation.

Demolition will start this year with completion in 2016. The proposed development scheme is expected to be an important contributor to our financial performance in the coming years and we will look to manage the associated market risk through a pre-sales marketing campaign for the 142 private residential apartments and pre-let opportunities for the commercial space.

“We are pleased to be creating a truly mixed use scheme, comprising offices, retail and both private and affordable residential accommodation, which, together with the new public realm, will have a transformational impact on this part of the West End.”

Neil Thompson
Portfolio Director, GPE

“GPE’s approach in engagement on this distinctive, characterful proposal of high architectural and urban design quality was exemplary.”

Cllr Robert Davis DL
Deputy Leader of Westminster City Council and Cabinet Member for the Built Environment

