

Press Release



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GPE commits to redevelopment of its Soho Square Estate, W1

Great Portland Estates plc (GPE) today announces that it has committed to the redevelopment of its Soho Square Estate, W1, which is set to deliver a best-in-class HQ building into a West End market increasingly starved of high-quality supply.

The c.90,000 sq ft development will include 75,000 sq ft of high-quality Grade A offices and 15,000 sq ft of prime retail space fronting Oxford Street. Located just minutes from Tottenham Court Road station, the scheme will strengthen GPE's presence along the Elizabeth line and complement its existing cluster of buildings in Soho, including the nearby 141 Wardour Street, W1 and 16 Dufour's Place, W1.

Designed to meet evolving customer requirements, the office space will offer typical floorplates of around 12,000 sq ft, a size increasingly sought after in the West End market, alongside extensive outdoor space, high-quality amenities and strong sustainability credentials.

Demolition is expected to commence shortly, with completion targeted for summer 2030.

Piers Blewitt, Director of Development Management at GPE, commented: "This is a rare opportunity to create a flagship HQ at one of the West End's most sought-after locations. Just moments from Tottenham Court Road station, the scheme builds on our successful Elizabeth line strategy and responds directly to demand for best-in-class, well-connected workplaces. With the market circa 50% undersupplied between now and 2030, we believe we will deliver our scheme at the right point in the cycle."

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