

# Regenerating Oxford Street

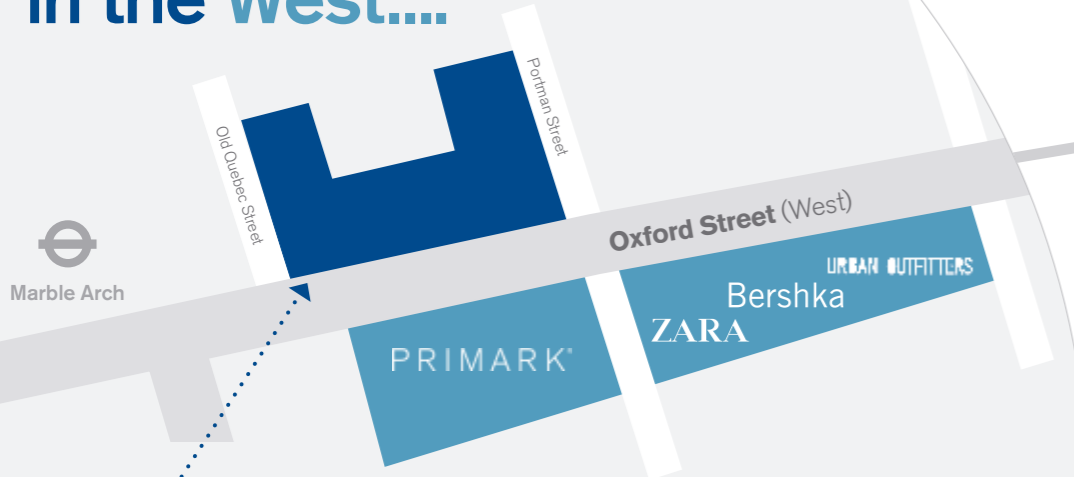
## The eastern end of Europe's busiest shopping street is being transformed.

Oxford Street is a key retail destination, generating average weekly footfall of more than 600,000 visitors. However, East Oxford Street had been blighted for a generation by, amongst other things, the uncertainty around whether Crossrail would progress resulting in significant under-investment and relatively low rental levels.

Crossrail delivery is now well underway, with new stations at Tottenham Court Road and Dean Street being built. Investment in the area is increasing, high quality retailers are opening stores and footfall is on the up. Our experience at Mount Royal at the western end of Oxford Street demonstrates that increased footfall can transform the rental tone. With our two significant development schemes within 50 metres of the Dean Street Crossrail station, GPE will contribute to this regeneration and materially benefit from the resulting improvement in rental levels. Together these schemes will deliver around 500,000 sq ft of high quality retail, office and residential space.



## Our success in the West....



### Mount Royal, W1

Our active asset management, combined with the additional footfall from a new Primark store at the western end of Oxford Street, has allowed GPE to transform the retail offering and increase Zone A rents.

Zone A rents increased by **69% in two years**

2010: **£295 per sq ft**

2012: **£500 per sq ft**



### Rathbone Place, W1

Estimated start: **2014**

Size: **414,100 sq ft**

This major mixed use scheme will deliver Grade A offices and prime residential units around a new public square offering restaurant and boutique retail space. Our planning application was submitted in May 2013.



## ...we will repeat in the East



“The east end of Oxford Street represents one of the most exciting regeneration stories in the West End – we have a major part to play.”

James Pellatt Head of Projects



### 73/89 Oxford Street, W1

Estimated start: **2014**

Size: **88,100 sq ft**

This project will transform inefficient office and retail units into grade A office and flagship retail space. Our planning application was submitted in March 2013.

### Our teams

Asset management

Development management

Investment management