

July 2023

An exciting new vision to revive a London landmark: 10 Piccadilly

The Crown Estate is bringing forward exciting proposals to create a mix of uses, from food and retail to leisure, within a restored and retained 10 Piccadilly to reflect its heritage.

Our proposals will:



Refurbish and enhance this historic 100-year old building by reimagining an exciting multi-use destination while protecting its heritage



Provide modern, prime 'headquarters-style' office space, supporting the West End economy



Increase 10 Piccadilly's sustainability credentials, including a modern refitting of the building and the replacement of outdated and inefficient windows installed in the 1980s



Introduce unforgettable new rooftop dining and lifestyle experiences alongside, new food and retail outlets



How 10 Piccadilly could look from Coventry Street.

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The 10 Piccadilly Project Team:



Developer and landowner

Piercy & Company

Architects



Planning consultants



Donald Insall Associates

Heritage consultants



Transport consultants

d e n d y | b y r n e

Project managers



Community engagement consultants

Reinvigorating the West End

We are one of the West End's largest landowners. Our estate spans 10 million sq ft, primarily around Regent Street and St James's, and includes some of London's most iconic places to live, shop, work and enjoy.

We have developed a Vision for our London Estate which considers how we can support the renewal of London, Westminster and the wider West End. Our London Vision seeks to help us address some of our shared economic, social and environmental challenges; from how we can help deliver on our sustainability objectives, to protecting the heritage of our estate, meeting the evolving needs of communities including jobs and skills, improving accessibility and contributing to business growth in the West End.

As part of this, we have developed a new Vision which will support our ambitions to support the renewal of London, Westminster and the West End across our Estate.

Our vision is driven by three key principles:



Welcoming and accessible

Celebrating and attracting a diverse range of people whatever their needs, creating inclusive places



Leading urban sustainability

Tackling climate change together, making our places healthier and greener



Shaping places and destinations

Creating connected and thriving destinations for people and businesses

10 Piccadilly will play a vital role in supporting our wider ambitions across the West End and London.

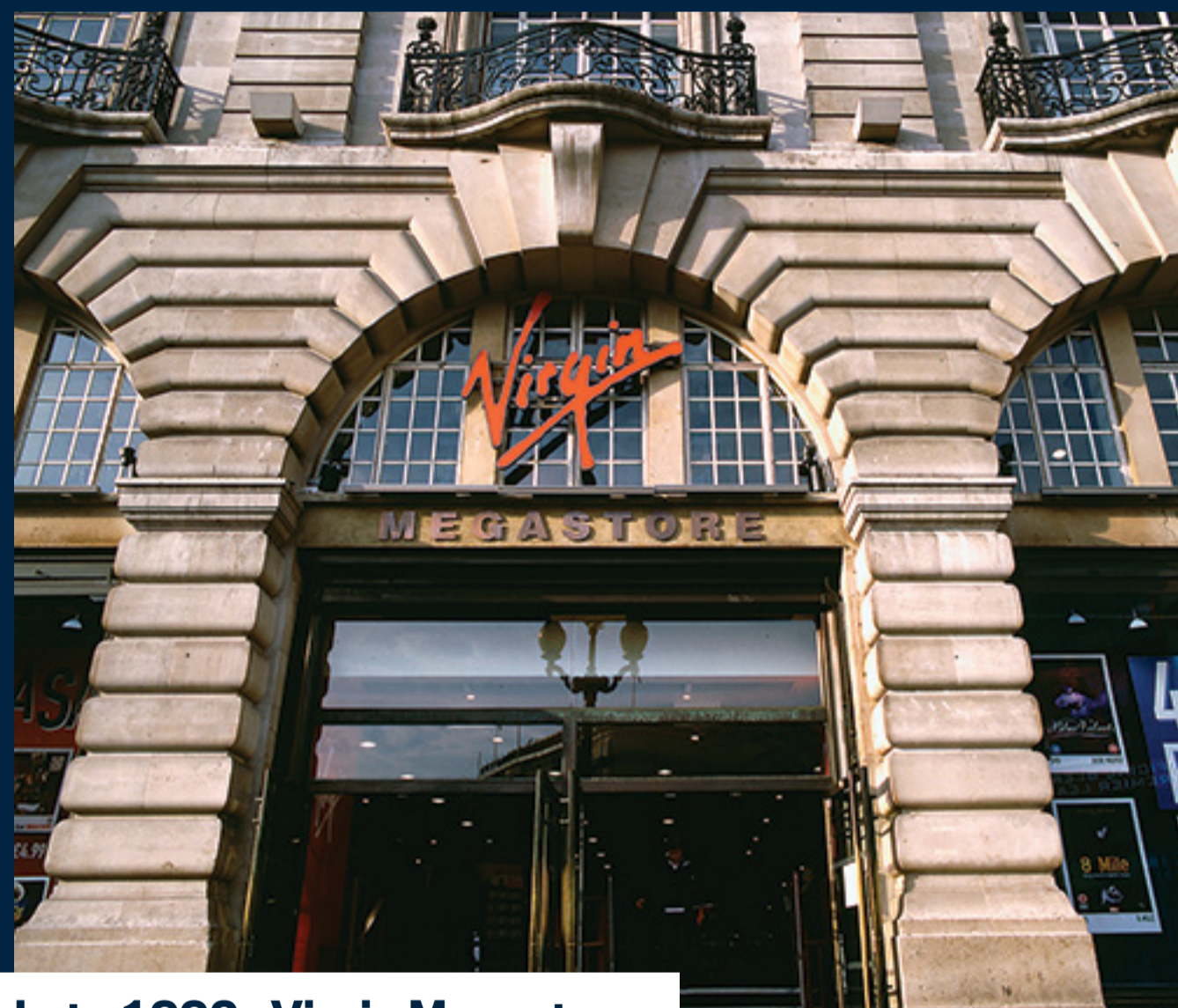
Restoring and retaining a landmark building



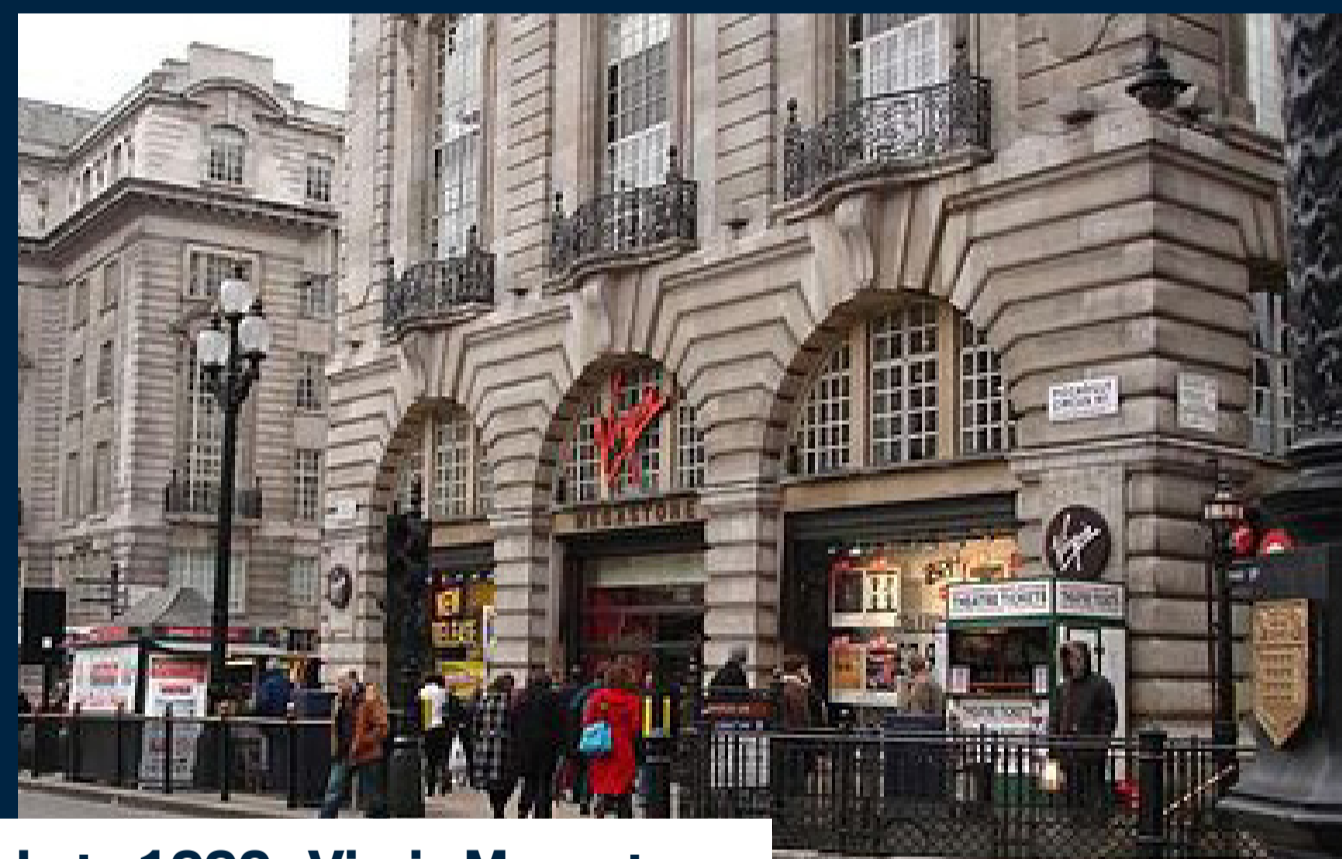
Early 1930s 10 Piccadilly.



Early 2000s The Sting.



Late 1990s Virgin Megastore.



Late 1990s Virgin Megastore.

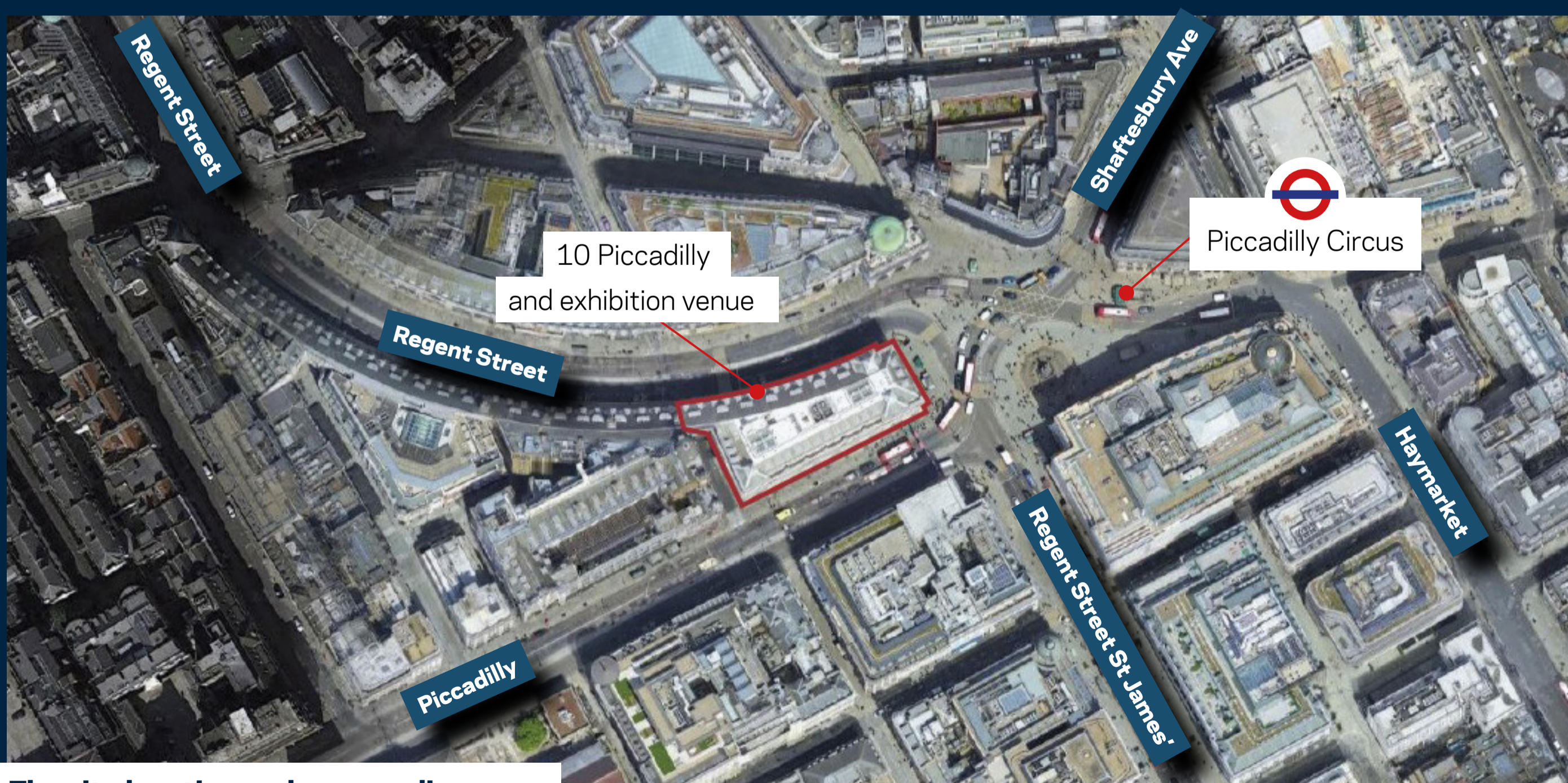
A Grade II Listed building, 10 Piccadilly has stood at the heart of Piccadilly Circus for over 100 years.

It was first home to the Swan and Edgar Department Store, and then as the flagship store for Tower Records in the 1980s. It has become an office and retail offering in recent times.

The existing building, constructed in 1925 and internally re-modelled in the 1980s, has building systems now approaching their end of design life and office floors in need of an upgrade.

10 Piccadilly's refurbishment and enhancement will ensure the building is fit for the future, while respecting its historic legacy.

It also gives us an opportunity to explore how we can deliver on our ambitions for the wider West End, by providing new food and retail experiences, alongside new office spaces and employment opportunities.



The site location and surrounding area.

Protecting our heritage with a greener future



How 10 Piccadilly's reception could look from Piccadilly.

Since the 1980s, 10 Piccadilly has largely remained unchanged. The building needs a strong and sustainable future, and we're prepared to invest in it. We want to refit the building, retaining the fabric of its historic character while upgrading its condition and improving its sustainability credentials to meet the highest standards.

We've brought on world class heritage and architecture teams in Donald Insall Associates and Piercy & Co to support us in re-establishing 10 Piccadilly as an iconic London destination, while protecting the building's heritage.

How can we achieve this? We will:



Clean and revive the current external Portland stone façade, keep the original staircases, and redesign the building's windows to match the original designs



Use low-carbon materials, improving the building performance, and provide low-carbon servicing with a management plan



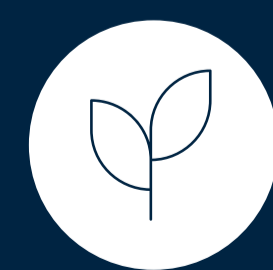
Retain the building and make key structural improvements to ensure it is more energy efficient and future-proofed



Aspire to meet best in class sustainability standards, including BREEAM 'Excellent', the industry standard, and introduce smart monitoring



Replace the poorly performing windows with heritage double-glazed windows, increase the wall insulation, and add air source heat pumps



Provide greening on the rooftop and existing terraces



How the heritage double-glazed windows could look.

High-quality designs

We will be preserving the existing building, ensuring that the aesthetic of the building design remains the same and complements the surrounding area.

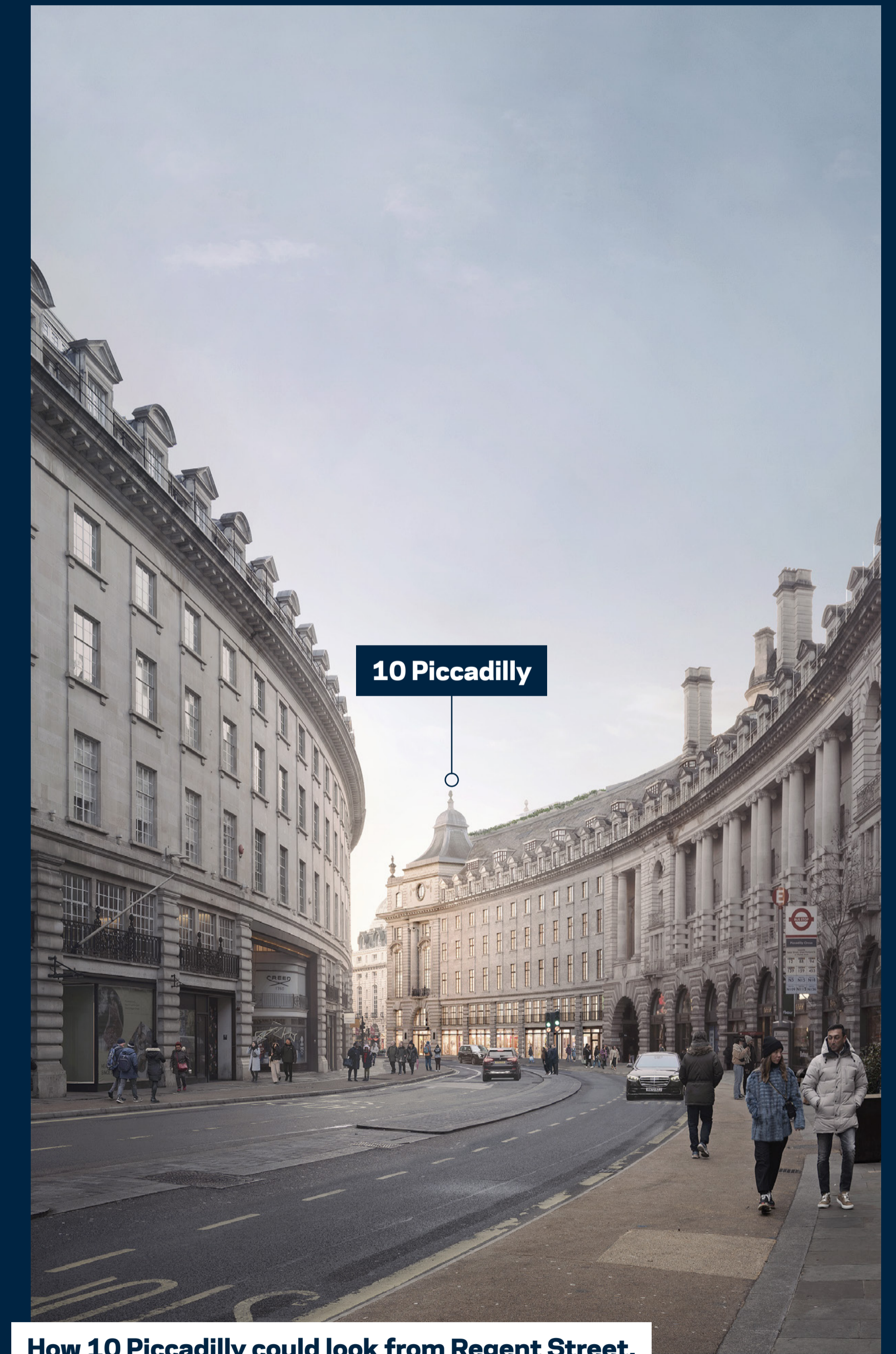
Some changes are proposed to the entrance, rooftop, windows and some shopfronts; however, these changes will be in line with the existing building exterior, and the height and massing will remain the same.

The arrival space on Piccadilly and Air Street will incorporate the existing retail spaces on the corner of Air Street, helping to bring further activity and excitement to the area.

We are also currently in discussions with TfL to re-open the basement entrance at Piccadilly Circus station to ensure quick and easy access to and from the building.



How 10 Piccadilly could look from Coventry Street.



How 10 Piccadilly could look from Regent Street.

New food and dining experiences

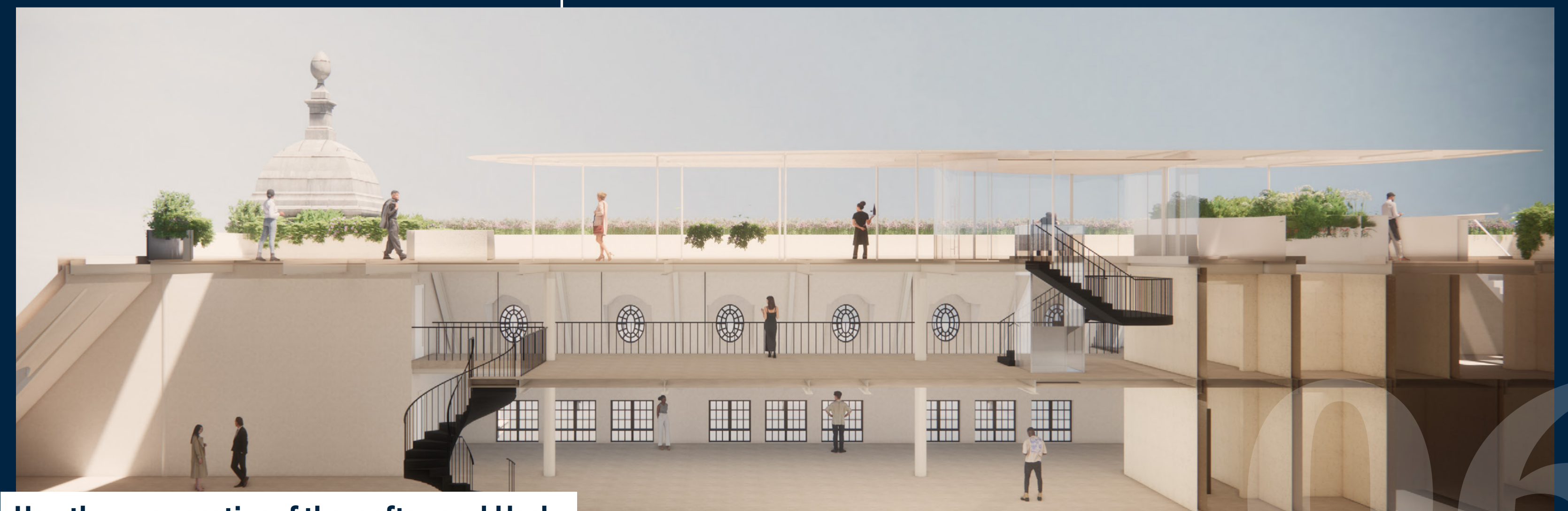
10 Piccadilly stands amongst a rich mix of food, retail, and business spaces in the West End. Our vision is to add to this with world-class experiences.

We are proposing activating the rooftop space to create a restaurant set above Piccadilly Circus. Using careful planting and design, we can remove the plant equipment visible along the ridgeline and create a unique space for everyone to enjoy.

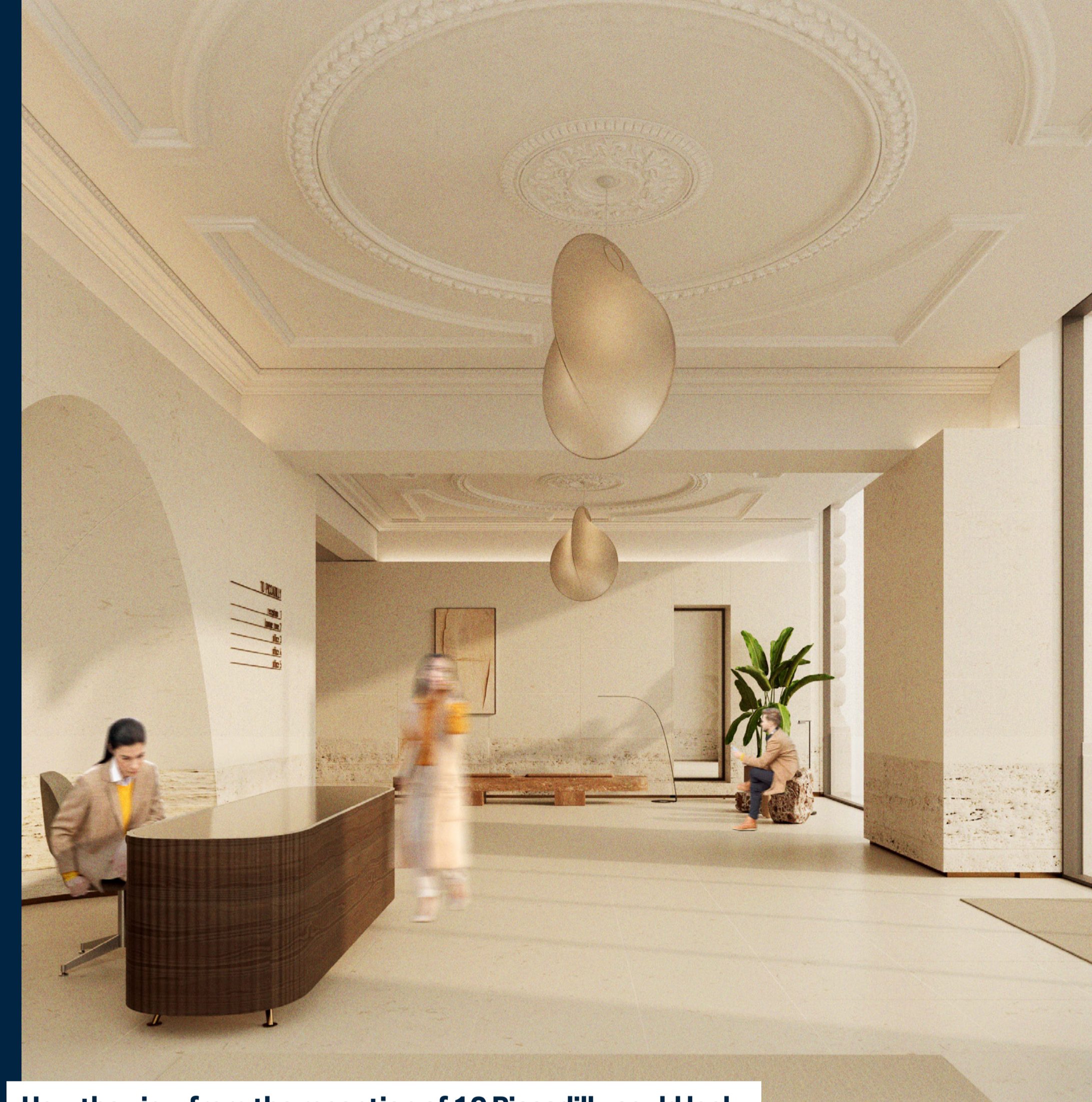
We will also be introducing new outstanding food and retail outlets, which could include a new food hall on the ground and lower floors.



How the view from the rooftop of 10 Piccadilly could look.



How the cross-section of the rooftop could look.



How the view from the reception of 10 Piccadilly could look.

A major employment opportunity

Piccadilly Circus lays claim to some of the capital's biggest employers.

We believe 10 Piccadilly can add to this, offering an opportunity to host almost 5,000 sqm of prime 'headquarters-style' office space delivering over 600 jobs.

Have your say

You can share your views or get in touch with us by:

- Speaking with us here
- Filling out one of our feedback forms
- 10piccadilly@londoncommunications.co.uk
- 0800 307 7647
- Visiting our website at 10piccadilly.co.uk or scanning the QR code



Next steps

Our timeline for 10 Piccadilly

- July - Autumn 2023**
Public consultation
- Autumn 2023**
Planning application submitted to Westminster City Council
- Winter 2023/Spring 2024**
Application considered at Westminster City Council's planning committee
- 2024**
(In the event of a successful application)
Construction work begins on site

Thank you for
attending this
exhibition