



# URBAN VISION



LONDON HERITAGE QUARTER



## INTRODUCTION

### OUR URBAN VISION

**The Urban Vision celebrates the history and character of the London Heritage Quarter, one of central London's most iconic locations and a popular destination for workers and visitors. With a people-centred approach, this vision and its underpinning strategies aim to unlock the potential of south Westminster by regenerating, activating, and enhancing its streets and spaces. These changes will create a vibrant and memorable quarter reflecting the area's diversity, complementing its rich heritage and distinctive architecture.**

#### Principles

The vision outlines comprehensive improvements for Victoria, The Northbank, Victoria Westminster, Whitehall, and the riverfront, guided by principles designed to improve the area's performance and meet the evolving demands of urban life. The principles have been distilled through extensive engagement, survey analysis, and policy reviews to create a quarter that is:

- Memorable, appealing, and welcoming
- Resilient, sustainable, green, and healthy
- Safe, connected, and operationally efficient

#### Project Descriptions & Ambition

The Urban Vision celebrates the heritage and character of the London Heritage Quarter, one of central London's most iconic locations and visitor destinations. The vision leverages the potential of south Westminster to regenerate, activate, and enhance its streets and spaces. Proposed initiatives include enhancing the riverfront with improved connections to award-winning parks and gardens, as well as better access to transport hubs. In addition, improved infrastructure, transport, and amenities are prioritised.

The strategic projects outlined in the vision introduce incremental improvements as part of both large-scale initiatives and smaller enhancements. Our vision connects major upgrades to Victoria Station with improvements

along Victoria Street, Cathedral Piazza, and the area's side streets, creating a district-wide transformation. Proposals include the rejuvenation of key locations including Strand, Trafalgar Square, Whitehall, and Parliament Square, establishing a greener and more activated ceremonial route. Riverfront enhancements will improve connections to the Thames, creating a pedestrian-friendly walking route from Tate Britain in the southwest to Temple in the northeast.

We also celebrate the character of side streets, alleys, lanes, and courts, enhancing permeability and honouring their unique charm. These spaces will serve as delightful connections to world-class parks, neighbouring districts, and residential areas.

#### Partnership & Collaboration

Our strategies and proposed projects have been developed in partnership with Westminster City Council, Transport for London, and local stakeholders. The London Heritage Quarter champions delivery through collaboration, bringing together diverse stakeholders to achieve a shared vision. Implementation has already begun with enhancements at Strand Aldwych, Villiers Street, and Christchurch Gardens, already providing tangible benefits to the local community and economy. We are working to deliver future phases through further collaboration, aligning opportunities with strategic partners, asset owners, and the local community.



RUTH DUSTON OBE, OCE,  
CHIEF EXECUTIVE



VIEW FROM CARDINAL PLACE TO CATHEDRAL PIAZZA IN VICTORIA

# CONTENTS

## London Heritage Quarter URBAN VISION

Introduction ..... 03

Contents ..... 05

**The Four Districts ..... 07**

**A Distinctive Place ..... 10**

**Environment and Climate Resilience ..... 12**

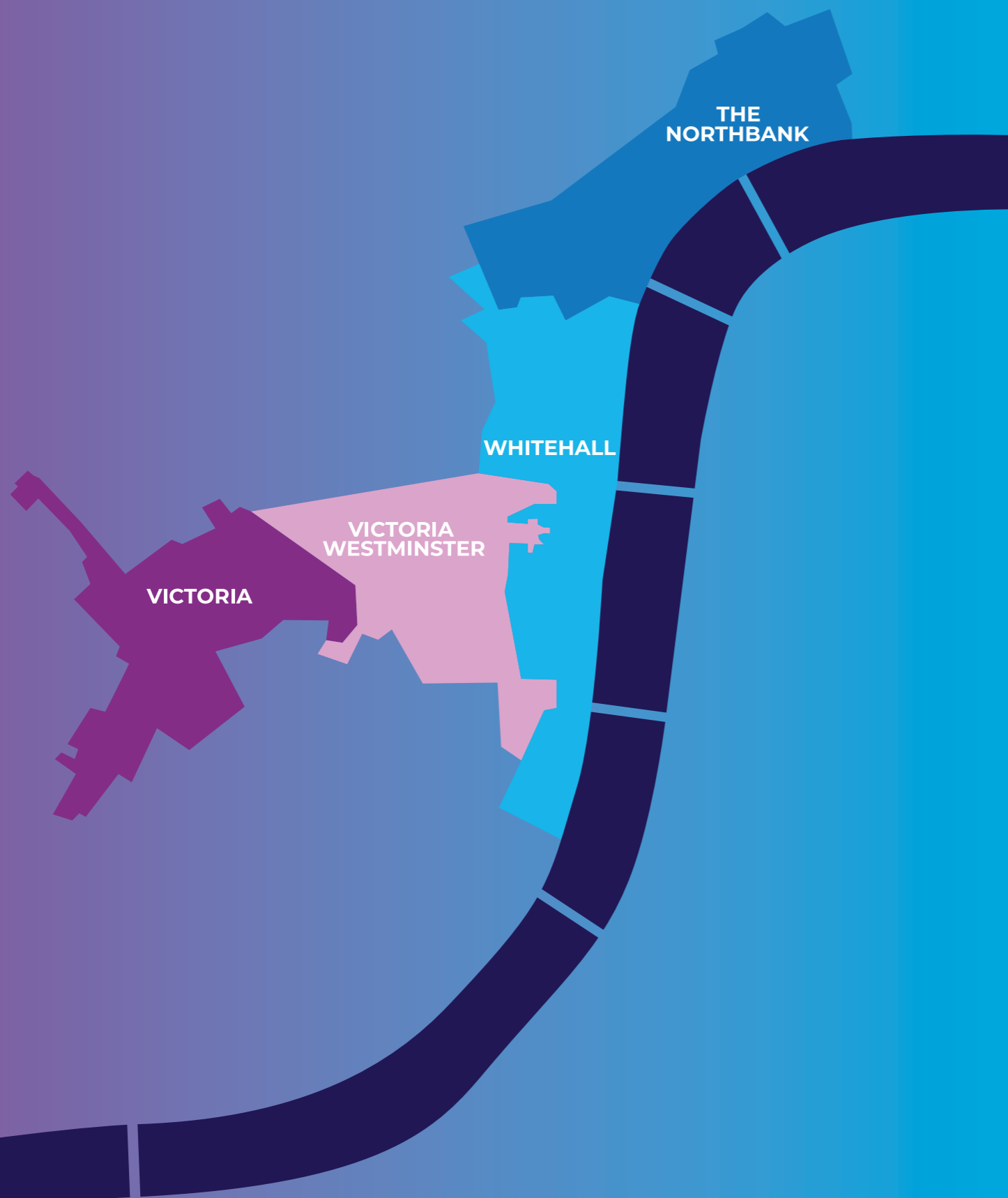
**Public Realm Strategies ..... 14**

**The Urban Vision ..... 16**

**Strategic Projects ..... 18**

**Vibrant Streets and Thriving Districts ..... 24**

**Development Pipeline ..... 26**



# THE FOUR DISTRICTS

## MORE THAN MONUMENTS

**London Heritage Quarter is the united voice of Victoria, Northbank, Victoria Westminster and Whitehall Districts. Stretching from Victoria to Aldwych, the 193 hectare area embraces some of the most recognised monuments of London and an extensive variety of theatres, galleries, museums, restaurants and bars.**

For over 15 years Business Improvement Districts (BIDs) have worked with partners to deliver enhanced services, destination marketing and placemaking. London Heritage Quarter works at strategic level to bring forward enhancement opportunities by nurturing local stakeholder collaboration. We encourage positive change in central London to create a greener, safer and more prosperous city for us all.

### VICTORIA DISTRICT

The Victoria BID was established in 2010 and brings together businesses within the footprint which stretches from Buckingham Palace to Ebury Bridge. The 'Future Victoria' plan brings comprehensive area regeneration for the streets and public spaces with transformed bus and rail stations through collaboration with Network Rail, Westminster City Council and Transport for London.

### VICTORIA WESTMINSTER DISTRICT

The Victoria Westminster BID was established in 2018 and covers one of the most recognised areas of London, encompassing landmarks such as Parliament Square and St James's Park. The place of coronation since 1066, the area's heritage is unquestioned, and we look towards a thriving future with improved connections and sustainability.

### THE NORTHBANK DISTRICT

The Northbank BID has represented the business community of Trafalgar Square, Strand and Aldwych since 2013. At London's centre, the district is both a cultural destination with world class hotels, galleries, museums and theatre productions and a riverfront gateway to the West End.

### WHITEHALL DISTRICT

The Whitehall BID was established in 2021 and incorporates the centre of government and ceremony with Parliament, 10 Downing Street and The Cenotaph to Horse Guards Parade forming the national life of the country and epitomising the UK's status on the world stage.



Victoria District



The Northbank District

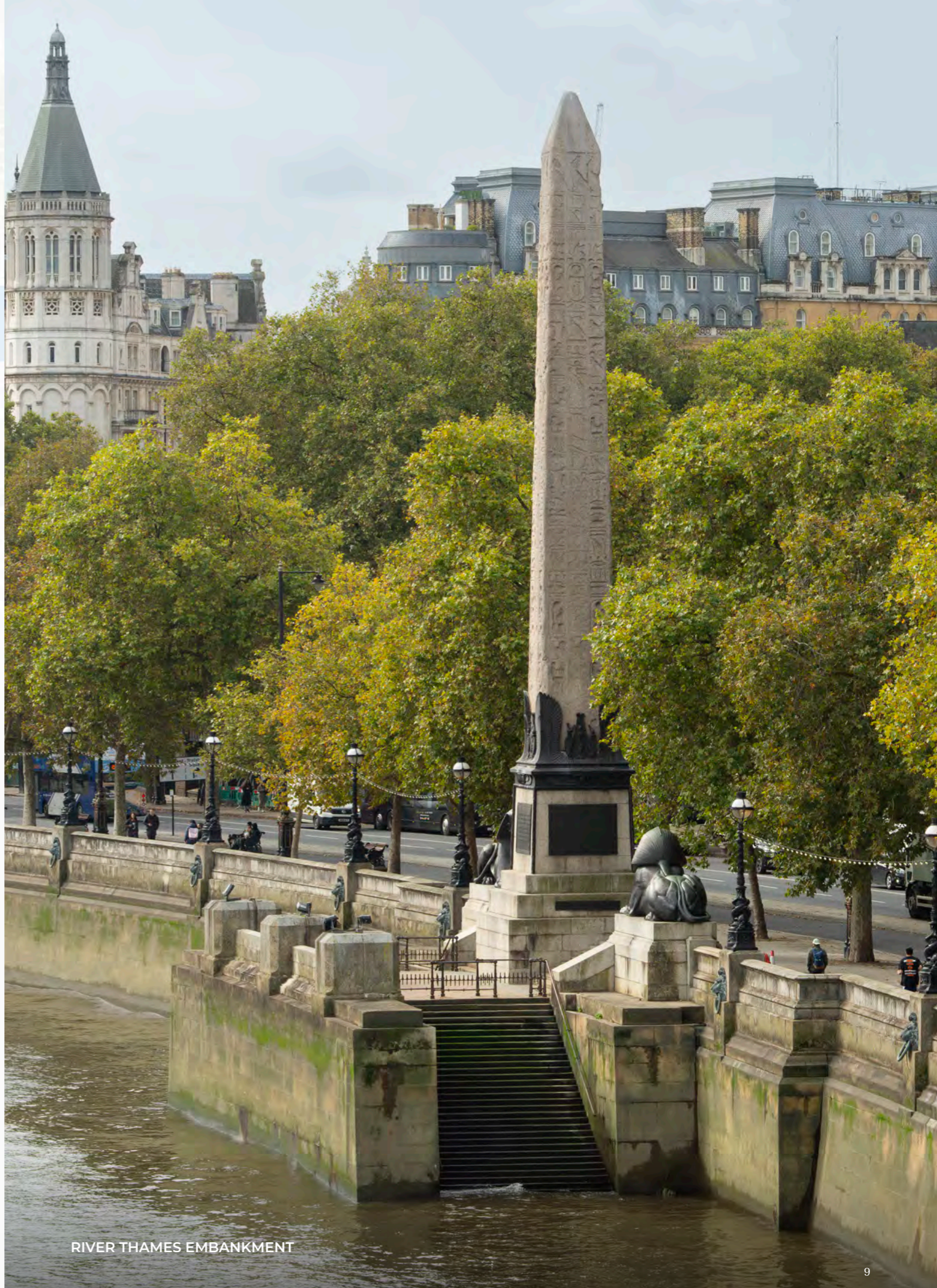
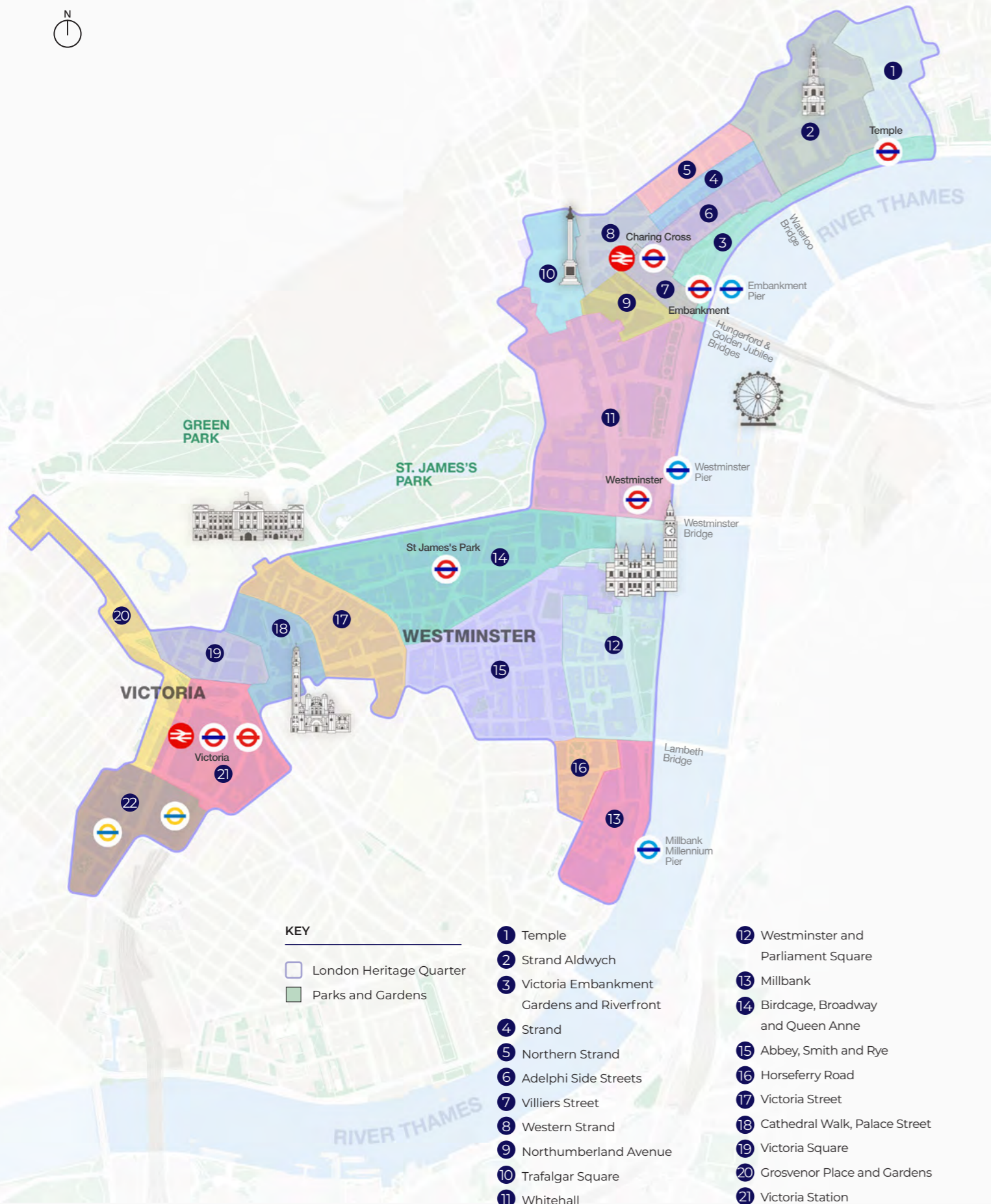


Victoria Westminster District



Whitehall District

LONDON HERITAGE QUARTER  
CHARACTER CLUSTERS MAP



RIVER THAMES EMBANKMENT

# A DISTINCTIVE PLACE

## HIGHLIGHTS

London Heritage Quarter’s unique set of attributes create a distinctive, world class destination where the history of London sits adjacent to new developments and cherished green and blue spaces.



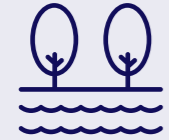
**236,735**  
Workers



**1.9M**  
Visitor nights



**8,555**  
Residents



**2.5km**  
Thames river  
water front



Award winning  
Parks, Gardens and Squares



Circa  
**2,500**  
Trees in London Heritage  
Quarter’s urban forest



Internationally renowned  
World Heritage Site  
at Westminster



Unique setting  
of listed buildings  
and structures



**14**  
Conservation  
Areas



Community and  
celebration in Abbeys,  
Cathedrals, churches,  
and Chapels



Culture, performance  
and hospitality



World famous  
Royal, Parliamentary  
and Civic Quadrant



TRAFALGAR SQUARE LOOKING ALONG WHITEHALL TOWARDS WESTMINSTER

# ENVIRONMENT AND CLIMATE RESILIENCE

## SUSTAINABLE DISTRICTS

**Creating a climate resilient quarter is a key objective of our Urban Vision and is championed across our public realm strategies and project plans. The proposals advocate for implementation of environmental enhancements to address the climate and ecological emergencies.**

Mitigation against the physical impacts of flood risks, heat islands, and reduced biodiversity is a core aspect of our action plan. We focus on delivering new and enhancing existing green infrastructure to provide multiple environmental and climate resilience benefits.

London Heritage Quarter is home to the riverfront, numerous parks, gardens, and green spaces, offering our community places to relax, enjoy, and play. Our vision includes the ongoing enhancement of existing spaces, along with the creation of new ones. Notable completed projects include Christchurch Gardens, Strand Aldwych, and Villiers Street, developed in collaboration with Westminster City Council and local stakeholders.

In the Victoria District, Christchurch Gardens has been rejuvenated to create a high-quality community space that increases biodiversity, including the addition of pollinator-friendly plants. New seating, lighting, wayfinding, and informational panels provide additional visitor benefits. Furthermore, a sustainable urban drainage system has been implemented, designed to manage 40% more rainfall than currently expected.

At Strand Aldwych in The Northbank District, the area has been transformed from a five-lane gyratory system into a high-quality public space. This transformation includes 1,370m<sup>2</sup> of biodiverse planting, 40 new trees, and 8,366 herbaceous plants. It has created tranquil, inclusive public realm where dwell time has increased in the variety of social spaces where people rest, dine, enjoy installations and share new experiences. Environmental benefits include supporting wildlife including pollinators, birds, cooling urban heat and air pollution has decreased by 50%.

The quarter is also home to many mature trees that form an urban forest. Our research has quantified their natural capital, with collective carbon capture contributing to the area's environmental and wildlife benefits.

Our street enhancement proposals increase street trees to improve the pedestrian experience. The Arc area proposals when implemented will increase street greening in 10 streets in the area around St James underground station.

We are actively exploring ways to improve the sustainability of business operations through partnership projects aimed at reducing and consolidating freight, servicing, and logistics to reduce congestion.

Our collaborative projects unite businesses, strategic partners, developers, and service providers to implement sustainable systems that support the functionality of the quarter. We work closely with various city organizations to support and advocate for Westminster's Sustainable City Charter. We also assist in the upgrade and development of buildings, from initial engagement through the planning process, to help achieve high environmental standards.

Project SWAN (South Westminster Area Network) aims to establish one of the UK's first low-carbon heat network zones, with the potential to save 75,000 tonnes of CO<sub>2</sub> annually. In collaboration with the Department for Energy Security and Net Zero, Westminster City Council, HEMIKO, and Vital Energi, aligned benefits include the creation of 500 jobs, improved local air quality through a 99% reduction in nitrogen oxide emissions, and the creation of opportunities for businesses.



Palace Street concept design for enhanced pedestrian experience



CHRISTCHURCH GARDENS

# PUBLIC REALM STRATEGIES

## GUIDING AREA PRINCIPLES

The design principles are focused on the continued improvement and vital role that public realm plays in community well-being, improving the economy for businesses, providing future climate resilience, enhancing the sense of 'place' and liveability of the area. The principles reflect the overall ambition to provide people focused destination with outstanding and memorable experiences.

### Memorable Spaces

We want people to know they are in London Heritage Quarter and for it to leave long-lasting positive memories, encouraging dwell time and repeat visits.

We aim to:

- Enhance and celebrate a strong sense of place
- Promote a human scale environment
- Cherish the unique setting and architecture
- Strengthen a network of complementary spaces and routes
- Create moments of delight in the public environment
- Encourage social environments

### Clean, Green and Sustainable Environments

We want to promote an urban environment that integrates and enhances nature, allowing people to connect to their environment. We want to create a place that promotes health and wellbeing and supports biodiversity and sustainability, to:

- Encourage the connection to nature and green spaces
- Minimise the impact of traffic and vehicles
- Improve air quality
- Promote and enhance existing green infrastructure including street trees
- Make sustainable choices through material selection and on-going maintenance
- Select planting for biodiversity and habitat creation

### Connected Spaces

We want London Heritage Quarter to be a well-connected area which is easy and enjoyable to explore on foot and by sustainable, accessible transport modes, to:

- Enhance and maximise the potential for walking routes and the pedestrian environment
- Improve cycling connections and facilities
- Implement Healthy Street principles
- Promote active travel and healthy lifestyles
- Improve connections to the river Thames and London's green spaces
- Provide clear and legible wayfinding
- Promote a more intuitive and permeable place

### Resilient Approach

We want to ensure that the area will stand the test of time and protect its rich history into the future. It is important for London Heritage Quarter to represent a forward thinking public realm sensitive to its context and environmental challenges, to:

- Promote climate positive design
- Be responsive to current and future trends and needs of users providing a range of facilities and appeal
- Create adaptable and flexible spaces
- Promote circularity and explore re-use of materials during design
- Incorporate sustainable urban drainage



### Inviting and Safe

We aim to create an inclusive environment where everyone feels safe and welcome in this internationally recognised area.

Our goals are to:

- Foster inclusive spaces that welcome people of all ages, abilities, and backgrounds
- Ensure accessible design
- Prioritise security and safety
- Maintain safety throughout the day and night, with thoughtful lighting design
- Promote cohesive, discreet management and oversight

### Celebrating Layers of Character

We want the area to offer people a wide range of engaging experiences whilst enhancing and promoting the rich historic and cultural offerings in London Heritage Quarter by making them more legible and accessible within the public realm, to:

- Reveal hidden gems and encourage exploration
- Highlight and celebrate the area's historical significance
- Provide a diverse range of experiences that appeal to a broad audience
- Create attractive locations for businesses
- Foster vibrancy and a lively atmosphere
- Promote public art
- Include opportunities for play and family-friendly environments

# THE URBAN VISION

## A SEAMLESS STRATEGY FOR URBAN RENEWAL

Our Urban Vision sets a bold and forward-thinking strategy for the revitalisation and enhancement of London Heritage Quarter, encompassing the four dynamic districts of Victoria, The Northbank, Victoria Westminster, and Whitehall. Backed by comprehensive research, extensive surveys, and collaborative stakeholder engagement, these strategies lay out an ambitious blueprint for transforming the public realm. The plans offer an exciting array of projects focused on greening, lighting, safety, and wayfinding which are designed to breathe new life into the riverfront and the vibrant core of this exceptional and historic area.

Our Urban Vision projects aim to create a cohesive, high-quality, and attractive district that supports both area renewal and future development. This vision celebrates public life and the area's historic character while providing essential amenities for office workers, enlivening quieter streets, and enhancing the places people call home. It strengthens connections between the riverfront and the area's valuable green spaces, parks, and gardens. Primary routes, gateways and major stations are designed to be welcoming, and to reflect the area's ceremonial heritage. At the same time, the design carefully balances the operational needs of a modern city with the ambition of fostering vibrant, connected neighbourhoods.

The London Heritage Quarter promotes long-term growth and physical enhancement with a strong focus on advocating for strategic infrastructure investment and policy changes at both national and local levels to support the area's resilience. By working with a range of strategic and local partners, amenity societies, and residents, the work compliments the aspirations of neighbourhood plans for Belgravia, St James's, and Victoria. Through collaboration and co-design process schemes will bring tangible benefits for sustainability, inclusivity, and economic vitality.

Covering an area of around 193 hectares, this culturally rich part of Central London's Central Activities Zone is the centrepiece of daily life and the backdrop to major national and international events. A dynamic, ever-changing place,

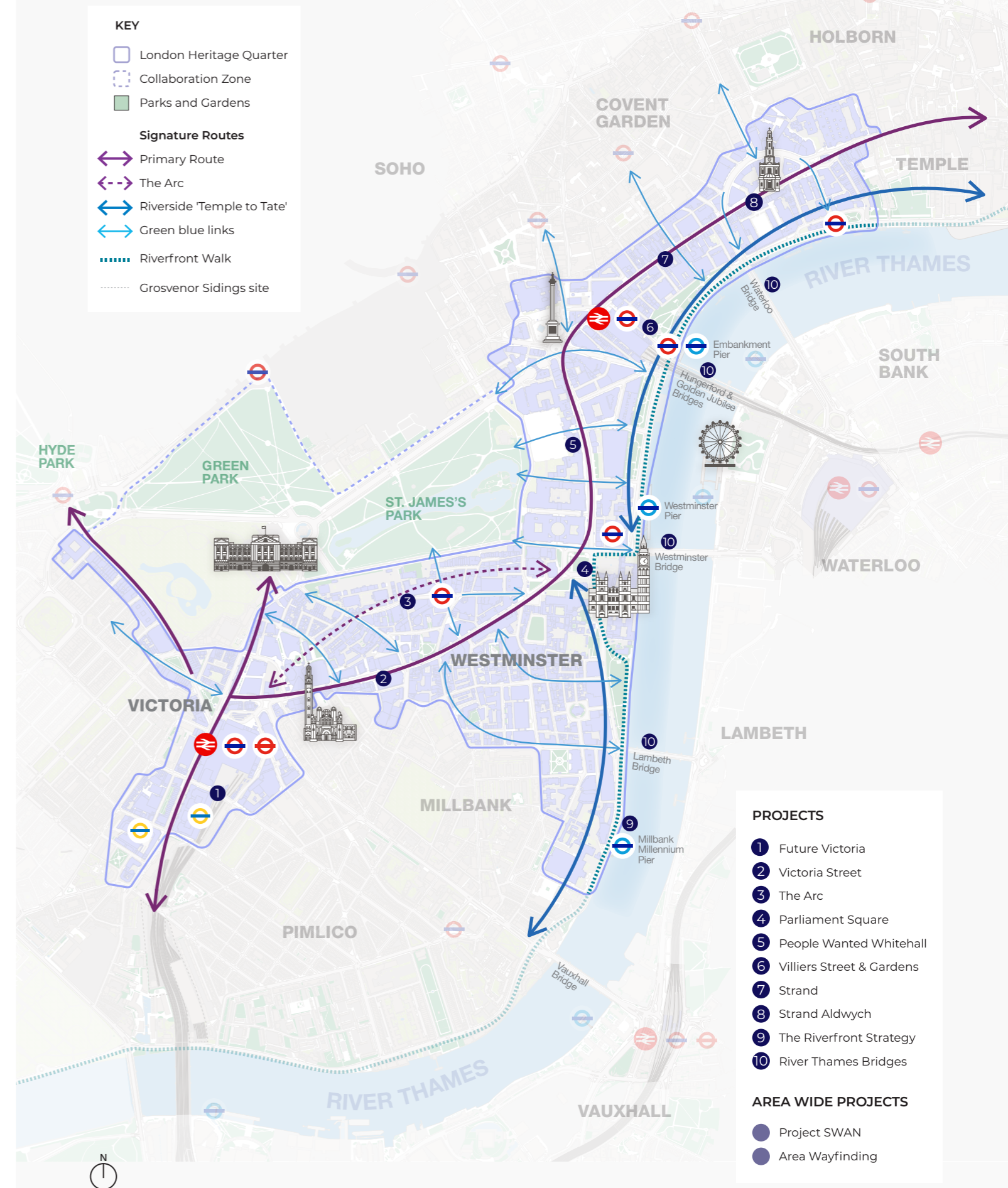
just beneath the surface of the four districts lies a series of characterful, architecturally rich locations. Each is distinctive, animated by varied land uses and shaped by historic townscapes renewed through contemporary architecture.

The area is home to around 8,555 residents across five wards and 236,735 workers, across a broad range of economic sectors, including the not-for-profit and charity sectors. The London Heritage Quarter forms an important part of the economic ecosystem, which continues to rebalance following the pandemic. This period has left a legacy that has significantly altered daily commuter flows and traditional working styles.

The vision is underpinned by a series of guiding principles aligned with the new London Growth Plan and Westminster City Council's Fairer Westminster agenda, while responding to the declared climate and ecological emergencies. These principles are reflected within each district's public realm strategies and create a common thread integrating economic research and analysis of past, current, and anticipated future trends.

The following pages highlight a selection of strategic projects, both current and forthcoming, that aim to transform the Quarter and enhance the public's experience. These initiatives focus on climate resilience, sustaining business operations, supporting growth, and securing investment.

## LONDON HERITAGE QUARTER URBAN VISION MAP



## 1 FUTURE VICTORIA

A strategic masterplan for the renewal of Victoria transport interchange encompassing rail, underground, bus, and coach station is under development by partners Network Rail and Transport for London. Early work on a Place Plan was developed in 2020 to develop a concept masterplan with stakeholder engagement.

The masterplan proposes public realm improvements improve the quality of the streets and spaces around Victoria Station with an attractive and efficient station and interchange. The scheme sets a framework for good growth creating homes and jobs.

This transformative project will radically change perceptions of Victoria, making thriving destination. Partners are collaborating to capitalise on the strategic opportunities outlined in 'People Wanted Victoria' and the emerging 'Victoria Neighbourhood Plan' catalyst project, driving seamless integration and delivering impactful outcomes for the region.



Victoria Station

## 2 VICTORIA STREET

The 'People Wanted Victoria Strategy' recognises the civic importance of Victoria Street, whose prominent scale and strategic movement function present both challenges and opportunities for transformation. The aim is to enhance the route between Parliament Square, Victoria Station, and Grosvenor Gardens comfortable footways and inviting spaces to enjoy. The street's vibrant and connected character is designed to reflect the rhythm of the day and seasonal changes, supported by active frontages, diverse retail offerings, and a dynamic hospitality sector.

A phased implementation is underway with Christchurch Gardens re-design completed and planned improvements to Westminster Cathedral Piazza in development. These interventions align with the preparation of the 'Victoria Neighbourhood Plan', with the London Heritage Quarter proud to be represented on the Neighbourhood Forum's steering group, ensuring local ambitions are well integrated into planning and design outcomes.



Christchurch Gardens

In 2025, Westminster Cathedral Piazza will celebrate its 50th anniversary. Businesses and the local community are working in partnership to deliver targeted enhancements and activations that generate year-round interest, showcasing the area's unique character and supporting positive civic uses.

The neighbourhood is also supported by active community gardening groups who bring local passion and care to public spaces. Kings Scholars Passage exemplifies this approach, transforming into a greener, more attractive walking route that highlights local heritage and responds to community aspirations for more inviting, nature-rich environments and a celebrated urban asset.

## 3 THE ARC

Drawn from the 'People Wanted Victoria Strategy', the Arc is a dynamic public realm project that spans ten streets around St James's underground station. The characterful and historic streets have significant potential for public realm enhancement and greater animation of building frontages.

The Arc proposals seek to provide a people-first alternative to Victoria Street, creating a distinctive, safe and inviting green connection where walking and cycling are prioritised. The proposals integrate best practice sustainability measures to create a resilient, healthy and liveable public environments.

The strategy, shaped through collaboration with local stakeholders and guided by expert designers, provides a roadmap for holistic improvement. It highlights a range of interventions from small scale 'quick wins' such as street decluttering, improved wayfinding and the introduction of public art. Greening and architectural lighting schemes are being developed with asset teams.

Longer term, priority projects, include Broadway Place, Palace Street, Buckingham Gate and Castle Lane, each with options for further development, bringing widened footways, parking rationalisation and incorporation of sustainable urban drainage systems within new planted areas.

Concept proposal for Broadway Place



## 4 PARLIAMENT SQUARE



Illustrative view showing a design proposal for Bridge Street and Parliament Square area

Parliament Square, at the heart of a World Heritage Site and bordered by institutions like the Houses of Parliament, Westminster Abbey, and the Supreme Court, is currently isolated by heavy traffic and lacks direct access from Westminster Underground Station.

A collaborative initiative aims to transform the Square into a welcoming, safe public space worthy of its national significance. Proposals include an enhanced central landscaped square with improved connections to create more vibrant civic space for all users.

The setting of landmarks, statues and heritage buildings will be enhanced while strengthening connections to the riverfront, pedestrian desire lines, cycle routes, and inclusive access.

## 5 PEOPLE WANTED WHITEHALL STRATEGY

The strategy aims to better connect the Whitehall District with its neighbouring areas, capitalising on its prime location between the Thames riverfront, St James's Park, Millbank, and Victoria. Within Whitehall, the Parliamentary Estate sits alongside a diverse mix of cultural and community organisations that are evolving in both use and audience. Alongside London's most iconic buildings and national monuments, the district also features hidden gems and lesser-known stories that enrich its layered heritage. This strategy outlines a holistic vision for a more sustainable public realm, improved wayfinding, and enhanced connectivity. It proposes a series of catalyst projects to strengthen walking and cycling routes while reuniting fragmented green public spaces.



Illustrative view of the King's Walk looking east along King Charles Street

The King's Walk celebrates the direct pedestrian route between Whitehall and Royal St James's Park and enclaves such as Craig's Court enhanced with soft landscaping and management of parking and servicing.

The 'Greening Whitehall Place' proposals suggest the potential for an improved welcome Whitehall area enhancing the arrival experience for people exiting Embankment Station at Northumberland Avenue.



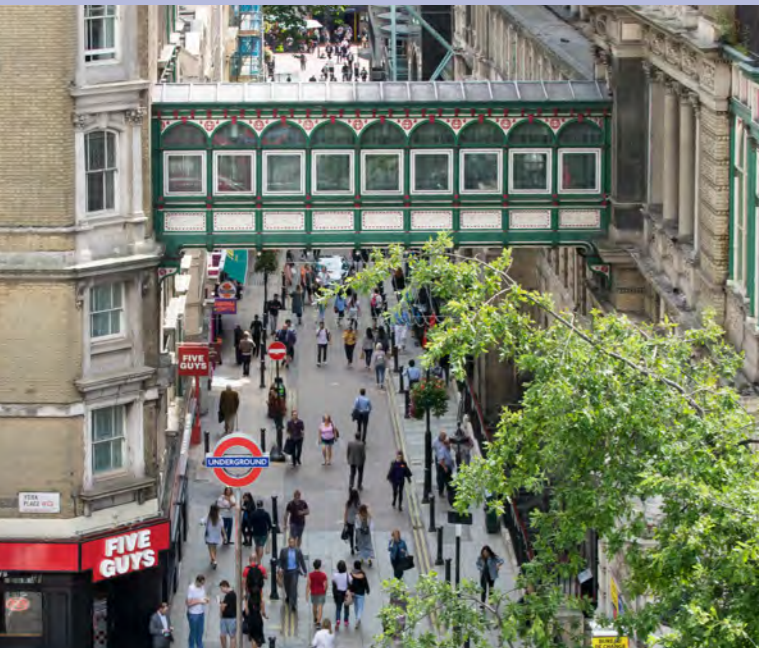
'Boadicea and Her Daughters' statue of Boudica leading an uprising in Roman Britain, Victoria embankment

## 6 VILLIERS STREET AND GARDENS

London Heritage Quarter has worked in collaboration with Westminster City Council, area partners and business the public realm enhancement project has delivered a refreshed streetscape and introduction of timed pedestrian and servicing strategy. The project has simplified the entrance into Embankment Gardens, reuniting the much-loved gardens with the busy transport hub. The forecourt space of Embankment underground station has been improved to provide an enhanced setting and space for the two popular street trading kiosks.

The project founded in the guiding aspirations of the 'Northbank Public Realm Vision and Strategy' and 'Vision for Villiers Street and Embankment Gardens' was completed in 2023. The project continues through a mixed business and community stakeholder partnership. The street has benefited from an enhanced retail offer and is one of the busiest streets in Northbank due to its adjacency to Charing Cross station.

Complementary project work is now underway to explore the opportunities for an enhanced entrance to Charing Cross station and improvements to the areas under the railway arches, strengthening the connection to Northumberland Avenue, the Riverfront, the new Tyburn Quay at Victoria Embankment and nearby Whitehall Gardens.



Villiers Street looking towards the River Thames

## 8 STRAND ALDWYCH

Strand Aldwych is home to historic buildings and world-renowned institutions King's College, Somerset House, the Courtauld Institute, St Mary Le Strand, and the London School of Economics. A major new public space has been created by transforming congested highway into a unique civic space where cultural and educational institutions can collaborate, share resources, and host programs that encourage creative exchange.

High-quality urban design has enhanced the visitor and resident experience, with spaces for communal dining, relaxation, and exhibitions. Seasonal planting and enhanced biodiversity provide areas to enjoy

## 7 STRAND



Illustrative vision for Strand

Strand is a famous primary route connecting Trafalgar Square and the newly transformed Strand Aldwych public space, the two international cultural hubs of The Northbank District.

Strand has a rich townscape with a mix of historic architecture, design styles and forms part of the historic processional route running east west to Whitehall and Parliament Square. It is currently a noisy, traffic dominated, congested and polluted street, with few places to pause or draw orientation from. Pavement widths are narrow and there are few trees. The side streets suffer from the intensity of urban life daily and there is little greenery to lift the streets physical appearance

The ambition for the long-term Strand and its side streets was identified by the 'Northbank Public Realm Vision and Strategy' and supplemental 'Vision for Strand West'. The enhancement proposals rationalise the vehicular traffic impacts and transform the pedestrian experience. Early concept landscape designs and highway modelling maximise the opportunities to balance space for people and vehicles. Local stakeholders are working to align street enhancements with the development pipeline and a rejuvenated ground floor offer to create a vibrant and thriving street throughout the day and night.

with community activities in healthier surroundings. Connections to the surrounding area have been enhanced with new street crossings and wider footways with additional greening on side streets providing attractive routes to the new space.

Westminster City Council, London Heritage Quarter and local organisations are working together to manage the area and to identify new opportunities to foster creative installations, ideas, and research. This collaboration also explores opportunities for inclusive growth and the continued area rejuvenation.



STRAND ALDWYCH

## 9 THE RIVERFRONT STRATEGY

The Riverfront Strategy is a co-created vision for a world class connected Riverfront.

London Heritage Quarter is defined by nearly 2.5 km of expansive river frontage, from Tate Britain to Temple. However much of the riverside experience falls short of its overwhelming potential.

The 'Thames Riverfront Vision and Placemaking Strategy' sets out a strategic roadmap for the ambitious transformation of the riverfront into a more attractive, people-focused place. It establishes a coherent and coordinated vision that has been shaped by local stakeholders and strategic partners.

This vision links individual projects and provides opportunities for collaboration, to realise the areas untapped potential of becoming London's prime riverfront where London can celebrate its status as a world class river city. The vital asset of the river is also promoted to support London's needs to be more resilient contributing to its sustainable future.

Ambitions include:

- Better connections to the surrounding areas
- Enhancing the area's history, heritage, panoramic views and vistas
- Bringing more cultural, civic and commercial activity to the riverfront by day and night
- Providing high quality, connected public realm that is people focused, increases greening, biodiversity and sustainability
- Gradually re-balancing vehicle traffic and increasing space and viability for active travel

## 10 RIVER THAMES BRIDGES

The London Heritage Quarter's river bridges serve not only as vital transport infrastructure but also as iconic examples of the city's unique architecture, offering panoramic views across the capital. While they perform essential transport functions, these bridges also embody the city's heritage, enhancing their significance within the Quarter as destinations in their own right.

Westminster, Waterloo, and Lambeth Bridges are key multi-modal routes, accommodating vehicles, cyclists, and pedestrians. The Golden Jubilee Footbridges, running parallel to the Hungerford Railway Bridge (which carries trains to Charing Cross Station) are among the few Thames crossings dedicated solely to pedestrians.

The Riverfront Strategy proposes to improve connections to these bridges, ensuring they remain safe and welcoming at all hours. Enhancements such as upgraded lighting, better wayfinding, and curated cultural programming will transform the areas around each bridge into vibrant nodes that support local business and economic activity.



Waterloo Bridge, River Thames



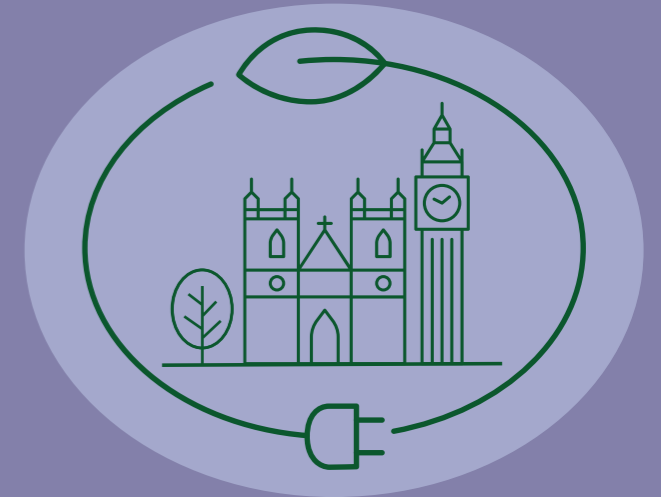
View of River Thames from The Northbank District towards Parliament

## 11 PROJECT SWAN

London Heritage Quarter supports Project SWAN, a low-carbon heat network in central London, in collaboration with Westminster City Council, SWAN Partnership and the Department for Energy Security and Net Zero.

Through Business Improvement Districts and partnerships, the initiative aims to establish a sustainable heat network to be built in phases between 2027 and 2050. Project SWAN utilises low carbon heat sources like the River Thames and TfL ventilation shafts, and is estimated to supply five hundred customer buildings from four to six energy centres.

The borough-scale heat network would serve an area from Pimlico to Strand Aldwych, providing 402 Gwh of power which is resilient and sustainable.



## 12 AREA WAYFINDING

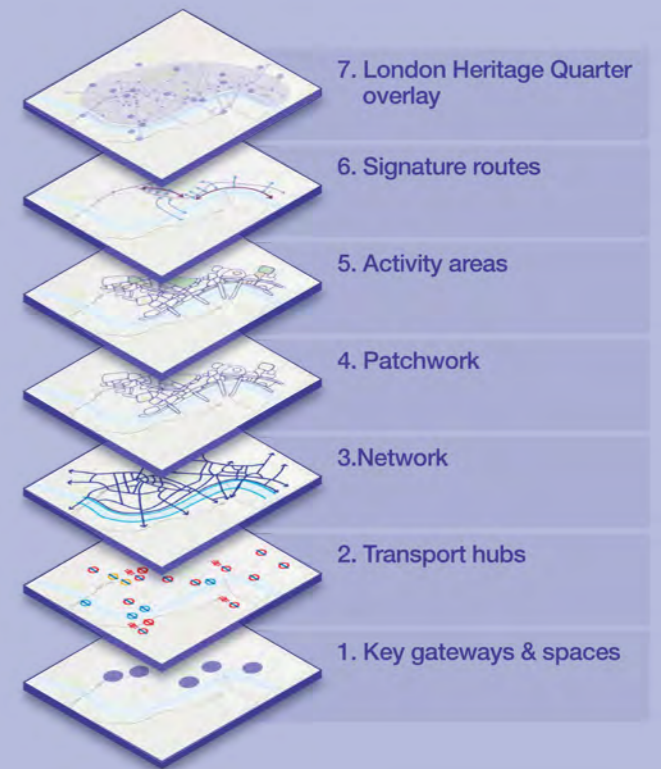
London Heritage Quarter 'Wayfinding Strategy' encompasses all the ways in which people comprehend physical space and navigate from place to place. Developed through a series of stakeholder workshops, street audits and surveys, the strategy aims to plan wayfinding enhancements that will give visitors more confidence to locate themselves, make decisions, and move around the area.

Improved wayfinding will positively impact people's perceptions of the area, increase vibrancy, and support economic prosperity.

The strategy proposes enhancements of information and environmental through seven layer to improve the area by:

- Creating a more attractive place to live, work and play
- Supporting active travel and sustainable movement
- Supporting tourism and encouraging longer and repeat stays
- Enhancing footfall and encouraging the 'return to the office'

The strategy marks London Heritage Quarter's commitment to improving the wayfinding provision in the area by taking forward a host of recommendations outlined in our strategy; delivered through leadership, influence and collaborative partnership working.



London Heritage Quarter street flags



London underground station branding

# VIBRANT STREETS AND THRIVING DISTRICTS

## FUTURE GROWTH

**London Heritage Quarter's vibrant mix of shops, pubs, bars, cafés, restaurants, hotels, theatres, health and wellness services, leisure and entertainment venues, create character neighbourhoods with amenities which serve the needs of residents, workers and visitors.**

The varied ground-floor offer within the London Heritage Quarter caters to a diverse audience by serving local workers, residents, and the substantial number of daily visitors to the area. Much of the activity is concentrated around the key transport nodes of rail, tube, and bus stations with the two designated City Plan CAZ retail centres, Victoria Street and Strand. The neighbourhood centres of Strutton Ground, Eccleston Street, and Ebury Street provide more characterful retail and café experiences, supporting the local community. In addition, a range of cultural institutions such as the RSA, The National Gallery, Somerset House, and The Courtauld Gallery offer refreshments and retail that align with their cultural programmes.

The Ground Floor Uses Strategy aims to amplify the unique strengths of the area by building economic resilience and enhancing occupier appeal. It also supports the activation of quieter streets and zones with changing character such as Millbank, the Arc streets near St James Park, and the Riverfront.

London Heritage Quarter works closely with leading economic specialists to provide ongoing visitor insights and strategic trends. These insights support our members and stakeholders by enabling data-driven decision-making to tailor activity and drive growth. Detailed footfall monitoring and data analytics for each of our character areas, incorporates visitor segmentation, behaviour, and demographics.

London Heritage Quarter works with businesses and property owners to apply local insight to the design of shopfronts, signage, street furniture, and area services. Improved street management, along with opportunities for freight and waste consolidation, contributes to more efficient kerbside operations, reduced congestion, and lower air pollution levels.

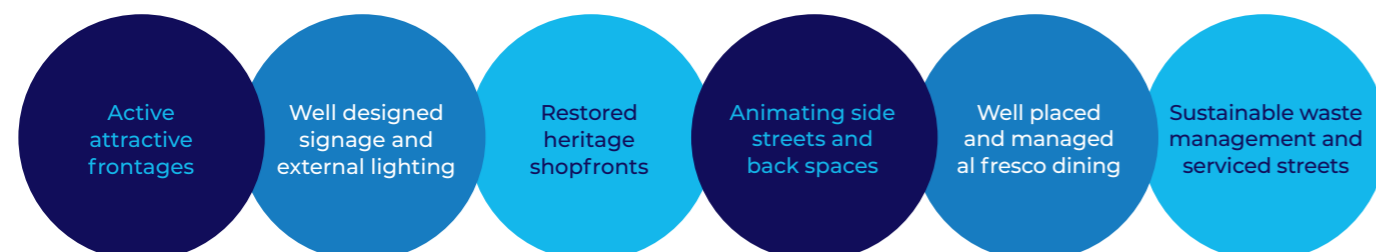
The area also supports a vibrant evening and night-time economy, with many businesses operating around the clock. Enhancing safety and security during night hours is a key priority and is delivered in partnership with Westminster City Council, the Mayor of London, the Greater London Authority, Transport for London, the Metropolitan Police, and British Transport Police. This work complements broader efforts to foster business resilience and promote responsible operations across the district.

Our strategic approach and in-depth local knowledge help shape policy through responses to local and regional consultations, ensuring alignment with Westminster City Council's ambition for a fairer, more resilient economy and a city that works for all.

By collaborating with landlords, developers, agents, and area partners, London Heritage Quarter is well positioned to anticipate change and influence the vision for streets and public spaces early in the planning, development, and investment lifecycle.

### OUR PRINCIPLES

Six overarching principles guide our work to create high quality and activated ground floor experiences.



**The footprint wide strategy is for attractive, vibrant ground floor uses, with an enhanced retail provision and a strong evening economy.**

### RETAIL



Waterstones, Strand

The area has an expansive retail offer, spanning from major national retailers to smaller independent family business and kiosk units as well as essential services such as chemists, post offices, banks and building societies. The strategy seeks to promote the charm of the districts and encourage investment to the renewal of period architectural details, the characterful alleyways, courtyards and side streets. Ensuring a diversity of vibrant ground floor uses, to lengthen the trading day and generate footfall.

### HOSPITALITY



Silvercross Pub, Whitehall

The evening and night-time offer is a strong component of the area's appeal. From traditional public houses to contemporary bars and cafés. Many are set within historic buildings on side streets, under arches or down smaller lanes, courts and alleys creating a rich tapestry to the evening offer.

The areas high quality hotels, theatre and restaurants attract visitors from across the world for both business and leisure seeking authentic and unique experiences. Innovation and rejuvenation is central to retaining the areas global appeal with increasing competition overseas.

### LEISURE



Aldwych Theatre

London Heritage Quarter is proud to be home to many of London's leading galleries, museums and theatres, with concentrations in the Northbank and Victoria Districts. Many are purpose-built heritage buildings which consequentially face accessibility challenges and have limited ability to open up the façades at ground floor. It is essential therefore that their adjacent public realm is of the highest quality and can cater for significant visitor numbers at peak times. The districts also provide a vast range of leisure time facilities including cinemas, gyms, pools, wellness and health spaces and competitive socialising brands.

# DEVELOPMENT PIPELINE

## A BRIGHT FUTURE

**The current development and investment pipeline in all four districts is strong and anticipated to grow further in the coming years. A number of new buildings are planned, under construction or have been recently completed, including many building refurbishments benefiting from greater natural daylight, new outdoor spaces and roof terraces.**

This Urban Vision brings together an exciting array of strategic projects and opportunities, which we look forward to developing further through close collaboration and alignment with our partners. The aim is to deliver meaningful social, economic, and environmental outcomes in one of Central London's most iconic locations, renowned both locally and internationally.

With a strong development pipeline, significant infrastructure investment, and shared priorities, the London Heritage Quarter is poised for a resilient and thriving future.

Victoria's designation as an Opportunity Area in the London Plan signals ambitious growth and forward-looking strategies that will enhance the public realm in tandem with new developments and building refurbishments.

Partnership working will expand business opportunities, attract talent across growing sectors, and increase the number of visitors drawn to the area's rich heritage, culture, education, and leisure offerings. These enhancement proposals aim to shape a future that is vibrant, resilient, and inclusive for all who call it home.



View from Westminster Bridge to Parliament



STRAND ALDWYCH



## LONDON HERITAGE QUARTER

VICTORIA DISTRICT

THE NORTHBANK DISTRICT

VICTORIA WESTMINSTER DISTRICT

WHITEHALL DISTRICT

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