Vision for
Mayfair and Belgravia
We have a 20 year vision for Mayfair and Belgravia. It summarises our aspirations for the future of this London estate, which has been the focus of change for centuries. Today the estate makes an important economic, social and cultural contribution to our capital city.

That city is changing. London is becoming more culturally and economically diverse, seeing fast-moving technological change and fierce international competition for talent and investment. Its population is at its highest ever level and forecast to grow by 1.5 million to more than 10 million by 2030 – the equivalent of adding a town the size of Bath every year. That growth is putting pressure on our communities, our infrastructure and our quality of life.

Sitting at the heart of the capital, Grosvenor’s London estate cannot be insulated from those pressures – nor should it be. It will have to respond by being more active, more open and more integrated, with better streets, greener spaces and enterprising places that appeal to the many, not just the few. As long-term stewards, we take seriously our duty to consider how the estate’s communities will evolve and therefore want to share our long-term vision with them and others.

So we have set out this vision for Mayfair and Belgravia. It is based on Grosvenor maintaining its focus on long-term success over short-term gains. It will frame our business decisions, inspire our staff and help us communicate change in a consistent way. Some of that change may be possible in the short term, some in the medium and long term. Its manifestation will vary across the estate.

There is very little in this vision we can deliver alone. Success will require deeper collaboration with residents, businesses and neighbours, as well as government officials and regulators at all levels. So we see this document and its implications as the platform for a better quality conversation about change with all those partners.

In preparing our vision, we had four guiding principles, namely that:

- We manage Mayfair and Belgravia as places where people choose to live, to locate their businesses or to visit, focusing on the place as much as on individual buildings.
- We seek to create places that host strong communities and that can continue to adapt to new circumstances and demands.
- We want the estate and its neighbourhoods to be well connected, both physically and digitally, so that their success is strengthened by greater integration with a successful London.
- We can only deliver our vision through deeper collaboration with a wide range of people and organisations.

In setting down our thinking, we gathered many views, developed a scenario for London’s future to understand the context and commissioned extensive research from urban design consultancy Publica. We framed our approach throughout with Grosvenor’s ‘Living cities’ philosophy which sets out the attributes we believe make cities successful.

This philosophy supports our business strategy, steering us to create, invest in and manage properties and places that contribute to the enduring success of cities.

We hope this document will guide and challenge Grosvenor and its partners, customers and stakeholders to secure the success of Mayfair and Belgravia at the heart of a changing world city.

Craig McWilliam
Chief Executive
Grosvenor Britain & Ireland
Mayfair and Belgravia are diverse, dynamic and adaptable neighbourhoods. They are interesting places to live in and explore, with a variety of activities taking place every day and throughout the seasons. Neighbourhoods retain their own diverse local characteristics. People of all ages, interests and incomes regularly enjoy the estate’s vibrant street life and cultural offer as well as its tranquil corners, benefitting from a wide range of amenities.

Existing buildings and spaces are used intensively but sensitively. Careful adaptation has created imaginative additional uses. Greater density in certain areas, particularly around transport hubs, meets the demands of a growing city.

New buildings are flexibly designed and therefore built to last. These flexible structures adapt to meet the demands of new and innovative forms of commercial, social and cultural activity. The mix of uses and people, supported by high-quality infrastructure, helps to secure Mayfair and Belgravia’s adaptability and resilience through the 21st century and beyond.

Our 20 year vision

These are the key outcomes that define our vision for Mayfair and Belgravia:

1 Active neighbourhoods

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2 Integrated districts

Mayfair and Belgravia are integrated and productive parts of a global city, attracting and hosting jobs, investment and interest. They draw people in from the wider West End and London. Physically, they are easy to access. They benefit from clear signage that encourages walking and have attractive public spaces that are welcoming to all, including those with greater accessibility needs. Activity links the edges of Mayfair and Belgravia to their hearts and encourages people to explore.

The estate’s streets host places to visit, eat, drink, shop and relax, which complement those found in surrounding areas. These places create compelling connections between the estate, its neighbours and the wider West End so that the estate is open and outward-facing.

People enter frequently and easily from surrounding places including Knightsbridge, Victoria, Hyde Park and Oxford Street. Some people are drawn to the estate’s own outstanding attractions, while others enjoy the benefit of convenient and pleasant routes providing links to other destinations.
3 Connected communities

The distinctive identities of Mayfair and Belgravia are recognised and valued by their residents, workers and visitors. Relationships between individuals, businesses and local institutions are enhanced by the physical and personal connections forged on the estate.

Those connections are made locally through amenities including working hubs and leisure, community, retail and educational facilities. Distinctive cultural activities and events celebrate the estate’s communities, history and character and are popular with both locals and visitors.

Connections are also made through world-class digital infrastructure. This technology pervades spaces and buildings, seamlessly facilitating greater professional and social interaction.

4 Better streets

Mayfair and Belgravia have a network of connections that prioritises pedestrians and cyclists. The estate is easy, safe and pleasurable to travel across and explore, and arriving via the major roads at its edges is simple. Striking townscape vistas are emphasised at street level, aiding intuitive navigation.

Vehicles retain access to the estate, but traffic levels passing through it have been substantially reduced, improving the experience for cyclists and pedestrians and keeping businesses serviced. The Elizabeth line and other investments in public transport have significantly improved connections to and from the estate.

Most roads put the needs of pedestrians and cyclists over motorised traffic, while others are traffic-free on a permanent or temporary basis. Electric and autonomous vehicles are provided for, and commercial deliveries and waste collection have been consolidated.
5 Greener spaces

Mayfair and Belgravia are two of the greenest neighbourhoods in central London. They are characterised by high-quality open spaces, thriving trees, greater planting and an environment that is conducive to health and well-being. The natural environment is cherished by residents and visitors, and complements its exceptional buildings. Large green spaces are open for public use, providing more amenity and a focal point for neighbourhood activity.

Environmental sustainability is core to decisions made around the estate. Air quality has improved due to London-wide and local initiatives to reduce pollution and cut traffic. The estate contains a network of green infrastructure, including pocket parks and green walls and roofs, which use the natural environment to enrich local biodiversity. It is a beacon of environmental excellence.

6 Enterprising places

Workspaces in Mayfair and Belgravia strengthen enterprise by responding to the changing needs and aspirations of businesses, workers and residents. Office clusters range from the highest quality traditional office spaces to more flexible space on affordable tenures. The estate attracts both young and established organisations, creating a complementary community that allows businesses to thrive with co-working, collaboration and knowledge-sharing.

The estate is at the forefront of retailing trends, providing the street life and digital conditions for new forms of retail to succeed alongside the traditional. The estate is a global centre for art and culture and also hosts leading creative productions, with a flourishing network of designers and makers. Clusters of cultural initiatives, retailers and designers benefit from opportunities to connect and collaborate.

7 Architectural excellence

Mayfair and Belgravia are a source of world-class architectural interest and beauty. Their built character continues to be a source of pleasure, drawing visitors from across the globe. The estate’s beautiful buildings, townscapes and public spaces are valued, celebrated and shared. New buildings have added to an exceptional cultural legacy and older buildings have adapted to new uses where necessary.

Echoing the original approach taken to developing the estate in the 18th and 19th centuries, all buildings, streets and spaces feature the highest quality design, materials and maintenance, reflecting a long-term commitment to the estate.
Next steps

We want our vision to be driven by civic-mindedness, which to us is manifested in strong, inclusive communities supported by the right amenities and infrastructure. Sustaining these communities requires a careful judgement of the trade-offs that must be made: a better environment for pedestrians at the expense of vehicles; or greater street life and more commercial activity at the expense of exclusivity.

This document offers a platform from which we will discuss those trade-offs and listen to customers, partners and stakeholders, so that together we can create the optimum social, economic and physical value for all who live in, work in and visit the estate.

The starting point for this collaboration is the vision’s set of seven outcomes described above. Realising them will take time, collaboration and careful tailoring to local circumstances. But at a high level, we will track their evolution, measuring the estate’s performance against a number of metrics, including:

- The built area.
- The intensity of use through occupation, footfall and activity.
- Civic amenity and activity.
- Economic output.
- Architectural quality, particularly of new buildings.
- Landscape, public realm and biodiversity.
- Quality of environment for cyclists and pedestrians, including air quality.
- Vehicular traffic and congestion.

London is undergoing a programme of urban renewal on a scale not seen for 60 years. Successfully managing this change will not be straightforward. It will only be possible with a shared vision, deeper consensus and greater collaboration between the public and private sector. These in turn will allow Mayfair and Belgravia to contribute to the capital’s transformation and benefit from its success as the world’s greatest city.

We hope this vision will help frame that success. We look forward to the journey.
Credits and acknowledgements

Grosvenor is very grateful for the time and contribution of all concerned with this project. We have been fortunate to benefit from feedback at every stage of the process, and have gained greatly from those who challenged our ideas and inspired us with their creativity.

In particular, Publica conducted surveys and analysis, and helped us to refine our principles for the vision.

A very wide group of organisations and individuals contributed to the project through a series of interviews, roundtable discussions and feedback sessions. This group allowed us to understand perceptions of Mayfair and Belgravia, the likely future of London, and the implications of our vision. They have all helped us immensely with their comments and we are extremely grateful for their assistance.

If you have comments or questions about the London estate vision, please contact estate.vision@grosvenor.com

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