# Transforming 33 Cavendish Square into a vibrant mixed-use landmark with retail, office, and cultural spaces



Plans have been unveiled to transform 33 Cavendish Square, a site with a notable history as the former home of BHS and later the University of the Arts London (UAL) College of Fashion, into a landmark mixed-use destination combining retail, office, and cultural spaces. The proposals come from Berkeley Estate Asset Management (BEAM) in partnership with renowned architecture firm Kohn Pedersen Fox (KPF).

The development is set to breathe new life into this pivotal West End location, which BHS occupied from 1961 until its administration in 2016, after which the UAL College of Fashion vacated the premises following its move to newer facilities at the Queen Elizabeth Olympic Park. Currently, portions of the building are being used as office space, but the new plans aim to significantly expand and diversify the site’s role within London's urban landscape.

Central to the vision is the preservation of much of the existing structure, aligning with Westminster’s sustainability focus on a "retrofit-first" approach, while adding a substantial new wrap-around frontage to create about 100 metres of premium retail frontage. The retail element is projected to encompass around 124,000 square feet, designed to house flagship stores that will complement Oxford Street’s shopping prestige.

In addition to retail, the scheme promises to deliver approximately 75,000 square metres (or over 800,000 square feet) of Grade A office space, combining selective new build works with renovated existing floorspace. This enhancement will support an important economic boost for the area by generating an estimated 1,200 construction jobs annually during the build phase and creating over 4,000 permanent jobs upon completion.

A notable cultural component is planned, with roughly 3,500 square metres dedicated to a cultural and creative hub. This space will include a 300-seat auditorium, flexible events areas, studios, and workshops intended for talks, product launches, performances, and fashion shows. This aligns with BEAM’s ambitions to establish 33 Cavendish Square as a flagship hub for creative enterprises in the West End, enhancing Oxford Street's cultural landscape alongside its retail identity.

John Bushell of KPF highlighted the importance of the project, describing it as a pivotal step in the rejuvenation of Oxford Street, an area that has faced challenges in recent years amid shifting retail trends. The plan aims to revitalise this iconic shopping street, blending retail dynamism with creative and office uses to support a vibrant, multi-functional urban environment.

The project also represents a commitment to sustainability, with the building designed to be all-electric and net-zero aligned, leveraging modern technologies to reduce its environmental footprint in keeping with London’s wider climate goals.

Public consultation on the proposals has recently been opened, offering residents, businesses, and stakeholders the chance to provide feedback ahead of a planned planning submission later in the year. Should Westminster City Council grant approval, construction is expected to start around 2029, with the development anticipated to be completed by 2033.

This redevelopment at 33 Cavendish Square stands as a significant example of adaptive reuse and placemaking in the heart of London, reflecting broader industry trends that prioritise sustainability, mixed-use programming, and cultural engagement alongside commercial success.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.bbc.co.uk/news/articles/cvgn19myn1vo), [[4]](https://www.standard.co.uk/business/bhs-oxford-street-cavendish-square-retail-office-b1236232.html)
* Paragraph 2 – [[1]](https://www.bbc.co.uk/news/articles/cvgn19myn1vo), [[6]](https://www.londonworld.com/news/oxford-street-shake-up-old-bhs-to-be-london-shopping-and-cultural-hotspot-5277100)
* Paragraph 3 – [[2]](https://www.estatesgazette.co.uk/news/berkeley-estate-unveils-design-for-landmark-mixed-use-oxford-street-scheme/), [[4]](https://www.standard.co.uk/business/bhs-oxford-street-cavendish-square-retail-office-b1236232.html), [[5]](https://www.twinfm.com/article/public-consultation-on-33-cavendish-square-proposals-begins)
* Paragraph 4 – [[3]](https://www.costar.com/article/1084134509/plans-unveiled-for-near-1-million-square-foot-mixed-use-makeover-of-former-oxford-street-bhs), [[4]](https://www.standard.co.uk/business/bhs-oxford-street-cavendish-square-retail-office-b1236232.html)
* Paragraph 5 – [[2]](https://www.estatesgazette.co.uk/news/berkeley-estate-unveils-design-for-landmark-mixed-use-oxford-street-scheme/), [[5]](https://www.twinfm.com/article/public-consultation-on-33-cavendish-square-proposals-begins), [[7]](https://www.londonbuildexpo.com/news/kpf-unveils-plans-transformation-oxford-circus-tower)
* Paragraph 6 – [[1]](https://www.bbc.co.uk/news/articles/cvgn19myn1vo), [[6]](https://www.londonworld.com/news/oxford-street-shake-up-old-bhs-to-be-london-shopping-and-cultural-hotspot-5277100)
* Paragraph 7 – [[3]](https://www.costar.com/article/1084134509/plans-unveiled-for-near-1-million-square-foot-mixed-use-makeover-of-former-oxford-street-bhs), [[7]](https://www.londonbuildexpo.com/news/kpf-unveils-plans-transformation-oxford-circus-tower)
* Paragraph 8 – [[5]](https://www.twinfm.com/article/public-consultation-on-33-cavendish-square-proposals-begins), [[3]](https://www.costar.com/article/1084134509/plans-unveiled-for-near-1-million-square-foot-mixed-use-makeover-of-former-oxford-street-bhs), [[6]](https://www.londonworld.com/news/oxford-street-shake-up-old-bhs-to-be-london-shopping-and-cultural-hotspot-5277100)

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## Bibliography

1. <https://www.bbc.co.uk/news/articles/cvgn19myn1vo> - Please view link - unable to able to access data
2. <https://www.estatesgazette.co.uk/news/berkeley-estate-unveils-design-for-landmark-mixed-use-oxford-street-scheme/> - BEAM and architect Kohn Pedersen Fox have unveiled detailed plans to transform 33 Cavendish Square, a former BHS and London College of Fashion site, into a flagship mixed‑use destination on Oxford Street. The proposal preserves much of the existing structure while delivering substantial new frontage and a diverse uses mix. About 100 metres of premium retail frontage will be created, with flagship retail space around 123,785 sq ft. A cultural and creative hub is planned, offering an auditorium, events spaces, studios and workshops across roughly 37,674 sq m. Office space totals around 807,293 sq ft, delivered through retrofit plus selective new build.
3. <https://www.costar.com/article/1084134509/plans-unveiled-for-near-1-million-square-foot-mixed-use-makeover-of-former-oxford-street-bhs> - CoStar News reports BEAM and KPF have unveiled plans for a near‑1 million square‑foot office, retail and cultural hub at 33 Cavendish Square. The scheme would include about 800,000 sq ft of offices, 124,000 sq ft of retail frontage and a 37,676 sq ft cultural and creative hub with an auditorium and flexible events space. The building would retain more than half of its floorspace and would be all‑electric and net‑zero‑aligned. BEAM forecasts around 1,200 construction jobs per year and more than 4,000 permanent roles on completion, with a second round of public consultation under way and a planning application planned later in the summer.
4. <https://www.standard.co.uk/business/bhs-oxford-street-cavendish-square-retail-office-b1236232.html> - The Evening Standard describes 33 Cavendish Square being reinvented as a major West End office, retail and cultural complex following the site’s history as BHS from 1961 to 2016 and the UAL College of Fashion’s move to Olympic Park. The plan retains much of the building while replacing parts with a wrap‑around frontage. It would deliver around 75,000 sq m of office space, roughly 100 metres of Oxford Street frontage, and a 3,500 sq m cultural hub for talks, launches and performances. The project is expected to generate about 1,200 construction jobs and around 4,000 permanent roles.
5. <https://www.twinfm.com/article/public-consultation-on-33-cavendish-square-proposals-begins> - TwinFM reports that BEAM and KPF have opened public consultation on proposals for 33 Cavendish Square. The mixed‑use plan would combine transformed Grade A office space with a ground‑floor retail and food and beverage offer, plus a cultural hub featuring an auditorium and event space for TED talks, product launches and fashion shows. The project would retain the majority of the building’s structure in line with Westminster’s retrofit‑first approach and aims to position the site as a flagship hub for creative enterprise in the West End.
6. <https://www.londonworld.com/news/oxford-street-shake-up-old-bhs-to-be-london-shopping-and-cultural-hotspot-5277100> - LondonWorld reports BEAM and KPF’s proposals for 33 Cavendish Square would deliver around 75,000 square metres of Grade A office space and a cultural hub of about 3,500 square metres with an auditorium and events space. The article notes that BHS occupied the site from 1961 to 2016, and the UAL College of Fashion relocated to Olympic Park. It includes a quote from John Bushell describing the plans as a key step in rejuvenating Oxford Street and mentions potential construction dates should Westminster grant approval, with work targeting 2029 to 2033.
7. <https://www.londonbuildexpo.com/news/kpf-unveils-plans-transformation-oxford-circus-tower> - London Build summarises BEAM and KPF’s retrofit plans for 33 Cavendish Square, describing retention of more than half of the existing floorspace and the addition of a seven‑storey mixed‑use block beside Oxford Circus. It highlights nearly a million square feet of combined office, retail and cultural spaces, including a 300‑seat auditorium and associated studios. BEAM frames the scheme as a flagship West End hub for culture and creativity, with public consultation and a planning application expected later in the year.