# KPF and Berkeley propose retrofit of Oxford Circus tower with new seven‑storey Oxford Street podium



Berkeley Estate Asset Management has lodged proposals, designed by Kohn Pedersen Fox (KPF), to comprehensively refurbish and extend the landmark 1960s building at 33 Cavendish Square beside Oxford Circus. The scheme would retain the site’s 21‑storey modernist tower and part of the existing lower block while replacing the Oxford Street podium with a new seven‑storey block intended to stitch the tower back into the high street. According to the original report, the move is pitched as a long‑term investment in the West End’s commercial and cultural fabric.

The submitted designs set out a clear mixed‑use ambition for the site. Ground‑floor frontages on Oxford Street are proposed for food and beverage uses and refreshed retail, with upper levels delivering high‑quality Grade A office accommodation. The lead project description states the development would provide roughly 75,000 sq m of office floorplate above a 3,500 sq m cultural and creative hub that includes an auditorium and flexible event space. KPF’s draw on the retained massing of the tower is framed as a retrofit approach that keeps more than half of the original structure while modernising the street edge.

On cultural provision the public accounts vary. The developer’s outline describes a sizable creative hub around a new triple‑height public atrium with an auditorium and makers’ studios; another project briefing allocates roughly 25,000 sq ft for cultural uses and envisages a 300‑seat auditorium, makerspaces and studios. Industry reporting also presents larger totals for flexible creative workspace. Those differences reflect early‑stage reporting of a complex, multi‑component brief rather than a settled, final schedule of accommodation.

Berkeley has assembled a broad technical and delivery team as the designs move toward a planning application. Public documents list consultants including planning adviser Newmark and engagement specialist Kanda; the wider delivery team named in later briefings includes quantity surveyor Core Five, project manager Gardiner & Theobald, structural and services engineers Elliott Wood and Arup, and facade specialist Tavenor. The developer anticipates a multi‑year programme of works, with one industry source describing a potential four‑year delivery timeline from consent to completion.

The proposals are being presented explicitly as part of a push to revive Oxford Street’s fortunes after a steep fall in footfall since the Covid pandemic. Speaking to BD Online, KPF principal John Bushell said the plans represent “an important step in the rejuvenation of Oxford Street” and argued the transformation would “provide greatly improved retail space to help attract world‑leading brands into the ‘nation’s high street’, and a dedicated space to promote creativity and innovation.” Berkeley has opened a public consultation and said it expects to submit a planning application later in the year. The developer also predicts the project would support thousands of construction and operational jobs.

Reporting to date places the overall scale of the scheme in broadly similar territory but with varying figures. Some briefings echo the headline 75,000 sq m office figure and the 3,500 sq m cultural hub; others describe a near‑million‑square‑foot mixed‑use scheme that combines around 800,000 sq ft of office accommodation with more than 120,000 sq ft of high‑street retail frontage. Estates Gazette has additionally framed the proposals as net‑zero aligned and explicitly targeted at cultural, tech and digital occupiers, presenting the redevelopment as a cultural‑economic intervention for Westminster’s western high‑street. These discrepancies are typical at the pre‑application stage, when different write‑ups draw on varying versions of the brief and on metric or imperial conversions.

For Westminster and the West End the project would be one of the most significant redevelopment proposals currently under consideration, covering a prominent island site at a gateway junction. The planning application that Berkeley is preparing will be the moment when floor areas, cultural commitments, net‑zero assertions and job‑creation estimates are tested against planning policy and the council’s cultural strategy. Until then the scheme should be read as a major developer‑led proposal that aims to reconcile retention and retrofit of a 1960s tower with a reinvigorated Oxford Street frontage and a substantial office offer.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[1]](https://www.bdonline.co.uk/news/kpf-submits-plans-to-overhaul-oxford-circus-tower/5137639.article), [[3]](https://www.building.co.uk/news/kpf-unveils-plans-for-transformation-of-oxford-circus-tower/5135633.article)
* Paragraph 2 – [[1]](https://www.bdonline.co.uk/news/kpf-submits-plans-to-overhaul-oxford-circus-tower/5137639.article), [[2]](https://www.bdonline.co.uk/news/kpf-unveils-plans-for-transformation-of-oxford-circus-tower/5135636.article), [[3]](https://www.building.co.uk/news/kpf-unveils-plans-for-transformation-of-oxford-circus-tower/5135633.article)
* Paragraph 3 – [[1]](https://www.bdonline.co.uk/news/kpf-submits-plans-to-overhaul-oxford-circus-tower/5137639.article), [[4]](https://www.building.co.uk/news/planning-application-for-oxford-circus-tower-revamp-to-be-submitted-this-autumn/5135665.article), [[6]](https://www.estatesgazette.co.uk/news/berkeley-estate-unveils-design-for-landmark-mixed-use-oxford-street-scheme/)
* Paragraph 4 – [[4]](https://www.building.co.uk/news/planning-application-for-oxford-circus-tower-revamp-to-be-submitted-this-autumn/5135665.article), [[1]](https://www.bdonline.co.uk/news/kpf-submits-plans-to-overhaul-oxford-circus-tower/5137639.article)
* Paragraph 5 – [[1]](https://www.bdonline.co.uk/news/kpf-submits-plans-to-overhaul-oxford-circus-tower/5137639.article), [[5]](https://www.standard.co.uk/business/bhs-oxford-street-cavendish-square-retail-office-b1236232.html)
* Paragraph 6 – [[6]](https://www.estatesgazette.co.uk/news/berkeley-estate-unveils-design-for-landmark-mixed-use-oxford-street-scheme/), [[7]](https://www.costar.com/article/1084134509/plans-unveiled-for-near-1-million-square-foot-mixed-use-makeover-of-former-oxford-street-bhs), [[1]](https://www.bdonline.co.uk/news/kpf-submits-plans-to-overhaul-oxford-circus-tower/5137639.article), [[3]](https://www.building.co.uk/news/kpf-unveils-plans-for-transformation-of-oxford-circus-tower/5135633.article)
* Paragraph 7 – [[4]](https://www.building.co.uk/news/planning-application-for-oxford-circus-tower-revamp-to-be-submitted-this-autumn/5135665.article), [[5]](https://www.standard.co.uk/business/bhs-oxford-street-cavendish-square-retail-office-b1236232.html)

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## Bibliography

1. <https://www.bdonline.co.uk/news/kpf-submits-plans-to-overhaul-oxford-circus-tower/5137639.article> - Please view link - unable to able to access data
2. <https://www.bdonline.co.uk/news/kpf-unveils-plans-for-transformation-of-oxford-circus-tower/5135636.article> - Berkeley Estate Asset Management has submitted proposals designed by Kohn Pedersen Fox for a major overhaul of 33 Cavendish Square, the former BHS flagship beside Oxford Circus. The plans would retain more than half of the existing 1960s structure, including the basement and the 21‑storey tower, and replace the Oxford Street podium with a new seven‑storey mixed‑use block. The ground floor is intended for food and beverage uses, with upper levels delivering high‑quality, Grade A office accommodation. The scheme includes dedicated cultural and creative spaces, and the project team so far lists Newmark and engagement consultant Kanda for public benefit.
3. <https://www.building.co.uk/news/kpf-unveils-plans-for-transformation-of-oxford-circus-tower/5135633.article> - Kohn Pedersen Fox has unveiled designs prepared for Berkeley Estate Asset Management to transform 33 Cavendish Square, a island site adjacent to Oxford Circus. The proposals involve retrofitting the 1960s tower while demolishing parts of the lower podium to create a modern seven‑storey Oxford Street frontage incorporating cultural uses. Over 50% of the original building would be retained, including the tower and basement, with the remainder rebuilt to provide new retail and food‑and‑beverage frontages and substantial Grade A office space above. The developer describes the project as a cultural hub aimed at attracting creative enterprises back to the West End.
4. <https://www.building.co.uk/news/planning-application-for-oxford-circus-tower-revamp-to-be-submitted-this-autumn/5135665.article> - Berkeley Estate Asset Management has confirmed a wider project team for the 33 Cavendish Square proposals, signalling a serious move toward a planning application later in the year. The team includes Core Five, Gardiner & Theobald, Elliott Wood, Arup and Tavenor among others, reflecting major consultants on cost, project management, structural and engineering matters. The developer anticipates a four‑year delivery programme, retaining the tower while rebuilding the Oxford Street podium to accommodate retail, food and cultural spaces. Early plans allocate about 25,000 square feet for cultural uses including a 300‑seat auditorium, makerspaces and studios gathered around a triple‑height atrium public.
5. <https://www.standard.co.uk/business/bhs-oxford-street-cavendish-square-retail-office-b1236232.html> - Evening Standard reports Berkeley Estate Asset Management and KPF revealed proposals for 33 Cavendish Square, the former BHS and London College of Fashion site beside Oxford Circus. The scheme would retain roughly half of the existing building and deliver about 75,000 square metres of office accommodation and approximately 3,500 square metres of cultural hub space. Plans propose around 100 metres of refreshed retail frontage along Oxford Street and new private terraces for tenants. The developer expects the project to support thousands of jobs during construction and operation, and has opened a public consultation ahead of a planning submission this year.
6. <https://www.estatesgazette.co.uk/news/berkeley-estate-unveils-design-for-landmark-mixed-use-oxford-street-scheme/> - Estates Gazette outlines Berkeley Estate Asset Management and KPF’s detailed proposals for 33 Cavendish Square, presenting a large‑scale mixed‑use redevelopment to revitalise Oxford Street’s western end. The article describes retention of more than half the existing structure, delivery of over 807,000 square feet of office accommodation alongside in excess of 123,000 square feet of prime retail frontage. Flexible cultural and creative spaces totalling tens of thousands of square metres are proposed, including an auditorium, event space, studios and workspaces aimed at cultural, tech and digital sectors. The scheme is presented as net‑zero aligned and supportive of Westminster’s cultural strategy objectives.
7. <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 that BEAM and KPF unveiled near one‑million‑square‑foot plans for the former BHS site at 33 Cavendish Square, combining extensive office, retail and cultural uses. The article notes retention of the 1960s tower while reworking the podium to provide substantial new retail frontage on Oxford Street, reportedly around 124,000 square feet, and roughly 800,000 square feet of office space. Early visuals show new terraces and a wrap‑around Oxford Street block with cultural facilities intended to attract creative occupiers. A public consultation has been held and a planning application is expected to follow later this year.