

# THE POLLEN ESTATE

EAST MAYFAIR

## The Pollen Estate Strategies

### Savile Row

- a) Support the successful evolution of the Savile Row Bespoke (“SRB”) tailoring business by, for example, working to attract more customers to the street and online
- b) Work to ensure that the non SRB retail uses in Savile Row are supportive of SRB and the success of the street including attracting more synergistic occupiers
- c) Over time, working with others, to ensure that Savile Row (both street and name) is truly synonymous with its being “the finest street in the world for luxury tailoring”.

### Cork Street

- a) Over the medium term, working with the art community, to ensure that Cork Street becomes again the premier destination location in the world for successful modern and contemporary art gallery businesses
- b) To ensure that, where other uses are permitted and introduced they are supportive of the principal purpose of the street and their presence will attract customers to the galleries.

### Old Burlington/ Clifford Street

#### Use

- a) Provide retail and related ground floor uses that support the strategic approach being taken on Cork Street and Savile Row.
- b) Provide alternative locations for luxury tailoring where this can be achieved without constraining future uses for modern and contemporary art galleries
- c) Provide “support” uses such as appropriate cafés, wine bars and restaurants.
- d) Seek to encourage uses (offices, restaurants, cafes) that support or complement the luxury retail/gallery objectives
- e) Include pre-emption rights in leases in order to retain the opportunity to prevent uses incompatible with the agreed strategy.

#### Building Scale/Built Environment

- a) As regards that part of Old Burlington Street north of Clifford Street to retain/reinstate and seek to promote where feasible the scale and footprint of heritage buildings (eg Georgian townhouses) to complement similar buildings on the street such as the numerous retail maisons/townhouses on Clifford Street and the northern end ( West side) of Old Burlington Street
- b) To encourage the vitality of the streets as a retail destination via a curated mix of high quality/luxury independent or smaller scale retailers/galleries.

## **Public Realm**

- a) Ensure public realm proposals related to our individual projects are both cost effective and focused on increasing pedestrian flow to enhance retail/ gallery/ restaurant sales and attractiveness of location to office occupiers.
- b) Work with others to ensure, as far as possible, that a consistent approach to public realm is implemented across the East Mayfair area.

## **Sustainability**

### **Environmental**

- a) New buildings should be designed to the highest standard of sustainability that is economically viable. As a general rule the design of new and majorly refurbished buildings should be to BREAAAM “Excellent” standard;
- b) Where the Estate is responsible for the management and maintenance of individual buildings, sustainable materials and supplies should, wherever possible, be used. The Estate will engage proactively with its supply chain to drive sustainable practice through the adoption of a sustainable procurement policy;
- c) Occupiers are encouraged to use, wherever possible, sustainable materials and suppliers.

### **Socio-economic**

#### **Social**

- a) Through our proactive engagement across the Estate and community, we promote a healthy, prosperous, innovative, inclusive, and efficient area in which people can live and work harmoniously. Our aim is to support, and where possible enhance, social and cultural amenities and systems for the continuous improvement of citizen wellbeing.

#### **Economic**

- a) Encourage economic practices that support long-term economic growth without negatively impacting environmental, social and cultural aspects of the community.

## **Governance**

- a) For us sustainable governance is a core value, this means acting sustainably and responsibly through conserving resources, promoting climate protection, fulfilling our responsibilities to our occupiers, shareholders and staff. We believe that our commitment to sustainable governance allows us to add value through innovation, future-gazing, and a management approach that will support our goal, in-line with the current government’s objective, of net zero carbon by 2050.