

A black and white photograph of a grand, classical-style building. The building features a prominent balcony with ornate balustrades and a large, curved bay window on the right side. The architecture is detailed with columns and decorative moldings. The sky is visible in the background, and some tree branches are in the upper right corner.

SICILIAN AVENUE LONDON

SICILIAN AVENUE



Roll up foodies, Londoners and friends!

Sicilian Avenue is London's unexpected, iconic and historical pedestrianised destination in Holborn that is entering a new era

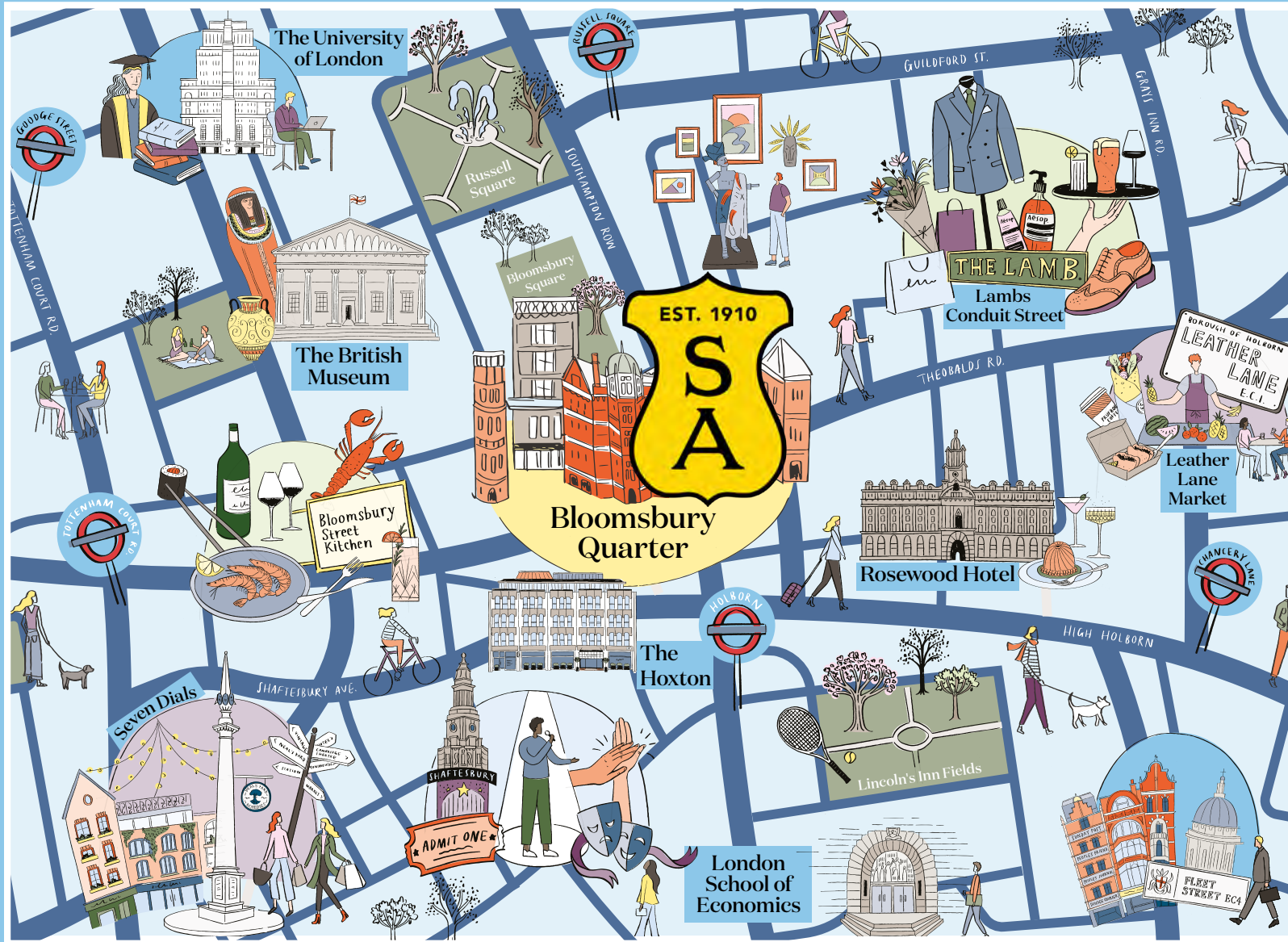
In the heart of Bloomsbury, a stone's throw from Holborn Station, lies Sicilian Avenue – a charming, historic avenue that will provide a much-needed, vibrant dining experience for Holborn's office workers, tourists, residents and students.



The social heart of the Bloomsbury Quarter

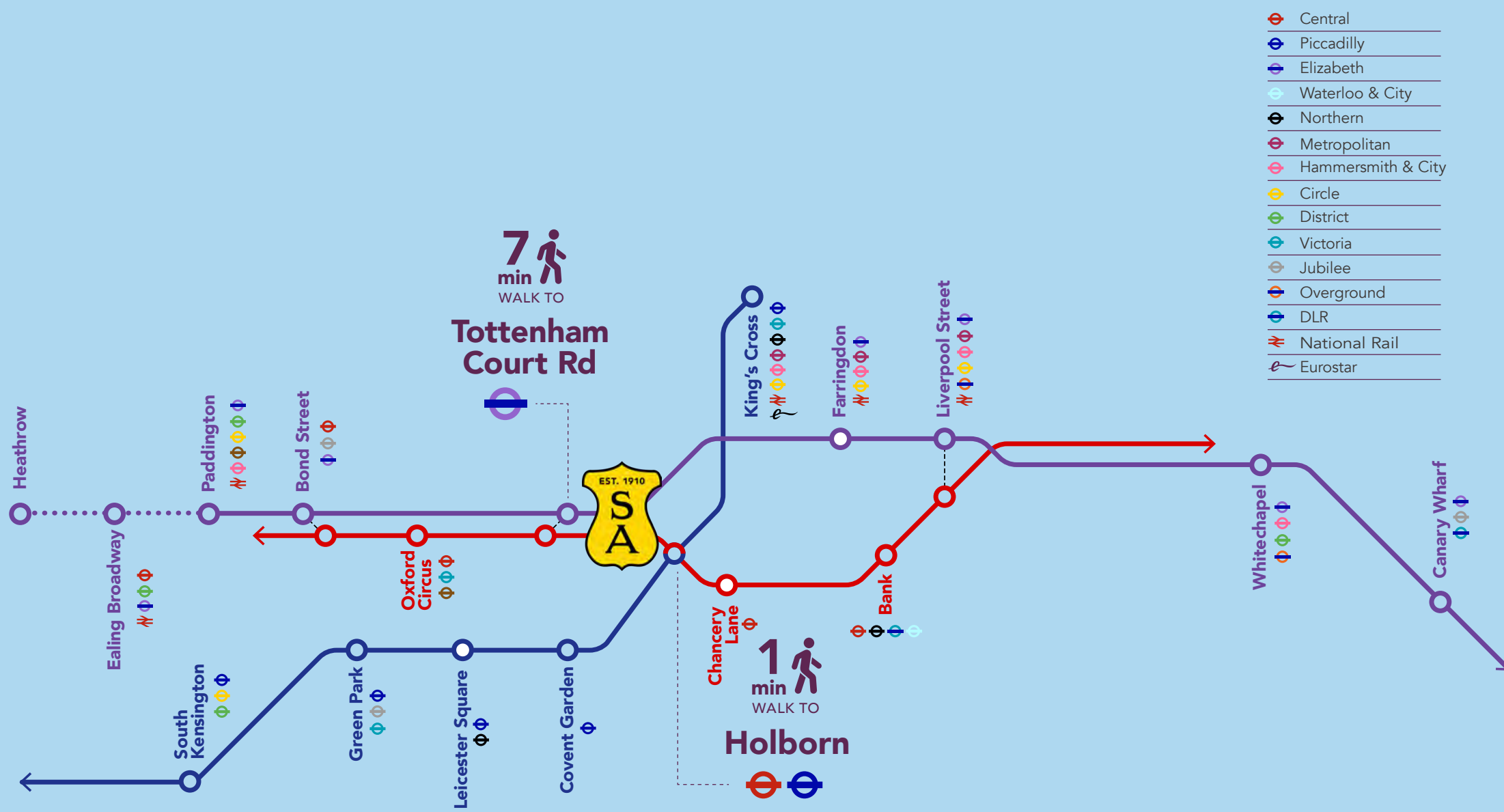
A stone's throw from Holborn station, a 7-min walk from Tottenham Court Road station, and a 6-min stroll from the UK's No.1 attraction – The British Museum.

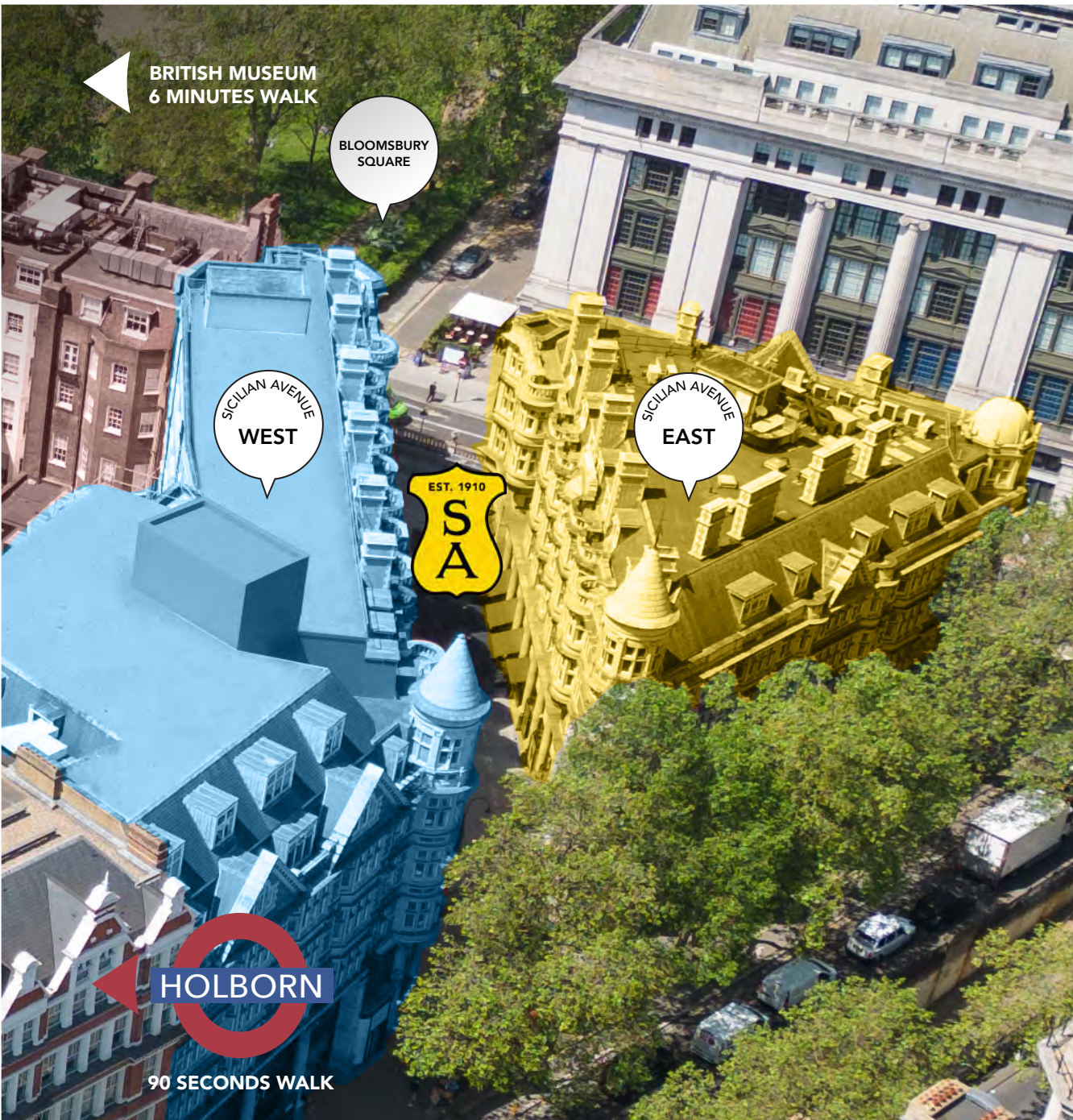
Grade II listed Sicilian Avenue has been delighting visitors since 1910.



Evoking over a hundred years of art and literary culture, its rich tapestry transports its dynamic community of residents, workers, students and tourists to an unparalleled universe

WELL-CONNECTED





Pedestrianisation

Sicilian Avenue is London's most iconic, pedestrianised oasis in the heart of the city

Sicilian Avenue is addressing London's desire for safer, calmer and cleaner walkable streets

Its quality dining options and al fresco seating is set in a serene and clean haven away from the surrounding bustle, creating the perfect environment for local office workers, residents and Holborn's 70,000 daily visitors.

Floor Plans

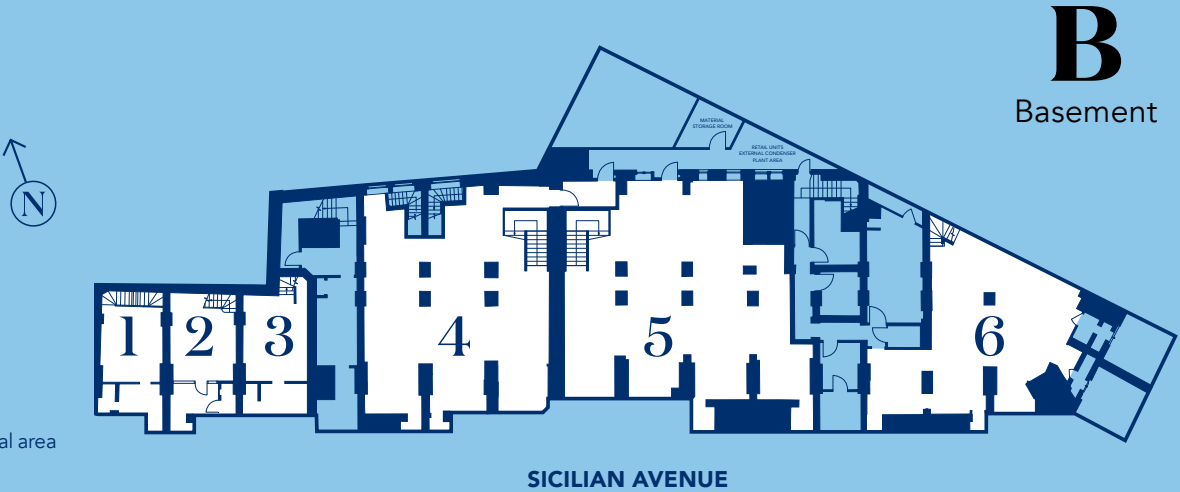
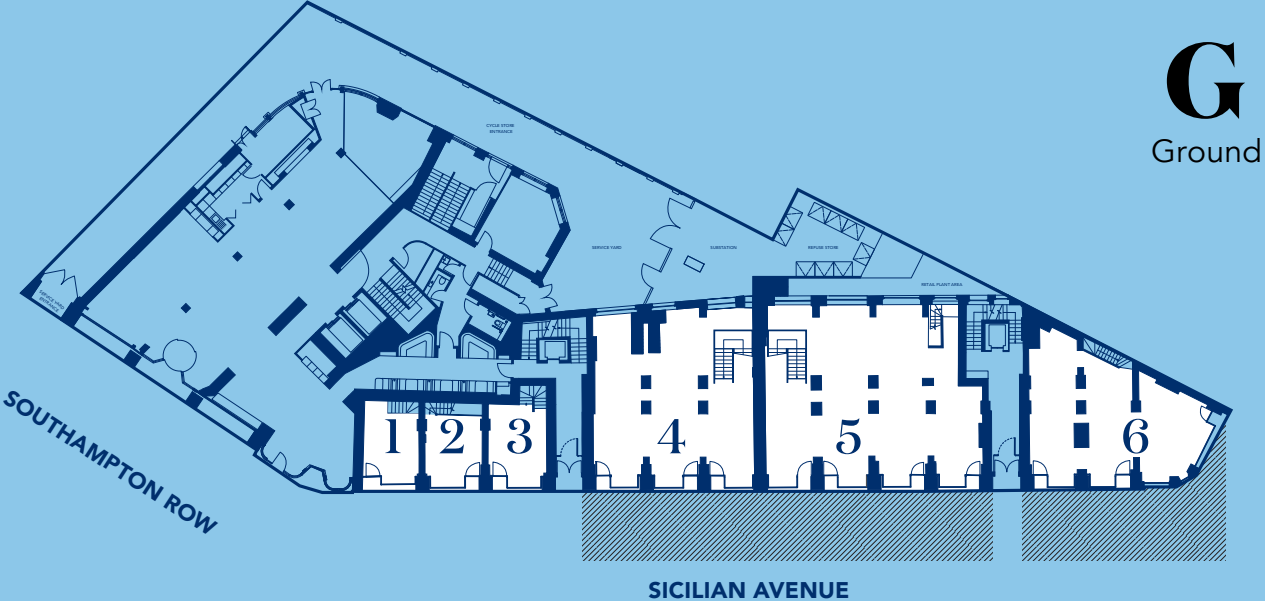
Sicilian Avenue West



Opening in summer 2025

Sicilian Avenue West

Unit	Ground Floor		Basement		Total (SQ FT)
	GIA (SQ FT)	GIA (SQ M)	GIA (SQ FT)	GIA (SQ M)	
1	205	19	280	26	485
2	215	20	301	28	516
3	237	22	301	28	538
4	1,302	121	1,582	147	2,884
5	1,733	161	1,798	167	3,531
6	1,012	94	1,345	125	2,357



(Indicative) Potential for external area

*Target areas subject to measurement on PC.

Residents and Londoners

There are almost 10,000 residences within half a mile of Sicilian Avenue, and with 9.3m people living in London, Sicilian Avenue attracts that everyday Londoner seeking interesting places to add to their repertoire.

Office workers

With c. 70,000 sq ft of office space on Sicilian Avenue, retailers can offer hot drinks, smoothies, quick bites or a sit down express business lunch for workers desiring a serene environment away from loud noise and surrounding traffic.

University students

Home to around 20 university faculties in its immediate square mile from the station, university students need a place to inspire them whilst en route to classes or during scheduled breaks.



Entrepreneurs & solopreneurs

Shared office spaces dominate the surrounding area. For example, there is 185k sq ft of shared and leased office space on 90 High Holborn, right on the doorstep. Sicilian Avenue offers the perfect connection to creativity and a peaceful, productive environment to escape their co-working hot desk.

Tourists

The British Museum is the UK's biggest attraction and each year, 5.8m visitors descend into Holborn to visit it. Sicilian Avenue is just a 6-min stroll away, perfect for the more discerning tourist fascinated by British arts and culture and yearning for a more pleasurable dining experience.



13.2M

catchment in Holborn in 2024:
43% visitors, 39% workers,
18% residents*

10,000

residences within a half mile
radius of Sicilian Avenue

17,500

sq ft of dining and al fresco
seating in a serene location

70,000

sq ft of office space sits atop
beautiful oriel windows

5.8M

visitors come to Holborn to
visit The British Museum
every year

70K

daily visitors, providing
an immediate flow of
hungry diners

66%

rise in sales for food and drink
outlets in one pedestrianised
UK location – 21% more than
other retailers**

*Based on anonymised and aggregated BT connectivity data of residents and workers who spend more than 10 mins, as well as visitors who spend at least 10 mins, in one location.
Licensed by the Central District Alliance / GLA High Street Data Service

**Source: Pedestrian Pound report by Living Streets, the UK charity for everyday walking

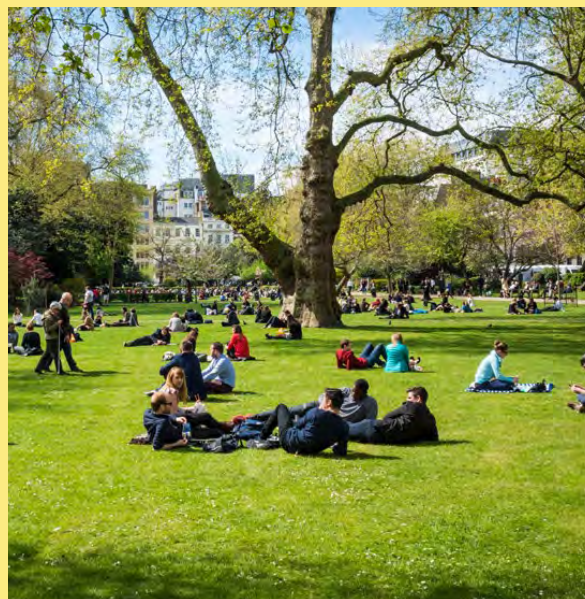


Grade II listed

The unique, grade II listed architecture is perfectly book-ended with Romanesque columns that will host al fresco dining and grab and go concepts, capturing passers-by and transporting them to a world away from the everyday bustle of Holborn.

Green & colourful oasis

Seasonal planting with areas to sit and relax will also be available, as well as quick access to Bloomsbury Square, which is right on the doorstep of Sicilian Avenue.



Convert a transiting footfall into a dedicated fanbase

Beautiful Edwardian shop front oriel windows connect local businesses to an in-built community of residents and office workers, and its intimate setting offers food and beverage occupiers the opportunity to convert its transiting footfall into a dedicated fanbase.

POP CULTURE

1

Pedestrianised streets improve physical and mental wellbeing and increase sales for local businesses

2

Sicilian Avenue's historical bookshops feature heavily in The Guernsey Literary and Potato Peel Pie Society movie

3

Bloomsbury is home to famous laureates and poets, including Virginia Woolf and Mahatma Gandhi

4

Bob Marley and Ricky Gervais both lived in Bloomsbury

5

Blockbuster Wonder Woman was filmed on Sicilian Avenue

6

Emmy award winning Slow Horses is filmed on Sicilian Avenue



Green for the people

Safer passages for walkers and cyclists have sprung up as part of Low Traffic Neighbourhoods placing breathable, cleaner cities high on the agenda for London's councils

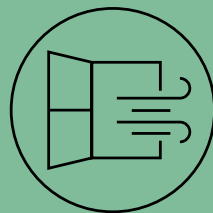
As part of our social and environmental mission, we are committed to achieving the highest sustainability standards possible at Sicilian Avenue, as part of the Bloomsbury Quarter estate.



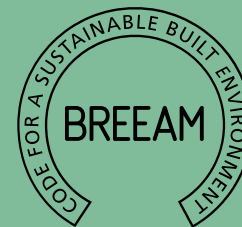
Estate-wide greening & biodiversity strategy



Natural ventilation (openable windows)



Targeting 'Excellent'



Collaborating with the Central District Alliance



SICILIAN AVENUE LONDON

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